



DOI: <https://doi.org/10.38035/dijms.v6i4.4217>
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Consumer Satisfaction at Coffee Shop Pintu Dua Jakarta is Influenced by Store Atmosphere and Product Quality Through Price

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Abstract: The purpose of this research is to determine the influence of customer satisfaction at Coffee Shop Pintu Dua Jakarta, which is affected by store atmosphere and product quality through pricing. The research method used is multiple linear regression to analyze the impact of independent variables on the dependent variable, as well as the Sobel test to analyze the effect of the price mediation variable. The data used is primary data obtained from consumer responses to questionnaires. The results show that, partially, store atmosphere has a significant positive effect on customer satisfaction, as does product quality, which also has a significant positive effect on customer satisfaction. Price mediates the effect of store atmosphere on customer satisfaction, and it also mediates the effect of product quality on customer satisfaction.

Keyword: Store Atmosphere, Product Quality, Price, & Customer satisfaction

INTRODUCTION

The current era of globalization has changed many things, one of which is changes in lifestyle in society, especially for young people such as the millennial generation and adults who are starting to have a lifestyle of gathering in a coffee shop just to spend time or do assignments and work. Every coffee shop certainly expects high satisfaction from its consumers and gains trust as a coffee shop that is popular in society. The increasing number of visitors, especially young people and adults who want to work, has made many coffee shop business actors compete to improve the quality of various aspects so that consumers feel satisfied and come back. Moreover, the increasing number of business actors in the coffee shop sector makes consumers have many choices that they want to visit. To attract consumers to continue to visit and feel satisfied, coffee shop business actors must provide the best for their shops to maintain or increase their existence. With a comfortable place equipped with music either through audio or live music, a fast wireless internet connection network, and delicious food or drinks will certainly increase satisfaction. These things must be considered by consumers so that they can grow consumer satisfaction.

According to Tjiptono (2020) Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception of the performance or results of a product with their expectations. To achieve the company's goals in the form of large profits and high consumer satisfaction, of course, it must pay attention to factors that influence consumer satisfaction.

The store atmosphere is one of the factors that upholds the coffee shop business where the atmosphere that exists and is created makes consumers feel different for every coffee shop they visit. According to Banat & Wandebori (2012) the store atmosphere is an important aspect that needs to be considered in depth so that the store identity influences the desired philosophy and theme so that consumers are satisfied with the emotional and sensory experiences that exist. According to previous research by Prayogo (2018), Marsul (2017), Nadia (2020), and Nurul (2020) concluded that a comfortable and conducive store atmosphere will create positive consumer satisfaction and consumers will feel satisfied. Apart from the shop atmosphere, another factor that can influence consumer satisfaction is the quality of the products served by the coffee shop.

Product quality in the coffee shop business in the form of food and drinks that have a delicious or tasty taste, an attractive appearance, and the aroma of food or drinks that increases consumer appetite. Product quality is very important in increasing consumer satisfaction. because it gives a positive impression and satisfaction to its consumers. In this context, product quality is any food and beverage product offered to the market or consumers to get attention, purchase, use, or consumption that can fulfill consumer desires or needs. The quality of products that have good conditions will satisfy consumers, and vice versa if the quality of the product is in poor condition it will cause dissatisfaction in consumers. The higher the level of product quality in satisfying consumers, the higher the consumer satisfaction will be. According to Marsum (2014) the quality of products in the form of food and beverages is very important in consumer satisfaction which includes several factors, one of which is in taste or flavor. Consumer satisfaction depends on the quality of the company's products, because the higher the level of product quality, the higher the level of consumer satisfaction produced, therefore the company must often control the quality of its products so that the level of consumer satisfaction remains high and does not turn to buying other competing products.

Price in this case is an amount of money charged for a food or beverage product that consumers exchange for the benefits of having and wanting a food and beverage product. Price greatly influences consumer satisfaction because it must be in accordance with the income received by the community, especially the consumer, which creates satisfaction where the price is in accordance with what they expect. Coffee shop business people need to pay attention to this in their business competition, the prices offered by competitors can be lower with the same quality or even better quality. According to Kotler (2018) price is an amount of money charged for a good or service from the value of money exchanged for a product or service. The role of price in determining sales is very important and should not be underestimated. Applying the right price can help companies in a more positive business and make the company have great profits. According to previous research by Safrizal (2015), Hanifudin (2017), and Maris (2021) concluded that if the price set is in accordance with consumer expectations, consumers are satisfied. However, in contrast to previous research by Silvia (2015) price does not affect consumer satisfaction due to several specific factors regarding price, one of which is that the price is too high so that it does not meet consumer expectations.

Problem Identification: Achievements in providing satisfaction to consumers are not yet optimal, the store atmosphere still does not have a satisfactory impact on consumers, the quality of products in the form of food and drinks has not been optimally implemented, one of which is a more varied menu, the price is still quite expensive, not as expected

Formulation of the problem: Based on the identification of problems and problem

limitations, the formulation of the background of this research problem is as follows: 1) How does store atmosphere affect customer satisfaction Coffee shop Jakarta's Pintu Dua?; 2) How does product quality affect consumer satisfaction Coffee shop Jakarta's Pintu Dua?; 3) How does the store atmosphere affect the prices at Coffee shop Pintu Dua Jakarta?; 4) How does product quality affect prices in coffee shops at Coffee shop Pintu Dua Jakarta?; 5) How does price affect customer satisfaction at Coffee shop Pintu Dua Jakarta?; 6) How does the store atmosphere affect consumer satisfaction through price as an intervening variable at Coffee shop Pintu Dua Jakarta?; and 7) How does product quality affect consumer satisfaction through price as an intervening variable at Coffee shop Pintu Dua Jakarta?

METHOD

The research location is at Coffee shop Pintu Dua Jakarta located at Jl. Manunggal XVII No.2, Taman Mini, East Jakarta, DKI Jakarta and the research period is 2 months from June to July 2024. According to Sugiyono (2017) Population is a generalization area consisting of objects/subjects that have qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. Based on the description above, it can be interpreted that the population is the entirety of the objects studied. The population of this study is all consumers who have made purchases by coming to the Coffee shop Pintu Dua Jakarta with a population of 168. According to Sugiyono (2018) a sample is part of the number and characteristics possessed by the population. If the population is large, and researchers cannot study everything in the population, for example due to limited funds, manpower and time, then researchers can use samples taken from that population. What is learned from the sample, the conclusion will be applicable to the population.

The sample used in this study was 100 consumers who were willing to fill out the questionnaire and had made purchases at the Pintu Dua Jakarta Coffee Shop with certain criteria, namely: Make a purchase between June 14, 2024 and July 28, 2024 from 17.00 to 21.00 WIB, sample age criteria, divided into ages 17 to over 46 years, frequency of purchases at Coffee Shop Pintu Dua between June 14 to July 28, 2024 by consumers, make a minimum of 2 purchases.

The types and sources of data used in this study are primary data and secondary data. Primary data sources are data sources that are directly obtained from data collection, while secondary data are data sources that are obtained indirectly, but through intermediary media obtained and recorded by other parties. To obtain scientific data that supports this study, the author will use the following research methods: Literature study of scientific writing to obtain secondary data. Secondary data is obtained by reading reference books, previous research journals, websites. research and cite several sources that are relevant to the material to be discussed in accordance with the research. Engineering field studies to obtain primary data. Primary data is obtained by distributing questionnaires to respondents to be filled out. The questionnaire is in the form of questions on a Likert scale that measures variables that will be described as variable indicators. The Likert scale uses five levels of answers as in the following table:

Table 1. Likert Scale	
Choice	Score Value
Strongly Disagree (STS)	1
Disagree (TS)	2
Quite Agree (CS)	3
Agree (S)	4
Strongly Agree (SS)	5

The answers from these respondents then became the primary data for the research.

This study uses the Explanatory Analysis approach, namely each variable contained in the hypothesis is observed through testing the influence between the independent variable on the dependent variable, as well as the intervening variable in this study is the price as a variable that is observed directly mediating the independent variable, namely the store atmosphere and product quality on the dependent variable, namely consumer satisfaction. The influence of the mediating variable can strengthen or weaken the influence between the dependent and independent variables.

This type of research uses a quantitative method, using data obtained through a questionnaire distributed to consumers. The questionnaire is designed to measure consumer perceptions of the store atmosphere, product quality, price, and their level of satisfaction. After the data is collected, the analysis is carried out using SPSS software to process and analyze the quantitative data. Testing the influence between variables is carried out through path analysis, which allows to evaluate the direct and indirect relationships between store atmosphere, product quality, and price on consumer satisfaction.

RESULTS AND DISCUSSION

Path Analysis Model 1 was conducted to determine whether there was an influence of the variables of store atmosphere, Product Quality and Price on the variable of Consumer Satisfaction.

Table 2. SPSS Results of Path Analysis Coefficients for Model I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,766	4.018		.937	.351
	Store Atmosphere	.251	.134	.171	1,870	.035
	Price	.596	.103	.554	5,788	.000
	Product Quality	.095	.088	.104	1,082	.042

Dependent Variable: Consumer Satisfaction

Table 3. SPSS R Square Value of Path Analysis Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.559	.545	3,819

Predictors: (Constant), Product Quality, Store Atmosphere, Price

From the results of the analysis of the table above, the R square value of 0.748 means that the contribution of the influence of the variables Store Atmosphere, Price and Product Quality to the Consumer Satisfaction variable is 74.8%. Error value $e2 = \sqrt{(1 - 0.748)} = 0.502$.

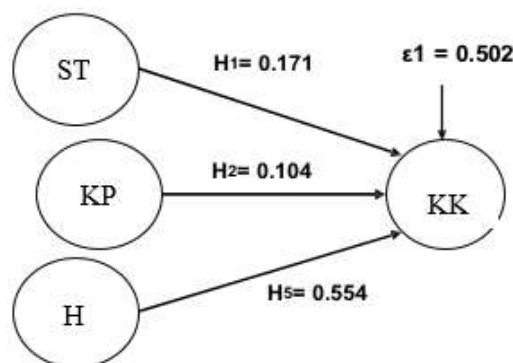


Figure 1. Diagram of the Results of Path Analysis of Model I

Information : ST = Store Atmosphere KP = Product Quality
 H = Price KK = Consumer Satisfaction
 e1 = error

Linear regression equation model 1

$$\text{KK} = 0.171 \text{ ST} + 0.104 \text{ KP} + 0.554 \text{ H} + 0.502$$

Path analysis of model 2 was conducted by entering the variables Store Atmosphere and Product Quality as independent variables, while Price as the dependent variable. The results of the SPSS analysis are shown in the following table:

Table 4. Results of Path Analysis Coefficients for Model 2

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6,864	3.900		1,760	.082
	Store Atmosphere	.440	.124	.323	3,539	.001
	Product Quality	.390	.077	.460	5,050	.000
Dependent Variable: Price						

Table 5. R Square Value of Path Analysis Model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706a	.498	.488	3,766
Predictors: (Constant), Product Quality, Store Atmosphere				

From the results of the analysis of the table above, the R square value is 0.706, which means that the contribution of the influence of the Store Atmosphere and Product Quality variables to the Price variable is 70.6%. The error value $e_2 = \sqrt{(1 - 0.706)} = 0.542$.

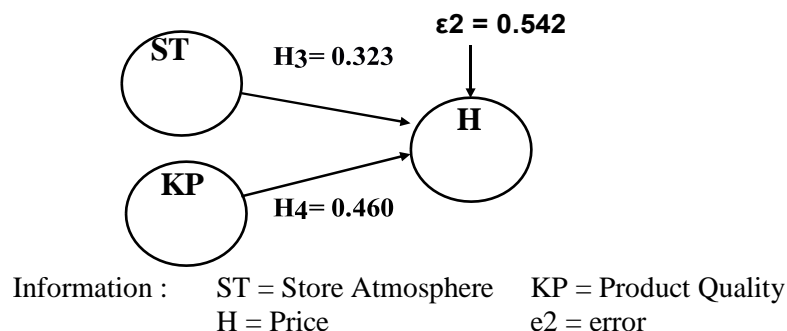
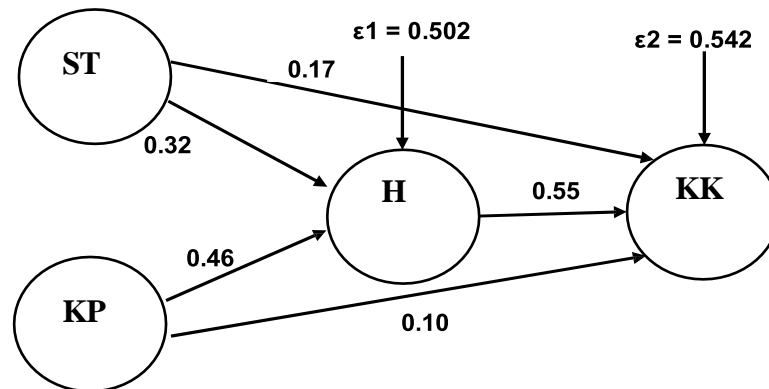


Figure 2. Diagram of the Results of Path Analysis of Model 2

Linear regression equation model 2

$$H = 0.323 \text{ ST} + 0.460 \text{ KP} + 0.542$$

Path analysis model 3 is a combination of path analysis model 1 and model 2. Based on the results of the path with the help of this research as follows:



Information: ST = Store Atmosphere, KP = Product Quality, H = Price
KK = Satisfaction Consumer, ϵ_1 , ϵ_2 = error

Figure 3. Diagram of the Results of Path Analysis of Model 3

Hypothesis 1 Store Atmosphere on Consumer Satisfaction, the results of the hypothesis test are shown in the following image:

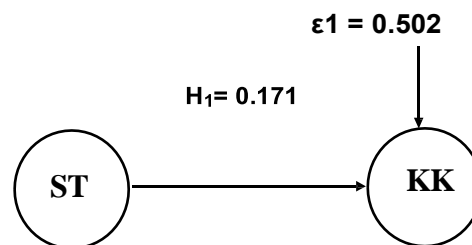


Figure 4. Diagram of Hypothesis Test Results 1

Simple Linear Regression Results of Store Atmosphere on Satisfaction Consumers obtained a regression equation between the Store Atmosphere variable and Consumer Satisfaction with the results.

$$KK = 0.171 ST + 0.502.$$

The results are a path analysis model 1 where the results of the regression equation between Store Atmosphere and Consumer Satisfaction provide a contribution of 0.171 or 17.1% at an error level of 0.502. Based on the results of the t-test that have been displayed, it can be seen that the Store Atmosphere variable has a t-value of $t_{sig} = 0.035$. This shows that $t_{sig} < 0.05$ or $0.035 < 0.05$ so you can conclude that H_a is accepted and H_0 is rejected, which means that there is positive and significant influence between Store Atmosphere and Consumer Satisfaction.

Hypothesis 2 Product Quality on Consumer Satisfaction. The results of Hypothesis 2 testing are shown in the following image:

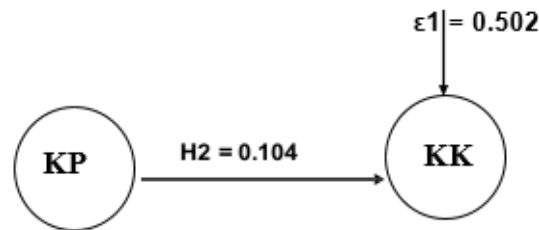


Figure 5. Diagram of Hypothesis Test Results 2

The results of the simple linear regression of Product Quality on Consumer Satisfaction obtained a regression equation between the variables Product Quality on Consumer Satisfaction with the results

$$KK = 0.104 KP + 0.502$$

The results are a path analysis model 1 where the results of the regression equation between Product Quality and Consumer Satisfaction provide a contribution of 0.104 or 10.4% at an error level of 0.502. Based on the results of the t-test that have been displayed, it can be seen that the Product Quality variable has a t-value of sig of 0.042. This shows that $t_{sig} < 0.05$ or $0.042 < 0.05$ so It is concluded that H_a is accepted and H_0 is rejected, which means that there is a positive and significant influence between Product Quality and Consumer Satisfaction.

Hypothesis 3 Store Atmosphere on Price. The results of Hypothesis 3 testing are shown in the following image:

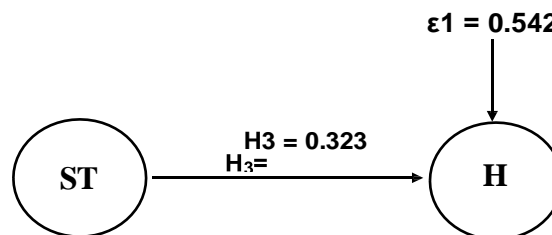


Figure 6. Diagram of Hypothesis Test Results 3

The results of the simple linear regression of Store Atmosphere on Price obtained a regression equation between the variables Store Atmosphere on Price and results.

$$H = 0.323 ST + 0.542$$

The results are a path analysis model 2 where the results of the regression equation between Store Atmosphere and Price provide a contribution of 0.323 or 32.3% at an error level of 0.542. Based on the results of the t-test that have been displayed, it can be seen that the Store Atmosphere variable has a t-value of sig of 0.001. This is shows that $t_{sig} < 0.05$ or $0.001 < 0.05$ so it can be concluded that H_a is accepted and H_0 is rejected which means there is a positive and significant influence between Store Atmosphere and Price.

Hypothesis 4 Product Quality on Price. The results of Hypothesis 4 testing are shown in the following image:

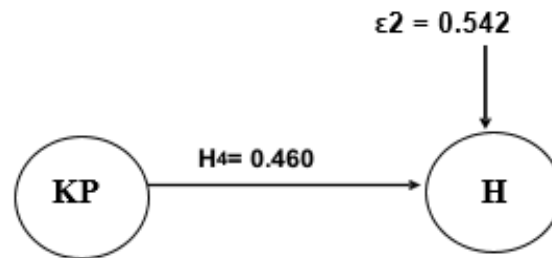


Figure 7. Hypothesis Test Results Diagram 4

Simple linear regression results of product quality against price in get the regression equation between the Store Atmosphere variable and Price with the results.

$$H = 0.460 KP + 0.542$$

The results are a path analysis model 2 where the results of the regression equation between Product Quality and Price provide a contribution of 0.460 or 46% at an error level of 0.542.

Based on the results of the t-test that have been displayed, it can be seen that the Product Quality variable has a t-value of sig of 0.000. This shows that $t_{sig} < 0.05$ or $0.000 < 0.05$ so you can It is concluded that H_a is accepted and H_0 is rejected, which means that there is a positive and significant influence between Product Quality and Price.

Hypothesis 5 Price on Consumer Satisfaction. The results of Hypothesis 5 Test are shown in the following image:

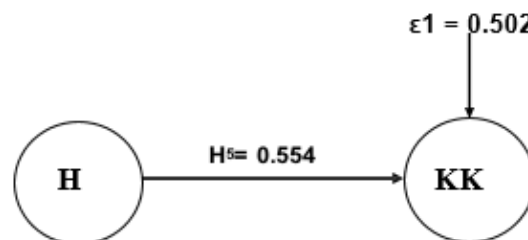


Figure 8. Hypothesis Test Results Diagram 5

The results of the simple linear regression of Price on Consumer Satisfaction obtained a regression equation between the variables Price and Consumer Satisfaction with results

$$KK = 0.554 H + 0.502$$

The results are a path analysis model 1 where the results of the regression equation between Price and Consumer Satisfaction provide a contribution of 0.554 or 55.4% at an error level of 0.502. Based on the results of the t-test that have been displayed, it can be seen that the Price variable has a t-value sig of 0.000. This shows that $t_{sig} < 0.05$ or $0.000 < 0.05$ so it can be concluded that H_a accepted and H_0 is rejected, which means there is a positive and significant influence between Price and Consumer Satisfaction.

Hypothesis 6 Store Atmosphere on Consumer Satisfaction through Price.

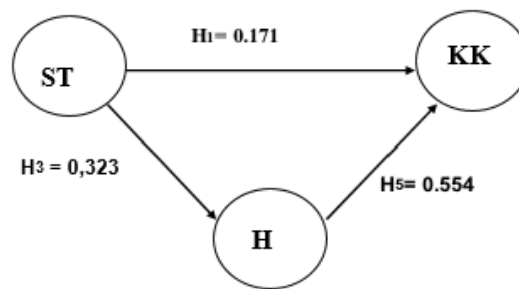


Figure 9. Hypothesis Test Results Diagram 6

To test this hypothesis, the Sobel test is used by comparing the value of the direct influence coefficient with the indirect influence of Store Atmosphere on Consumer Satisfaction through Price. The calculation results are shown in the following table:

Table 6. Sobel Test of Store Atmosphere on Consumer Satisfaction through Price

Influence of variables	Coefficients	Coefficient Value
Store Atmosphere towards Customer Satisfaction	H1	0.171
Store Atmosphere versus Price	H3	0.323
Price to Satisfaction Consumer	H5	0.554
Store Atmosphere towards Consumer Satisfaction through Price	H3 X H5	$0.323 \times 0.554 = 0.179$

It can be explained that the direct influence given by the Store Atmosphere on Consumer Satisfaction at Coffee Shop Pintu Dua Jakarta is 0.171 and the magnitude of the indirect influence given by the Store Atmosphere variable on Consumer Satisfaction through Price at Coffee Shop Pintu Dua Jakarta is $0.323 \times 0.554 = 0.179$. With these results it can be concluded that $0.171 < 0.179$ means H_a is accepted and H_0 is rejected then the Price variable can be a mediating variable between Store Atmosphere and Consumer Satisfaction.

Hypothesis 7 Product Quality on Consumer Satisfaction through Price

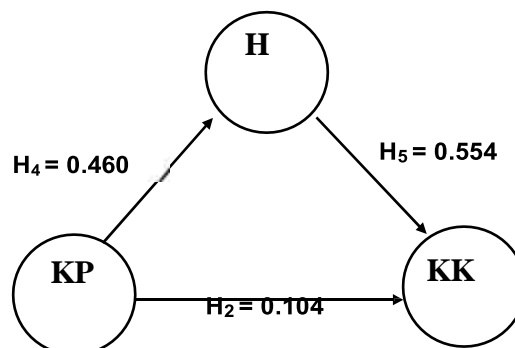


Figure 10. Hypothesis Test Results Diagram 7

To test this hypothesis, the Sobel test is used by comparing the value of the direct influence coefficient with the indirect influence of Product Quality on Consumer Satisfaction through Price. The calculation results are shown in the following table:

Table 7. Sobel Test of Product Quality on Consumer Satisfaction through Price

Influence of variables	Coefficient	Coefficient Value
Product Quality against Customer Satisfaction	H2	0.104
Product Quality against Price	H4	0.460
Price to Satisfaction Consumer	H5	0.554
Product Quality towards Consumer Satisfaction through Price	H4 X H5	$0.460 \times 0.554 = 0.255$

It can be explained that the direct influence given by Product Quality on Consumer Satisfaction at Coffee Shop Pintu Dua Jakarta is 0.104 and the magnitude of the indirect influence given by the Product Quality variable on Consumer Satisfaction through Price at Coffee Shop Pintu Dua Jakarta is $0.460 \times 0.554 = 0.255$. With these results it can be concluded that $0.104 < 0.255$ means H_a is accepted and H_0 is rejected then the Price variable can be a mediating variable between Product Quality and Consumer Satisfaction.

CONCLUSION

Based on the results of the study, Consumer Satisfaction at the Pintu Dua Jakarta coffee shop is influenced by Store Atmosphere and Product Quality through Price, it can be concluded that:

The existence of influence Atmosphere Shop to Satisfaction Consumer. The outside shop environment such as good appearance gives a positive impression to consumers to come to visit Coffee Shop Pintu Dua Jakarta. The indoor environment, temperature, lighting, color, display and layout that give a comfortable impression make you feel at home and want to come back.

The influence of Product Quality on Consumer Satisfaction. The taste of food and drinks that are delicious, the consistency of taste that does not decrease over time, the texture of the appearance that is attractive and fragrant, the nutritional content of food and drink products that are guaranteed, the temperature and level of maturity of food and drinks that are appropriate will make consumers of Coffee Shop Pintu Dua Jakarta satisfied.

The influence of Store Atmosphere on Price. To maintain the cleanliness of the store, equip the store with music, a room that is always fragrant, good display and table and chair layout and other supporting store atmosphere costs are required. All of these costs are also charged to the price of food and drinks sold. Therefore, the Coffee Shop Pintu Dua Jakarta must be smart in playing with prices so as not to burden consumers too much.

The influence of Product Quality on Price. Quality products are made from quality materials. These quality materials have a higher price than ordinary materials in general. The higher price of these materials is charged to the selling price of the product. Therefore, Coffee Shop Pintu Dua Jakarta must be smart in playing with prices so as not to burden consumers too much.

The influence of Price on Consumer Satisfaction. In this study, price has the greatest influence on consumer satisfaction compared to other factors. Affordable prices of food and beverage products in coffee shops and prices that match the quality of food and beverage products make consumers satisfied. Consumers will also feel satisfied when they get a better product at the same price as other places at Coffee Shop Pintu Dua. Jakarta.

There is a significant positive indirect influence of Store Atmosphere through Price on Consumer Satisfaction. The direct influence of Store Atmosphere on Consumer Satisfaction has a smaller value compared to the indirect influence of Store Atmosphere on Consumer Satisfaction through Price mediation. Store cleanliness, music, room fragrance, display and good table and chair layout can make consumers satisfied, comfortable and happy. However, to keep all of that well maintained, costs are needed for cleaning staff, music listening equipment, good furniture and other supporting shop atmosphere where these costs will be

charged to the price in the store. It can be concluded that indirectly the condition of the shop atmosphere that makes consumers satisfied is mediated by the price of products at the Coffee Shop Pintu Dua Jakarta.

There is a significant positive indirect influence of Product Quality through Price on Consumer Satisfaction. The direct effect of Product Quality on Consumer Satisfaction has a smaller value compared to the indirect effect of Product Quality on Consumer Satisfaction through Price mediation. The quality of food and beverage products that match or even exceed what consumers want will make consumers happy and satisfied. Quality products are made from quality ingredients. These quality ingredients have a higher price than ordinary ingredients. The cost of purchasing these quality ingredients is charged to the price of the product sold in the store. It can be concluded that indirectly the quality of the product that makes consumers satisfied is mediated by the price of the product at the Coffee Shop Pintu Dua Jakarta store.

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