THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Relationship of Product Quality, Price, Cafe Atmosphere to Customer Loyalty through Customer Satisfaction at Cafe Harmony

Dr. H. Heri Pratikto
Professor, Department of Economics, Malang State University, Indonesia
Dr. Agus Hermawan
Supervisor, Malang State University, Indonesia

Abstract:
The cafe business in Indonesia continues to increase and increasingly innovative makes competition even harder. Cafe Harmony, which is located in Nganjuk city, East Java province, implements a competitive strategy in the form of maintaining Product Quality, Price, Cafe Atmosphere so that it can satisfy customers and create customer loyalty. This study aims to analyze the influence of Product Quality, Price, Cafe Atmosphere on Customer Loyalty through Customer Satisfaction at Cafe Harmony Nganjuk. This research was conducted by distributing questionnaires to 385 visitors at Nganjuk Cafe Harmony and using the Path Analysis method. The results of this study indicate variable Product Quality, Price, Cafe Atmosphere affect customer satisfaction. In the path analysis shows that the Product Quality, Price, Cafe Atmosphere variables directly or indirectly influence customer loyalty through customer satisfaction at Cafe Harmony Nganjuk.

Keywords: Product quality, price, cafe atmosphere, customer loyalty, customer satisfaction

1. Introduction

The Gross Domestic Product (GDP) of the Creative Economy created in 2016 amounted to 922.59 trillion rupiah. The GDP of the creative economy grew by 4.95%. In 2016 the creative economy contributed 7.44% to the total national economy. The creative economy in Indonesia experiences good growth and one of the industries that most influences growth is the creative economy in Indonesia is the culinary industry. The culinary industry is increasingly stretching and the highest support for the creative economy in Indonesia. Based on data from the Creative Economy Agency (Bekraf) of the Republic of Indonesia, the culinary subsector contributed 41.4% of the total contribution of the creative economy of Rp 922 trillion in 2016. This number was the highest compared to the other 16 sub-sectors in Bekraf RI. Creative industry contributions are based on data from 8.2 million units of creative industry units, 68% of which are in the culinary industry. In the growth of the Creative Economy in Indonesia, it can be seen that the Subsector of the Era with Highest Income 2016 is the culinary industry with total income of Rp 382 trillion.

The cafe business potential continues to experience significant growth. Cafe is a favorite location for meeting arenas, meetings and just gathering and relaxing together with friends as part of people's lifestyles. In fact, it is very easy to find several cafes in the corners of the big city of Indonesia. The phenomenon then gave birth to new terms among adolescents to business people, namely the term "Ngafe". The term "Ngafe" refers to the invitation to carry out activities more than just drinking coffee or tea at the Cafe.

The development of business in the field of FnB (Food and Beverage) at this time has developed very rapidly and has experienced a continuous metamorphosis. Every business actor in the business category is required to have sensitivity to any changes that occur and place an orientation to customer satisfaction as the main goal and increase profits (Kotler and Keller, 2009).

There are developments and opportunities for food and beverage business so this encourages the emergence of various types of Cafe businesses, one of which is Cafe Harmony. This effort arose because of the promising opportunities in the cafe business and the high level of interest in Nganjuk Regency. Cafe Harmony is a cafe that is addressed at Jl. Gatot Subroto 05 Tanjunganom Nganjuk and open every day from 10.00 WIB to 24.00 WIB. Cafe Harmony started its business in 2014. The menu available at Cafe Harmony consists of various types of coffee which are the mainstay menu. Cafe Harmony not only serves a variety of coffee drinks, but also provides a variety of beverage menus such as tarro, bubble gum frappe, oreo cookies, red velvet and a number of others, besides that there is a food menu that can be ordered from mild to heavy foods, such as chiken barbecue, burger, spaghetti, and several other menus.

Based on the description above regarding perceptions of product quality, price, and cafe atmosphere at Cafe Harmony the authors are interested in researching more about product quality, price, and cafe atmosphere at Cafe Harmony as a marketing strategy in increasing customer satisfaction and customer loyalty. So the author took the study

entitled "Relationship of Product Quality, Price, Cafe Atmosphere to Customer Loyalty through Customer Satisfaction at Cafe Harmony".

1.1. Research Hypothesis
- H1: Product Quality has a positive and significant effect on Customer Satisfaction at Cafe Harmony.
- H2: Price has a positive and significant effect on Customer Satisfaction at Cafe Harmony.
- H3: Cafe atmosphere has a positive and significant effect on Customer Satisfaction at Cafe Harmony
- H4: Customer Satisfaction has a positive and significant effect on Customer Loyalty at Cafe Harmony.
- H5: Product Quality has a positive and significant effect on Customer Loyalty at Cafe Harmony.
- H6: Price has a positive and significant effect on Customer Loyalty at Cafe Harmony.
- H7: Cafe atmosphere has a positive and significant effect on Customer Loyalty at Cafe Harmony.
- H8: Product Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction at Cafe Harmony.
- H9: Price has a positive and significant effect on Customer Loyalty through Customer Satisfaction at Cafe Harmony.
- H10: Cafe atmosphere has a positive and significant effect on Customer Loyalty through Customer Satisfaction at Cafe Harmony.

2. Study of Literature

2.1. Product Quality
Product quality is a potential strategy weapon to defeat competitors. Capability of product quality to show various functions including durability, reliability, accuracy and ease of use. Product quality is formed by several indicators including ease of use, durability, clarity of function, diversity in product size, etc. (Kotler and Keller, 2009).

2.2. Price
Price is monetary value of the product or service on the market; price is the value of money that must be exchanged by customers to get a product or service, price is also a marker of the value of a product or service for someone and different customers will give different values for the same goods or services (Kotler and Keller, 2009).

2.3. Atmospheric Cafe
Store atmosphere is a planned atmosphere that fits the target market and that can attract consumers to buy. Store atmosphere causes or affects purchases. Emotional state will make two dominant feelings, namely pleasure and arousing desire (Kotler, 2005).

2.4. Customer Satisfaction
Consumer Satisfaction is a feeling of pleasure or disappointment someone who arises because of comparing the perceived performance of the product or the results of their expectations. If performance matches expectations, customers will be satisfied. If performance is not in line with expectations, customers are not satisfied (Kotler and Keller, 2009).

2.5. Customer Loyalty
Customer loyalty is a commitment held in depth to buy or support a product or service that is preferred in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch (Kotler and Keller, 2009).

3. Research Methods
The population in this study were visitors to Cafe Harmony Nganjuk who had made a purchase. In this study the population of the Harmony Nganjuk cafe, which has an average number of visitors in one month, cannot be known with certainty the infinite population.

The sample in this study uses the method in this study is accidental sampling. According to Sugiyono (2012) Accidental Sampling is an accidental sampling technique. The researcher took a sample that happened to be met by him and was suitable as a data source. The sampling technique uses the Leme show formula (Lemeshow et al, 1997). the number of samples needed based on the formula is 384.16, if rounded up to 385 respondents.

3.1. Data Analysis Techniques
Path Analysis is the development of regression statistics, so that regression analysis can be said as a form of path analysis. Path analysis is used to describe and test the relationship between variables in the form of causation (Sugiyono, 2014). The stages in conducting path analysis are as follows:
- Designing a model based on theory. Departing from the existing theory then we make a hypothesized model.
- Formulate hypotheses and structural equations.
- Determine the path diagram model based on the variables tested, make structural equations, and calculate the regression coefficients for the structure that has been formulated.
- Path analysis testing using the SPSS version 20 program for Windows.

The equation below shows the symbols x1, x2 and x3 are symbols of the independent variable, y is the symbol of the dependent variable and z is the intervening variable. Below is a path model that is made based on the variables contained in this study, namely as follows:
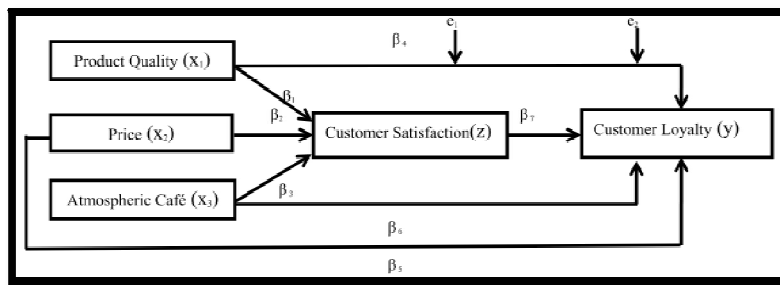

Figure 1: Design of the Study
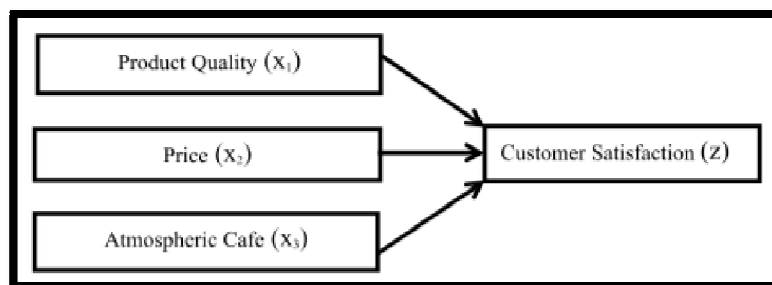*Source: Data Processed by Researchers, 2019*

Figure 2: Relationship between Variables 1
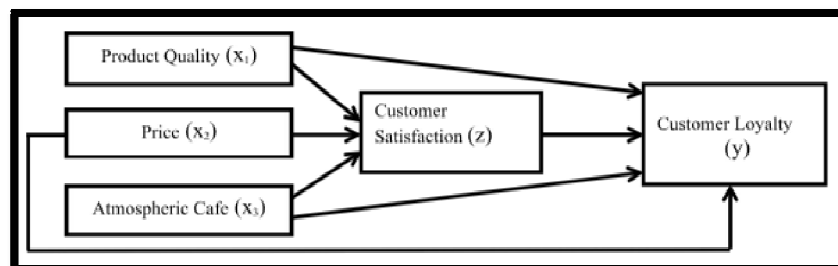*Source: Data Processed by Researchers, 2019*

Figure 3: Relationship between Variables 2
Source: Data Processed by Researchers, 2019

Structural equations are as follows:
$$Z = \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e_1$$
$$Y = \beta_4 x_1 + \beta_5 x_2 + \beta_6 x_3 + \beta_7 z + e_2$$
Information:
x1: Product Quality
x2: Price
x3: Atmospheric Cafe
z: Customer Satisfaction
y: Customer Loyalty
β_1: path coefficient x1 to z
β_2: x2 path coefficient to z
β_3: x3 to z path coefficient
β_4: path coefficient x1 to y
β_5: x2 path coefficient to y
β_6: x3 path coefficient to y
β_7: path coefficient z to y
e1: structure error 1
e2: structure error 2
Product Quality(x_1

4. Hasil Penelitian

4.1. First Equation

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
<tr><th colspan="2">Model</th><th colspan="2">Unstandardized Coefficients</th><th>Standardized Coefficients</th><th>t</th><th>Sig.</th></tr>
<tr><th colspan="2"></th><th>B</th><th>Std. Error</th><th>Beta</th><th></th><th></th></tr>
<tr><td>1</td><td>(Constant)</td><td>14.214</td><td>1.546</td><td></td><td>9.195</td><td>.000</td></tr>
<tr><td></td><td>Product Quality</td><td>.292</td><td>.042</td><td>.286</td><td>6.904</td><td>.000</td></tr>
<tr><td></td><td>Price</td><td>.470</td><td>.045</td><td>.424</td><td>10.416</td><td>.000</td></tr>
<tr><td></td><td>Atmospheric Cafe</td><td>.109</td><td>.044</td><td>.104</td><td>2.458</td><td>.014</td></tr>
</table>

Table 1: Coefficients Sub-Structure 1
a. Dependent Variable: Customer Satisfaction

The table shows that the Product Quality (X1), Price (X2), and Cafe (X3) variables in a syllable manner towards Customer Satisfaction (Z) are meant to test the synergy of constants and variables. The partial test coefficient shows that Product Quality (X1), Price (X2), and Atmospheric Cafe (X3) has a positive and significant effect on Customer Satisfaction (Z) which can be seen in the sig value. each smaller than alpha 5%.
The Structural Equations are as follows:
$Z = \beta1\ x1 + \beta2\ x2 + \beta3\ x3 + e1$
$Z = 0{,}286 + 0{,}424 + 0{,}104 + 0{,}361$

4.2. Second Equation

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
<tr><th colspan="2">Model</th><th colspan="2">Unstandardized Coefficients</th><th>Standardized Coefficients</th><th>t</th><th>Sig.</th></tr>
<tr><th colspan="2"></th><th>B</th><th>Std. Error</th><th>Beta</th><th></th><th></th></tr>
<tr><td>1</td><td>(Constant)</td><td>13.144</td><td>2.032</td><td></td><td>6.469</td><td>.000</td></tr>
<tr><td></td><td>Product Quality</td><td>.257</td><td>.054</td><td>.217</td><td>4.794</td><td>.000</td></tr>
<tr><td></td><td>Price</td><td>.388</td><td>.061</td><td>.303</td><td>6.395</td><td>.000</td></tr>
<tr><td></td><td>Atmospheric Cafe</td><td>.123</td><td>.054</td><td>.102</td><td>2.305</td><td>.022</td></tr>
<tr><td></td><td>Customer Satisfaction</td><td>.192</td><td>.058</td><td>.166</td><td>3.307</td><td>.001</td></tr>
</table>

Table 2: Coefficients Sub-Structure 2
a. Dependent Variable: Customer Loyalty

In the table shows that the Product Quality variable (X1), Price (X2), Cafe Atmosphere (X3) and Customer Satisfaction (Z) in terms of Customer Loyalty (Y) are meant to test the synergy of constants and variables. In the partial test coefficient, it can be seen that Product Quality (X1), Price (X2), Cafe Atmosphere (X3) and Customer Satisfaction (Z) have a positive and significant effect on Customer Loyalty (Y) which can be seen in the sig value. each smaller than alpha 5%.
The Structural Equations are as follows:
$Y = \beta4\ x1 + \beta5\ x2 + \beta6\ x3 + \beta7\ z + e2$
$Y = 0{,}217 + 0{,}303 + 0{,}102 + 0{,}166 + 0{,}417$

Next, discuss the path analysis related to the Product Quality variable (X1), Price (X2), Cafe Atmosphere (X3) and Customer Satisfaction (Z) in terms of Customer Loyalty (Y). Can be seen in the table as follows:

No	Variable	Direct Influence	Indirect Effects	Total Influence
1	X₁ against Z	0,286		0,286
2	X₂ against Z	0,424		0,424
3	X₃ against Z	0,104		0,104
4	Z against Y	0,166	-	0,166
5	X₁ against Y	0,217		
6	X₂ against Y	0,303		
7	X₃ against Y	0,102		
8	X₁ against Y Through Z		0,286 x 0,166 = 0,047	0,217 + 0,047 = 0,264
9	X₂ against Y Through Z		0,424 x 0,166 = 0,070	0,303 + 0,070 = 0,373
10	X₃ against Y Through Z		0,104 x 0,166 = 0,017	0,102 + 0,017 =0,119

Table 3: Path Analysis Results
(Sumber: Data Diolah Oleh Peneliti, 2019)

5. Discussion

The results of this study prove that product quality (X1) has a positive and significant effect on Customer Satisfaction (Z). This shows that product quality has an effect on customer satisfaction. This research is supported by previous research examined by Young Namkung and Soo Cheong (Shawn) Jang (2007), Kisang Ryu, Hye-Rin Lee and Woo Gon Kim (2010) and Dita Amanah (2010) showing that product quality is measured by satisfaction consumers simultaneously product quality affects consumer satisfaction. According to research from Cynthia Violita Wijaya (2017), Dita Putri Anggraeni, Srikandi Kumadji and Sunarti (2016) and Budi Hermawan's research (2011) show that variations in consumer loyalty are influenced directly by product quality variables.

The results of this study prove that Price (X2) has a positive and significant effect on Customer Satisfaction (Z). This shows that prices affect customer satisfaction.

This research is supported by previous research examined by Frank Huber, Andreas Herrmannand Martin Wricke (2006), Dita Amanah (2010) and Cynthia Violita Wijaya (2017) showing that prices have a positive and significant influence on customer satisfaction. According to research from Jefry F.T. Bailia, Agus Supandi Soegoto et al (2014), Johanes Gerardo Runtunuwu, Sem Oroh and Rita Taroreh (2014) and Rina Sukmawati (2017) research show that there is a positive and significant effect of prices on customer satisfaction

The results of this study prove that Atmospheric Cafe (X3) has a positive and significant effect on Customer Satisfaction (Z). This shows that cafe atmosphere has an effect on customer satisfaction. This research was supported by previous research examined by Feng-Chuan Pan Suh-Jean Su and Che-Chao Chiang Dual (2008), Maria Kristiana (2017) and Andi Tendean and Arry Widodo2 (2015) showing that the Store atmosphere had a positive and significant effect towards the Consumer Satisfaction variable. According to research from R. Dini Kusuma. A.N (2017), Estri Widyandani (2017) and research from Dewi Rohma Nengsih (2016) show that store atmosphere variables have a positive and significant effect on customer satisfaction.

The results of this study prove that Customer Satisfaction (Z) has a positive and significant effect on Customer Loyalty (Y). This shows that customer satisfaction has an effect on customer loyalty. This research is supported by previous research examined by Martin Fraering and Michael S. Minor (2013), Inamullah Khan (2012) and Ibojo, Bolanle and Asabi, Oludele Matthew (2015) which show that there is a significant relationship between customer satisfaction and customer loyalty, the study concluded that customer loyalty is a function of customer satisfaction. The influence between customer satisfaction and customer loyalty, that satisfaction will lead to customer loyalty.

The results of this study prove that product quality (X1) has a positive and significant effect on Customer Loyalty (Y). So that means that product quality (X1) has a positive and significant effect on Customer Loyalty (Y). This shows that quality influences customer loyalty. This research is supported by previous research examined by Priyo Sujatmiko (2016) and Dewi Anggraini (2017) which show that there is a positive and significant influence between product quality on customer loyalty.

The results of this study prove that Price (X2) has a positive and significant effect on Customer Loyalty (Y). So that means that the price (X2) has a positive and significant effect on Customer Loyalty (Y). This shows that prices have an effect on customer loyalty. This research is supported by previous research examined by Jimmy Sugianto and Sugiono Sugiharto (2013) and Dewi Anggraini (2017) which show that there is a positive and significant influence between price and customer loyalty.

The results of this study prove that Atmospheric Cafe (X3) has a positive and significant effect on Customer Loyalty (Y). So that means that cafe atmosphere (X3) has a positive and significant effect on Customer Loyalty (Y). This shows that cafe atmosphere has an effect on customer loyalty. This research is supported by previous research examined by Priyo Sujatmiko (2016) and Citra Linggasari and Heppy Millanyani, (2015) which show that the results of the study show that store atmosphere and customer loyalty are good. Simultaneously, store atmosphere significantly influences customer loyalty.

The results of this study prove that the calculation of the direct effect of Product Quality (X1) is 0.217 and the indirect effect is 0.047, meaning the value of indirect influence is smaller than the value of direct influence. These results indicate that product quality directly or indirectly affects customer loyalty through customer satisfaction. This research is supported by previous research examined by Asghar Afshar Jahan Shahi, Mohammad Ali Hajizadeh Gashti, Mirdamadi, Khaled Nawaser MBA, Seyed Mohammad Sadeq Khaksar (2011), the results of his research show that there is a positive relationship between product quality and customer loyalty through customer satisfaction. Then according to the results of the research by Deny Irawan et al (2013) and Caesar Andreas (2016), it shows that product quality has a significant and positive effect on customer satisfaction, customer satisfaction has a significant and positive effect on customer loyalty, product quality directly has a significant and positive effect on customer loyalty.

The results of this study prove that the calculation of the direct effect of Price (X2) is 0.303 and the indirect effect is 0.070, meaning the value of indirect influence is smaller than the value of direct influence. These results indicate that prices directly or indirectly affect customer loyalty through customer satisfaction. This research is supported by previous research examined by Heesup Han and Kisang Ryu (2009), the results of his research show that prices increase the level of customer satisfaction and directly or indirectly affect customer loyalty. Then according to Vinita Kaura, Ch. S. Durga Prasad and Sourabh Sharma (2014) and Indah Dwi Kurniasih (2012) show that the direct effect of prices on loyalty is greater than the indirect effect.

The results of this study prove that the calculation of the Atmospheric Cafe (X3) direct effect is 0.102 and the indirect effect is 0.017, meaning the value of indirect influence is smaller than the value of direct influence. These results indicate that the café's atmosphere directly or indirectly influences customer loyalty through customer satisfaction. This research is supported by previous research examined by David Harianto and Dr. Hartono Subagio (2013) the results of his

research show that the atmosphere has a significant effect on customer satisfaction. customer satisfaction, acceptable and proven truth. Consumer satisfaction has a significant effect on consumer loyalty. Then according to the research results of Florencia Irena Sari Listiono, Drs.Sugiono and Sugiarto (2015) and Naila Faizah (2017) showed that the results of the study showed that Store atmosphere consisting of exterior, general interior, store layout and interior point of purchase display had a statistically significant influence the greatest for consumer satisfaction, the statistical gain shows that there is a positive effect of customer satisfaction on consumer loyalty. Store atmosphere influences consumer loyalty.

6. Conclusion

Based on the results of the analysis of the research and discussion, it can be concluded that the quality product, price and atmosphere of the Cafe given to customers is getting better, the Customer Satisfaction will be higher. So that if customer satisfaction is higher, it will make higher customer loyalty. Product Quality, Price, Atmosphere Cafe has a positive and significant effect on customer satisfaction. In the path analysis shows that the Product Quality, Price, Atmosphere Cafe variables have a positive and significant effect directly or indirectly influence customer loyalty with customer satisfaction as an intervening variable at Nganjuk Cafe Harmony.

7. References

i. Akshay R. RaoK and Ken B. Monroe.1989.The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. Journal of Marketing Research, Vol. 26, No. 3 (Aug., 1989), pp. 351-357
ii. Alma, Buchari. 2002. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfa Beta
iii. Andi Tendean dan Arry Widodo2.2015.Pengaruh Store Atmosphere terhadap Kepuasan Konsumen (studi pada Maja House Sugar & Cream Bandung).jurnal Program Studi S1 Ilmu Administrasi Bisnis, Fakultas Komunikasi dan Bisnis, Universitas Telkom, Bandung.
iv. Arikunto, Suharsimi. 2006." Prosedur Penelitian Suatu Pendekatan Praktik", Edisi Revisi VI. Jakarta: PT. RINEKA CIPTA
v. Asghar Afshar Jahanshahi India, Mohammad Ali Hajizadeh Gashti, Mirdamadi, Khaled Nawaser MBA, Seyed Mohammad Sadeq Khaksar.2011.Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty. Journal of Humanities and Social Science Vol. 1 No. 7
vi. Budi Hermawan. 2011. Pengaruh Kualitas Produk Terhadap Kepuasan, Reputasi Merek dan Loyalitas Konsumen Jamu Tolak Angin PT. Sido Muncul. Jurnal Manajemen Teori dan Terapan | Tahun 4, No. 2.
vii. Caesar Andreas. 2016. Pengaruh kualitas produk terhadap loyalitas pelanggan dengan kepuasan Pelanggan sebagai Variabel Intervening (studi kasus pada pelanggan rumah makan Bu Rusli Sidoarjo). Jurnal Ilmu dan Riset Manajemen: Volume 5, Nomor 5, Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.
viii. Citra Linggasari dan Heppy Millanyani, S. Sos., MM.2015.Pengaruh store atmosphere terhadap loyalitas pelanggan pada Kopi Progo Bandung.jurnal Manajemen Bisnis Telekomunikasi dan Informatika, Fakultas Ekonomi dan Bisnis, Universitas Telkom
ix. Cynthia Violita Wijaya. 2017. Pengaruh Harga, kualitas pelayanan dan kualitas produk terhadap kepuasan konsumen di Depot Madiun Masakan Khas Bu Rudy. Jurnal Manajemen Pemasaran, Universitas Kristen Petra AGORA Vol. 5, No. 1.
x. Cooper, Donald R dan Pemela S. Schindler. 2006. "Business Research Method". McGraw-Hill Irwin.
xi. Data Statistik dan Hasil Survei Ekonomi Kreatif Kerjasama Badan Ekonomi Kreatif dan BadanPusat Statistik www.bekraf.go.id/.../pdf.../170475-data-statistik-dan-hasil-survei-ekonomi-kreatif.pdf
xii. David Harianto dan Dr. Hartono Subagio, S.E., M.M.2013.Analisis Pengaruh Kualitas Layanan, Brand Image dan Atmosfer terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variable intervening konsumen kedai Deja-Vu Surabaya. Jurnal Manajemen Pemasaran, Universitas Kristen Petra Vol. 1, No.1.
xiii. Deny Irawan dan Edwin Japarianto, S.E., M.M. 2013.Pengaruh Kualitas Produk terhadap Loyalitas Melalui kepuasan sebagai variable intervening pelanggan Restoran POR KEE Surabaya. Jurnal Manajemen Pemasaran, Universitas Kristen Petra Vol. 1, No. 2.
xiv. Dewi Anggraini. 2017.Pengaruh Harga dan KualitasProduk Terhadap LoyalitasPelanggan yang Dimediasi Kepuasan Pelanggan Pada Air Mineral Dalam Kemasan (AMDK) Merek Aguaria PT. Indotirta Jaya Abadi Di Semarang.jurnal Program Sarjana Fakultas Ekonomi Dan Bisnis Universitas Dian Nuswantoro.
xv. Dewi Rohma Nengsih.2016.Pengaruh suasana toko, kualitas pelayanan dan diversifikais produk terhadap kepuasan konsumen di Granny's Nest cafe and resto.jurnal Jurusan Ilmu Administrasi BisnisFakultas Ilmu Sosial Dan Ilmu Politik Universitas Lampung
xvi. Dita Amanah.2010.Pengaruh Harga dan kualitas produk terhadap kepuasan konsumen Majestyk Bakery & Cake Shop cabang H. M. Yamin Medan. Jurnal Keuangan & Bisnis Volume 2 No.1Universitas Negeri Medan.
xvii. Dita Putri Anggraeni, Srikandi Kumadji dan Sunarti.2016.Pengaruh Kualitas Produk Terhadap Kepuasan dan Loyalitas Pelanggan (survey pada pelanggan pembelian Nasi Rawon di Rumah Makan Sakinah Kota Pasuruhan). Jurnal Administrasi Bisnis (JAB)|Vol. 37 No. 1.
xviii. Feng-Chuan Pan Suh-Jean Su and Che-Chao ChiangDual.2008.attractiveness of winery: atmospheric cues on purchasing. Journal of Wine Business Research, Vol. 20 Issue: 2, pp.95-110
xix. Estri Widyandani.2017.Pengaruh Store Atmosphere terhadap Kepuasan Konsumen Restoran Taman Koleksi Bogor. Jurnal Fakults ekonomi dan manajemeninstitut pertanian Bogor.
xx. Frank Huber, Andreas Herrmannand Martin Wricke.2006.Customer satisfaction as an antecedent of price acceptance: results of an empirical study. Journal of Product & Brand Management, Vol. 10 Issue: 3, pp.160-169

xxi.   Florencia Irena Sari Listiono, Drs.Sugiono dan Sugiarto.M.M. 2015.pengaruh store atmosphere terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel intervening di Libreria Eatery Surabaya. Jurnal Manajemen Pemasaran, Universitas Kristen Petra Vol. 1 No. 1

xxii.   Gaspersz, V. 2005. Ekonomi Manajerial: Pembuatan Keputusan Bisnis. Jakarta: Gramedia Utama.

xxiii.   Ghozali, Imam. 2007. Analisis Multivariate dengan Program SPSS Edisi Ketiga. Semarang : Badan Penerbit Universitas Diponegoro Sugiyono. 2010. Metode Penelitian Bisnis(Pendekatan

xxiv.   Griffin, Jill. 2003. "Costumer Loyality (Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan)". Jakarta: Penerbit Erlangga.

xxv.   Heesup Han dan Kisang Ryu .2009. The roles of the physical environment, price perception, and custumer satisfaction in determining customer loyalty in the restaurant industry Busan.Journal of Hospitality & Tourism Research, Vol. 33, No. 4

xxvi.   Ibojo, Bolanle and Asabi, Oludele Matthew.2015.Impact of Customer Satisfaction on Customer Loyalty: A Case Study of a Reputable Bank in Oyo, Oyo State, Nigeria. Journal of Managerial Studies and Research (IJMSR)Volume 3, Issue 2

xxvii.   Inamullah khan. 2012.Impact of Customers Satisfaction and Customers Retention on Customer Loyalty. Journal of Scientific & Technology Research Volume 1, Issue 2

xxviii. Indah Dwi Kurniasih.2012.Pengaruh harga dan kualitas pelayanan terhadap loyalitas pelanggan dimediasi oleh kepuasan pelanggan (studi pada Bengkel AHASS 0002-Astra Motor Semarang Siliwangi (AMSS).jurnal Administrasi Bisnis FISIP Universitas Diponegoro

xxix.   Industri makanan dan minuman menjadi sektor andalan di 2018 (https://bisnis.tempo.co/read/1058746/industri-makanan-dan-minuman-menjadi-sektor-andalan-di-2018/full&view=ok)diakses pada 25 agustus 2018

xxx.   Industry kuliner penopang perekonomian kreatif Indonesia 2018 (https://travel.kompas.com/read/2018/02/06/185000027/industri-kuliner-penopang-tertinggi-perekonomian-kreatif-di-indonesia)diakses pada 25 agustus 2018

xxxi.   Jimmy Sugianto dan Sugiono Sugiharto, S.E., M.M.2013.Analisis Pengaruh ServiceQuality, Food Quality, dan Price terhadap Kepuasan Pelanggan konsuman Restoran Yung Ho Surabaya. Jurnal Ilmu dan Riset Manajemen : Volume 5, Nomor 7, Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.

xxxii.   Jefry F.T. Bailia, Agus Supandi Soegoto dan Sjendry Serulo R. Loindong.2014.Pengaruh kualitas produk, harga dan lokasi, terhadap kepuasan konsumen pada warung-warung makan Lamongan di kota Manado. Jurnal EMBA Vol.2 No.3 September 2014, Hal. 1768-1780

xxxiii. Johanes Gerardo Runtunuwu, Sem Oroh dan Rita Taroreh.2014.Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan terhadap Kepuasan Pengguna Café dan Resto Cabana Manado. Jurnal EMBA Vol.2 No.3 September 2014, Hal. 1803-1813.

xxxiv.   Kisang Ryu dan Heesup Han .2010.Influence of the quality of food, service, and physical enviromrnt on custumer satisfaction And behavior intention quick-casual restaurant.: moderating role of perceived price. Journal of Hospitality & Tourism Research, Vol. 34, No. 3,

xxxv.   Kisang Ryu, Hye-Rin Lee and Woo Gon Kim.2010.The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. Journal of Contemporary Hospitality Management, Vol. 24 Issue: 2, pp.200-223

xxxvi.   Kotler, Philip. 2000. Manajemen Pemasaran Jilid 2. Jakarta : Prenhallindo

xxxvii. Kotler, Philip. 2002. Manajemen Pemasaran Jilid 1 dan 2. Jakarta : Prenhallindo

xxxviii. Kotler, Philip & Kevin Lane Keller. 2008. Manajemen Pemasaran, Edisi 12 Jilid 1dan 2. Jakarta : Indeks.

xxxix.   Kotler, Philip dan Gary Armstrong. 2012. Prinsip-prinsipPemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.

xl.   Kotler, Philip dan Kevin Lane Keller. 2008. Manajemen Pemasaran. Jilid 1. Jakarta : Erlangga.

xli.   Kotler, Philip dan Gary Armstrong. 2008. Prinsip-Prinsip Pemasaran, Jilid 1, Edisi 12. Jakarta: Erlangga.

xlii.   Kotler, Philip dan Garry Armstrong. 2001. "Manajemen Pemasaran", Edisi 3. Jakarta:Erlangga.

xliii.   Kotler, Philip dan Garry Armstrong. 2001. "Prinsip-Prinsip Pemasaran", Jakarta: Erlangga..

xliv.   Kotler, Philip. 2005. "Manajemen Pemasaran", Jilid I dan II, Edisi ke-11. Jakarta: Indeks

xlv.   Lamb, Hair, dan McDaniel. 2001. Pemasaran. Buku1. Penerjemah David Octarevia. Jakarta : Penerbit Salemba Empat.

xlvi.   Levy, Michael & Barton A. Weitz. (2009). Retailing Management, (7th Edition). New York: McGraw-Hill/Irwin.

xlvii.   Lupiyoadi, Rambat dan Hamdani. 2008. Manajemen Pemasaran Jasa. Jakarta : Salemba Empat

xlviii. Maria Kristiana.2017.Pengaruh store atmosphere dan kualitas layanan terhadap kepuasan konsumen Cafe Heerlijk Gelato Perpustakaan Bank Indonesia Surabaya. urnal Pendidikan Tata Niaga (JPTN) ISSN: 2337-6708 Volume 01 Nomor 01 Tahun 2017.

xlix.   Martin Fraering and Michael S. Minor.2013.Beyond loyalty: customer satisfaction, loyalty,and fortitude. Journal of Services Marketing, Vol. 27 Issue: 4, pp.334-344

l.   NailaFaizah.2017.Pengaruh citra merek, iklan, dan suasana toko terhadap loyalitas konsumen yang dimediasi kepuasan konsumen pada Alfamart Jatisari Indah Sidoarjo. Jurnal Ilmu dan Riset Manajemen Volume 6, Nomor 8, Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.

li.   Perkiraan Pertumbuhan ekonomi jawa timur triwulan II 2018 (http://surabaya.tribunnews.com/2018/06/03/perekonomian-jatim-di-triwulan-ii-diperkirakan-meningkat-56-60-persen-dibanding-triwulan-i?page=2)diakses pada 25 agustus 2018

lii. Perubahan gaya hidup masyarakat yang menjadikan Bisnis menajdi menjajikan (https://www.cnnindonesia.com/gaya-hidup/20170118121405-262-187137/gaya-hidup-masyarakat-menjadikan-bisnis-kuliner-menjanjikan)diakses pada 25 augustus 2018)

liii. Pertumbuhan ekonomi jawa timur triwulan I 2018 (https://jatim.bps.go.id/pressrelease/2018/05/07/587/pertumbuhan-ekonomi-jawa-timur-triwulan-i-2018.html)diakses pada 25 agustus 2018

liv. Potensi bisnis kafe (https://radartegal.com/berita-kuliner/potensi-bisnis-kafe-usd-416-miliar.6664.html)diakses pada 25 agustus 2018

lv. Priyatno, Duwi. 2009. SPSS untuk Analisis Korelasi, Regresi, dan Multivariate. Yogyakarta : Gava Media

lvi. Priyo Sujatmiko.2016.Pengaruh atmosfer, kualitas produk dan brand image terhadap loyalitas pelanggan Cafe Merdeka Nganjuk. Artikel Skripsi. Universitas Nusantara PGRI Kediri.

lvii. Rangkuti, Freddy. 2006. Measuring Customer Satisfaction, (Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan). Jakarta : Gramedia Pustaka Utama

lviii. Rina Sukmawati .2017.Pengaruh Kualitas Produk, Harga dan Pelayanan terhadap Kepuasan Konsumen Garden Cafe Koperasi Mahasiswa Universitas Negeri Yogyakarta.jurnal Fakultas Ekonomi Universitas Negeri Yogyakarta.

lix. Rollo A.S. Grayson and Lisa S. McNeill.2009.Using atmospheric elements in service retailing: understanding the bar environment Dunedin, New Zealand. Journal of Services Marketing, Vol. 23 Issue: 7, pp.517-527

lx. R. Dini Kusuma. A.N.2017.Pengaruh Store Atmosphere terhadap Kepuasan Konsumen di Amare café Cirebon.jurnal Jurusan Muamalah Hukum Ekonomi Syariah (MHES) Fakultas Syariah dan Ekonomi Islam, IAIN Syekh Nurjati Cirebon.

lxi. Schiffman, Leon, & Leslie Lazar Kanuk. 2010. Consumer Behavior, 10th edition. New Jersey : PrenticeHall

lxii. Sugiyono. 2006. Statistika Untuk PenelitianCetakan Ketujuh. Bandung : Alfabeta

lxiii. Sugiyono. 2014. Metode Penelitian Bisnis. Jakarta : Alfabeta

lxiv. Sugiyono. 2016. Metode Penelitian Bisnis(Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung :Alfabeta

lxv. Stanton J, William. 2000. Prinsip Pemasaran. Jilid I. Jakarta: Erlangga.

lxvi. Swastha, Basu, dan Irawan. 2008. Manajemen Pemasaran Modern. Yogyakarta : Liberti Jakarta

lxvii. Swastha, Basu DH. 2006. Manajemen Penjualan Yogyakarta: Penerbit BPFE.

lxviii. Tjiptono, Fandy. 2001. Strategi Pemasaran. Edisi Kedua. Cetakan Keenam. Yogyakarta: Andy.

lxix. Tjiptono, Fandy. 2002. "Manajemen Pemasaran". Yogyakarta: Penerbit Andi

lxx. Tjiptono, Fandy. 2006. Manajemen Jasa (Mewujudkan Layanan Prima), Edisi IV. Yogyakarta : ANDI

lxxi. Young Namkung dan SooCheong (Shawn) Jang.2007.Does Food quality matter in restaurant? Its imoact on customer satifaction and behavioral intentions USA. Journal of Hospitality & Tourism Research, Vol. 31, No. 3