
The Effect of Product Quality, Store Atmosphere, and Promotion on Purchase Decisions at Hagaa Coffee Shop Malang

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Abstract

This study aims to analyze the effect of product quality, store atmosphere, and promotion on purchasing decisions at Hagaa Coffee. As for the background of this writing because of the emergence of many cafe businesses in the city of Malang. This study uses a quantitative descriptive approach. Data were collected through an online survey with a non-probability method of purposive sampling using a questionnaire instrument. Respondents are consumers who have made transactions at Hagaa coffee within the last 3 months totalling 100 respondents. The data analysis technique used is the multiple linear analysis technique. The results of regression analysis show that product quality, store atmosphere, and promotions have a significant partial and simultaneous effect on consumer purchasing decisions at Hagaa Coffee Malang and product quality has the most dominant influence on purchasing decisions.

Keywords: *product quality, store atmosphere, promotion, purchase decision*

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, suasana toko, dan promosi terhadap keputusan pembelian pada Hagaa Coffee. Adapun yang melatarbelakangi penulisan ini karena banyaknya bermunculan usaha kopi di kota Malang. Penelitian ini menggunakan pendekatan deskriptif kuantitatif. Pengumpulan data dilakukan melalui survei online dengan metode nonprobability purposive sampling menggunakan instrumen kuesioner. Responden adalah konsumen yang pernah melakukan transaksi di Hagaa coffee dalam kurun waktu 3 bulan terakhir berjumlah 100 responden. Teknik analisis data yang digunakan adalah teknik analisis linier berganda. Hasil analisis regresi menunjukkan bahwa kualitas produk, suasana toko, dan promosi berpengaruh signifikan secara parsial dan simultan terhadap keputusan pembelian konsumen di Hagaa Coffee Malang dan kualitas produk memiliki pengaruh paling dominan terhadap keputusan pembelian.

Kata kunci: *kualitas produk, suasana toko, promosi, keputusan pembelian*

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INTRODUCTION

The development of business world is currently booming, one of which is the development of the coffee business. According to research results by Mix Magazine, the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets, an increase of almost three times compared to 2016 which was only around 1,000 outlets. Without reason, the increase in the number of coffee shops today coincides with the shift in the culture of consuming coffee. Coffee in outlets and coffee shops has become a habit that has become a routine for teenagers today, not only among teenagers but even spread to adults and parents. More and more coffee shops spread across Indonesia, forcing business people to provide innovation and breakthroughs in business competition in the coffee sector. The growing development of coffee shops today is not surprising if nowadays people are starting to flock to coffee shops to enjoy coffee while talking and chatting. One of the goals of a business is to make a profit. This profit can be measured by the number of products sold. Products can be sold if they have different characteristics so that consumers can decide to buy a product. According to Schiffman & Kanuk (2007) in general, purchasing decisions are the selection of two or more latencies. The more alternatives provided, the easier it will be for consumers to choose the desired product. Purchase decisions can be triggered by the value of a product itself. This value is called product quality. According to Kotler & Amstrong (2008), product quality can be regarded as a strategic weapon that has the potential to beat competitors. Product quality is one of the most crucial for the company, where product quality determines customer satisfaction.

Consumers will feel satisfied if they get a product that meets their expectations. The identity of a store can be communicated to consumers through the store decoration or more broadly from the atmosphere (Kotler 1973). The store atmosphere is important for companies to be able to compete and survive in today's market. Providing a comfortable and up-to-date atmosphere is a strategy to attract consumers to buy a product. Consumer interest in a product can be communicated through promotional media. With the promotion, consumers will know and are aware of the products offered, therefore companies need to create targeted promotions that can increase sales volume (Arumsari & Khasanah 2012). Promotions are expected to attract consumers to try the products offered and encourage consumers to make purchases. The object of this research is one of the coffee shops established at the end of 2018, namely Hagaa Coffee Malang. Hagaa Coffee is located at Jalan Candi Agung 2 no.30, Lowokwaru District, Malang City. Hagaa Coffee was founded with a concept adopted from European culture where they consume coffee only to meet the caffeine needs in the body. In contrast to the culture of the Indonesian people who come to coffee shops to chat and chat, they spend more time at the coffee shop. From this culture, Hagaa Coffee created a minimalist concept shop so that it doesn't need a too large place with limited seating. This concept has affect sales volume at Hagaa Coffee lately.

Table 1. Sales of Hagaa Coffee Malang Year 2020-2021

No	Month	Sale		Total
		Online	Offline	
1	October	Rp 6.902.000	Rp 1.066.000	Rp 7.968.000
2	November	Rp 3.498.000	Rp 1.451.500	Rp 4.913.500
3	December	Rp 3.451.000	Rp 1.177.500	Rp 4.628.500
4	January	Rp 3.512.000	Rp 2.219.500	Rp 5.731.500
5	February	Rp 1.710.500	Rp 915.300	Rp 2.625.800
6	March	Rp 2.089.500	Rp 1.359.800	Rp 3.449.300

Source: Hagaa. id

Table 1 shows a decline in sales from the end of 2020 to the beginning of 2021. The concept applied by Hagua Coffee is not compatible with the coffee culture of Indonesians, where their goal of coming to a coffee shop is not only to enjoy coffee but to chat and chat with relatives and friends. With a minimalist concept, Hagua coffee only provides a few places to sit, so the place is limited and not suitable for chatting for a long time. Hagua Coffee Malang provides online and offline sales, where most sales are made online through the Gojek and Grab applications. Hagua consumers are more willing to pay a higher price than come and buy directly on the spot. This is because the design and comfort of the Hagua Coffee Malang place are not recommended for consumers who want to hang out while enjoying coffee. In addition to selling good quality products, designing a comfortable store atmosphere for consumers is also important so that consumers feel at home in a coffee shop. For the products being sold to be known to many people, as a busss person, they must implement a good promotional strategy. From the pre-information obtained by researchers regarding Hagua Coffee Malang, there are still many people who do not know what Hagua coffee is and do not know where it is located. Promotion & advertising plays a major role in attracting customers, thereby increasing sales (Huang 2014). Based on the background and problems described above, this research focuses on several elements, namely product quality, store atmosphere, promotions and purchasing decisions with Hagua Coffee as the object of research.

LITERATURE REVIEW

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. According to Kotler & Amstrong (2001) is a purchase decision is the stage in the buyer decision-making process where consumers actually buy. The purchase decision is the selection of an action from two or more alternative choices (Schiffman & Kanuk 2007). Product is anything that can be offered by a producer to be noticed, requested, sought, purchased, used or consumed by the market as a fulfillment of the needs or desires of the relevant market. According to Goeth and Davis in Tjiptono & Gregorius (2005), product quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations. Kotler (2005) states that product quality is closely related to the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. So, product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs.

Store atmosphere is one of the elements of the retailing mix that must also be considered by a retail business which includes layout and atmosphere. Store atmosphere includes a variety of interior, exterior, layout, internal store traffic, comfort, air, service, music, uniforms, length of goods and so on that attracts consumers and arouses the desire to buy (Berman and Evan, 2010). With a good store atmosphere, companies can attract consumers to visit and make purchases. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products (Tjiptono, 2012). Promotion is a very important activity in marketing a product or service so that it can be interesting to buy the product, promotional activities must be designed as attractive as possible and the information conveyed must be easily understood by the public. The promotional mix is the specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that a company uses to persuasively inform customer value and build customer relationships, a mix of promotional tools designed to achieve goals and provide information that directs consumers to be persuaded to make a purchase (Kotler & Amstrong 2015).

Based on the results of research conducted by Aminudin (2015) product quality variables have a positive effect on purchasing decisions for consumers. The higher the quality of the product provided, the greater the level of purchasing decisions obtained. According to Hidayat (2015), product quality has a positive and significant effect on purchasing decisions for Flinders Lane Espresso. According to Hidayat, P. & Bernadus (2018), product quality has a significant effect on purchasing decisions. The better the quality of the product provides, the more determined consumers are to buy the product. Therefore, the hypotheses proposed is:

H1: Product quality has a significant effect on purchasing decisions at Hagua Coffee Malang.

According to Hidayat (2015) store atmosphere has a positive and significant effect on purchasing decisions at Flinders Lane Espresso Manado. Likewise, according to Bonaventura (2019) store atmosphere has a positive effect on purchasing decisions and Nasution (2019) Store Atmosphere has a greater influence on purchasing decisions at Bober Café. The better the store atmosphere designed by the company, the more determined consumers will make a purchase. Therefore, the hypotheses proposed is:

H2: Store Atmosphere has a significant effect on purchasing decisions at Hagua Coffee Malang.

Promotion is an element of the marketing mix that focuses on persuading, informing, and recalling the company's brands and products. According to Nasution (2019) promotion has a significant effect on purchasing decisions at Beber Café. According to Hidayat (2015) promotion has a positive effect on purchasing decisions at Flinders Lane Espresso. And according to Huang (2014) & advertising plays a major role to attract customers. The better the promotion, the more determined consumers will be to make purchasing decisions. Therefore, the hypotheses proposed is:

H3: Promotion has a significant effect on purchasing decisions at Hagua Coffee Malang.

From the results of Hidayat & Bernadus (2018) research product quality, price, store atmosphere, and promotion simultaneously have a positive and significant effect on purchasing decisions at Café and Resto Bledag Gresik. Likewise, according to Bonaventura (2019) store atmosphere, product quality and promotion are simultaneously significant and have a positive effect on purchasing decisions at coffee shops in Yogyakarta. According to Aminudin (2015) simultaneously product quality, store atmosphere, and promotion have a positive effect on purchasing decisions. Product quality, store atmosphere, and promotions have an important role in the decision-making process in buying products. Therefore, the hypotheses proposed is:

H4: Product quality, store atmosphere, and promotion together influence purchasing decisions at Hagua Coffee Malang.

According to Arianto, D. P. H., & Satrio (2020) product quality is the dominant factor influencing purchasing decisions. Good product quality will affect consumers in making purchases because their wants and needs are met in the product. Therefore, the hypotheses proposed is:

H5: Product quality has a dominant influence on purchasing decisions at Hagua Coffee Malang.

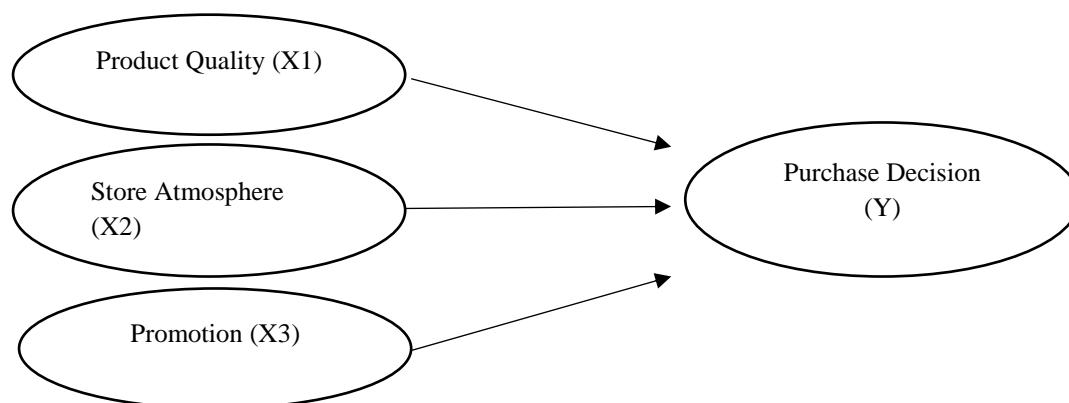


Figure 1. Research Framework

RESEARCH METHODS

This type of research uses descriptive quantitative research on data collected and expressed in the form of numbers. The data analyzed in this thesis are those obtained from distributing questionnaires to respondents who are considered eligible to be used as samples and populations in this study. The population in this study are consumers who have made purchases at Hagua Coffee Malang within the last 3 months of 2021. The number of samples in this study was set at 100 respondents. The sampling method used is purposive sampling, which is a sampling technique with certain considerations that are in accordance with the research objectives so that they can answer research problems (Sugiyono 2009).

The variables in this study include the independent variable and the dependent variable. The independent variables in this study are product quality, store atmosphere and promotion. While the dependent variable in this study is the purchase decision.

Table 3. Definition of Operational Variables

Variable	Operational definition	Indicator	Source
Purchase Decision (Y)	The selection made by consumers to evaluate two or more alternative choices and decide to choose one of them	1. Speed in choosing the Hagua coffee brand 2. Ease of getting products 3. Stability to buy at Hagua coffee 4. Willingness to sacrifice (time, cost, and effort) by consumers in getting the product.	Ni'am (2019) Ong (2013)
Product quality (X1)	Overall characteristics of Hagua Coffee products that can meet consumer needs and desires	1. Product performance 2. Product features 3. Product suitability 4. Product durability 5. Product beauty 6. Percived quality	Putri (2014)
Store Atmosphere (X2)	The atmosphere or appearance of the store that describes the concept	1. Lighting level 2. Color attraction 3. Music compatibility	Nasution (2019)

Variable	Operational definition	Indicator	Source
Promotion (X3)	of the store that will create an image in the minds of consumers Interest in consumer understanding of the information offered so that consumers know and buy a product	4. Fragrance match 5. Indoor coolness 6. The layout of the coffee is neat 1. Promotion reach 2. Quantity of ad serving on promotional media 3. Quality of delivery of advertisements in promotional media 4. Discounts 5. Coupon giving 6. Program events or special events	Nasution (2019)

The measurement of the variables in this study was carried out using 5 Likert scales which were measured using 5 alternative answers in the form of a score of 1-5, namely strongly disagree - strongly agree (Sugiyono 2012). The data analysis technique in this study was carried out through several stages, namely: validity and reliability tests, descriptive statistics, classical assumption tests and coefficients of determination tests. While hypothesis testing using t test, f test and dominance.

RESULTS AND DISCUSSION

Based on the gender of the respondents, 43% of the respondents were male and 57% were female. Based on age group, 79% of respondents are aged 17-25 years, 15% of respondents are aged 26-30 years, 3% of respondents are aged 31-35 years, and 3% of respondents are aged >35 years. Based on income, 35% of respondents earn Rp 1,000,000, 18% of respondents earn Rp 1,000,001 – Rp 2,000,000, 13% of respondents earn Rp 2,000,001 – Rp 3,000,000, and 34% of respondents earn Rp 3,000. 000. It can be said that the results of this study will be more representative of female respondents aged 17-25 years with an income of Rp 1.000.000. The results of the validity test show that all indicators that explain the variables of product quality, store atmosphere, promotions and purchasing decisions are valid. The measurement of validity using Pearson's product moment shows that all indicators used to explain each variable are $r_{count} > r_{table}$. Thus, it can be concluded that all indicators used are able to measure each of the variables used in this study. The results of the reliability test showed that it was reliable because it had a Cronbach alpha value > 0.6 . Thus, it can be concluded that the entire instrument can be said to be consistent as a data collection tool.

The normality test was carried out using One Simple Kolmogorov Smirnov, namely by making a decision if the significance 0.05 then the data was normally distributed and vice versa if the significance < 0.05 then the data was not normally distributed. In this study obtained a significance value of 0.081, which means it is greater than 0.05, it can be said that the data is normally distributed. The measurement of multicollinearity symptoms is by looking at the tolerance value or Variance Inflation Factor (VIF), where the tolerance value is > 0.1 and $VIP < 10$ so that there is no multicollinearity. In this study, it shows that the VIF value for each variable is < 10 and the tolerance value is > 0.1 so it can be concluded that the model in this study does not occur multicollinearity. To determine the existence of heteroscedasticity, the Glejser model test was used. Symptoms of heteroscedasticity do not occur if the significance value is greater than 0.05. The results of the heteroscedasticity test using the glejser method show that the significance value of each variable is greater than 0.05 so it can be concluded that there are no symptoms of heteroscedasticity.

Autocorrelation test is used to determine whether there is a linear relationship between the errors of a series of observations ordered by time. If the value of $du < dw < 4-du$, then there is no autocorrelation symptom. The result of the autocorrelation test in this study is the value $1.7364 < 1.766 < 2.2636$, which means that the value of du is in the middle of the value of dw and $4-du$ so that there is no autocorrelation symptom. The coefficient of determination test is used to measure how large the percentage of the influence of the variation of the independent variable (X) on the dependent variable (Y). The results of this study state that the R square value of 0.454 shows the contribution of the influence of product quality, store atmosphere and promotion variables simultaneously on the purchasing decision variables of 45.4% while the remaining 54.6% is influenced by other variables not examined in this study.

Table 4. Multiple Linear Regression Test Results

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1,418	2,059		-,689	0,493
	product quality (x1)	0,417	0,095	0,379	4,373	0,000
	store atmosphere (x2)	0,143	0,062	0,211	2,301	0,024
	promotion (x3)	0,156	0,054	0,255	2,877	0,005

Based on the table above, it can be seen that the regression equation formed is:

$$Y = -1.418 - 0.417 X_1 + 0.143 X_2 + 0.156 X_3 + e \quad (1)$$

From these equations it can be explained that product quality variable (X1) of 0.417 means that the variable has a positive directional influence where the better the quality of the product provided, the greater the stability to buy products at Hagua Coffee Malang. The store atmosphere variable (X2) of 0.143 means that the variable has a positive directional influence where the better the store atmosphere is designed, it will increase the stability to buy products at Hagua Coffee Malang. The promotion variable (X3) is 0.156, which means that the variable has a positive direction where the better the promotion is, the greater the stability to buy Hagua Coffee Malang products.

Table 5. T-test results

Variable	t-count	t table	Sig.
Product quality (X1)	4,373	1,984	0,000
Store atmosphere (X2)	2,301	1,984	0,024
Promotion (X3)	2,877	1,984	0,005

It is known that the quality of the product (X1) obtained the value of $t_count = 4.373$ which is greater than the value of $t_table = 1.966$ with a significance value of 0.000, 0.05 so that H_0 is rejected. H_1 is accepted, it is concluded that product quality has a positive and significant effect on purchasing decisions at Hagua Coffee Malang. It is known that the store atmosphere (X2) obtained the value of $t_count = 2,301$ which is greater than the value of $t_table = 1,966$ with a significance value of 0.021 < 0.05 so that H_0 is rejected and H_2 is accepted, it can be concluded that store atmosphere has a positive and significant effect on purchasing decisions at Hagua Coffee Malang.

It is known that promotion (X3) obtained $t_{\text{count}} = 2.877$ greater than the value of $t_{\text{table}} = 1.966$ with a significance value of $0.005 < 0.05$ so that H_0 is rejected and H_3 is accepted, it can be concluded that promotion has a positive and significant effect on purchasing decisions at Hagua Coffee Malang.

Table 6. F-Test Results

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	224,221	3	74,740	26,625	0,000 ^b
	Residual	269,489	96	2,807		
	Total	493,710	99			

It is known that the value of F-count = 26,625 and the value of F-table = 2,698, because the value of F-count is greater than the value of F-table, then as the basis for making F-test decisions, it can be said that H_a is accepted or product quality, store atmosphere and promotion variables simultaneously have a significant influence on purchasing decisions and H_0 is rejected. Thus, it can be said that H_4 is accepted, which states that product quality, store atmosphere and promotion simultaneously have a significant effect on purchasing decisions at Hagua Coffee Malang. Based on table 4, it can be seen that the value of the standardized beta coefficient of the product quality variable is 0.379, the standardized beta coefficient of the store atmosphere variable is 0.211 and the standardized beta coefficient of the promotional variable is 0.255. From the research data, it can be concluded that the highest value of the standardized beta coefficient is the product quality variable. This means that purchasing decision variables are more influenced by product quality variables compared to store atmosphere and promotion variables. Thus, it can be said that H_5 is accepted, which means that product quality is the dominant variable in purchasing decisions.

Based on the results of the tests that have been carried out, it proves that product quality has a positive and significant effect on decisions purchase at Hagua Kopi Malang. This can be interpreted that the better the quality of the product perceived by the consumer, the more stable the consumer make a purchase at Hagua Kopi Malang. The results of this study are supported by research conducted by Arianto, D. P. H., & Satrio (2020); Aminudin (2015); Hidayat, P. & Bernadus (2018); Hidayat (2015); Djohansjah, C., & Pratomo (2017); Ong (2013); Kusumah & Indriani (2011); Ni'am (2019) that product quality has a significant effect to purchasing decisions. It proves that the store has a positive and significant effect on purchasing decisions at Hagua Kopi Malang. This can be interpreted that the better the store atmosphere perceived by consumers, the higher the purchase decision consumers on Hagua Kopi Malang. The results of this study are supported by research that conducted by Arianto, D. P. H., & Satrio (2020); Aminudin (2015); Nasution (2019) that store atmosphere has a significant effect on decisions purchase.

Based on the results of the tests that have been carried out, it proves that promotion has a positive and significant effect on purchasing decisions on Hagua Malang coffee. This can be interpreted that the better the promotion done, the higher the consumer's purchase decision on Hagua coffee Malang. The results of this study are supported by research conducted by Hidayat, P. & Bernadus (2018); Hidayat (2015); Nasution (2019) that promotion matters significant to purchasing decisions. Based on the results of the tests that have been carried out, it proves that product quality, store atmosphere, and promotion together have a significant effect on positive and significant towards purchasing decisions

on Haggaa Kopi Malang. Each variables have their respective roles and influences, in making a purchase of consumer products does not only pay attention to one point of view but the whole. The results of this study are supported by research conducted by Aminudin (2015) that product quality, promotion and store atmosphere have a simultaneous effect on purchasing decisions and research conducted by Bonaventura (2019) that the influence of store atmosphere, quality product, service quality, price perception and promotion simultaneously affect positive on purchasing decisions. Based on the results of the tests that have been carried out, it proves that product quality has a greater influence on purchasing decisions on Haggaa coffee Malang. The results of this study are supported by research conducted by Arianto & Satrio (2020); Djohansjah & Pratomo (2017) that product quality has a dominant influence on purchasing decisions. Consumers will make a purchase if the product can meet the needs and his wish.

CONCLUSION

Product quality, store atmosphere and promotion variables partially and simultaneously have a significant effect on purchasing decisions. Product quality is the dominant variable influencing purchasing decisions. Based on the coefficient of determination test, it shows that the contribution of product quality, store atmosphere and promotion variables to purchasing decision variables is 45.4% while the remaining 54.6% is influenced by other variables not examined in this study. The results proves that store atmosphere and promotions have a significant partial and simultaneous effect on consumer purchasing decisions at Haggaa Coffee Malang and product quality has the most dominant influence on purchasing decisions.

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