

The Influence of Product Attributes and Customer Experience on Customer Loyalty (Study on Café Customers in Malang City)

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Abstract

This study describes loyalty, product attributes, and customer experience at 5 cafes in Malang City and analyzes the influence of product attributes and customer experience on customer loyalty. The research sample is cafe customers totaling 150 people with purposive sampling technique. Analysis of the data used to determine the level of loyalty, product attributes, and customer experience is a scale range analysis. Multiple linear regression analysis was used to determine the influence of product attributes and customer experience on customer loyalty. The results of the scale range indicate that cafe customers are loyal, product attributes are appropriate and customer experience tends to be positive and pleasant. The results of multiple linear regression analysis show that product attributes and customer experience significantly influence customer loyalty either simultaneously or partially.

Keywords— *customer loyalty, product attributes, customer experience*

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan loyalitas, atribut produk dan pengalaman pelanggan pada 5 café di Kota Malang dan menganalisis pengaruh atribut produk dan pengalaman pelanggan terhadap loyalitas pelanggan. Sampel penelitian adalah pelanggan cafe berjumlah 150 orang dengan teknik purposive sampling. Analisis data yang digunakan untuk mengetahui tingkat loyalitas, atribut produk dan pengalaman pelanggan adalah analisis rentang skala. Analisis regresi linier berganda digunakan untuk mengetahui pengaruh atribut produk dan pengalaman pelanggan terhadap loyalitas pelanggan. Hasil rentang skala menunjukkan bahwa pelanggan café tergolong loyal, atribut produk sudah sesuai dan pengalaman pelanggan cenderung positif dan menyenangkan. Hasil analisis regresi linier berganda menunjukkan atribut produk dan pengalaman pelanggan berpengaruh signifikan terhadap loyalitas pelanggan baik secara simultan maupun secara parsial.

Kata kunci: *loyalitas pelanggan, atribut produk, pengalaman pelanggan*

Article info

Received (15/11/2021)

Revised (15/12/2021)

Accepted (29/12 /2021)

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INTRODUCTION

Customer loyalty in a business organization is essential. This customer loyalty can provide benefits for business organizations. These advantages are obtained because of customer loyalty, and there will be repeated product purchases. Repeated purchases of these products can increase profits for the business (Tiong, 2018). Customer satisfaction creates customer loyalty (Azazi & Arifin, 2019). Loyalty in business organizations can also increase competitiveness with other competitors. (Nalendra, 2018). Customer loyalty can be used as an advantage in business organizations regularly because customer loyalty provides repeat purchases. This repurchase can be indicated that the business organization has regular customers (Hartono, 2018). This customer loyalty also creates a sustainable relationship between the seller and the customer (Cahniati & Aprianti, 2020).

This customer loyalty can occur in every marketplace, such as the clothing, food, and beverage marketplace. This customer loyalty appears with different characters in each marketplace, one of which is the coffee marketplace. The loyalty of the coffee marketplace states that the change from what was initially only limited to consuming coffee has changed to drinking and enjoying facilities at cafes such as wifi facilities (Azazi et al., 2019). This state is also supported by Nggaur (2018). The phenomenon of coffee customer loyalty, which initially did not attach importance to the convenience of the cafe location, has changed to a comfortable and beautiful coffee shop atmosphere (Sari, 2018). The loyalty of coffee customers in this modern era has experienced a shift where coffee shops were initially used as hangouts, usually used as places for family gatherings and associations of colleagues to talk about their business (Cahniati & Aprianti, 2020). Customer loyalty also likes the condition of coffee shops with live music compared to coffee shops that do not have live music (Aprirusman & Zulfikar, 2020).

Nggaur (2018) researched customer loyalty at the Bojongnopi cafe in Yogyakarta. As a result, coffee customer loyalty is influenced by cafe atmosphere and coffee prices (Annishia & Setiawan, 2018) conducted a study on coffee customer loyalty in Jade Longe-Swiss Jakarta. The result states that customer satisfaction leads to customer loyalty. Furthermore, Azazi et al. (2019) conducted a study at a coffee message cafe in Malang. The results were that various types of coffee provided many choices for customers, thus creating customer loyalty because they were not bored. Aprirusman & Zulfikar (2020) researched the cafe Paying Seduh Bandung. The results show that customer loyalty is built on customer bonding, providing trust by setting prices that do not change. Furthermore, Cahniati & Aprianti (2020) researched customer loyalty at Soehendar Cafe, stating that loyalty is built on the quality of the coffee products offered.

Several factors influence this formed customer loyalty. The first factor is pricing because affordable prices lead to repeat purchases, a form of customer loyalty (Azazi et al., 2019). The second factor is the price set consistently to provide trust for customers to create loyalty (Ngaur, 2018). The third factor is a unique and comfortable place that creates coffee customer loyalty (Sari, 2018). The fourth factor is a distinctive taste in coffee that causes repeat purchases (Aprirusman & Zulfikar, 2020). The last factor is the number of coffee variants that create coffee customer loyalty because they are not bored consuming the coffee (Nuzulia, 2018). Based on the results of previous research, creating a cafe's atmosphere, which is one of the product attributes and customer experiences, creates customer loyalty (Nnggaur, 2018). Product attributes and customer experience provide convenience to create customer loyalty (Aini, 2020). Product attributes such as wifi in cafes make customer loyalty. The provision of live music also supports this to create a sense of comfort for customers (Sari, 2018). Product attributes related to cafe design and facilities such as wifi and air conditioning provide a customer experience where feeling comfortable in the cafe creates customer loyalty (Azazi, 2019). Modern cafes that give

the value of hedonism can also create customer loyalty because a pleasant customer experience can increase repeat purchases (Putra, 2018).

There are various coffee cafes with many kinds of coffee treats spread throughout Indonesia, in Malang. The fastest-growing coffee shops are Aquos, Apresio Robusta, Kedai Botani, and Kona. Sari (2018) revealed that coffee customers in Malang from time to time are changing. Coffee customers who initially didn't care about the convenience of the cafe location have now turned into liking the cozy and beautiful atmosphere of a coffee shop. These coffee shops have their characteristics and innovations in attracting customers, such as attractive designs, complete facilities such as air conditioning and wifi. Then, the five cafes also have live music concerts, so there are lots of visitors. This research is important to find out what aspects can change and affect the loyalty of cafe customers in Malang City.

LITERATURE REVIEW

Product attributes are elements contained in a product that is considered important by customers and serve as the basis for making purchasing decisions. The scope of product attributes includes brand, packaging, guarantee (warranty), service, and labeling (Setyanto *et al.*, 2017). The indicators of product attribute variables are (Pamujo, 2017), namely the ability to recognize product brands, set product prices, and produce products with the best designs among other brands. Customer experience is a bond by optimizing sense (sensory), feel (emotional), think (cognitive), act (action), also relate (relationship) in marketing efforts before and after purchase, exchange of information, and emotional bonds (Sakidah, 2011). Customer experience is also a customer response internally and subjectively to customers directly or indirectly (Bagasworo & Suyanto, 2019). Indicators for measuring customer experience, according to Chaterine (2016), are divided into five dimensions: sense, feel, think, act, and relate.

Customer loyalty is a long-term customer commitment implemented in loyal behavior and attitudes towards the company and its products by consuming regularly and repeatedly (Priansa, 2017). Indicators of customer loyalty, according to Kotler & Keller (2012), are repeat purchases (loyalty to product purchases), retention (resistance to negative influences on the company), and referrals (referencing the existence of the company). Based on a review of previous research and a review of the literature described previously, the framework of thought in this study is that product attribute variables and customer experience variables affect customer loyalty. The following figure can indicate the research framework:

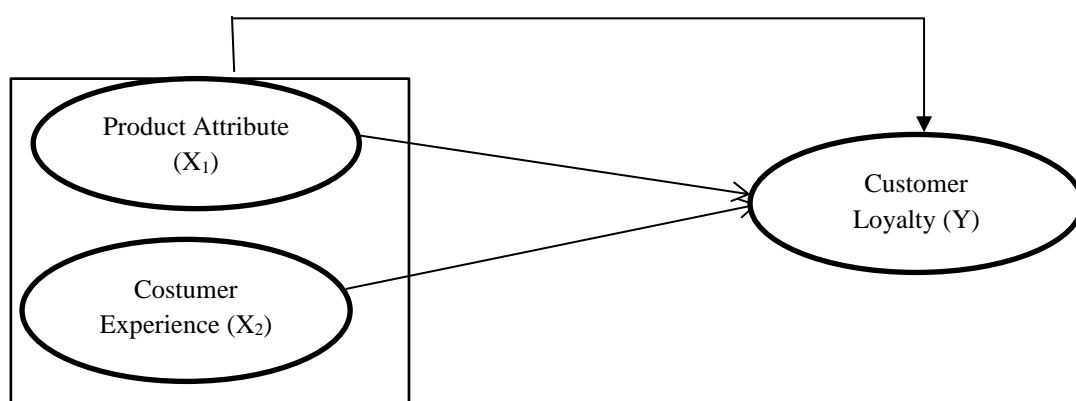


Figure 1. Conceptual Framework

RESEARCH METHOD

The type of research used is explanatory research. The data collection method in this study used a questionnaire. The measurement scale used in this study is the Likert Scale. The research population is customers of 5 Cafés in Malang, namely Aquos, Apresio Robusta, Kedai Botani, and Kona, with the number of samples used is 150 customers. The sampling technique used the purposive sampling technique. The data used in the study were sourced from filling out questionnaires by respondents. The data was then analyzed using multiple linear regression techniques to determine the influence of each variable used. Scale range analysis is also used in this study to determine the level of loyalty, product attributes, and customer experience.

RESULT AND DISCUSSION

The study was conducted to determine the influence of Product Attributes (X1) and Customer Experience (X2) variables on Customer Loyalty (Y) variables. Tests were carried out using statistical calculation assistant applications, namely SPSS (Statistical Package for the Social Sciences) and Microsoft Excel applications.

Table 1. Characteristics of Respondents

Particulars	Items	Frequency	Percentage
Gender	Male	89	59%
	Female	61	41%
	Total	150	100 %
Age	< 20 years	24	16%
	20 – 25 years	84	56%
	> 25 years	42	28%
	Total	150	100 %
Job	Student	91	61%
	Employee	12	8%
	Entrepreneur	39	26%
	Others	8	5%
	Total	150	100 %

Source: Own Primary Data, 2021

Referring to table 1 above, the number of male respondents is 59% or 89 respondents. This number seems to be higher than the number of female respondents, which consisted of 41% or 61 respondents. Based on these details, it can be seen that the respondents who dominate this study are male respondents. This seems to be in line with Farasa (2017), apart from the cozy atmosphere of the café, attraction to the opposite sex is also one of the factors that cause men to often visit and feel at home in the Café. In addition to gender, there are characteristics of respondents based on age. Respondents who are less than 20 years old are 16% or 24 people. The number of respondents aged between 20 to 25 years is 56% or 84 respondents. While the number of respondents aged over 25 years is 28% or 42 people. These data indicate that the majority of respondents in this study are café customers aged 20 to 25 years. Salendra (2014) in his research explains young age is a period when a person shows self-actualization. One form of self-actualization that is done while in a cafe or coffee shop is to update their status or photos on their various social media so that many people will know. Research respondents consist of individuals who have different work backgrounds. There were 61% or 91 students who

became research respondents. The other 8% or 12 respondents are employed as employees. Respondents who work as entrepreneurs comprise 26% or 39 respondents, while the remaining 5% or eight respondents have jobs in other fields. The validity test technique used is Pearson Product Moment Correlation. The number of research respondents was 30 people so that the value of the r table used with a significant level of 5% was 0.361.

Table 2. Validity Test Result

Item No.	Variabel	r count	r table	Result
1	Customer Loyalty (Y)	0.956	0.361	Valid
2		0.763	0.361	Valid
3		0.889	0.361	Valid
4		0.944	0.361	Valid
5		0.869	0.361	Valid
6	Product Attributes (X ₁)	0.910	0.361	Valid
7		0.955	0.361	Valid
8		0.617	0.361	Valid
9		0.674	0.361	Valid
10		0.955	0.361	Valid
11		0.808	0.361	Valid
12	Customer Experience (X ₂)	0.848	0.361	Valid
13		0.736	0.361	Valid
14		0.698	0.361	Valid
15		0.644	0.361	Valid
16		0.428	0.361	Valid
17		0.742	0.361	Valid
18		0.784	0.361	Valid

Source: Own Primary Data, 2021

Based on the test results of the entire research questionnaire, it is known that the calculated r-value obtained is greater than the r table value. Therefore, the questionnaire item is valid. Sugiyono (2014) explains that if the item used has passed the validity test, the item is feasible and can be used as a research instrument. A reliability test aims to determine how consistent a measuring instrument is. The results of the reliability test calculation can be seen from the Cronbach's Alpha coefficient as shown in the following table:

Table 3. Reliability Test Result

Cronbach's Alpha	N of Items	Variable
0.929	5	Customer Loyalty
0.901	6	Product Attributes
0.820	7	Customer Experience

Source: Own Primary Data, 2021

Cronbach's Alpha value of 18 questionnaire items is > 0.6 . These results indicate that the questionnaire used in the study is reliable.

Table 4. Scale Range Results of Customer Loyalty

Item	Respondent's Answer Score					Score	Result
	TA (5)	A (4)	N (3)	D (2)	TD (1)		
Recommend to others	43	59	34	13	1	580	Willing to recommend
Don't want to go to another cafe	50	53	30	15	2	584	Will not move to another cafe
We will visit again shortly	39	59	40	10	2	573	Customers will come back to visit
Back to visit with friends and family	33	72	30	14	1	572	Back to visit with friends and family
Don't want to buy other cafe products	32	56	47	14	1	554	Loyal in buying cafe products
	Total					2863	
	Mean					573	Loyal

Source: Own Primary Data, 2021

Table 4 above is the response of respondents related to Customer Loyalty indicators. The results shown indicate that the customers of Café in Malang City tend to be “Loyal.” This cafe is known because customers are willing to recommend to others, will not switch to another Café, return to visit the same Café soon, are willing to recommend to friends and family, and are loyal to buying the same Café products. Based on these results, customer loyalty at 5 Cafés in Malang City is pretty good and loyal.

Table 5. Scale Range Results of Product Attributes

Item	Respondent's Answer Score					Score	Result
	TA (5)	A (4)	N (3)	D (2)	TD (1)		
Has distinctive and distinguishing characteristics	54	69	5	19	3	602	Café has a different and unique point
Affordable prices	59	65	5	19	2	610	Customers okay with the price
Nice and comfortable vibes	70	56	5	17	2	625	Customers enjoy the atmosphere of the cafe
Attractive and quality products	49	64	16	18	3	588	Product quality as expected
Product price is appropriate	67	54	7	18	4	612	The price is affordable
Products have appeal	70	60	6	13	1	635	Interesting product
	Total					3672	
	Mean					612	Good Product Attributes

Source: Own Primary Data, 2021

Based on table 5 above, café customers tend to feel appropriate and match the various attributes of the café. Customers tend to think that cafes have characteristics and distinguish them from other cafes. In addition, the application of a reasonable price, a comfortable cafe atmosphere, good product quality, and an attractive product display make customers buy the product attributes of the cafe or, in other words, product attributes in the form of price, atmosphere, design and other attributes can already be achieved, respond to customer expectations.

Table 6. Scale Range Results of Customer Experience

Item	Respondent's Answer Score					Score	Result	
	TA (5)	A (4)	N (3)	D (2)	ST (1)			
Interesting interior	30	69	29	21	1	556	Customers are happy with the café's vibes	
Nice cafe atmosphere	38	60	22	30	0	556	The atmosphere gives pleasure	
Friendly staff service	44	59	18	27	2	566	Staffs are friendly	
Clean and hygienic presentation	35	58	32	23	2	551	Attention to cleanliness	
Lots of interesting innovations	42	58	22	25	3	561	Attractive cafe	
Good staff behaviour	23	67	29	30	1	531	Staffs are helpful	
Well served	56	57	27	9	1	608	Customers are well served	
	Total						3929	
	Mean						561	Nice and positive experience

Source: Own Primary Data, 2021

Table 6 above shows that customers tend to have positive and pleasant experiences visiting cafes. This result is due to the attractive cafe interior arrangement, pleasant atmosphere, and friendly service. In addition, the products are presented in a clean condition, there are interesting innovations, and staff who actively help and provide the best service make customers often get a positive experience and can give a sense of comfort and pleasure. A normality test was conducted to determine whether the research data used were normally distributed or not. The normality test of this study used the Kolmogorov-Smirnov Test.

Table 7. Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters	Mean	0.00000
	Std. Deviation	3.10076116
Most Extreme Differences	Absolute	0.058
	Positive	0.34
	Negative	0.058
Test Statistic		0.058
Asymp. Sig. (2-tailed)		0.200

Referring to table 7 above, the significance value of Asymp. Sig (2-tailed) is 0.200. The value is greater than 0.050. Based on this value, it can be concluded that the data used in the study is data that is normally distributed. A multicollinearity test was conducted to determine the correlation between variables. The requirement for the multicollinearity test is that the tolerance value on all independent variables must be greater than 0.10 and the VIF value is less than 10. The following are the test results:

Table 7. Multicollinearity Test Result

Model	Coefficients	
	Collinearity Statistics	
	Tolerance	VIF
Product Attributes	0.938	1.066
Customer Experience	0.938	1.066

Based on the output table in the Collinearity Statistics section, it is known that the Tolerance variable value of the X1 and X2 variables is greater than 0.10 and the VIF value of each variable is < 10.00. So it can be concluded that there is no symptom of multicollinearity in the regression model. The heteroscedasticity test in this study was carried out by looking at the scatterplot image pattern. The test results can be seen in the following image:

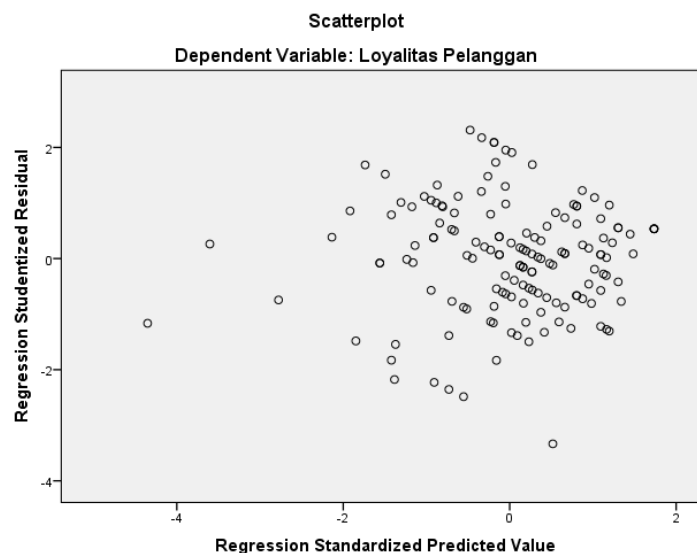


Figure 2. Heteroscedasticity Test Result

The pattern shown in the picture above is the dots spread randomly below and above the number 0 so it can be concluded that there are no symptoms of heteroscedasticity in the research data. The multiple linear regression model is the model used to analyze the influence of Product Tribute (X_1) and Customer Experience (X_2) variables on Customer Loyalty (Y) variables. The test results can be seen in the following picture:

Table 8. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,621 ^a	,386	,378	3.122

Based on the calculation results of the coefficient of determination shown in Figure 4 above, it can be seen that the Adjusted R Square value is 0.378. This value means that the independent variable simultaneously affects the dependent variable by 37.8%. While the other 62.2% is influenced by other variables outside of this study. F-test is a test conducted to see how the influence of all independent variables together on the dependent variable. The test results can be seen in Table 9 below:

Table 9. Simultaneous Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	901.280	2	450.640	46.241	,000 ^b
	Residual	1432.593	147	9.746		
	Total	2333.873	149			

Referring to the text above, it is known that the significance value obtained is 0.000. The significance value is less than 0.05. Based on this value, it can be concluded that the Product Attributes (X_1) and Customer Experience (X_2) variables simultaneously have a significant influence on the Customer Loyalty variable (Y). The t-test aims to determine the influence of each independent variable, namely Motivation and Work Discipline partially on the dependent variable of Employee Performance. The following are the results of the t-test carried out:

Table 10. Partial Test Results

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.543	1,641		2.159	,032
	X1	,354	,054	,434	6.510	,000
	X2	,263	,050	,349	5.229	,000

One of the bases for taking the t-test is that the variable is said to have a significant influence if the significance value is < 0.05 . Based on the test results in Figure 4.3 above, the significance value of the variables X_1 and X_2 is less than 0.05. This value means that partially the Product Attributes and Customer Experience variables significantly influence the Customer Loyalty variable. Based on the results of multiple linear regression analysis between Product Attributes (X_1) and Customer Experience (X_2) variables on Customer Loyalty (Y) variables, the regression equation can be arranged as follows:

$$Y = 3.543 + 0.354 \text{ Product Attributes} + 0.263 \text{ Customer Experience} + e \quad (1)$$

Product attributes are one aspect that is often considered in attracting customers' attention. If a product has attributes that match customers' expectations, the product will be regarded as suitable and appropriate. Based on the study results, cafe customers tend to feel appropriate and match the various attributes of the café. Customers tend to think that cafes have characteristics and distinguish them from other cafes. In addition, the application of a reasonable price, a comfortable cafe atmosphere, good product quality, and an attractive product display make customers follow the product attributes of the cafe other words, product attributes in the form of price, atmosphere, design, and other attributes can already be achieved, respond to customer expectations and by customer needs. Furthermore, this study significantly influences product attributes on customer loyalty. Currently, product attributes are one of the factors that can create customer loyalty at five cafes in Malang City. The better the application of product attributes in a café, the more potential customers will become loyal to the café. The existence of this loyalty cannot be separated from the selection of product attributes that are by customer expectations. This research seems consistent with the research conducted by Azazi Wahyu Lalu, Arifin Rois (2019), which revealed that product attributes such as cafe design and facilities could affect the level of customer loyalty. Sari (2018) added that product attributes in the form of free wifi services found in cafes and live music make customers feel more comfortable and at home, affecting customer loyalty. Not only that, Aprirusman & Zulfikar (2020) also explained that product attributes in the form of price significantly affect cafe customer loyalty.

The proliferation of cafes in Malang city certainly provides a variety of competition. Not infrequently, many cafes offer services and facilities to attract attention and improve the customer experience. The analysis of the scale range of the variable indicators shows that customers tend to have

positive and pleasant experiences when visiting cafes. This is due to the attractive cafe interior arrangement, pleasant atmosphere, and friendly service. In addition, the products are presented in a clean condition. There are interesting innovations and the staff who actively help and provide the best service to get a positive experience and provide a sense of comfort and pleasure. The results also show that customer experience significantly influences customer loyalty. The excellent experience the customer gets can make the customer more loyal to the café. In line with this result, Sari (2018) explains that having a comfortable and unique place will impact improving customer experience. Nggaur (2018) also added that the existence of a cozy cafe atmosphere is one of the customer experiences that can create loyalty. This indicates that the good and positive experiences experienced by customers during their visits to coffee shops or cafes will impact customer loyalty. A positive experience can build and generate interest in becoming a loyal customer.

Product attributes and customer experience support the formation of customer loyalty. It should be noted, based on responses to research indicators, it is indicated that Café customers in Malang City tend to be "Loyal." This is known because customers are willing to recommend to others, will not switch to another Café, return to visit the same Café shortly, are willing to recommend to friends and family, and are loyal to buying the same Café products. Based on these results, customer loyalty at 5 Cafés in Malang City is pretty good and loyal. The test results also explain that product attributes and customer experience simultaneously affect loyalty. This result shows that these two variables play a significant role in attracting customer loyalty. Product attributes and customer experience play an important role in every business, including cafes. Customers of Aquos, Apresio, Robusta, Kedai Botani, and Kona cafes in Malang, of course, have their reasons for being loyal to the cafes that are usually loved. The appropriate product attributes and the interesting and positive experiences received during the visit are part of the reason. The existence of a match between customer expectations with the reality received makes customers feel at home for long in the café. This is one of the reasons for the loyalty of cafe customers. Nggaur (2018), in his research, explains that product attributes and customer experience have an important influence on customer loyalty. Agreeing with these results, Sari (2018) also states that product attributes in the form of facilities offered by cafes and comfortable places can improve customer experience, impacting loyalty. Aini (2020) also explains that product attributes and customer experience can create customer loyalty. The existence of customer loyalty will certainly be able to create a sustainable relationship or good relationship between the cafe and the customer.

CONCLUSION

Based on the background, problem formulation, and research results obtained, the following conclusions are obtained: Customer loyalty at Cafe Aquos, Apresio, Robusta, Botani, and Kona in Malang City belong to the loyal category. The product attributes at Cafe Aquos, Apresio, Robusta, Botani, and Kona in Malang City belong to the appropriate category. Customer experiences at Cafe Aquos, Apresio, Robusta, Botani, and Kona in Malang City are categorized as positive and pleasant. There is an influence of product attributes on customer loyalty. There is an influence of customer experience on customer loyalty. There is an influence of product attributes and customer experience on customer loyalty.

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