

THE STUDY OF SACRIFICE AND CUSTOMER SATISFACTION THAT INFLUENCE CUSTOMERS' REPURCHASE INTENTION AT NOODLE RESTAURANT

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Abstract: According to the Minister of Industry and the Central Statistics Agency, the food and beverage industry or business has contributed 1.2 quadrillion or 6.32% of Indonesia's total economic income in 2022. There are many food businesses spread across Indonesia, one of which is Restaurant X. The problem found was that there was a decrease in revenue at Restaurant X's income starting from 2020 to 2023, causing difficulty in achieving targets every month. The purpose of this research is to identify and analyze the key factors that influence customer repurchase intentions at Restaurant X. The decrease in revenue occurred due to a decrease in the number of customers. Therefore, the purpose of this study is to determine the factors that can influence customer repurchase intentions at Restaurant X. In the research there are several variables, namely service quality, food quality, sacrifice, and customer satisfaction. Data collection was carried out using a questionnaire with a sampling technique in the form of convenience sampling. Data processing was carried out using the PLS-SEM (Partial Least Square-Structural Equation Model) method. This research succeeded in proving that service quality, food quality, and sacrifice influence customer satisfaction which then influences repurchase intention.

Keywords: *Customer Satisfaction, PLS-SEM, Quality, Repurchase Intention, Restaurant*

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1. Introduction

In 2022, according to the Central Statistics Agency (BPS), it is known that the food and beverage businesses already contribute to Indonesia's national economic income of 6.32% or IDR 1.23 quadrillion (Kusandar, 2023). As a primary need, of course the food and beverage business is very promising to develop (Angelia, 2022). Bogor is one of the cities in Indonesia which is known for its abundance an interesting culinary business destination, even ranking third as the city with the most food and drink destinations in West Java (BPS Prov. Jawa Barat, 2021). One of the food and beverage businesses that makes a contribution is Restaurant X, which is located in South Bogor. This restaurant sells a variety of food and drink menus, the main of which are various kinds of noodles. The problem found was that there was a decline in income that occurred from 2020 to 2022. Income in 2020 which reached IDR 122,123,913 decreased until finally in 2022 it only reached IDR. 84,767,540, this proves that there has been a decrease in income of approximately 30.6% from 2020 to

2022. The food and beverage business continues to grow in Indonesia, but at Restaurant X there has been a decline in income (Gunawan, 2023).

After some research, it was discovered that the decrease in income occurred in line with a decrease in the number of customers. The decline in the number of purchases by customers is true resulting in a decrease in turnover for business owners (Alfin, 2021). After conducting interviews with the restaurant's target market, it was discovered that around 75.86% had only eaten once and 54.54% of them were not interested in coming back again. It is important for a business to know how to retain customers and increase repeat purchases from existing customers so that they can outperform the competition (Yan et al., 2015). One of the successes of business actors in developing their business cannot be separated from their ability to maintain loyalty or repurchase intention (Yan et al., 2015). Important for restaurant to maintain repurchase intention from their customer (Mannan et al., 2019). Considering that the market is increasingly competitive, of course getting new customers and maintaining customer loyalty is becoming increasingly difficult and needs to be paid attention to by business actors (Mukhlis & Indriastuti, 2021).

It is important for a restaurant to be able to maintain customer satisfaction, the higher the customer satisfaction with a restaurant or companies can increase customer loyalty, so that customers tend to revisit the restaurant (Han et al., 2009). According to Oliver (1997) in Mannan et al. (2019), customer satisfaction is a significant positive or negative feeling that arises after having experience in using a product or service. This is often related to the suitability of expectations between before and after using a product or service, if customers feel that the product or service used meets their expectations then they will feel satisfaction (Hanai et al., 2008). If a customer feels satisfied, of course they will return to use a particular service or product, thereby giving rise to the intention to repurchase (Awi & Chaipoopirutana, 2014).

Service quality is an intangible thing, usually customers will subjectively measure the quality of restaurant service to be able to compare their expectations with the restaurant's performance in providing services to customers (Mannan et al., 2019). Another definition of service quality is the effort of a restaurant to meet the needs and desires of customers along with the accuracy of delivery to these customers (Mulyana, 2019). When customers evaluate service quality, usually all the service quality factors discussed will influence customer satisfaction, where if an individual is satisfied with service quality it can increase customer satisfaction (Mannan et al., 2019).

Food quality can be assessed when customers are consuming food or seeing the process of making the food. Maintaining food quality is very important because customers not only judge food quality based on taste, but sometimes also pay attention to the ingredients or products used to make the food (Mannan et al., 2019). Customers generally don't just buy food products, but also have certain expectations regarding the quality of the food they buy. If customers feel that the food they get is of good quality, it can influence customer satisfaction (Mulyana, 2019).

Two forms of sacrifice that can be made are the price that needs to be paid and the location that the restaurant needs to reach. Price can be assessed by customers through the benefits of the product received based on the concept of give and take, customers will expect that after they give a certain amount of money they will receive a product that is worthy and satisfying (Mannan et al., 2019). Customers will feel satisfaction if the product or value they receive is equivalent to the sacrifice or price they paid. Location is the place or location of a company to carry out activities to produce goods or services that it wants to sell (Amanah &

Fahimah, 2021). Business owners need to choose the place or location of their company with careful consideration so that it can be a strategic step that brings in customers.

Research related to repurchase intention at a restaurant has been conducted several times through previous studies. Mannan et al. (2019) conducted a study to model customer satisfaction with repurchase intention at a food restaurant in Bangladesh. According to the research that has been conducted, there are several variables that influence repurchase intention, namely variety seeking tendency, customer satisfaction, restaurant reputation, and trust. Where in the customer satisfaction factor there are service quality, food quality, atmospherics, other customers, and perceived value or price. Mulyana (2019) also conducted a study related to the influence of product quality and service quality on customer repurchase intention at a restaurant. There are several things that influence repurchase intention so that they are used as variables in this study, namely product quality and service quality as independent variables, customer satisfaction as an intermediary variable, and repurchase intention as a dependent variable. Amanah & Fahimah (2021) also conducted a study related to product quality and hygiene on repurchase intention at the Omah Cangkruk Jombang restaurant. The independent factors studied were related to product quality, hygiene, price, and service quality. While the dependent factor that was influenced was repurchase intention.

Based on the results of literature studies, it is known that there have been many studies that have looked into the intention to repurchase at a restaurant, but most of the research has been related to quality, both in terms of service and food. There has not been much research on aspects of customer sacrifices to get products such as the location that needs to be reached. This research has an important difference, namely that it highlights customer sacrifice factors, such as the effort required to reach a restaurant location, which are rarely discussed in previous research. Moreover, not much research has been done regarding specific restaurants that sell noodles. This research was conducted with the aim of finding out things that influence customers' repurchase intentions, especially the sacrifice factors that customers need to make. Based on the results of hypothesis building, four hypotheses are obtained as follows.

- H1: Customer satisfaction has a significant positive effect on repurchase intentions
- H2: Service quality has a significant positive effect on customer satisfaction
- H3: Food quality has a significant positive effect on customer satisfaction
- H4: Sacrifice has a significant positive effect on customer satisfaction

2. Research Method

In this research there are 5 variables, namely repurchase intention, customer satisfaction, service quality, food quality, and customer sacrifices. Customer satisfaction is the mediating variable. From these five variables, there are 4 hypotheses were formed as previously mentioned. The relationship between each variable and hypothesis can be seen in Figure 1 Research Model.

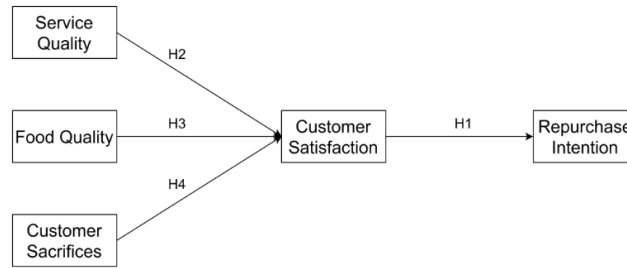


Figure 1. Research Model

Table 1. Variable and Indicator

Variable	Definition	Indicator	
Repurchase Intention	The desire to make repeat purchases of the same product or service (Dewiasih & Nainggolan, 2022).	RI1	I have the intention to repurchase food at Restaurant X.
		RI2	I will faithfully choose Restaurant X when I want to eat at a noodle restaurant.
		RI3	I will revisit Restaurant X with friends and family in the near future.
		RI4	I prefer Restaurant X over other restaurants.
Customer Satisfaction	The ability of product or service providers to meet customer expectations (Dewiasih & Nainggolan, 2022).	CS1	Overall, I was satisfied with Restaurant X.
		CS2	I feel that eating at Restaurant X was the right decision.
		CS3	I felt happy and enjoyed eating at Restaurant X.
		CS4	I feel the match between expectations and the reality received at Restaurant X.
Service Quality	Comparison between customer perceptions and expectations with restaurant performance in providing service to customers (Dewiasih & Nainggolan, 2022).	SQ1	Restaurant X's waiters can provide information related to the food and drinks sold.
		SQ2	Restaurant X's waiters can provide fast service.
		SQ3	Restaurant X's waiters serve food and drinks cleanly.
		SQ4	I feel that the service provided by Restaurant X is satisfactory.
		SQ5	Restaurant X's waiter is always willing to help.
		SQ6	Restaurant X's waiters can provide solutions to customer complaints.
		SQ7	Restaurant X's waiters have a good attitude towards customers.
Food Quality	Characteristics of food owned by restaurants to meet customer expectations (Mannan et al., 2019).	FQ1	Restaurant X has food with an attractive appearance.
		FQ2	Restaurant X has food with a delicious aroma.
		FQ3	Restaurant X has delicious food.
		FQ4	Restaurant X serves fresh food.
		FQ5	Restaurant X serves food at the appropriate temperature.
		FQ6	Restaurant X serves food in appropriate portions.

Table 1. Variable and Indicator

Variable	Definition	Indicator	
Customer Sacrifices	Sacrifices made by customers, such as a certain amount of value or money spent in exchange for a product or service or place from a company that needs to be achieved by the customer (Amanah & Fahimah, 2021).	CS1	I feel that Restaurant X has reasonable prices.
		CS2	I feel that the prices offered by Restaurant X are in line with what is received.
		CS3	I feel that the prices at Restaurant X are affordable for everyone.
		CS4	Restaurant X has a location that is easily accessible by public transportation.
		CS5	Restaurant X has a location that is easy to see clearly.
		CS6	Restaurant X has a large and safe parking area.

This research uses a survey method. This research will use primary data obtained from questionnaires. The assessment on the questionnaire uses a Likert scale with five rating points ranging from strongly disagree to strongly agree. The population in this research are people or customers who have made purchases at Restaurant X. In research conducted using the method PLS-SEM, where the number of samples needed can be calculated using multiplies the maximum number of arrows pointing to the latent variable with 10 (Hair et al., 2017). Because the most arrows are heading to the latent variable is 5, therefore the number of samples needed is a minimum of 50 samples.

The sampling technique used is non-probability sampling with convenience sampling type. The questionnaire was distributed online and offline, and took 16 days. Initially, 129 respondents were obtained, but there were 3 data that were invalid because they contained empty data so that the data that would go through the data processing process was 126 data. The data obtained from the questionnaire will then be processed using quantitative analysis for instrument and hypothesis testing (Riduwan, 2010). Data processing will be carried out using path analysis techniques, the PLS-SEM (Partial Least Square-Structural Equation Model). Data processing is carried out using the SmartPLS4 application.

3. Results and Discussion

Data processing was carried out using the PLS-SEM method through testing measurement models and structural models. PLS-SEM is a part of SEM that can be used to test relationships between many variables with the aim of developing a theory in research, can be used to measure a variable that cannot be measured directly (Hair et al., 2017). In PLS-SEM, the measurement model testing stage will be carried out in the form of reliability and validity tests.

Table 2. Reliability and Validity Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Food Quality	0,863	0,869	0,594
Service Quality	0,858	0,867	0,559
Sacrifice	0,744	0,754	0,662
Repurchase Intention	0,828	0,829	0,66

There are four stages in testing measurement models, namely internal consistency reliability, indicators reliability, convergent validity, and discriminant validity (Hair et al., 2017). In internal reliability pay attention to Cronbach's Alpha and Composite Reliability where the value needs to be in the range of 0.7 up to 0.9 (Mannan et al., 2019). Based on Table 3, the processing results on internal consistency reliability, it is known that all Cronbach's Alpha and Composite Reliability values are in the range of 0.7 to 0.9. Next, in convergent validity, paying attention to average variance extracted (AVE) where an AVE value of 0.5 or higher can indicate that the construct can explain more than half of the variance of the indicators, then that's why it's considered good (Mannan et al., 2019). Thus it is known that the data has fulfil the validity dan reliability test.

After testing the measurement model, we proceed to testing the structural model which has three stages, namely collinearity assessment, structural model path coefficients, and coefficient of determination (Hair et al., 2017). Testing the hypothesis is carried out using the structural path coefficient model by paying attention to the t-statistics and p-values. In this study used a significance level of 5%.

Table 3. Structural Model Path Coefficient Results

Variable	Path Coefficient	T-Statistics	P-Value
Food Quality	0,432	5,061	0
Service Quality	0,251	3,644	0
Sacrifice	0,213	2,739	0,006
Customer Satisfaction	0,837	25,634	0

The first hypothesis in the research is that customer satisfaction has a significant positive effect on repurchase intention. Based on the results of data processing on Table 3, it is known that this hypothesis is accepted. This is because it has a positive path coefficient value of 0.837 with a t-statistics value of 25.634 which is greater than 1.96 and a p-value of 0 which is smaller than 0.05. If a customer feels satisfied with a product or service, it can certainly increase the possibility for the customer to use or repurchase the product or service. This is in line with Mulyana (2019), where if a customer feels satisfied, of course they will return to use a particular service or product, thereby creating a repurchase intention. Thus, it can be said that customer satisfaction has a significant positive effect on repurchase intention, namely that increasing customer satisfaction can increase repurchase intention.

The second hypothesis in the research is that service quality has a significant positive effect on customer satisfaction. Based on the results of data processing on Table 2, it is known that this hypothesis is accepted. This is because it has a significant positive path coefficient value of 0.251 with a t-statistics value of 3.644 which is greater than 1.96 and a p-value of 0 which is smaller than 0.05. Service quality is something that is intangible but can be felt, where customers usually measure service quality subjectively to be able to compare the expectations they have with the restaurant's performance in providing services to customers (Mannan et al., 2019). If customers feel that a restaurant can provide good service from various aspects such as speed, friendly attitude, willingness to help, and so on, of course customers will have a pleasant experience, so that they can make customers come back to buy at the restaurant. Thus, it can be said that service quality has a significant positive effect on customer satisfaction, namely that increasing service quality can increase customer satisfaction.

The third hypothesis in the research is that food quality has a significant positive effect on customer satisfaction. Based on the results of data processing on Table 2, it is known that this hypothesis is accepted. This is because it has a significant positive path coefficient value of 0.432 with a t-statistics value of 5.061 which is greater than 1.96 and a p-value of 0.006 which is smaller than 0.05. The main purpose of customers to come to a restaurant is of course to try or buy a food, because basically a restaurant is a place that sells food. For a restaurant, of course, maintaining food quality is important because customers not only judge based on taste, but also pay attention to the ingredients or products used to make a food (Mannan et al., 2019). If customers feel that the food they receive is of good quality, this can certainly influence customer satisfaction. Thus, if the restaurant has good food quality, customers will feel satisfied with the food they buy, thereby creating customer satisfaction.

The fourth hypothesis in the research is that sacrifice has a significant positive effect on customer satisfaction. Sacrifice in this case are things that need to be sacrificed by customers, such as the price that needs to be paid or the location that needs to be reached. Based on the results of data processing, it is known that this hypothesis is accepted. This is because it has a significant positive path coefficient value of 0.213 with a t-statistics value of 2.739 which is greater than 1.96 and a p-value of 0.006 which is smaller than 0.05. Implying that when customers perceive the value of their sacrifices (whether it's time, effort, or money) to be reasonable or worthwhile, their satisfaction increases. This aligns with the notion that when customers feel that the benefits they receive outweigh the costs or efforts they put in, they tend to be more satisfied with the product or service. The greater the perceived value or the lower the perceived sacrifice in relation to the value received, the higher the customer satisfaction. Thus, it can be said that sacrifice has a significant positive effect on customer satisfaction, namely that the better the sacrifice-related assessment from customers can certainly increase customer satisfaction.

For coefficient of determination, it was found that the R-square value for customer satisfaction was 0.853. The R-square value is 0.75 indicates that the model is good, 0.5 indicates that the model is moderate, while 0.25 indicates that the model is weak (Hair et al., 2017). This indicates that the value is included in the good category, where the customer satisfaction variable can be explained well by the predictor variables. Meanwhile, the repurchase intention variable obtained an R-square value of 0.7, which indicates that this variable can be explained quite well by the predictor variable. Thus it can be seen that this overall model has good explanatory power.

4. Conclusion

The results of this study are in line with several previous studies, where according to Mannan et al. (2019) and Mulyana (2019) it is known that service and food quality influences customer satisfaction, which then has a positive influence on revisit intention. The research carried out aims to find out what things influence repurchase intentions at Restaurant X. Based on the research results, there are factors that directly influence customers repurchase intentions at Restaurant X, namely customer satisfaction. Customer satisfaction itself is significantly influenced by three other factors, namely service quality, food quality, and customer sacrifice. The higher customer satisfaction, the higher the repurchase intention will be. And better assessments of service quality, food quality, and customer satisfaction also influence customer satisfaction linearly.

Restaurant X need to improve the quality of service in terms of speed, cleanliness and the process of helping customers, while in terms of food quality they need to improve taste,

temperature and freshness. Sacrificial factors also need to be considered in relation to the price that needs to be paid and the location that needs to be taken, which are also taken into consideration by customers when repurchasing a restaurant.

Restaurant X can use hanging heat lamps to ensure food is always at a warm temperature, and can use measuring tools to ensure portions and seasonings are always consistent. These two things have not been implemented in restaurant and are able to improve food quality. Then the Restaurant X can provide training to workers related to the service process, making orders, as well as information related to the menu or facilities available at the restaurant so that it can be delivered well. Also, restaurants can implement customer loyalty programs. Customer loyalty programs are a marketing strategy that can be designed to encourage customers to do so repeat purchases to get prizes. Loyalty program can be determined by Restaurant X is to provide stamp paper used to record total purchases from customers, where if customers who have made a number of purchases will receive a gift directly.

Restaurant X can adopt technology to improve both service speed and customer convenience. Implementing digital ordering systems, such as tablets or self-service kiosks, can reduce wait times and streamline the ordering process. In addition, a well-designed mobile app for placing orders, reserving tables, or even ordering for takeout can greatly improve customer convenience. These systems will help reduce human error, enhance operational efficiency, and create a smoother dining experience. Furthermore, integrating real-time customer feedback systems, such as QR code surveys or feedback forms directly on the mobile app, can give management valuable insights into areas needing improvement, allowing for prompt action to enhance service quality.

Apart from that, there are also limitations to this research, because the object used is a Restaurant X, perhaps the results of this research cannot be generalized to all restaurants. Research has not considered alternative food or restaurant choices. Also, the variables used are only 3 independent variables and 1 mediating variable in the research model, perhaps future research can explore other variables or factors that might influence repurchase intentions.

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