


The influence of product quality, price, and location on customer satisfaction at Kopi Kulo Budiman Coffee Shop Balikpapan

Norhidayati¹, Ahmad Faid Maulana²

^{1,2} Management Study Program, Sekolah Tinggi Ilmu Ekonomi Balikpapan

ARTICLE INFO	ABSTRACT
<p>Article history: Received Aug 30, 2023 Revised Sep 09, 2023 Accepted Sep 29, 2023</p>	<p>This study aims to determine the influence of product quality, price, and location on customer satisfaction at Kulo Budiman Balikpapan Coffee Shop. This research is based on a questionnaire survey. The sampling technique used purposive sampling with 93 respondents. The data analysis technique used multiple regression analysis. Based on the results of multiple linear regression analysis, it obtained a correlation coefficient (R) of 0.779 and a coefficient of determination (R²) of 0.607. Simultaneous test results (F-test) show that $F_{count} > F_{table}$ of 45.904 > 2.71, meaning that product quality, price, and location simultaneously significantly influence customer satisfaction at Kulo Budiman Coffee Shop Balikpapan. Partial Test Results (t-test) indicate that the variable quality of the product (X₁) $t_{count} > t_{table}$ of 2.015 > 1.98667, which means that the product quality variable partially has a significant influence on customer satisfaction (Y), the price variable (X₂) shows $t_{count} > t_{table}$ of 5.316 > 1.98667. This result shows that the price partially significantly influences customer satisfaction (Y). The location variable (X₃) shows a $t_{count} < t_{table}$ of 1.951 < 1.98667. This result indicates that the location partially has no significant influence on customer satisfaction (Y).</p>
<p>Keywords: Customer Satisfaction; Location; Product Quality; Price</p>	<p><i>This is an open access article under the CC BY- NC license.</i></p>
<p>Corresponding Author: Norhidayati, MBA, Management Study Program, Sekolah Tinggi Ilmu Ekonomi Balikpapan Mayor Pol Zainal Arifin No. 166 Central Balikpapan, East Kalimantan, Indonesia Email: lsntl@ccu.edu.tw</p>	

1. INTRODUCTION

Indonesia is one of the world's largest coffee producing and exporting countries (Lisdayanti & Anwar, 2018). The International Coffee Organization (ICO) notes that Indonesia ranks fourth with high coffee production worldwide. In Indonesia, some community groups, such as office workers and students, prefer to enjoy drinking coffee at coffee shops and use them as meeting places or meeting points (Casalegno et al., 2020; Han et al., 2018; Nazmabadi & Motameni, 2022; Purnomo et al., 2021).

The shop is a sign confirming the existence of a new society through meeting various people, ethnicities, institutions, social statuses, and even multicultural identities (Bui, 2014; Koh et al., 2020). Many original coffee shop brands have sprung up from Indonesia, starting from Kopi Janji Jiwa, Kopi Lain Hati, Kopi Kenangan, and other brands. One of the local coffee shop brands in Indonesia is Kedai Kopi Kulo (Kim & Lee, 2019; Maduretno & Sheellyana Junaedi, 2022; Soedarsono et al., 2020; Song et al., 2019).

Kedai Kopi Kulo is a coffee shop with franchise business partners in various regions. It opens a partnership for entrepreneurs interested in creating their cafes with the Kopi Kulo brand. Despite experiencing challenges due to the prolonged pandemic, Kedai Kopi Kulo is determined to expand its business network throughout Indonesia.

Some of the things that Kedai Kopi Kulo business people do to attract buyers include adding various menu variants and special promos. The location of the Kedai Kopi Kulo, which is easy to reach and close to the crowd, will create a distinct perception for buyers. Complete beverage choices are one of the factors that consumers consider in choosing a coffee shop and increase consumer satisfaction. Price is a variable that is often the concern of consumers in deciding a purchase. High and low prices represent the quality and usability of these products.

Consumers are becoming increasingly critical in choosing a product to be consumed due to the ease of obtaining the expected information. Consumers become dissatisfied easily and have many demands on purchasing the product. Therefore, it becomes a challenge for companies in this era of information and technology because competition is getting tougher, making consumers have many choices for purchasing similar products offered by every company. Consumers usually feel happy if served politely, with friendly, full attention. They are seen as important people, so satisfaction will arise in buying goods/services and can create loyalty to the company. Customer satisfaction with the company is inseparable from the location chosen, the quality of the products offered and the prices given.

A research study shows that product quality only significantly affects customer satisfaction (Akmal et al., 2023). In contrast to other research results, price and location influence customer satisfaction (Hidayat & Faeni, 2019). These studies support this (Jaya et al., 2021). The difference between this research and previous research is that this research combines these three things to determine the influence of product quality, price, and location on customer satisfaction at Kopi Kulo Budiman Coffee Shop Balikpapan.

2. RESEARCH METHOD

According to (Sugiyono, 2019), the operational definition of a variable is an attribute or characteristic or value of an object or activity that has been specified by a researcher to be studied and then drawn to a conclusion".

The type of research used in this study is explanatory research with the aim of explaining the causal relationship or influence between variables through hypothesis testing on certain samples. Sampling in this study used the Non-Probability Sampling method through the Purposive Sampling technique (Hakim et al., 2022; Sugiyono, 2018). The variables used in this study consisted of 3 (three) independent variables (X), namely product quality, price, and location, while 1 (one) dependent variable (Y), namely customer satisfaction. This study selected the population of consumers at the Kopi Kulo Budiman Coffee Shop Balikpapan in February, totaling 1.350 customers. The researcher employed the Slovin formula with a level of leniency for the inaccuracy of researchers due to sampling errors that can still be tolerated or desired. In this case, the researcher take the assumption of 10%. Then, the sample obtained was 93 respondents.

Source of data required in this research is primary data. Sugiyono (2019) states that primary data is a data source that directly provides data for data collection. Primary data collection in this study was through distributing questionnaires to respondents, including data on several product quality variables, price, and location on customer satisfaction at Kopi Kulo Budiman Coffee shop Balikpapan. From the results of the questionnaire, testing was carried out using SPSS 25, a program that can test the relationship between changes in the dependent variables and the independent variables used in a computerized way.

Sugiyono, 2019 states that secondary data are data sources that do not directly provide data to data collectors. This secondary data means the data that supports the needs of primary data, such as books, literature, and related readings that support this research.

3. RESULTS AND DISCUSSIONS

Data Analysis Methods

Testing the hypothesis of a study will only hit the target if the collected data is valid and *reliable*. The data collection process requires a lot of money, time, and effort. A research instrument in the form of a questionnaire must be tested for validity and reliability first so that the data obtained is truly valid and reliable.

Validity test

Validity is intended to state the extent to which the data contained in a questionnaire will measure what is to be measured. In this study, the validity test used the product moment correlation technique from Pearson (Umar, 2010) which provided that: (a) If $r_{\text{count}} > r_{\text{table}}$ (0.361), then the item can be stated to be valid. (b) If $r_{\text{count}} < r_{\text{table}}$ (0.361), then the item can be stated to be invalid.

Based on the SPSS results, the four variables are X1 (Product Quality), X2 (Price), X3 (Location), and Y (Customer Satisfaction) declared valid. The SPSS results are listed in Table 1, Table 2, Table 3, and Table 4 below:

Table 1. Variable Validity Test of X1 (Product Quality)

No. Items	r_{count}	r_{table} 5% (93)	Sig.	Criteria
X1.1	0,769	0,201	0,000	Valid
X1.2	0,781	0,201	0,000	Valid
X1.3	0,780	0,201	0,000	Valid
X1.4	0,850	0,201	0,000	Valid
X1.5	0,411	0,201	0,024	Valid

Source: SPSS Results, 2022

Table 1 shows the results of the X1 Variable Validity test (Product Quality) with a total of 5 statements. The analysis results compare the recount and table and examine the criteria of significant value. The results show that all these statements are valid because the count is more excellent than a table, and the significant value is less than 0.05.

Table 2. Variable Validity Test of X2 (Price)

No. Items	r_{count}	r_{table} 5% (93)	Sig.	Criteria
X2.1	0,589	0,201	0,001	Valid
X2.2	0,880	0,201	0,000	Valid
X2.3	0,844	0,201	0,000	Valid
X2.4	0,849	0,201	0,000	Valid
X2.5	0,845	0,201	0,000	Valid

Source: SPSS Results, 2022

Table 2 shows the results of the X2 (Price) Variable Validity test with a total of 5 items. The analysis results compare the recount and table and examine the criteria of significant value. The results show that all these statements are valid because the count is more excellent than a table, and the significant value is less than 0.05.

Table 3. Variable Validity Test of X3 (Location)

No. Items	r_{count}	r_{table} 5% (93)	Sig.	Criteria
X3.1	0,809	0,201	0,000	Valid
X3.2	0,895	0,201	0,000	Valid
X3.3	0,820	0,201	0,000	Valid
X3.4	0,836	0,201	0,000	Valid
X3.5	0,857	0,201	0,000	Valid

Source: SPSS Results, 2022

Table 3 shows the X3 (Location) Validity test results with a total of 5 statements. The analysis results compare the recount and table and examine the criteria of significant value. The results show that all these statements are valid because the count is more excellent than a table, and the significant value is less than 0.05.

Table 4. Variable Validity Test of Y (Customer Satisfaction)

No. Items	r _{count}	r _{table} 5% (93)	Sig.	Criteria
Y1	0,845	0,201	0,000	Valid
Y2	0,670	0,201	0,000	Valid
Y3	0,853	0,201	0,000	Valid
Y4	0,784	0,201	0,000	Valid
Y5	0,441	0,201	0,015	Valid

Source: SPSS Results, 2022

Table 4 shows the results of the Y Variable Validity test (Customer Satisfaction) with a total of 5 statements. The analysis results compare the recount and table and examine the criteria of significant value. The results show that all these statements are valid because the count is more excellent than a table, and the significant value is less than 0.05.

Reliability Test

If the measuring instrument has been declared valid, then the measuring instrument is then tested for reliability test. Reliability means a value that shows the consistency of a measuring device in measuring the same symptoms. Data can be stated called reliable if the *Cronbach's Alpha* value is > 0.6 (Sugiyono, 2019). Based on the results of SPSS calculations, the data in this study are reliable because the *Cronbach's Alpha* value is 0,931 > 0,6.

Multiple Linear Regression Analysis

The analytical model used in this study is in the form of Multiple Linear Regression. This analysis model is used to determine the influence of the independent variables on the dependent variable, in this case including the variables of product quality, price, and location on customer satisfaction at Kedai Kopi Kulo Budiman Cofee shop Balikpapan. The specifications of the multiple linear regression model according (Sugiyono, 2019), can be seen as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

Description :

- Y = Customer Satisfaction
- a = Constanta
- X₁ = Product Quality
- X₂ = Price
- X₃ = Location
- b₁, b₂, b₃ = Coefficient of regression direction
- e = Confounding variable outside the model

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	2,316	1,832		1,264	0,209
Product quality	0,250	0,124	0,196	2,015	0,047
Price	0,422	0,079	0,509	5,316	0,000
Location	0,172	0,088	0,171	1,951	0,054

a. Dependent Variable: Customer satisfaction

Based on the results of research processing and computerization using the SPSS 25 version program, the multiple linear regression equation is obtained as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 2.316 + 0,250 X_1 + 0,422 X_2 + 0.172 X_3 + e$$

From these equations, the explanations of each variable are: (a) The constant coefficient value of b₀ = 2,316 indicates that if product quality (X₁), price (X₂), and location (X₃) are constant, then the customer satisfaction score (Y) is 2,316. (b) The influence of product quality (X₁) on customer satisfaction (Y) in Kopi Kulo Budiman Coffee Shop Balikpapan is shown by the b₁ coefficient of 0,250 which is positive. This indicates that if it affects the product quality score by one, then on average, it will increase the customer satisfaction score (Y) of Kopi Kulo Budiman

Balikpapan with a value of 0,250, assuming that the price and location are fixed. (c) The influence of price (X_2) on customer satisfaction (Y) Kopi Kulo Budiman Coffee Shop Balikpapan is indicated by the b_2 coefficient of 0,422 which is positive. This indicates that there is an influence on the price score of one, then on average, it will increase the customer satisfaction score (Y) of Kopi Kulo Budiman Coffee shop Balikpapan with a value of 0,422 assuming that the product quality and location are in a fixed situation. (d) The influence of location (X_3) on customer satisfaction (Y) Kopi Kulo Budiman Coffee Shop Balikpapan is indicated by the b_3 coefficient of 0,172 which is positive. This indicates that each time it affects the location score by one, then on average, it will increase the customer satisfaction score (Y) of Kopi Kulo Budiman Coffee Shop Balikpapan with a value of 0,172 assuming that product quality and prices are constant.

Hypothesis Test

The hypothesis is a temporary allegation of the problem formulation in the form of a statement and is not based on empirical facts obtained from data collection (Sugiyono, 2019).

1. F-Test (Simultaneously)

In order to prove the truth of the first hypothesis, the F-test was used to know the extent to which the independent variables used together are able to explain the dependent variable, or it can be interpreted whether the multiple linear regression model used is appropriate or not in accordance with the research.

In testing the f_{count} compared to the f_{table} with a significant degree of 5% concerning the level of error probability, as follows: Degree of Confidence = 5%, Degrees of Freedom f_{table} (a, k, n-k-1) (a) $\alpha = 0,05$, (b) k = number of independent variables, (c) n = number of samples. Determine the test criteria, H_0 is rejected if $f_{\text{count}} > f_{\text{table}}$, H_a is rejected if $f_{\text{count}} < f_{\text{table}}$

Conclusion: If $f_{\text{count}} < f_{\text{table}}$, then H_0 is accepted, and H_a is rejected, meaning that there is no simultaneous influence. If $f_{\text{count}} > f_{\text{table}}$, then H_0 is rejected and H_a is accepted, meaning that there is simultaneous influence.

Table 6. F-Test (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	342,173	3	114,058	45,904	0,000 ^b
	Residual	221,139	89	2,485		
	Total	563,312	92			

a. Dependent Variable: Customer satisfaction
b. Predictors: (Constant), Location, Price, Product Quality

Based on the results of the analysis above, it shows that the F_{table} is 2,71, obtained from the F statistic table with $Df_1 = K-1$ (where K is the number of research variables, in this case, $K = 4$), thus $Df_1 = 3$, while $Df_2 = nK$ (n = number of sample respondents). In this study, $Df = 93-4 = 89$. From the table, it is obtained that F_{table} is 2,71.

Based on SPSS 25 calculations in Table 6, it is obtained that $F_{\text{count}} = 45.904 >$ from $F_{\text{table}} = 2,71$. The resulting significant level is $0,000 < 0,05$. Thus, it can be concluded that the simultaneous hypothesis testing (F-Test) shows the variables of product quality (X_1), price (X_2), location (X_3) have a significant influence on customer satisfaction (Y) at the Kopi Kulo Budiman Balikpapan Coffee Shop.

T-test (Partial)

T-test shows how far one independent variable's influence has on the dependent variable. Based on the multiple linear regression test, the following is a summary of the calculation results of the t-test SPSS:

Table 7. T-test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2,316	1,832		1,264	0,209
	Product quality	0,250	0,124	0,196	2,015	0,047
	Price	0,422	0,079	0,509	5,316	0,000
	Location	0,172	0,088	0,171	1,951	0,054

b. Dependent Variable: Customer satisfaction

Based on the table above, it can be explained as follows: (a) The t-test results on variable X_1 (product quality) show a positive and significant influence. This can be seen from the t_{count} value of 2,015, which is greater than the t_{table} of 1,98667, with a sig.t value of 0,047, less than the t-table value of $\alpha = 0,05$. This shows that H_0 is rejected and H_2 is accepted. (b) The results of the t-test on variable X_2 (Price) show a positive and significant influence. This can be seen from the t_{count} value of 5,316 which is greater than the t_{table} of 1,98667 with a sig.t value of 0,000 which is less than the t value $\alpha = 0.05$. This shows that H_0 is rejected and H_3 is accepted. (c) The results of the t-test on variable X_3 (location) show no influence. This can be seen from the t_{count} value of 1,951 which is smaller than the t_{table} of 1,98667, with a sig t_{value} of 0,054 greater than the value of $\alpha = 0,05$. This shows that H_0 is accepted and H_4 is rejected.

Influence of Product Quality on Customer Satisfaction

The influence of the product quality variable (X_1) on customer satisfaction (Y) is partially indicated by the t_{count} value of 2,015 > t_{table} of 1,98667 and the sig value = 0,047 < 0,05, which means that the product quality variable has a positive and significant influence on satisfaction customers at the Kopi Kulo Budiman Balikpapan Coffee Shop. Thus, the hypothesis which states that this variable has a positive and significant influence on customer satisfaction is evidenced to be true. This research agrees with research conducted by (Sativa, 2019) entitled Analysis of Product Quality, Service Quality, and Store Atmosphere on Coffee Shop Customer Satisfaction in Surakarta. The results indicate that product quality positively and significantly influences customer satisfaction.

Influence of Price on Customer Satisfaction

The influence of the price variable (X_2) on customer satisfaction (Y) is partially indicated by the t_{count} of 5,316 > t_{table} of 1,98667 and the sig value = 0.000 < 0.05, which means that the price variable has a positive and significant influence on customer satisfaction in Kopi Kulo Budiman Coffee Shop Balikpapan. Thus, the hypothesis which states that this variable has a positive and significant influence on customer satisfaction is proven to be true. This research is in line with (Ramadhan & Mahargiono, 2020) entitled Effects of Price, Product Quality, Store Atmosphere and Location on Customer Satisfaction in the West Bank of Surabaya Rungkut Coffee House. The results of this study indicate that price has a positive and significant influence on customer satisfaction.

Influence of Location on Customer Satisfaction

The influence of the location variable (X_3) on customer satisfaction (Y) is partially indicated by the t_{count} of 1,951 < t_{table} 1,98667 and the sig value = 0,054 > 0,05 which means that the location variable has no influence on customer satisfaction at Kopi Kulo Coffee Shop Budiman Balikpapan. Thus, the hypothesis which states that this variable has an influence and is significant on customer satisfaction has not been proven to be true. This research disagrees with the research conducted by (Ramadhan & Mahargiono, 2020) entitled Effect of Price, Product Quality, Store Atmosphere and Location on Customer Satisfaction at the West Bank of Rungkut Coffee House, Surabaya. The results of this study indicate that location has a positive and significant influence on customer satisfaction.

4. CONCLUSION

Based on the formulation of the problem, the analysis of research findings, and discussion as previously described, it can be concluded that 1) the results of testing the first hypothesis (H₁) prove that simultaneously the variables of product quality, price, and location have a positive and significant influence on customer satisfaction at Kopi Kulo Budiman Coffee Shop Balikpapan with the F_{count} by 45.04 is greater than F_{table} of 2,71 and a significance level of 0.000 is less than 0,05. Thus, the first hypothesis (H₁) has been proven and can be accepted as true; 2) The results of testing the second hypothesis (H₂) stated that product quality partially had a positive and significant influence on customer satisfaction at the Kopi Kulo Budiman Balikpapan Coffee Shop, with a t_{count} of 2,015 and a sig value = 0,047 < 0,05. Thus, the hypothesis (H₂) has been proven and can be accepted as true; 3) The results of the third hypothesis test (H₃) stated that the price partially had a positive and significant influence on customer satisfaction at the Kopi Kulo Budiman Balikpapan Coffee Shop, with a t_{count} of 5,316 and a sig value = 0,000 < 0,05. Thus, the hypothesis (H₃) has been proven and can be accepted as true; and 4) The results of testing the fourth hypothesis (H₄) state that location partially has no influence on customer satisfaction at the Kopi Kulo Budiman Balikpapan Coffee Shop, with a t_{count} value of 1,951 and sig = 0,054 > 0,05. Thus, the hypothesis (H₄) cannot be proven or accepted as its truth. This research implies that this research has the impact that customer satisfaction must be maintained well to get an increase in the number of customers. The contribution of this research is to provide a reference to knowledge about one factor that influences customer satisfaction. The limitation of this research is that this research was only carried out in one place with a small population. It is hoped that future research can carry out similar research with a large population and large samples to represent the population.

REFERENCES

- Akmal, E., Panjaitan, H. P., & Ginting, Y. M. (2023). Service Quality, Product Quality, Price, and Location on Customer Satisfaction and Loyalty in CV. Restu. *Journal of Applied Business and Technology*, 4(1).
- Bui, H. B. (2014). Isolation of cellulolytic bacteria, including actinomycetes, from coffee exocarps in coffee-producing areas in Vietnam. *International Journal of Recycling of Organic Waste in Agriculture*, 3(1). <https://doi.org/10.1007/s40093-014-0048-0>
- Casalegno, C., Candelo, E., Santoro, G., & Kitchen, P. (2020). The perception of tourism in coffee-producing equatorial countries: An empirical analysis. *Psychology and Marketing*, 37(1). <https://doi.org/10.1002/mar.21291>
- Hakim, A. R., Mora, L., & Rahmawati, S. (2022). *Analisis data penelitian kuantitatif untuk skripsi*. UAI Press.
- Han, H., Nguyen, H. N., Song, H., Chua, B. L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. *International Journal of Hospitality Management*, 72. <https://doi.org/10.1016/j.ijhm.2017.12.011>
- Hidayat, R. S., & Faeni, R. P. (2019). Price, quality products, quality services and locations on customer satisfaction in Indonesian culinary. *International Journal of Recent Technology and Engineering*, 8(2 Special Issue 4). <https://doi.org/10.35940/ijrte.B1169.0782S419>
- Jaya, W., Arifin, R., & Slamet, A. R. (2021). Pengaruh Kualitas Pelayanan, Kualitas Produk, Harga, dan Lokasi terhadap Kepuasan Konsumen (Studi Kasus pada Konsumen Kafe Family Kopi di Malang). *E-Jurnal Riset Manajemen*, 10(1).
- Kim, S. H., & Lee, S. A. (2019). The role of marketing communication mix on Korean customers' coffee shop brand evaluations. *Journal of Hospitality and Tourism Insights*, 3(3). <https://doi.org/10.1108/JHTI-07-2019-0097>
- Koh, I., Garrett, R., Janetos, A., & Mueller, N. D. (2020). Climate risks to Brazilian coffee production. *Environmental Research Letters*, 15(10). <https://doi.org/10.1088/1748-9326/aba471>
- Lidayanti, A., & Anwar, T. A. (2018). Increasing public awareness of consuming Indonesian coffee through electronic marketing. *IOP Conference Series: Earth and Environmental Science*, 164(1). <https://doi.org/10.1088/1755-1315/164/1/012019>
- Maduretno, R. B. E. H. P., & Sheellyana Junaedi, M. F. (2022). Exploring the effects of coffee shop brand experience on loyalty: The roles of brand love and brand trust. *Gajah Mada International Journal of Business*, 24(3). <https://doi.org/10.22146/gamaijb.63218>
- Nazmabadi, K., & Motameni, A. (2022). The chain coffee shop brand equity and the differences of the consumer segments' responses to its dimensions based on their brand usage frequency. *Journal of Foodservice Business Research*. <https://doi.org/10.1080/15378020.2022.2109373>
- Purnomo, M., Yulianti, Y., Shinta, A., & Riana, F. D. (2021). Developing coffee culture among indonesia's

- middle-class: A case study in a coffee-producing country. *Cogent Social Sciences*, 7(1). <https://doi.org/10.1080/23311886.2021.1949808>
- Ramadhan, D., & Mahargiono, P. B. (2020). Pengaruh Harga, Kualitas Produk, Store Atmosphere Dan Lokasi Terhadap Kepuasan Pelanggan Pada Tepi Barat Rumah Kopi Rungkut Surabaya. *Jurnal Ilmu Dan*
- Sativa, D. O. (2019). *Analisis Kualitas Produk, Kualitas Layanan, dan Store Atmosphere terhadap Kepuasan Pelanggan Coffee Shop di Surakarta.*
- Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing digital marketing communication of coffee shop using instagram. *International Journal of Interactive Mobile Technologies*, 14(5). <https://doi.org/10.3991/IJIM.V14I05.13351>
- Song, H. J., Bae, S. Y., & Han, H. (2019). Emotional comprehension of a name-brand coffee shop: focus on lovemarks theory. *International Journal of Contemporary Hospitality Management*, 31(3). <https://doi.org/10.1108/IJCHM-07-2017-0436>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (1st ed.). Penerbit Alfabeta.
- Umar, H. (2010). *Riset Pemasaran dan Perilaku Konsumen.* PT Gramedia Pustaka Umum dan JBRC.