



IMPORTANCE OF CUSTOMER SATISFACTION TO INCREASE BRAND PREFERENCE ON LOCALS COFFEE SHOP IN INDONESIA

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Abstract: Tanamera Indonesia Coffee grew into a coffee shop that carries the vision of advancing Arabica Coffee and Indonesian coffee farmers. Tanamera Indonesia Coffee was born in 2013 with one dream to make Indonesia famous for its special coffee and Tanamera Indonesia Coffee's mission is always to provide the best that Indonesia has to offer, such as the red volcanic soil from which we got the name Tanamera Indonesia Coffee, the archipelago has fertile and fertile soil, perfect for growing specialty coffee. Since it was first established, all of its coffee is 100% from Indonesia where they work with local farmers. From the land in the plantation, to the coffee cup, Tanamera Coffee is present in every step and process.

The purpose of this study is to determine the effect of Atmospheric, Food Quality, Service Quality, Cost on Brand Preference through Customer Satisfaction. The benefit of this research is to increase knowledge and to find out how much influence Atmospheric, Food Quality, Service Quality, Cost have so that it can increase customer satisfaction and ultimately Brand Preference. This research is a causal research, using quantitative methods assisted by the statistical program SPSS 22.0. Data collection was carried out by distributing questionnaires with the snowball sampling technique to 155 respondents who had the characteristics of 62 female respondents and 93 male respondents who were mostly aged 18-35 years, domiciled in Surabaya, had purchased food or drinks from Tanamera Indonesia Coffee.

The results of this study indicate that Brand Preference has the greatest influence on Satisfaction. Food Quality is the independent variable that has the biggest influence in shaping Customer Satisfaction and ultimately Loyalty.

IndexTerms - Atmospheric, Food Quality, Service Quality, Cost, Customer Satisfaction, Brand Preference

1. INTRODUCTION

Indonesia is a country that has various riches such as: nature, culture, race and tribe. This has an impact on the diversity of food and beverages that exist today. The food and beverage industry is one of Indonesia's mainstay industry sectors because the industry helps Indonesia's economic growth where the real income of the food and beverage industry has increased significantly from year to year. One of the food and beverage industries that is in demand by the Indonesian people with the market still developing today is the coffee industry. Coffee is a drink made from roasted and mashed beans from tropical cypress coffee plants, where coffee is one of the three most popular drinks in the world. Indonesia itself is the 3rd largest coffee producing country in the world after Brazil, and Vietnam. Coffee beans are a plantation commodity that has a fairly high

economic value and is strategic. Coffee beans are one of the benunance commodities cultivated by farmers and private companies given their great potential, both in the Indonesian market and opportunities for export. Coffee beans not only play their role as a plantation commodity that is a source of foreign exchange for the country but also as a source of income for one and a half million coffee farmers in Indonesia. The processing and production of coffee beans also increased along with the growth of the middle class and the encouragement of the lifestyle of the Indonesian people. The country of Indonesia, which was originally known as a coffee bean producer with a coffee bean processing industry that has increased significantly, slowly experienced development as a country with high coffee consumption. The pandemic in 2020 resulted in many industries experiencing changes in terms of trends, plans, and customer habits, especially in the food and beverage industry such as the mushrooming of coffeeshops.

In Indonesia itself there has been a shock in various industries, but the food and beverage industry, especially coffeeshops, still survives even though it costs a lot, such as production costs and employee salaries. With this stability and development, Indonesia in addition to being a major player in the domestic market, Indonesia is able to enter the international market as a global player. Coffee beans produced by Indonesia are one of the most popular in the world. Coffee exports from the country are also in great demand by a number of countries in the world. Today, in the city of Surabaya, there are so many Coffeeshops that stand and spread throughout the city, but not all are crowded with visitors or visited by consumers, only a few Coffeeshops that look crowded with visitors because they have innovations, especially exclusive properties in the provision of premium coffee beans that are advantages in making and serving coffee so as to attract consumers, one of them is Tanamera Indonesia Coffee.

Tanamera Indonesia Coffee grew into a coffee shop that carries the vision of advancing Arabica Coffee and Indonesian coffee farmers. Tanamera Indonesia Coffee was born in 2013 with one dream to make Indonesia famous for its special coffee and Tanamera Indonesia Coffee's mission is always to provide the best that Indonesia has to offer, such as the red volcanic soil from which we got the name Tanamera Indonesia Coffee, the archipelago has fertile and fertile soil, perfect for growing specialty coffee. Since it was first established, all of its coffee is 100% from Indonesia where they work with local farmers. From the land in the plantation, to the coffee cup, Tanamera Coffee is present in every step and process. Growing rapidly, Tanamera Coffee now has 20 outlets. Starting from the first one in Thamrin City, Jakarta, to several other parts of Indonesia, such as Tangerang, Bali, Makassar, Surabaya, Palembang, Yogyakarta, Semarang. With the achievements of Tanamera Indonesia Coffee, the results of this study are ultimately expected to be able to show how the influence of customer satisfaction on brand preference in the context of the Food and Beverage business, namely Coffeshop, especially related to Tanamera Indonesia Coffee Customers in Surabaya who are the object of this study.

2. LITERATURE REVIEW

2.1 ATMOSPHERICS

According to Berman and Evan (2001) atmospherics are the physical characteristics of the place or store that can be used as the uniqueness of the store so that it can be used as the impression of the store. According to Kotler and Keller (2009) atmospherics is an atmosphere design that has been planned to attract customers to make purchases in accordance with the intended target market. According to Massicotte et al (2010) a place that has pleasant atmospherics is an advantage of the store so that it can influence buyer behavior. According to Gilbert (2013), atmospherics is planning the buying environment in achieving the goal of influencing consumers to make purchases and generate emotional responses. Atmospherics is an element that must be owned by every restaurant that serves as a differentiator for restaurants, according to Kotler and Keller (2007). According to Heung and Gu (2012) atmospherics can be conceptualized as intentional premise designs to generate emotional responses from customers and to increase their purchase probability. The atmosphere in a restaurant consists of various elements such as style, layout, lighting, furnishings, aroma, music, room temperature, color, wall composition, windows, and many more according to Ha and Jang (2012). In addition, according to Kotler (1973) atmospherics are defined as consciously designing spaces to produce certain emotions in buyers that increase the likelihood of purchasing. According to Beardsworth and Bryman (1999) Liu and Jang (2009), authentic atmospherics refers to the use of ethnic art, decorations, music, names and various stereotyped signals to create distinctive settings that claim to be the reflection of some exotic but recognizable culture. According to Sutisna (2001), atmospherics is the arrangement of interior and exterior

spaces that create comfort for customers. Drawing from previous research, the following hypotheses is proposed:

H1 Atmospherics has a positive significant effect on Customer Satisfaction

2.2 FOOD QUALITY

Food quality is something important to consider when consuming a food, it includes quality factors such as food temperature, food freshness, and food preparation. As the core product of a café, food plays a very important role. Food quality has been seen as the main criterion for visitors to assess the performance of a café (Ramanathan, 2015). Food quality according to Kotler (2003) is said to be quality if the products presented are able to exceed customer expectations. According to Trimingo et al., (2015) food quality is several complex factors consisting of physical, composition, and modification using process or storage technology, so as to produce nutritional value that is safe for consumption. According to Potter and Hotchkiss (2012) food quality is the quality characteristics of food that can be accepted by consumers such as size, shape, color, consistency, texture, and taste. Delicious and fresh food plays an important role in efforts to surpass competitors. Thus, food quality is one of the best ways to maximize success in the café business. Quality is not only found in goods or services, but also included in food products. Customers who come to find food naturally want to buy quality food. Defining food quality as a level of food quality that is consistent and has been set a certain standard and must continue to be controlled so that the quality owned can be maintained. Food quality is a factor that has an important role such as freshness, presentation, taste, healthy components, and appropriate food temperature (Namkung and Jang, 2007). According to Gao and Schroeder (2007) food quality can be defined as an intrinsic part of food, where the quality of food must maintain nutrition, hygiene, and function of the food. Lakni and Mudalige (2009) explained that food quality is information that is the right of consumers to know the quality of food products, especially food products that are sensitive and widely spread in the market. From these statements, we can make hypotheses that:

H2 Food Quality has a positive significant effect on Customer Satisfaction

2.3 SERVICE QUALITY

According to Wyckof in Wisnalwati (2005) said that service quality is an expected superior ability and a control over excellence in meeting customer desires. Tiptono (2016) explained that the service quality that has been received is able to exceed expectations, so the quality of services is called ideal. But on the contrary, if the service provided is lower than expected by customers, then service quality is considered poor. Service quality can be manifested in meeting consumer needs and expectations as well as the accuracy of its delivery to keep pace with consumer expectations. Lovelock and Wirtz (2007) describe service quality as a long-term cognitive evaluation of consumers on service delivery by companies. Zeithaml, Bitner, and Gramler (2009) stated that service quality is a consumer perception of a set of service units of products. Service quality is the quality of service provided to customers based on standard service procedures (Suwithi, 2002). Service quality can also be interpreted as an effort to meet the needs and desires of consumers and the provision of delivery to consumers (Tjiptono, 2007). Fitzsimmons (2011) explained that service quality is something complex that will be assessed by customers based on service dimensions. As stated by Kotler (2002) that service quality is. Drawing from previous research, the following hypotheses is proposed:

H3 Service Quality has a positive significant effect on Customer Satisfaction

2.4 COST

Cost is an element that can generate sales revenue costs in the marketing mix, according to Assauri (2010). According to Sumarni and Soeprihanto (2010) cost is the amount of money added to several products needed to get a combination of goods and services. According to Zeithaml (1988) cost is defined as "what is" that is surrendered or sacrificed to get the product. According to Kotler and Armstrong (2013), cost is the amount of money charged and carried out for an item or service or the amount of the value of money exchanged by consumers for the benefits of having or using the product or service. Cost is defined as a resource that is sacrificed (sacrificed) or released (forgone) to achieve certain goals (Horngren, et al. 2008). Drawing from previous research, the following hypotheses is proposed:

H4 Cost has a positive significant effect on Customer Satisfaction

2.5 CUSTOMER SATISFACTION

Customer Satisfaction is defined as an emotional state arising from the absence of confirmation of positive or negative initial expectations for the experience of ownership or consumption (Oliver 1980). According to Mittal and Kamakura (2001) the influence of satisfied customers on service providers can motivate customers to patronize the provider again and recommend the provider to other customers. According to Oliver in Srinivasan et. al., (2002), Customer Satisfaction is defined as a psychological state that is influenced by the following situation when users are satisfied, no longer looking for other alternatives to the website used at that time. When customers are not satisfied, users will look for other options this will give competitors the opportunity to take advantage of this situation to attract customers or users of the website or platform. Mittal and Kamakura also state that after the customer buys a product or service, an attitude is formed, namely satisfaction. If the level of satisfaction is high, the possibility of repeat patronage is very large. This will create a loyalty attitude where customers will recommend products or services by word of mouth. In other words, customer satisfaction has a positive impact on loyalty. From these statements, we can make hypotheses that:

H5 Customer Satisfaction has a positive significant effect on Brand Preference

3. RESEARCH ISSUE AND METHODOLOGY

This study adopts the framework shown below in Figure 1. to examine the influence of Atmospherics, Food Quality, Service Quality, Cost to Brand Preference through Customer Satisfaction. This research is causal research, because it is used to develop existing research models to test the research hypotheses that are determined based on literature review to answer the problems identified in the previous chapter. Non-probability sampling will be the sampling method used in this research and questionnaire as the method in data collection. Snowball sampling technique will also be used in this research. The research method used in this study is a quantitative method, where this method is a scientific approach to managerial and economic decision making. The program used is the SPSS 22.0 software program. The sample used in this research was 155 respondents both male and female respondents, with the age range of 18–60 years where the age is an early adulthood (Kotler and Armstrong, 2010). The questionnaire was given to the respondents who have eaten at Tanamera Indonesia Coffee Surabaya at least 2 times in the last 6 months. Research model can be seen below:

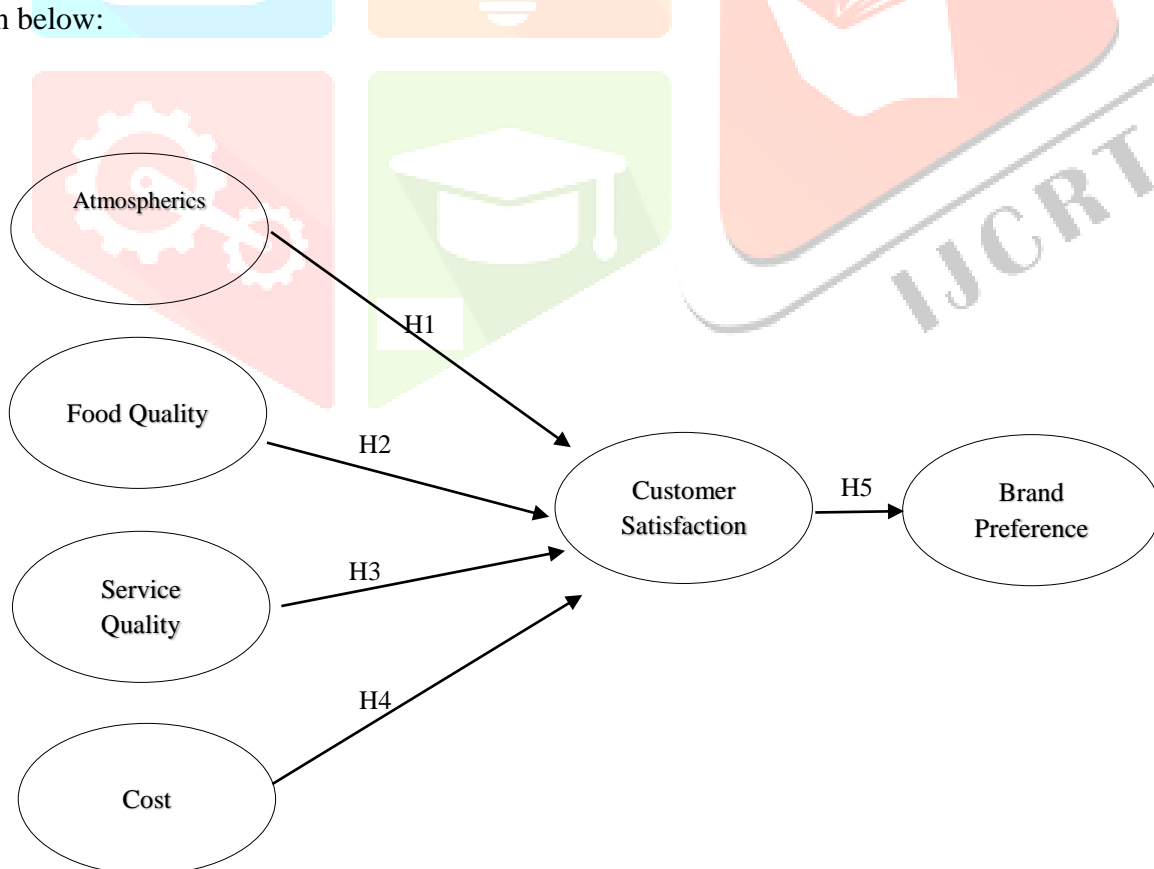


Figure 1. Research Model

Source: Amir, R. (2019)

4. FINDING AND DISCUSSION

4.1 Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by man, this can be seen from 155 respondents 82 (52,903%) of respondents are female, while 73 respondents (47,097 %) are male.

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Male	93	40,0	40,0	40,0
	Femal e	62	60,0	60,0	100,0
	Total	155	100,0	100,0	

Source: own calculation

From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 18-35 which is 78 respondents (50,0%), followed by 36-50 age group which is 62 respondents (40%) and by 51-60 age group which is 15 respondents (10%). This shows that the majority of respondents are in the age subgroup of generation X and Y.

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	18-35	78	50%	50,0	50,0
	36-50	62	40%	40,0	90,0
	51-60	15	10%	10,0	100,0
	Total	155	100,0%	100,0	

Source: own calculation

	N	Mean	Std. Deviation
A1	155	4.2710	.70536
A2	155	4.1677	.71003
A3	155	4.2194	.72319
FQ1	155	4.2387	.72151
FQ2	155	4.2129	.74718
FQ3	155	4.2387	.75665
SQ1	155	4.3097	.74352
SQ2	155	4.3226	.71109
SQ3	155	4.2645	.73923
C1	155	4.3097	.68913
C2	155	4.3016	.60483
C3	155	4.2645	.70322
CS1	155	4.1871	.74544
CS2	155	4.2194	.72319
CS3	155	4.2237	.56616
BP1	155	4.1226	.68694
BP2	155	4.0387	.73753
BP3	155	4.0323	.74223
A	155	4.0839	.72930
FQ	155	4.0694	.60807
SQ	155	4.2839	.70944
C	155	4.2645	.70322
CS	155	4.2387	.68456
BP	155	4.1011	.55879
Valid N (listwise)	155		

Source: own calculation

Based on the results from data processing in table 3, it shows that all average score of the mean for overall indicator is above 3.61 means that all indicators of variables can be perceived agree by all respondents. Also, the standard deviation is under 2.0 means that the answers given by respondents are homogeneous. The highest mean average is Service Quality is 4.2839. This may indicate that respondents are agree with indicators of Service Quality than other variables. Atmospherics has the highest score for standard deviation, that is .72930 this may indicate that the respondents give answers for Atmospherics value least homogeneous compared with other variables.

4.2 Validity and Reliability Test

The data received from questionnaire examined through SPSS software. The outputs from this process in the form of corrected item-total correlation and Cronbach's alpha represent the validity and reliability from each of the questionnaire based on the indicator of each variable. To pass validity test, the corrected item-total correlation $> R$ Table (0,1918) and for reliability test, Cronbach's Alpha value must > 0.7 (Ghozali, 2017).

Variable	Item Code	Corrected Item Total Correlation	rtable	Criteria
Brand Preference	BP1	0,844	0,1918	Valid
	BP2	0,789	0,1918	Valid
	BP3	0,836	0,1918	Valid
Customer Satisfaction	C1	0,719	0,1918	Valid
	C2	0,805	0,1918	Valid
	C3	0,758	0,1918	Valid
Cost	C1	0,817	0,1918	Valid
	C2	0,659	0,1918	Valid
	C3	0,741	0,1918	Valid
Service Quality	SQ1	0,791	0,1918	Valid
	SQ2	0,734	0,1918	Valid
	SQ3	0,733	0,1918	Valid
Food Quality	FQ1	0,764	0,1918	Valid
	FQ2	0,775	0,1918	Valid
	FQ3	0,803	0,1918	Valid
Atmospherics	A1	0,834	0,1918	Valid
	A2	0,673	0,1918	Valid
	A3	0,781	0,1918	Valid

Source: own calculation

No.	Variable	Cronbach's Alpha	N of Items
1	Brand Preference	0,909	3
2.	Customer Satisfaction	0,871	3
3.	Cost	0,875	3
4.	Service Quality	0,855	3
5.	Food Quality	0,885	3
6.	Atmospherics	0,931	3

Source: own calculation

On table 5, the value of Cronbach's Alpha of each variable is greater than 0.7. therefore, all of the questionnaire is reliable.

4.3 Normality Test

Normality test is conducted to test whether in the regression model, residual variable has a normal distribution (Ghozali, 2017). Kolmogorov-Smirnov test will be used in this test. if Asymp Value > than 0.05 then residual is normally distributed.

Equation	Asymp.Sig (2-tailed)	Critical Number	Description
CS*A, FQ, SQ, C	0,200	>0,05	<i>Normally Distributed</i>
CS*BP	0,050	>0,05	<i>Normally Distributed</i>

From the table 6, the value of Asymp. Sig has significant value which is > 0.05. Therefore, the data in collected in this research is normally distributed. It is also supported with P-P Plot figure below where all the dots are scattered along the diagonal line.

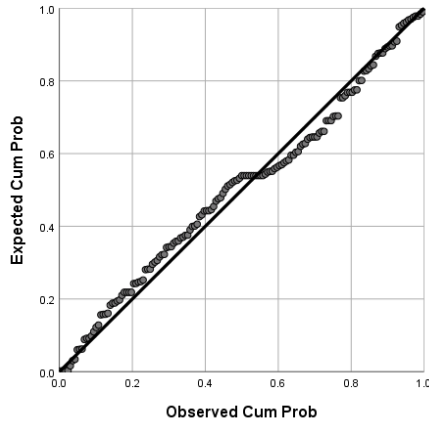


Figure 2. P-P Plot Normality Test Customer Satisfaction Test Brand Preference

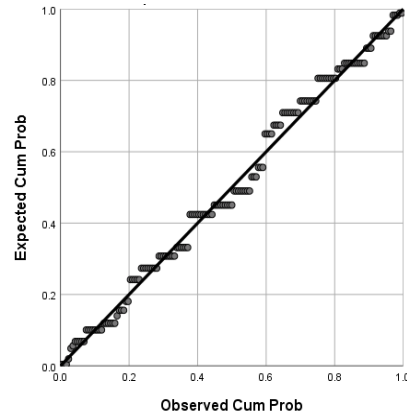


Figure 3. P-P Plot Normality Test Brand Preference

4.4 T-Test

Variable	Sig.	Standart	Description
A*CS	0,005	0,05	Hypothesis Accepted
FQ*CS	0,000	0,05	Hypothesis Accepted
SQ*CS	0,004	0,05	Hypothesis Accepted
C*CS	0,000	0,05	Hypothesis Accepted
CS*BP	0,000	0,05	Hypothesis Accepted

The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variable. Customer Satisfaction partially on the dependent variable Brand Preference in the first test, then between the independent variable Atmospheric partialy on the dependent variable Customer Satisfaction, then between the independent variables Food Quality partialy to the dependent variable Customer Satisfaction, then between the independent variable Service Quality partialy to the dependent variable Customer Satisfaction, then between the independent variable Cost partialy to the dependent variable Customer Satisfaction then between the independent variable Customer Satisfaction on the dependent variable Brand Preference. The T-test result shows that all hypothesis are supported.

4.5 F-Test

Variabel	Sig.	Standart	Description
CS*A, FQ, SQ, C	0,000	0,05	Hypothesis Accepted
CS*BP	0,000	0,05	Hypothesis Accepted

Based on the table 8 on the calculation of SPSS, the significance of F test value in the model 1, and 2 are 0.000, so it can be concluded two model's independent variables together influencing dependent variable significantly.

4.6 Discussion

Based on the results of the calculations and the interplay of research calculations that have been previously described, this section will discuss the results of the research to explain the research problem without going out of the context described in the previous chapter. Of the five hypotheses that have been studied, it shows that there are five accepted hypotheses. This hypothesis is supported by a t-test result with a significant below 0.05 which indicates that this hypothesis is accepted. Based on the general description of respondents, it is known that as many as 50% of respondents are respondents aged 18-35 based on these data, then Tanamera Indonesia Coffee Surabaya can improve several variables by using age as the target market. One example of a variable that can be improved is the atmospheric variable, this variable can be improved by means of Tanamera Indonesia Coffee Surabaya providing room decoration and arranging the café layout in detail so that it can cause a sense of comfort from customers and make the majority of customers aged 18-35 years feel satisfied because Tanamera Indonesia Coffee Surabaya has an interior design that is in accordance with the latest trends in the present and wants to come back to Tanamera Indonesia Coffee Surabaya. The study had five hypotheses and all hypotheses were accepted. The first hypothesis is that atmospheric have a significant effect on customer satisfaction. This hypothesis is supported by a t test where significance with a value of 0.005 (below 0.05) indicates that this hypothesis is accepted. Research conducted by Ezgi Erkmen & Murat Hancer (2019) shows a significant relationship between atmospheric and customer satisfaction. From the results of the study, it was obtained that when Tanamera Indonesia Coffee Surabaya has an attractive interior design, pleasant background music, a dining area that is maintained clean, and an attractive decoration design, it will increase customer satisfaction, namely having a modern café image, a good quality café reputation, and a trendy youth café image when consuming food and beverages dine-in Tanamera Indonesia Coffee Surabaya. The second hypothesis is that Food Quality has a significant effect on customer satisfaction. This hypothesis is supported by a t test where significance with a value of 0.000 (below 0.05) indicates that this hypothesis is accepted. Research conducted by Ezgi Erkmen & Murat Hancer (2019) shows a significant relationship between food quality and customer satisfaction. From the results of the study, it was obtained that when Tanamera Indonesia Coffee Surabaya offers delicious food, nutritious food, and offers a variety of menu variations, it will increase customer satisfaction, namely having a café reputation with good quality when consuming dine-in food and beverages Tanamera Indonesia Coffee Surabaya. The third hypothesis is that service quality has a significant effect on customer satisfaction. This hypothesis is supported by a t test where significance with a value of 0.004 (below 0.05) indicates that this hypothesis is accepted. Research conducted by Ezgi Erkmen & Murat Hancer (2019) shows a significant relationship between service quality and customer satisfaction. From the results of the study, it was obtained that when the waiter of Tanamera Indonesia Coffee Surabaya serves the exact same food as ordered and provides fast service, it will increase the brand image, which is to have a café reputation with good quality when consuming dine-in food and beverages Tanamera Indonesia Coffee Surabaya. Hipotesis keempat yaitu cost berpengaruh signifikan terhadap customer satisfaction. This hypothesis is supported by a t-test that has a significant below 0.05 which indicates that this hypothesis is accepted. According to Tjiptono (2016) cost is part of the marketing mix which shows the costs incurred by the company which are reflected in the price set for a particular product that will eventually produce revenue for the company. In the results of the study obtained that the cost of restaurant costs incurred for eating is appropriate, the price of food and beverages is affordable, the price of food and beverages is appropriate for the quality of food and drinks provided. This also increases customer satisfaction satisfied overall with food and beverages, overall satisfied with the service provided, satisfied with the experience of visiting the restaurant. The fifth hypothesis is *that customer satisfaction* has a significant effect on *brand preference*. This hypothesis is supported by a t test where significance with a value of 0.000 (below 0.05) indicates that this hypothesis is accepted. Research conducted by Ezgi Erkmen & Murat Hancer (2019) shows a significant relationship between customer satisfaction and *brand preference*. From the results of the study, it was found that when Tanamera Indonesia Coffee Surabaya can be relied on for its good service, always keep sales promotion promises, and always keep promises of the best product quality given, it will increase *brand preference*, namely always choosing Tanamera Indonesia Coffee Surabaya when making dining out decisions and interested in trying various product menus offered. RESEARCH

LIMITATION

Some limitations should be considered for this study. First, the sample comprises Customer of Tanamera Indonesia Coffee Surabaya that live in Surabaya. Therefore, future studies could embrace wider population samples, all other levels of Coffee Shop.

Moreover, the data used in this study were compiled only within a few days and limited to 155 respondents. A longer duration and more respondents from various demographic may extend the scope of the research, which would result in a more detailed report and the overall outlook of Coffee Shop in Surabaya. In the future studies, extending the number of questions could also increase the reliability values.

Further research can be developed by connecting the factors that influence behavioral loyalty and attitudinal loyalty based on income level, age, and gender. Future research can also broaden the scope of respondents to be studied, or conduct their research in different areas from the current research, so that further research that is carried out will provide a broader picture of loyalty.

Acknowledgements

The research for this study was supported by Pelita Harapan University, Surabaya Campus

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