



Regular article

Analysis of The Effect of Service Quality, Product Quality, And Price on Customer Loyalty at Seis Coffee with Customer Satisfaction as an Intervening Variable

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ABSTRACT

The purpose of this study was to determine the effect of service quality, product quality, and price on customer satisfaction at Seis Coffee. To determine the effect of service quality, product quality, price, and customer satisfaction on consumer loyalty at Seis Coffee. To determine the effect of service quality, product quality, and price on consumer loyalty and customer satisfaction as intervening variables at Seis Coffee. The theories considered relevant in this study are service quality, product quality, price, customer satisfaction, and consumer loyalty. This study is a quantitative study using SPSS research techniques. The population in this study was Seis Coffee customers taken during the last 3 months, namely April to June 2025, as many as 1051 respondents, and the research sample obtained was 91 people using the Slovin formula with a precision of 10% with a confidence level of 90%. The data collection technique in this study was by distributing questionnaires. The data analysis technique in this study used multiple linear regression analysis and hypothesis testing using the SPSS program. The results showed that service quality did not have a significant effect on customer satisfaction, product quality had a positive and significant effect on customer satisfaction, and price had a positive and significant effect on customer satisfaction. Service quality did not affect consumer loyalty, product quality did not affect consumer loyalty, price had a positive and significant effect on consumer loyalty, and customer satisfaction had a positive and significant effect on consumer loyalty. The results of the Sobel test showed that customer satisfaction did not significantly mediate the effect of service quality on consumer loyalty. Customer satisfaction did not significantly mediate the effect of product quality on consumer loyalty, and customer satisfaction did not significantly mediate the effect of price on consumer loyalty.

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Introduction

In the last decade, Coffee shops have played a significant role as a growing part of the food and beverage industry in Medan City. Changes in urban lifestyles have also occurred, where one of the increasingly popular habits is spending time in Coffee shops. The growth in the number of Coffee shops in this city has increased rapidly, along with changes in the culture of enjoying coffee. Coffee shops are considered to have a comfortable atmosphere, like a second home. Many people come not only to enjoy food and drinks, but also to get work done. In addition, Coffee shops now function as a place to socialize, gather with friends, or

simply relieve stress from daily routines.

The coffee shop industry is currently experiencing rapid growth and development. This surge is driven by stronger consumer purchasing power and the influential role of social media, which facilitates business owners in implementing their marketing strategies. With the increasing number of coffee shops emerging, entrepreneurs are required to create differentiation and establish clear positioning in order to remain competitive. To face this competition, businesses must design effective marketing strategies to attract new customers. In addition, business owners should offer competitive pricing and highlight product advantages to encourage purchase decisions while also retaining

existing customers. Factors such as price, product quality, and service are also crucial aspects that must be considered in determining the success of a business.

There are several phenomena occurring among coffee shop customers in Medan City. The researcher distributed an online questionnaire to young people in Medan who enjoy spending time at coffee shops. One of these phenomena can be seen in the following table:

Table 1 Medan City Youth Have a Favorite Coffee Shop

No	Category	Amount	Percentage
1	Strongly agree	28	56.00
2	Agree	10	20.00
3	Don't agree	3	6.00
4	Strongly Disagree	9	18.00

Source: data processed, 2025

Based on Table 1, it can be seen that young people in Medan City each have their own favorite coffee shop. They tend to choose a place that provides them with a sense of comfort. In the business world, this condition is certainly desirable for culinary entrepreneurs, as a business is considered successful if it can attract, retain, and grow its customer base. According to Kotler and Keller (2022), loyalty is the only value created by a company through building meaningful relationships with customers, both in the present and in the future. Meanwhile, Sumitro (2018) argues that customer satisfaction influences customer loyalty. However, Imelda (2022) states that customer satisfaction does not directly affect customer loyalty.

One of the coffee shops in Medan City is Seis Coffee. Seis Café and Public Space offers a classic, vintage-style atmosphere, making it a unique hangout spot. In addition to being a place to relax, the café also features various Instagram-worthy photo spots. The name "Seis" is derived from Sanskrit, meaning prosperity, reflecting the hope that the business will continue to grow in the future. Meanwhile, "Public Space" indicates Seis's commitment to providing a place that is accessible to everyone. Seis Coffee offers various promotions, cashback deals, events, live music performances, and online ordering services. The menu is diverse, featuring both traditional Indonesian dishes and Western-style cuisine, such as chicken curry, katsu steak, katsu fried rice, aglio olio, fettuccine carbonara, and more.

Table 2 Medan City Youth Have a Favorite Coffee Shop

No	Category	Amount	Percentage
1	Strongly agree	17	34.00
2	Agree	19	38.00
3	Doubtful	9	18.00
4	Don't agree	4	8.00
5	Strongly Disagree	1	2.00

Source: data processed, 2025

Based on Table 2, out of 50 respondents who provided answers, 38% agreed that they would recommend their favorite coffee shop, while 34% strongly agreed, and the remaining respondents accounted for less than

20%. This indicates that respondents tend to recommend Seis Coffee to their friends to visit. Recommending a product or service is known to be one of the indicators of consumer loyalty. Therefore, the results of this survey suggest that customer recommendations are an important factor in building consumer loyalty. The intense competition in the coffee shop industry in Medan City poses a challenge for every business owner to survive and improve the quality of their products to compete with rivals. Currently, many competitors offer affordable yet high-quality coffee beverages, which can affect the sales stability of coffee shop businesses. Therefore, they need to prioritize product quality to ensure customer satisfaction. Based on the background explanation and the survey results conducted by the researcher, this study aims to examine: "An Analysis of the Effect of Service Quality, Product Quality, and Price on Customer Loyalty at Seis Coffee with Customer Satisfaction as an Intervening Variable.

Literature Review

Marketing Management

Marketing management is an activity that is planned and executed by a company. Planning requires the right strategies and expertise to develop effective plans. The role of marketing management in a company is highly important; it includes preparing more innovative products, selecting the target market the company aims to reach, and promoting new products to potential buyers. According to Sudaryono (2022), marketing is a management process that seeks to maximize returns for shareholders by building relationships with valued customers and creating competitive advantages. Meanwhile, Kotler and Keller (2022) define marketing as a process of developing integrated communication aimed at providing information about goods or services to satisfy human needs and wants.

Customer Loyalty

Consumer behavior is part of human activity that is not fixed and constantly changes according to the influence of environmental and social conditions where the individual is located. One consumer behavior that companies always desire is loyalty. Customer loyalty is generally defined as a person's commitment to a particular product, whether a service or a good. Loyalty is something that arises naturally, without coercion, but emerges from the condition itself. In the past, efforts to meet customer needs tended to influence consumer attitudes, whereas the concept of customer loyalty, according to Griffin, as cited in Hasanuddin, Rachma, & Wahono (2020), is defined as: "Loyalty is defined as non-random purchase expressed over time by some decision-making unit." Customers can be considered loyal when their purchasing behavior is not random but shows consistency over time. Furthermore, Griffin (2016) argues that a customer is said to be loyal if they

demonstrate regular purchasing behavior or there is a condition that requires the customer to make at least two purchases within a certain period. Efforts to provide customer satisfaction are carried out to influence customer attitudes, whereas the concept of customer loyalty is more related to customer behavior than to customer attitudes.

Customer Satisfaction

Customer satisfaction experienced by customers is the result of the consumption process they undergo. Initially, customers only purchase a product and then realize whether the product meets their expectations or not. If customers like the product they have purchased, they feel satisfied with using it. Conversely, if customers choose not to use or repurchase the product, it indicates dissatisfaction. According to Kotler (2019:439), satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance (outcome) of a product with the expected performance. For customer-focused companies, customer satisfaction is both a goal and a marketing tool. Meanwhile, Lupiyoadi and Hamdani (2016:44) state that customer satisfaction or dissatisfaction is a customer's response to the evaluation of disconfirmation perceived between prior expectations and the actual performance of the product experienced after use.

Service Quality

According to Rangkuti (2015), the level of service quality cannot be assessed solely from the company's perspective but must be viewed from the customer's point of view. Therefore, when formulating service strategies and plans, companies must focus on elements of service quality to address customer interests. According to Tjiptono (2019:71), service quality is the effort to fulfill products or services, accompanied by consumer desires and the accuracy of delivery methods to meet customer expectations and satisfaction.

Product Quality

According to Kotler and Keller (2022), when a business adopts a value-based model and offers higher quality at a lower cost, quality becomes an increasingly significant factor for differentiation. This highlights that quality is not only a competitive advantage but also a key determinant of customer perception in the marketplace. Wijaya (2018) defines quality as a decision made by customers, meaning that quality is assessed based on the customer's experience with a product or service and is measured by specific criteria. From this perspective, customer satisfaction and perception play a central role in evaluating product quality. Lupiyoadi and Hamdani (2016) emphasize that for a company to sustain its business, quality must be treated as a non-negotiable element – something that requires constant investment and attention.

Price

Price is an element of the marketing mix that generates sales revenue, while other elements only incur costs. Because it generates sales revenue,

price affects the level of sales, profit margins, and market share obtained by the company (Assauri, 2017:233). Price is also one of the most flexible elements of the marketing mix. It can be changed quickly, unlike product characteristics and distribution agreements (Kotler, 2019:519). According to Swastha (2015), price is the amount of money (plus some goods, if applicable) required to obtain a certain combination of goods and services.

Drawing from the literature review and prior studies, a conceptual framework can be developed. Sugiyono (2016) defines the conceptual framework as a representation of the research variables and how theories connect to the variables being investigated, specifically the independent and dependent variables. The conceptual relationships between these variables will be described as follows:

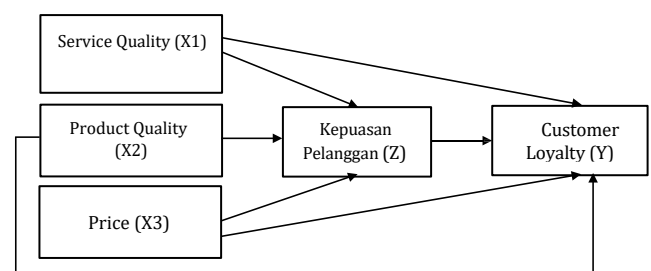


Figure 1 Conceptual Framework

Methodology

Research Population and Sample

The research population refers to the general area or group that the researcher intends to study. According to Sugiyono (2019:126), "A population is the entire subject/object within the area of generalization that possesses specific characteristics and qualities determined by the researcher to be studied and from which conclusions are drawn." This statement serves as a reference for the author in determining the population. In this study, the population consists of Seis Coffee customers observed over the last three months, specifically from February to April 2024. The population of Seis Coffee customers was taken over the last three months, from February to April 2024. The sample used in this study consisted of 91 respondents.

Data analysis

Data analysis techniques use SPSS software. This method aims to describe the nature of something that is occurring at the time of the research and examine the causes of a particular phenomenon. This research method can be used in a more diverse and broader way than other methods. Descriptive statistical analysis consists of mean, median, maximum, minimum, and standard deviation values. Descriptive data can be presented in tables, diagrams, or graphs, depending on the type of research and the data collection.

Results and Discussion

Descriptive Analysis Results

Respondent Characteristics Based on Gender

The following are the characteristics of respondents based on gender, which can be seen below:

Table 3 Characteristics Based on Gender

No	Gender	Sampel	
1	Male	61	67.03
2	Female	30	32.97
Amount		91	100

Source: Data processed (2025)

Based on Table 3, it was found that 61 people (67.03%) were male, while 30 people (32.97%) were female. The majority of the research sample, 61 people, were male.

Respondent Characteristics Based on Age

The following are the characteristics of respondents based on Age, which can be seen below:

Table 4 Characteristics Based on Gender

No	Age	Sampel
1	18-25 Year	45
2	26-35 Year	22
3	36-45 Year	19
4	> 46 Year	5
Amount		91

Source: Data processed (2025)

Based on Table 4, it was found that 45 people (49.45%) were aged 18-25 years, 22 people (24.18%) were aged 26-35 years, 17 people (20.88%) were aged 36-45 years, and 5 people (5.49%) were over 46 years old. The majority of the study sample, 45 people (49.45%), were aged 18-25 years.

Respondent Characteristics Based on Education Level Education

The following are the characteristics of respondents based on Education Level, which can be seen below:

Table 5 Education Level Education

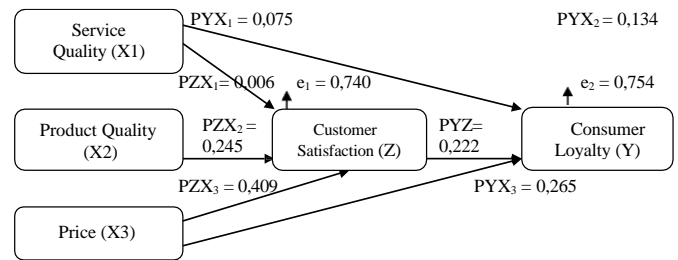
No	Level of education	Sampel
1	Senior High School	40
2	Diploma	20
3	S-1	26
4	S-2	5
Amount		91

Source: Data processed (2025)

Based on Table 5, based on education level, 40 people (43.96%) had a high school education, 20 people (21.98%) had a diploma, 26 people (28.57%) had a bachelor's degree, and 5 people (5.49%) had a master's degree. The majority of the study sample, 40 people (43.96%), had a high school education..

Hypothesis Test Results

Based on the discussion outlined above, the path analysis model in this study is as follows:



Source: Research Results, 2025 (processed data)

Figure 2 Path Analysis Substructure Path Analysis Model

The Influence of Service Quality on Customer Satisfaction

The partial test results showed that the calculated t-value for service quality was <math>t < t\text{-table}</math> (0.052 < 1.987) and the Sig. Value (0.958 > 0.05), indicating that service quality did not affect customer satisfaction. This finding is inconsistent with the research conducted by (Hutagalung, C. D. H., & Hutabarat, Z., 2024), (Chrisyana, N., Rahman, A., & Pradiani, T., 2023), (Cahyo, Alex Septian Tri; Tulhusnah, Lusiana; Pramitasari, Triska Dewi. (2022), which found that service quality had a positive and significant effect on customer satisfaction.

These findings indicate that Seis Coffee customers do not place service quality as a primary factor influencing their satisfaction levels. This is likely because customers are more focused on other aspects such as product quality (coffee and food flavors), a comfortable and aesthetic atmosphere, and affordable prices. Furthermore, it can be assumed that the service standards at Seis Coffee are already at a level deemed adequate by customers, thus not being a differentiating variable in determining satisfaction levels. This finding aligns with the characteristics of millennial and Gen Z consumers who tend to prioritize visual experience, speed of service, and ease of access over personal interaction in service. Therefore, Seis Coffee management needs to consider focusing on improving other elements that have a more direct impact on customer satisfaction, while maintaining service quality to prevent a decline.

The Influence of Product Quality on Customer Satisfaction

The partial test results obtained the results that the t-count value for product quality, the t-count value > t-table (2.103 > 1.987), and the Sig. Value (0.038 < 0.05), thus product quality has a positive and significant effect on customer satisfaction. This result is in line with the results of research conducted by (Chrisyana, N., Rahman, A., & Pradiani, T. (2023), (Juniarti, S., Zuraida, L., & Wikaningtyas, S. U. (2022), (Tri Anagh Firlri and Drajat Stiawan. (2021), (Tripayana, Satya, & Pramono, Jaya. (2020) shows that product quality has a direct and significant effect on customer satisfaction.

This means that the better the quality of the product provided, such as consistent coffee flavor, attractive beverage presentation, and cleanliness and neatness of presentation, the higher the level of customer

satisfaction. This finding supports the product quality theory proposed by Kotler and Keller (2016), where product quality is one of the main determinants in creating customer satisfaction. In the context of Seis Coffee, consumers tend to value product taste and presentation as the primary value of their experience. This is also in line with current market characteristics that are increasingly selective about product quality and uniqueness, especially in the highly competitive food and beverage industry. Therefore, Seis Coffee management needs to continuously maintain and improve its product quality standards to maintain and increase customer satisfaction.

The Influence of Price on Consumer Satisfaction

The partial test results obtained the results that the t-count value for product quality, the t-count value > t-table ($4.384 > 1.987$), and the Sig. Value ($0.000 < 0.05$), thus the price has a positive and significant effect on customer satisfaction. This finding indicates that the better the customer's perception of the menu prices offered by Seis Coffee, the higher the level of satisfaction they feel. In the context of Seis Coffee, customers consider the prices offered to be quite affordable and commensurate with the quality of the product and the atmosphere provided. This reinforces the view that customers consider not only the nominal price but also value for money, namely, whether the price matches the taste of the beverage, the service, the comfort of the place, and the overall experience.

The Influence of Service Quality on Customer Loyalty

The results of the partial test show that the t-value for service quality is lower than the t-table value ($0.643 < 1.987$), and the significance value is greater than 0.05 (Sig. = $0.522 > 0.05$). Therefore, service quality does not have a significant effect on customer loyalty. This finding indicates that although the service quality provided by Seis Coffee is important, it has not been sufficient to directly encourage customers to become loyal to the brand or to make consistent repeat visits.

This result is quite interesting, considering that service quality is generally seen as a key factor in building customer loyalty. However, in the context of Seis Coffee, customers may place more emphasis on other factors, such as price, beverage taste, strategic location, or the ambiance of the place, as their primary reasons for returning.

The Influence of Product Quality on Customer Loyalty

The partial test results show that the t-value for product quality is lower than the t-table value ($1.103 < 1.987$), and the significance value is greater than 0.05 (Sig. = $0.273 > 0.05$). Therefore, product quality does not have a significant effect on customer loyalty. This finding indicates that although the product quality offered—such as the taste of the beverages, presentation, and consistency—is at an acceptable level, it is not strong enough to encourage customers to become loyal or to make repeated purchases consistently.

Theoretically, product quality is one of the key factors in building customer loyalty, as high-quality products are expected to meet or exceed customer expectations (Kotler & Keller, 2016). However, in the context of Seis Coffee, customers likely have relatively similar expectations toward various competing coffee brands, making product quality less of a distinguishing factor in determining loyalty.

The Influence of Price on Customer Loyalty

The partial test results show that the t-value for price is greater than the t-table value ($2.527 > 1.987$) and the significance value is less than 0.05 (Sig. = $0.013 < 0.05$). Therefore, price has a positive and significant effect on customer loyalty. This means that the more positive the customers' perception of the price offered—both in terms of affordability and the price's alignment with product quality—the higher their loyalty level to Seis Coffee.

This finding indicates that price is not only a determining factor in purchase decisions but also plays an important role in building a long-term relationship between customers and Seis Coffee. A price that is perceived as reasonable and competitive can create customer satisfaction and trust, leading them to consistently choose Seis Coffee over competitors.

The Influence of Customer Satisfaction on Customer Loyalty

The partial test results show that the t-value for customer satisfaction is greater than the t-table value ($2.038 > 1.987$), and the significance value is less than 0.05 (Sig. = $0.045 < 0.05$). Therefore, customer satisfaction has a positive and significant effect on customer loyalty. This means that the higher the level of customer satisfaction with the products and services provided, the greater the likelihood that customers will become loyal and make repeat purchases at Seis Coffee.

This finding aligns with the theory that states customer satisfaction is a key factor in building loyalty (Kotler & Keller, 2016). When customers feel satisfied with their experience—including the quality of the beverages, service, café ambiance, and perceived fair pricing—they tend to exhibit positive behaviors such as returning, recommending to others, and choosing Seis Coffee over competitors.

The Influence of Service Quality on Customer Loyalty Through Customer Satisfaction

The Sobel test results show that the significance value is greater than 0.05 (Sig. = $0.945 > 0.05$), indicating that customer satisfaction does not significantly mediate the effect of service quality on customer loyalty. This means that although service quality plays a role in shaping customer satisfaction, the level of satisfaction is not strong enough to carry the impact of service quality through to customer loyalty.

This finding suggests that the relationship between service quality and customer loyalty does not significantly occur through customer satisfaction as a mediator. In other words, the service quality provided

by Seis Coffee, while it may increase satisfaction, does not directly or indirectly, through satisfaction, increase customer loyalty.

The Influence of Product Quality on Customer Loyalty Through Customer Satisfaction

The Sobel test results show that the significance value is greater than 0.05 (Sig. = 0.228 > 0.05), indicating that customer satisfaction does not significantly mediate the effect of product quality on customer loyalty. This finding suggests that although product quality is an important factor, improvements in product quality do not always contribute to customer loyalty through customer satisfaction as an intervening pathway. In the context of Seis Coffee, this can be interpreted as customers possibly forming loyalty directly based on their perception of product quality, without going through satisfaction as a deep emotional experience. This finding also supports the view that customer loyalty can be formed through a direct path from product quality, without the need for complex emotional involvement or satisfaction assessment. This is not in line with some previous studies by Chrisyana, N., Rahman, A., & Pradiani, T. (2023), and Juniarti, S., Zuraida, L., & Wikaningtyas, S. U. (2022), which showed that in some industries such as food and beverage, customers may become loyal mainly due to product consistency and convenience, rather than purely emotional satisfaction.

The Influence of Price on Customer Loyalty Through Customer Satisfaction

The Sobel test results show that the significance value is greater than 0.05 (Sig. = 0.198 > 0.05), indicating that customer satisfaction does not significantly mediate the effect of price on customer loyalty. This means that although price is an important factor in purchase decisions, the influence of price on loyalty does not occur through customer satisfaction but likely happens directly or through other factors. In the context of Seis Coffee, this condition suggests that customers may have their own perceptions of the price offered, and these perceptions can directly shape loyalty without first generating a significant level of satisfaction. This may be due to several possibilities, such as the price being considered reasonable or fair but not strong enough to create a deep emotional sense of satisfaction. Seis Coffee customers might have a wide price tolerance, so loyalty is more influenced by other factors such as location, brand image, or product quality. Loyal customers may be less sensitive to price, making satisfaction with price a less important factor in determining loyalty. This finding also shows that competitive pricing alone does not guarantee satisfaction that can create loyalty. Customer loyalty to Seis Coffee is most likely more influenced by the overall experience, social interactions, service quality, or café ambiance.

Conclusions

Based on the data obtained from the study on the Influence of Service

Quality and Product Quality on Customer Satisfaction at Seis Coffee, the following conclusions are drawn:

1. The partial test results show that service quality does not affect customer satisfaction.
2. The partial test results show that product quality has a significant effect on customer satisfaction.
3. The partial test results show that price has a significant effect on customer satisfaction.
4. The partial test results show that service quality does not affect customer loyalty.
5. The partial test results show that product quality does not affect customer loyalty.
6. The partial test results show that price has a significant effect on customer loyalty.
7. The partial test results show that customer satisfaction has a significant effect on customer loyalty.
8. The Sobel test results show that customer satisfaction does not mediate the effect of service quality on customer loyalty.
9. The Sobel test results show that customer satisfaction does not mediate the effect of product quality on customer loyalty.
10. The Sobel test results show that customer satisfaction does not mediate the effect of price on customer loyalty.

For future research, it is recommended that studies continue to investigate the relationships between service quality, product quality, price, customer satisfaction, and customer loyalty, particularly given the mixed effects observed. While product quality, price, and customer satisfaction showed significant impacts, service quality did not demonstrate a direct influence on either customer satisfaction or loyalty. Additionally, the lack of mediating effects of customer satisfaction between service quality, product quality, and price on customer loyalty suggests that other mediating variables or mechanisms may be at play. Future studies could explore additional factors such as customer trust, perceived value, brand reputation, or emotional attachment to better understand the pathways influencing loyalty. Researchers are also encouraged to conduct comparative analyses across different industries or market segments to assess whether these relationships hold consistently or vary by context, which would provide more comprehensive insights into customer behavior and loyalty dynamics.

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