

PERCEIVED SERVICE ENCOUNTER PACE AND CUSTOMER SATISFACTION: – A SPECIFIC STUDY OF CAFÉ COFFEE DAY AT NOIDA, UTTAR PRADESH (INDIA)

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ABSTRACT

In Uttar Pradesh, there are many coffee shops from the Noida area, known as Café Coffee Day. With its uniqueness, namely the quality of the coffee beans, brewing, taste, and friendliness of the barista's communication, these coffee shops dare to compete with local coffee shops even with national or international brands. The purpose of this study was to measure the performance of Café Coffee Days in the city of Noida based on customer satisfaction. Customer satisfaction is measured based on the quality of service using the variables of physical evidence, reliability, responsiveness, assurance, and empathy. The data collection technique used is a survey. The sampling technique used purposive sampling with the number of respondents as many as 90 people. Multiple regression analysis was used to examine the effect of the five service quality variables on customer satisfaction. The results showed that the service quality of the Café Coffee Days had a positive and significant effect on customer satisfaction. Although the customers of the Café Coffee Days in Noida are satisfied with the quality of service provided by the Café Coffee Days, it is very necessary to improve the quality of the existing physical facilities as well as interior and exterior decorations, considering that competition between coffee providers in Noida does not only rely on the taste of coffee but also on the facilities and entertainment to satisfy customers.

Keywords: Customer satisfaction, Service quality, Café Coffee Days.

Background

Business competition in the era of the Covid-19 pandemic has brought business managers to be better at serving their customers because understanding and serving consumers on target will be able to provide satisfaction to consumers. Giving satisfaction is not easy but it is mandatory to do so that consumers make repeat purchases and become loyal. According to Rangkuti (2017), satisfaction is an emotional response felt by customers when they enjoy the experience of using or consuming products/services. Thus, customer satisfaction is also defined as the level of a person's feelings after comparing the performance or results he feels with his expectations (Agustinawati, 2016). Customers will feel satisfied if the customer's wishes have been fulfilled by the company as expected. With the added value of a product, the customer becomes more satisfied and becomes a customer of a product for a long time (Fatihudin & Firmansyah, 2019).

Although still in the era of the Covid-19 pandemic, in the city of Noida, the growth of the coffee shop is very fast (databoks, 2018). When viewed from its history, in the city of Noida there are already

various coffee shops, ranging from coffee shops with international brands, national brands, to home coffee shops. Coffee shops with international brands in the city of Noida today such as Starbucks, Excelso, The Coffee Bean & Tea Leaf, Black Canyon Coffee, Dunkin Donuts, and others, as well as national brands such as Barista. In addition, there are also many types of coffee shops available. Fast growth in coffee trends also made many contemporary coffee businesses appear, such as The Haven, Blue Tokai Coffee Roasters, Theos, United Coffee House Rewind, and so on. No less than that, simpler coffee shops such as home coffee shops are also growing, for example, Sparrows At Home Cafe, Bistro 37, The Big Chill Cafe, and so on.

The level of coffee consumption is increasing and the phenomenon of the growth of coffee shops shows that the coffee business in the city of Noida is growing rapidly and is seen by coffee businessmen as a business opportunity, even this has become an attraction for coffee businesses from other regions such as CCD to compete in this business competition. Cafe Coffee Days are an option for the people of Noida to enjoy coffee. One

of the advantages of CCD is that it has a very strong taste characteristic, with a low acidity level and a slightly spiced blend. The taste of coffee which tends to be strong but not bitter is what makes CCD very popular and makes it different from other regional coffees such as Brew. With the presence of Cafe Coffee Days, although with simpler management and the ability of local baristas from the area, Cafe Coffee Day owners feel able to compete with other modern coffee shops in Noida.

Excellence in competition is inseparable from the expertise of a barista who is the key to success in providing enjoyment for every coffee served. So that Baristas must have special and unique competencies to be able to provide a distinctive and different taste of coffee compared to other coffee shops. Although traditional coffee baristas from the NCR region do not use modern tools such as international brand coffee and contemporary coffee, CCD baristas can present a unique and distinctive taste that the people of Noida city are interested in (Michelli, 2007). Moreover, how to mix NCR's delicious coffee, which has to be made in a traditional way without the need to use a modern coffee maker. The use of this traditional technique will make consumers feel the distinctive taste of coffee that is different from machine brewed coffee. Therefore, every Cafe Coffee Day needs a Barista who is competent in blending coffee.

Competence is an ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job (Wibowo in Affandi et al., 2021). Competence is a skill, knowledge, basic attitude, and value contained in a person who is reflected in the ability to think and act consistently. According to UU no. 13 of 2003 concerning employment, work competence is the workability of each individual which includes aspects of knowledge, skills and work attitudes by established standards (Central Government of the Republic of Indonesia). In addition to the competence to make coffee, baristas at Cafe Coffee Days are also required to multitask, be fast and precise in serving customers. Baristas must have the ability to communicate and interact with customers because barista work activities focus on service to customers directly. These interactions include taking orders, making various drinks to order, rechecking the suitability of orders, knowing consumer opinions about the taste of the coffee made, serving, and even being a cashier. For

this reason, Cafe Coffee Day baristas must be able to provide the best service to consumers.

Consumer satisfaction at Cafe Coffee Days is not only determined by the quality of the coffee and the barista service but is also influenced by the overall service of the coffee shop. This overall service includes food quality, employee service, comfort in the situation or store atmosphere, store operating hours, as well as entertainment or games offered. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires. Service quality can affect customer satisfaction due to the interaction between consumers and the coffee shop. Judging from the concept of consumer satisfaction where satisfaction can be achieved if the work or perceived results are by consumer expectations, then whether or not the services provided will greatly affect customer satisfaction.

The quality of service of Cafe Coffee Days can now be seen from the availability of various products that offered, not only NCR coffee, but some Cafe Coffee Days also offer CCD specialties such as sizzling brownie and *martabak* NCR which have different and distinctive flavors for each. the shop. The situation of each coffee shop is also different from one another, there are coffee shops that are ordinary and there are also those who try to maximize comfort by giving different paintings and colors to the interior of the shop, and some even maximize eye-catching on the shop nameplate installed outside the shop. Apart from that, there are also coffee shops that offer entertainment games such as grapple and chess to make consumers longer at the coffee shop and make additional drinks or food orders. For coffee shops that are large enough and have sufficient funds, they also provide acoustic music and karaoke entertainment to create a sense of comfort, happiness, and an impression when enjoying the Cafe Coffee Day menu. The efforts made by Cafe Coffee Days in maximizing service quality and increasing customer satisfaction are important to implement because when a coffee shop has good service quality, the level of consumer satisfaction will also increase. Increased consumer satisfaction will have an impact on consumer repurchase and create loyalty which ultimately increases the competitiveness of Cafe Coffee Days against local Noida coffee shops and other modern coffee shops.

Service quality is the expected level of excellence and control over the level of excellence to meet

customer desires (Tjiptono & Chandra, 2016). According to Lupiyoadi in Indrasari (2019), service quality is how far the difference between the expectations and reality of customers for the services they receive. Services that increasingly meet expectations will provide satisfaction. Satisfaction reflects a person's assessment of the performance of a service/product which is a determining factor in satisfying and retaining customers. Customer satisfaction is seen as one of the best indicators of future profits. That attracting new customers is much more expensive than retaining current customers is also one of the triggers for increased attention to customer satisfaction (Tjiptono, 2018).

Previous research including Murad and Ali's research (2015) shows results that there is a relationship between service quality and customer satisfaction. The research of Taseng and Wijayangka (2017) shows the results that service quality consisting of tangible, reliable, responsive, assurance, and empathy variables affect consumer satisfaction. The research of Suatmodjo (2017) shows the results that service quality influences customer satisfaction. The research of Mu'tashim & Slamet (2019) shows the results that product quality and service quality affect consumer satisfaction. The research of Monther & Mahadevan (2019) shows the results that all service quality variables have a significant effect on customer satisfaction.

Hypothesis test

Based on previous research, the hypotheses in this study are:

Ho: There is no positive and significant effect between service quality and customer satisfaction at Cafe Coffee Days in Noida City.

Ha: There is a positive and significant effect between service quality and customer satisfaction at Cafe Coffee Days in Noida City.

Research Methods

The type of research in this study is descriptive research with the population in this study being the people of Noida City who have visited and enjoyed the menu and services of Cafe Coffee Days in Noida City. The sampling technique in this study was carried out using a non-probability sampling technique (Sugiyono, 2016). The non-probability sampling technique used in this study is a purposive sampling technique, with a total sample of 90 respondents. The sample criteria are aged 17 years and over, have visited and made purchases at Cafe Coffee Days in Noida City at least 2 times in the last 3 months. The data collection technique in this study used a questionnaire using a Likert scale. To analyze the data using descriptive statistical techniques, test validity, reliability, classical assumption test, and multiple linear regression analysis.

Result and Discussion

Table 1. T-test

Variable	T	Sig.	Description
Physical Evidence (X ₁)	2,584	0,011	H _a Accepted
Reliability (X ₂)	2,267	0,026	H _a Accepted
Responsiveness (X ₃)	3,318	0,002	H _a Accepted
Assurance (X ₄)	2,219	0,029	H _a Supported
Empathy (X ₅)	2,247	0,027	H _a Supported

Sumber: Processed primary data with the SPSS program.

These results concluded that the physical evidence partially has a positive and significant effect on customer satisfaction at Cafe Coffee Days in Noida City.

The significance value of the reliability variable is 0.026 smaller than 0.05 with a positive t-count value of 2.267 which is greater than t-table 1.98638. From these results, it is concluded that reliability partially has a positive and significant

effect on customer satisfaction at Cafe Coffee Days in Noida City.

The significance value of the responsiveness variable is 0.002 less than 0.05 with a positive t-count value of 3.318 which is greater than t-table 1.98638. These results concluded that partial responsiveness had a positive and significant effect on customer satisfaction at Cafe Coffee Days in Noida City.

The significance value of the assurance variable is 0.029 less than 0.05 with a positive t-count value of 2.219 which is greater than t-table 1.98638. These results concluded that the assurance partially has a positive and significant effect on customer satisfaction at Cafe Coffee Days in Noida City.

The significance value of the empathy variable is 0.027, which is smaller than 0.05 with a positive t-count value of 2.247, which is greater than the t-table of 1.98638. From these results, it is concluded that empathy partially has a positive and significant effect on customer satisfaction at Cafe Coffee Days in Noida City.

Table 2. F-test

Model	F	Sig.	Description
1	48,998	0,000	H _a Accepted

Sumber: Processed primary data with the SPSS program.

Based on table 2 shows that the significance value is 0.000 less than 0.05 and the positive calculated F value is 48.998 greater than F table 2.31 (Ghozali, 2016). These results concluded that the variables of physical evidence, reliability, responsiveness, assurance, and empathy simultaneously have a significant effect on customer satisfaction. This indicates that service quality has a positive and significant effect on customer satisfaction at Cafe Coffee Days in Noida City.

Customer satisfaction at the Cafe Coffee Day

Through the results of tests and discussions that have been carried out, it shows that service quality has a positive and significant effect on customer satisfaction at Cafe Coffee Days in Noida City. This result means that the better the quality of service provided, the higher the level of satisfaction felt by the customer. The results of this study are supported by research conducted by Murad and Ali (2015) conclude that there is a relationship between service quality and customer satisfaction.

Service quality has an important role in shaping customer satisfaction. The higher the quality of the products and services provided, the higher the satisfaction felt by customers (Firmansyah, 2018). If customer satisfaction is higher, it can generate profits for NCR's coffee shops in Noida. For this reason, the owner or manager of Cafe Coffee Day must understand and understand the needs, desires, and expectations of customers for service quality which will later affect customer satisfaction. According to Kaihatu et al. (2015), if a company has been able to improve the quality of its services, then the company will automatically meet customer expectations. If the company meets customer expectations, there will be satisfaction for the customer.

The existence of an influence between service quality and customer satisfaction indicates that consumers are satisfied with the services of Cafe Coffee Day in Noida City. This is also known to affect customer satisfaction positively and significantly at Cafe Coffee Days in Noida City (Riyanto & Hatmawan, 2020).

On the physical evidence variable, the findings obtained are that on average consumers agree and rate well the appearance of physical facilities, equipment, personnel, and communication materials in Cafe Coffee Days. When detailed in each statement, the average consumer agrees that the room facilities (Ibrahim et al., 2018), physical furniture (tables, chairs, cutlery), Cafe Coffee Day decorations are in good and clean condition. That is, consumers feel comfortable with the facilities provided by Cafe Coffee Days. Furthermore, the average consumer agrees that NCR baristas and coffee shop employees are clean, tidy, and well-dressed. That is, consumers judge the appearance of Cafe Coffee Day personnel well. On average, consumers agree that Cafe Coffee Day menu lists provide detailed product information, prices, and sample product images. In addition, the average consumer also agrees that the equipment used can help the barista in serving coffee drinks. This means that consumers perceive that the available equipment can support the barista's work in making coffee drinks. However, some consumers disagree and doubt the statement on the physical evidence variable. There is a possibility that the Cafe Coffee Day visited by the consumer has rooms, equipment, or conditions that are not good, and does not provide a menu list so that consumers do not feel comfortable with the appearance of the physical facilities, equipment, personnel, and communication materials in the Cafe Coffee Day.

In the reliability variable, the findings obtained are that on average consumers agree and rate well the ability of Cafe Coffee Day employees to perform the promised services reliably and accurately. If detailed again in each statement, the average consumer agrees that Cafe Coffee Days serve orders exactly as requested by customers. That is, consumers believe that whatever orders are requested, consumers will get what they expect. Furthermore, the average consumer agrees that Cafe Coffee Days serve customers on time or quickly. That is, consumers believe they will not wait long to get their orders. In addition, the average consumer agrees that Cafe Coffee Days provide services as promised and on time as promised. That is, consumers assess the services provided by Cafe Coffee Days as promised. However, some consumers disagree and doubt the statement on the reliability variable. There is a possibility that the consumer waits too long to get his order and receives an order that does not match, this can be due to the negligence of the Cafe Coffee Day employee, or it can also be caused by the consumer's ignorance of the product ordered or the consumer does not ensure in advance whether the order is by what consumers think or not. So that consumers feel they do not get the promised service reliably and accurately at Cafe Coffee Days.

In the responsiveness variable, the findings obtained are that on average consumers agree and rate well the willingness of Cafe Coffee Day employees to help customers and provide fast service. When detailed in each statement, the average consumer agrees that CCD provides fast service. This means that consumers believe that when they come to a Cafe Coffee Day, they will be immediately served by Cafe Coffee Day employees. Furthermore, the average consumer agrees that Cafe Coffee Days are always willing to help consumers. This means that consumers feel that Cafe Coffee Day employees always help them both in handling orders and consumer complaints. The average consumer agrees that NCR coffee shops are never too busy to respond to consumer requests. This means that Cafe Coffee Day employees will always respond to consumers even when there is work being done. In addition, the average consumer quite agrees that Cafe Coffee Days provide information to customers about when the service will be performed. However, some consumers disagree and doubt the statement on the responsiveness variable. It is possible that

consumers do not get a good response from Cafe Coffee Day employees if they have been in serving consumers. This can happen due to the mistakes of the Cafe Coffee Day employees who are indifferent to consumers. However, it can also be due to the crowded conditions of visitors, so it is difficult for Cafe Coffee Day employees to respond to all consumer requests.

In the Assurance variable, the findings obtained are that the average consumer agrees and evaluates both the knowledge and courtesy of employees and the ability of the company and its employees to inspire consumer trust and comfort (Zeithaml et al., 2006). When detailed in each statement, the average consumer agrees that Cafe Coffee Day baristas seem trained, competent, and experienced in making coffee. This means that consumers believe that Cafe Coffee Day baristas can mix coffee well. The average consumer agrees that NCR baristas and coffee shop employees are polite and friendly to all customers. That is, consumers get pleasant treatment from Cafe Coffee Day employees. Furthermore, the average consumer agrees that Cafe Coffee Days can instill trust in customers. Consumers on average agree that NCR baristas and coffee shop employees answer questions and provide clear information to customers. In addition, the average consumer quite agrees that Cafe Coffee Days serve clean and hygienic food and drinks. However, some consumers disagree and doubt the statement on the guaranteed variable. There is a possibility that consumers will receive unpleasant treatment such as a curt attitude from Cafe Coffee Day employees, it could also be because the food and drinks served are considered less secure. So that consumers feel that Cafe Coffee Day employees are less able to create trust both in terms of relationships between buyers and sellers and guarantees for the food and drinks served.

In the empathy variable, the findings obtained are that the average consumer agrees and evaluates both the understanding and individual attention given by the company to its customers. If it is further detailed in each statement, the average consumer agrees that Cafe Coffee Days have comfortable operating hours for customers. This means that the operational time of Cafe Coffee Day is by what consumers expect. The average consumer agrees that Cafe Coffee Days have employees who are sensitive to customer needs and wants. Furthermore, the average consumer agrees

that Cafe Coffee Days are serious about putting the customer's interests first. This means that Cafe Coffee Days always prioritize what customers need. In addition, consumers also generally agree that NCR baristas and coffee shop employees pay attention to customers personally. However, some consumers disagree and doubt the statement on the empathy variable. It is possible that consumers do not get the attention of Cafe Coffee Day employees, such as employees who do not directly provide equipment (tissues, spoons, etc.) So that consumers feel unnoticed by Cafe Coffee Day.

Conclusion

The results of research and discussion prove that the quality of service provided by the company is good in increasing customer satisfaction. Factors such as physical evidence, reliability, responsiveness, assurance, and empathy affect consumer satisfaction. Thus, company management needs to evaluate these factors to improve service quality and obtain customer satisfaction.

However, there are still things in service quality that have not been able to maximize customer satisfaction. Based on the results of multiple linear regression, among the five variables that are most able to increase customer satisfaction is the responsiveness variable. The responsiveness factor must still be considered by Cafe Coffee Days. Cafe Coffee Days can increase excellence in the responsiveness factor by always being willing to help customers and provide fast service and increase the responsiveness or responsiveness of employees to serve customers. The second factor is that reliability must be maintained and improved again, so that the services provided are as promised, reliable and accurate. In particular, the competence of baristas also needs to be improved so that the

beverage blends served can provide satisfaction for customers. The third factor, namely empathy, needs to be considered by Cafe Coffee Days because this can make consumers feel cared for and cared for. With empathy, Cafe Coffee Day services will run smoothly and with quality, so this needs to be maintained and even improved.

Factors that are still not maximized are the physical evidence variable and the guaranteed variable. Therefore, NCR coffee shops need to pay more attention to physical evidence in this case the facilities and equipment provided. If consumers feel that the place, facilities, and conditions of the Cafe Coffee Day are not good or make consumers uncomfortable, this can make consumers disappointed and not get satisfaction. Therefore, Cafe Coffee Days must pay attention and improve this. Cafe Coffee Days can ensure that facilities such as tables and chairs are available in good condition and safe to use. The Cafe Coffee Day can also decorate the place so that it can create comfort for consumers.

Furthermore, the guaranteed factor should also be improved by Cafe Coffee Days. Providing services requires certainty of the services provided (Wiranata, 2020). The form of certainty is determined by guarantees from employees who provide services so that people who receive services feel satisfied and believe that all forms of service affairs are carried out thoroughly and completed with speed, accuracy, convenience, and smoothness. This can make consumers believe in Cafe Coffee Days. Therefore, Cafe Coffee Days need to provide guarantees to customers so that customers remain satisfied with Cafe Coffee Day services.

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