

The Influence Of Store Atmosphere And Product Quality On Customer Satisfaction At Chamar Cafe Kawangkoan

Prodeo T. B. Rompas¹, Willem J. F. Alfa Tumbuan², Maria V. J. Tielung³

^{1,2,3}Fakultas Ekonomi dan Bisnis, Universitas Sam Ratulangi, Manado, Indonesia

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ABSTRAK

Di era globalisasi ini, perkembangan bisnis kuliner bergerak dengan pesat. ditingkatkan. Bisnis kafe di Indonesia saat ini sedang mengalami fase pertumbuhan yang pesat dan dinamis, mencerminkan pergeseran lanskap konsumen dan tren gaya hidup yang terus berkembang. Kafe sebagai pelaku usaha di bidang industri makanan dan minuman terkenal dengan pengelolaannya yang praktis serta pelayanan yang menyeluruh dan ramah terhadap pelanggan. Chamar Cafe misalnya, memposisikan diri secara strategis dengan mendirikan lokasinya di depan jalan utama di Kawangkoan. Penelitian ini menggunakan metode kuantitatif. Hasil penelitian menunjukkan bahwa store atmosfer terhadap kepuasan pelanggan mempunyai pengaruh positif secara simultan. Hal ini terungkap berdasarkan kuesioner yang disebarakan kepada pelanggan di Chamar Cafe Kawangkoan. Hasil penelitian menunjukkan, Suasana Toko dan Kualitas Produk mempunyai pengaruh positif terhadap kepuasan pelanggan di Chamar Cafe Kawangkoan melalui indikator Kepuasan Pelanggan seperti Loyalitas, Keinginan Kecil dan Niat untuk Mengajukan Komplain, Kepuasan, Kesediaan Merekomendasikan produk. Dapat dikatakan, Suasana Toko dan Kualitas Produk mempunyai pengaruh positif terhadap Kepuasan Pelanggan di Chamar Café Kawangkoan.

ABSTRACT

In this globalization era, the development of business culinary is moving quickly. improved. The café business in Indonesia is currently undergoing a phase of rapid and dynamic growth, reflecting a shifting consumer landscape and evolving lifestyle trends. Cafes, as businesses in the food and beverage industry, are known for their practical management and comprehensive, friendly service to customers. Chamar Cafe, for instance, strategically positioned itself by establishing its premises in front of the main road in Kawangkoan. This research is using Quantitative method. The results of this research show that store atmosphere on customer satisfaction has a positive influence simultaneously. it is revealed based on the questionnaire that has spread to the customers at Chamar Cafe Kawangkoan. The result of this research have shown, Store Atmosphere and Product Quality has a positive influence on customer satisfaction at Chamar Cafe Kawangkoan through the indicators of Customer Satisfaction such as Loyalty, Small desire and intention to make a complain, Satisfaction, The willingness to recommend the product. It can said, that Store Atmosphere and Product Quality has a positive influence on Customer Satisfaction at Chamar Café Kawangkoan

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Corresponding Author:

Prodeo T. B. Rompas

Fakultas Ekonomi dan Bisnis, Universitas Sam Ratulangi,
Manado, Indonesia
Email: prodeotheoheart@gmail.com

1. INTRODUCTION

In the contemporary era of globalization, the culinary business sector is undergoing rapid development. Enterprises are forced to meet the evolving demands of customers by offering innovative and distinct products. With numerous brands vying for attention in the market, consumers are presented with a plethora of choices and alternatives to fulfill their requirements, granting them the freedom to choose. Maintaining customer loyalty is challenging, given the multitude of influencing factors, including Store Atmosphere and Product Quality.

The Food and Beverage (F&B) industry in Indonesia holds a central position within the nation's economy, serving as a key driver of economic activity, employment, and cultural expression. Renowned for its rich culinary heritage, Indonesia's diverse archipelago has given rise to a myriad of regional cuisines, reflecting the country's cultural tapestry, aiming to provide a comprehensive understanding of its current state. With a focus on economic significance, cultural influences, emerging trends, challenges, and opportunities, this investigation aims to uncover the intricacies that shape the industry.

Based on Statistics of Indonesia (BPS) and reprocessed by CRIF forecasts for 2023, the food and beverage industry is expected to experience an increase of around 5% compared to the previous year. Factors influencing this growth are the high sensitivity of the food and beverage industry to changes in the economic environment. The data above also considers that this industry still has good prospects, even though the performance of the food and beverage industry in Indonesia is promising, there are still a number of challenges that need to be faced. Some of them are intense competition, fluctuations in raw material prices, complex government regulations, and infrastructure that still needs to be improved.

The café business in Indonesia is currently undergoing a phase of rapid and dynamic growth, reflecting a shifting consumer landscape and evolving lifestyle trends. The burgeoning middle class, increased urbanization, and a growing appreciation for coffee culture have contributed significantly to the proliferation of cafes in Indonesia. With a diverse and vibrant culinary scene, cafes in Indonesia have become not only spaces for enjoying specialty coffees but also hubs for socializing, work, and cultural exchange. As the cafe business continues to expand rapidly in Indonesia, consumer preferences, the role of technology in enhancing the cafe experience, and the overall economic implications of this growth are visible.

Cafes, as businesses in the food and beverage industry, are known for their practical management and comprehensive, friendly service to customers. Chamar Cafe, for instance, strategically positioned itself by establishing its premises in front of the main road in Kawangkoan. Being one of the prominent coffee establishments upon entering the Kawangkoan area, it offers convenience for cafe visitors and serves as a popular stop for those passing through the area. The increasing coffee consumption trend in Indonesia has motivated business operators to tap into the coffee market by setting up coffee houses.

The research on "The Influence of Store Atmosphere and Product Quality on Customer Satisfaction at Chamar Cafe Kawangkoan" emerges as a significant endeavor to unravel the complexities within the dynamic cafe industry. With the specific factors of Store Atmosphere and Product Quality, and their impact on Customer Satisfaction at Chamar Cafe Kawangkoan, this study aspires to contribute valuable insights to both local business practices and the broader understanding of consumer preferences in the evolving Indonesian cafe landscape. The findings are expected to not only benefit Chamar Cafe in optimizing its offerings but also to provide a template for other cafes navigating the challenges and opportunities presented by the rapidly growing F&B sector in the country.

Based on the research problem, the objectives of this paper as follow:

1. To identify the partial influence of Store Atmosphere on Customer Satisfaction at Chamar Café Kawangkoan.
2. To identify the partial influence of Product Quality on Customer Satisfaction at Chamar Café Kawangkoan.
3. To identify the simultaneous influence of Store Atmosphere, and Product Quality influence Customer Satisfaction at Chamar Café Kawangkoan.

2. METHOD

2.1 Research Approach

This research is using quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis.

2.2 Population, Sample and Sampling Technique

The population in this research is respondent who have experience or the customer of Chamar Kawangkoan Café. Purposive sampling has used in this research, The sample size is 100 respondents. Purposive sampling is a technique to collect data sample of data source with some consideration like people who are considered understand the matter.

2.3 Data Collection Method

Data collected in this research is derived from primary data. Primary data are the information and originated for the purpose of the research. The primary data used is collected by distributing questionnaires to the customer of Chamar Kawangkoan Cafe.

2.4 Operational Definition of Research Variable

Store Atmosphere (X1) The characteristic of a shop or business that can display the image of the shop and attract consumers, it's also known as atmospherics for short, Product Quality (X2) The characteristics of the products or services to influence customer satisfaction and needs, also refers to how well a product meets expectations, Customer Satisfaction (Y) The measurement determines how happy customers are with the products, services and capabilities.

2.5 Validity and Reliability

The validity of each variable is deemed satisfactory, as the values exceed the minimum threshold of 0.5. Reliability assessments in this research employ the Cronbach's Alpha formula, with values below 0.6 indicating unreliability.

2.6 Normality Test

The data distribution exhibits a normal pattern, characterized by the absence of skewness to either the left or right. When the probability value exceeds 0.05, it indicates that the population follows a normal distribution.

2.7 Multiple Linear Regression

Multiple linear regression is a statistical modeling technique used to analyze the relationship between a numeric dependent variable (Y) and multiple independent or predictor variables (X). The main purpose of multiple regression is to quantify the relationship between the independent variables and a dependent or criterion variable. By examining how these multiple variables relate to the dependent variable, researchers can gain insights into the factors that influence the outcome of interest. The analysis allows for a deeper understanding of how each independent variable contributes to the variation in the dependent variable.

2.8 Theoretical Framework

2.8.1 Marketing

Marketing encompasses the process of conveying the value of products or services offered by a company to consumers. Kotler and Keller [1] suggest that marketing revolves around recognizing and fulfilling both human and societal requirements, succinctly defined as "meeting needs profitably." Furthermore, Kotler and Armstrong [2] elaborate on marketing as the mechanism through which organizations generate value for customers, foster robust customer relationships, and extract value from customers in exchange.

2.8.2 Marketing Management

Marketing Management is one of the management that is most needed today. Current business developments really require marketing management for promotion and introducing services or products. Marketing management is an activity that has been planned and carried out by the company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products, selecting the company's desired market share, and promoting new products to potential buyers. According to Kotler and Keller, marketing management is a target market to attract, retain and increase consumers by creating and providing good sales quality.

2.8.3 Store Atmosphere

Store atmosphere is a physical characteristic that is very important for In every retail business, this plays a role in creating a comfortable atmosphere according to the wishes of consumers and make consumers want to linger in the cafe and indirectly stimulate consumers to do purchase. According to Meldarianda [3] Store atmosphere is a combination of the physical characteristics of the store such as architecture, layout lighting, display, color, temperature, music, smells will create an image in the minds of consumers.

2.8.4 Customer Satisfaction

The majority of studies conducted in the field of customer satisfaction can be classified within a common framework known as the Disconfirmation paradigm. The extent to which product performance perception matches the expectations of buyers is what customer satisfaction is all about.

2.8.5 Previous Research

Study conducted by Cyntia Walintukan, Willem J.F Alfa Tumbuan, and Joy E. Tulung [4] revealed that Product Quality, Sales Promotion, and Social Influence significantly impact Purchase Intention in Bellagio Manado, suggesting that these variables collectively play a substantial role in shaping customers' purchase decisions.

In a separate investigation by Kesya [5], it was found that service quality positively and significantly influences customer satisfaction, while product innovation lacks such impact. Additionally, store atmosphere was found to have a positive and significant effect on customer satisfaction. These factors, when considered together, collectively influence customer satisfaction at Starbucks drive-thru Megamas Manado area.

Research conducted by Ukpata Ijuo Sunday [6] aimed to assess the influence of product quality on customer satisfaction and loyalty. The study, using a survey research design with a sample size consisting of 264 staff of Adama Beverages Ltd., found that product quality significantly determines customer satisfaction. Moreover, fluctuations in the firm's product quality and customers' satisfaction levels regarding product quality may contribute to variations in customer loyalty levels.

2.8.6 Research Model

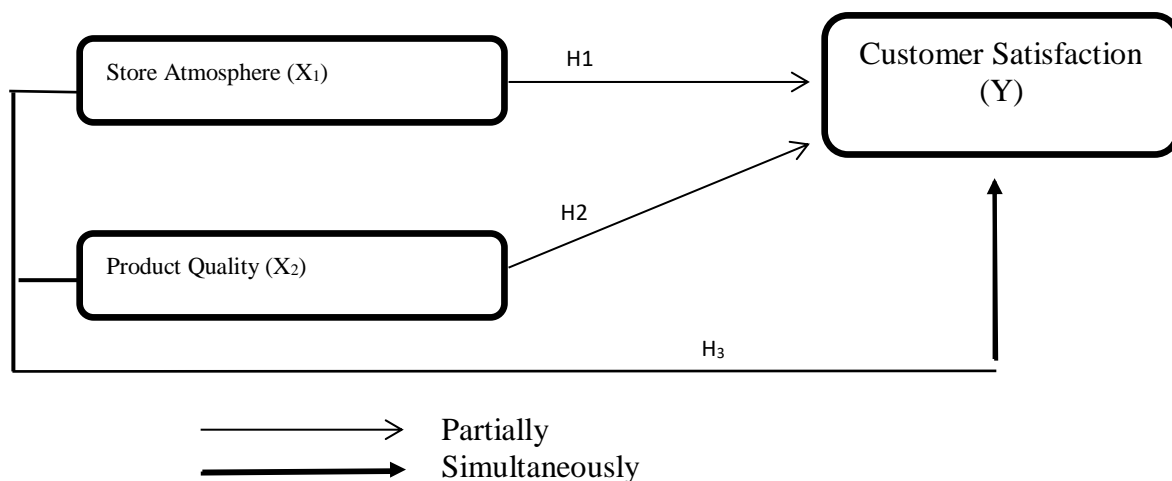


Figure 1. Research Model
Source: Data Analysis Method (2023)

Research Hypothesis:

H1 : Store Atmosphere influences Customer Satisfaction on Chamar Café Kawangkoan, partially.

H2: Product Quality influences Customer Satisfaction on Chamar Café Kawangkoan, partially.

H3: Store Atmosphere and Product Quality influence Customer Satisfaction on Chamar Café Kawangkoan, simultaneously

3. RESULT AND DISCUSSION

3.1 Validity and Reliability Test

3.1.1 Result of Validity Test

		Correlations												
		X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	Y1.1	Y1.2	Y1.3	Y1.4	
X1.1	Pearson Correlation	1	.545**	.390**	.547**	.477**	.528**	.473**	.423**	.336**	.479**	.513**	.448**	
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X1.2	Pearson Correlation	.545**	1	.586**	.556**	.454**	.370**	.547**	.433**	.456**	.419**	.331**	.635**	
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X1.3	Pearson Correlation	.390**	.586**	1	.646**	.470**	.538**	.479**	.376**	.333**	.391**	.367**	.528**	
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X1.4	Pearson Correlation	.547**	.556**	.646**	1	.644**	.590**	.556**	.416**	.357**	.465**	.485**	.578**	
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X2.1	Pearson Correlation	.477**	.454**	.470**	.644**	1	.660**	.591**	.438**	.313**	.355**	.400**	.459**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	.002	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X2.2	Pearson Correlation	.528**	.370**	.538**	.590**	.660**	1	.512**	.462**	.348**	.440**	.477**	.491**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X2.3	Pearson Correlation	.473**	.547**	.479**	.556**	.591**	.512**	1	.620**	.531**	.432**	.488**	.721**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
X2.4	Pearson Correlation	.423**	.433**	.376**	.416**	.438**	.462**	.620**	1	.461**	.454**	.476**	.672**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
Y1.1	Pearson Correlation	.336**	.456**	.333**	.357**	.313**	.348**	.531**	.461**	1	.729**	.631**	.542**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.002	<.001	<.001	<.001	<.001		<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
Y1.2	Pearson Correlation	.479**	.419**	.391**	.465**	.355**	.440**	.432**	.454**	.729**	1	.722**	.440**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	
Y1.3	Pearson Correlation	.513**	.331**	.367**	.485**	.400**	.477**	.488**	.476**	.631**	.722**	1	.505**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		
	N	100	100	100	100	100	100	100	100	100	100	100	100	
Y1.4	Pearson Correlation	.448**	.635**	.528**	.578**	.459**	.491**	.721**	.672**	.542**	.440**	.505**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	

** Correlation is significant at the 0.01 level (2-tailed).

Figure 1. Result of Validity Test

Source: Data Processed, 2023

According to the validity test results obtained from the SPSS statistical program version 29, as depicted in the table above, each indicator (rcount) of the variables Store Atmosphere (X1) and Product Quality (X2) exhibits a Pearson Correlation value surpassing the critical r - table value of 0.195. This suggests that all indicators in the questionnaire are deemed valid and suitable for subsequent analysis, as they fall below the predefined significance level of 5% or 0.05.

3.1.2 Result of Reliability Test

Table 1. Result of Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.919	12

Source: Data Processed, 2023

According to the data presented in the table, the Cronbach's alpha reliability test yielded a score exceeding 0.6, specifically 0.919. This indicates that the questionnaire demonstrates reliability, suggests that the instruments consistently and reliably measure the variables under consideration.

3.2 Result of Normality Test

Table 2. Result of Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.58277143
Most Extreme Differences	Absolute	.091
	Positive	.084
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.064 ^c
a. Test distribution is Normal.		

Source: Data Processed, 2023

According to the result of normality test above, the significance value which is Asymp. Sig. (2-tailed) is 0.064 means the data distributed normally.

3.3 Result of Multicollinearity Test

Table 3. Result of Multicollinearity Test

Variable	Collinearity Statistics				Status
	TOLERANCE		VIF		
	Result	Value	Result	Value	
Store Atmosphere	0.452	> 0.1	2.212	< 10	No Multicollinearity
Product	0.452	> 0.1	2.212	< 10	No Multicollinearity

Source: Data Processed, 2023

Based on the table above, shows the result of Multicollinearity test. The tolerance of store atmosphere (X1) and product quality (X2) as independent variables are same which is 0,452 higher than the standard which is 0,1 and the value of Variance Inflation Factor (VIF) for store atmosphere (X1) and product quality (X2) are same 2,212, it below than the standard which is 10. It means variable of store atmosphere and product quality there has no multicollinearity

3.4 Result of Heterocedasticity Test

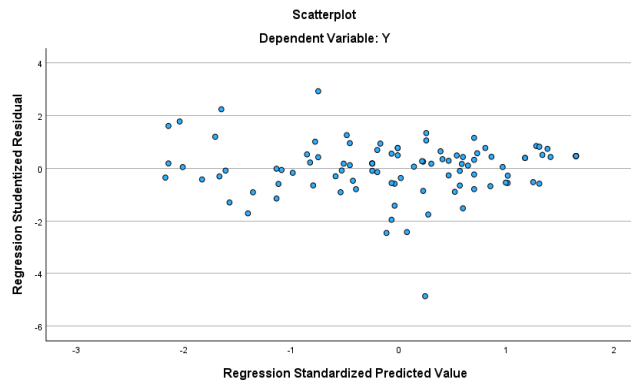


Figure 2. Result of Heterocedasticity Test
 Source: Data Processed, 2023

According to the scatterplot depicted above, it indicates that the data points are dispersed both above and below zero, without clustering specifically above or below, and the distribution of data points lacks any discernible pattern. This suggests the absence of heteroscedasticity within this regression model.

3.5 Multiple Linear Regression Analysis

3.5.1 Result of MLR

Table 3. Result of MLR

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.853	2.553	
	X1	.385	.122	.330
	X2	.490	.118	.438

a. Dependent Variable: Y
 Source: Data Processed, 2023

The result in the Table 4.5 can be shown through the formula of regression equation as follows:

$$Y = 2,853 + 0.385X1 + 0.490X2 + e$$

- Store Atmosphere (X1) coefficient value of 0.385 means that if there is one unit increase in Store Atmosphere (X1), then the customer Satisfaction (Y) will increase by 0.385
- Product Quality (X2) coefficient value of 0.490 means that if there is one unit increase in Product Quality (X2), then the customer satisfaction (Y) will increase by 0.490

3.6 Hypothesis Testing

3.6.1 T-Test (Partial Test)

Table 4. T-test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.853	2.553		1.118	.267
	X1	.385	.122	.330	3.142	.002
	X2	.490	.118	.438	4.165	.001

a. Dependent Variable: Y

Source: Data Processed, 2023

1. The t value of the Store Atmosphere variable (X1) is 3.142 with a significance level of 0.002. The significance level has a smaller value than Alpha (0.05), at 0.002. Thus, it can be concluded that the Store Atmosphere variable has Significant effect towards Customer Satisfaction at Chamar Café so that H1 is Accepted, it can be concluded that the first hypothesis which reads “Store Atmosphere influences Customer Satisfaction on Chamar Café Kawangkoan”. Supported

2. The t value for the Product Quality (X2) is 4.165 with a significance level of 0.001. The significance level has a smaller value than Alpha (0.05), which is 0.001. Thus, it can be concluded that the Product Quality variable has significant effect on Customer Satisfaction at Chamar Café so that H2 is Accepted, so it can be concluded that the third hypothesis which reads "Product Quality influences Customer Satisfaction on Chamar Café Kawangkoan “. Supported.

3.6.2 F-Test (Simultaneous Test)

Table 5. F-test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1350.451	2	675.226	51.540	.001
	Residual	1270.789	97	13.101		
	Total	2621.240	99			

a. Dependent Variable: Y
 b. Predictors: (Constant), X2, X1

Source: Data Processed, 2023

Based on Table above, the value of f count is 51,540 and the significance level is 0.001. The value of f table is (51,540 > 3,09), it means f count is more than f table. The result shows that store atmosphere (X1) and product quality (X2) as an independent variable influence customer satisfaction (Y) as dependent variable simultaneously. This indicates that the hypothesis or H3 is accepted.

3.7 Discussion

3.7.1 The Influence of Store Atmosphere on Customer Satisfaction

Store atmosphere is very important for every business because it plays a role in creating a comfortable atmosphere in accordance with consumer desires, making consumers want to stay in the place for a long time. Store atmosphere aims to provide convenience to consumers and can be a special attraction for consumers. so that with a good store atmosphere at Chamar Cafe Kawangkoan. it will make customers feel satisfied.

3.7.2 The Influence of Product Quality on Customer Satisfaction

Product quality refers to a product's capability to fulfill its intended function, encompassing aspects such as overall robustness, dependability, precision, user-friendliness, and repairability, among other attributes. Enhanced product quality offered by Chamar Cafe Kawangkoan is poised to augment customer satisfaction and subsequently boost sales. Customers universally seek superior quality products, underscoring the imperative for the company to prioritize continuous improvement and upkeep of product standards. Customer satisfaction hinges on experiencing the exceptional quality and taste of the product, highlighting the significance of maintaining consistently high standards.

3.7.3 The Influence of Store Atmosphere and Product Quality on Customer Satisfaction

The notion of atmosphere is multifaceted and frequently utilized in both everyday discourse and business settings. The ambiance within a store has the potential to impact the emotions or sentiments of patrons, thus playing a role in elevating customer satisfaction. A pleasant ambiance coupled with high product quality has the capacity to sway and enhance customer contentment with the offerings and services provided by proprietors.

4. CONCLUSION

Store Atmosphere has a positive influence on customer satisfaction at Chamar Cafe Kawangkoan through the indicators such as Store exterior (shop exterior), General interior (general interior), Store layout (store layout), Interior display (notice board). It can said that store atmosphere has a positive influence on customer satisfaction at Chamar Cafe Kawangkoan

Product Quality has positive influence on customer satisfaction at Chamar Cafe Kawangkoan through the indicators such as Freshness, Presentation, Taste, Innovative Food. It can said that Product Quality has a positive influence on Customer Satisfaction at Chamar Café Kawangkoan.

Store Atmosphere and Product Quality has a positive influence on customer satisfaction at Chamar Cafe Kawangkoan through the indicators of Customer Satisfaction such as Loyalty, Small desire and intention to make a complain, Satisfaction, The willingness to recommend the product. It can said, that Store Atmosphere and Product Quality has a positive influence on Customer Satisfaction at Chamar Café Kawangkoan.

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