PRODUCT QUALITY, PRICE, AND TRUST TO INCREASE CUSTOMER SATISFACTION AT TERRACE CAFÉ PARK HOTEL

Sulistyo Haryono[1], Theresia Lingga [2], Bonifasius M.H. Nainggolan[3],

Akademi Pariwisata Indonesia (AKPINDO), Jakarta
STIE Pariwisata Internasional (STEIN), Jakarta

Email: haryono@akpindo.ac.id[1], theresiaevelyn@outlook.com[2], Bonifasius@stein.ac.id[3],

Abstrak

The study aims to determine product quality, price, and trust in customer satisfaction at Terrace Café Park Hotel Jakarta period March-June 2021. The data collection method in this study was conducted by survey method by distributing questionnaires that have been tested for validity and reliability to consumers who enjoy food at Terrace Café Hotel Park Jakarta. The sample withdrawal technique uses the purposive sampling technique. Respondents selected as a sample were consumers who at least twice enjoyed food at Terrace Cae Hotel Park Jakarta. The number of eligible samples was 170 questionnaires. Data processing is done using the Smart PLS application version 3. 2.9. Using significance $\alpha = 5\%,$ the results showed that the quality of the product had a positive and significant impact on customer satisfaction. Price and trust also have a positive and significant effect on customer satisfaction.

Keywords: product quality, price, trust, customer satisfaction

1. Introduction

The culinary business sector in Indonesia is very rapidly growing lately, especially in Jakarta. This is in line with the increasing human need for food and all its variations. Therefore, many business opportunities can be utilized by restaurant and hotel entrepreneurs to get profits for the company. These food business entrepreneurs strive to create high-quality products to increase customer satisfaction. Culinary business actors must be able to create the right strategy to have strong competitiveness to survive in a very competitive business competition. Thus the ability to understand the needs and desires of consumers is very important for business people in the culinary industry to satisfy their customers.

A quality product is one of the determining factors to increase customer satisfaction. Kotler & Armstrong (2008) said that product quality is the characteristics of products or services that play a role in meeting the needs of consumers both implicitly and expressly service providers. Quality food requires competent personnel with good gastronomy and always be consistent in

making dishes as well. Quality food should also be clean, well served, and varied. Studies of the relationship between product quality and customer satisfaction have often been conducted by researchers in the field of food. Zardi et al (2019), Efnita (2017), Rahayu (2021) said product quality plays a positive and real role in determining customer satisfaction in restaurants. However, these results are not always consistent, whereas other researchers mention that the impact of product quality on customer satisfaction is not significant (Kristiawan et al., 2021).

When consumers want to enjoy food in a restaurant, the price offered by the restaurant becomes one of the factors that influence consumers to choose the restaurant. Kotler & Amstrong (2018) define price as a cost in the form of money that consumers must sacrifice to obtain the product they want. Price factors are very sensitive when it comes to customers, where customers will make purchases of products or services according to their ability to meet their satisfaction. Studies conducted by Zardi et al. (2019), Danish Ali et al.(2021), Sari & Siregar (2019) said that prices significantly play a positive role in improving customer satisfaction in restaurants. Nevertheless, a study on a café showed that prices did not have a significant impact on customer satisfaction (Cristo et al., 2017). Arifin (2011) said customer trust in service providers plays a role in establishing a long-term relationship between the two. In a study conducted on hospitality businesses, Kasinem (2020) showed that trust significantly encourages increased consumer satisfaction

The lack of a study that specifically examines the determinants of customer satisfaction at a restaurant located in a hotel is an interesting study to study, especially in the East Jakarta area. The study aimed to test the role of product quality, price, and trust to increase customer satisfaction by taking the case at Terrace Café Park Hotel Jakarta. The study is expected to improve understanding related to the role of product quality, price, and trust in improving customer satisfaction.

2. Literature Review

Kotler & Keller (2009) defines quality as the overall characteristics and features of a product or service capable of meeting the needs contained therein. While Lupiyoadi (2013) said quality is a combination that occurs between properties and characteristics to meet what customers need. Rifa'i (2019) said that (1) Quality is an effort in fulfilling customer desires above established expectations. (2) Products include products, services, people, environment, and processes. (3) Quality includes dynamic circumstances if current quality cannot be ascertained in the future also quality.

Kotler & Amstrong (2008) said quality products are products that directly impact the performance of products or services, and are very related to customer value and satisfaction. Sangadji & Sopiah (2013) said product quality is the overall conclusion of consumers on the good performance of a product or service. Good product quality must adjust to customer needs and desires, which is where quality begins with needs and ends with customer satisfaction (Aditya et al., 2021)

Kotler & Keller (2009) says the price is one of the revenue elements for service providers of products or services. If a product is designed well, then the goods can be sold at a competitive

price so that it can provide benefits for the company. Alma (2016) said that price is the value of an object or goods in the form of money. Another opinion says the price is the need for a certain amount of money to get a product or service or a combination of both (Swastha, 2008)

Sumarwan (2014) argues that consumer confidence is the knowledge of an object, its attributes, and benefits where consumers usually believe in the attributes of a product. Pinaria et al. (2018) said that bringing trust is based on the beliefs of someone who is trusted to be able to fulfill all his desires well and follow expectations. Kasinem (2020) said trust is the most important variable in building a relationship between one party and another.

Kotler & Amstrong (2018) said customer satisfaction is the extent to which the perceived performance of a product meets consumer expectations. The performance of products or services that consumers feel plays a role in determining the level of customer satisfaction with who buys their products or services. This is strongly related to the expectations set by consumers. When product performance falls short of expectations, customers are dissatisfied (Kotler & Amstrong, 2018). Harjati & Venesia (2015) says customer satisfaction is the level of a person's feelings towards something received, namely feelings of pleasure or unhappiness. Customer satisfaction is influenced by customer perception of the appearance of a product and service to meet its expectations. The customer will be satisfied if his wishes are fulfilled, and will be very satisfied if he exceeds the expectations set (Irawan, 2002).
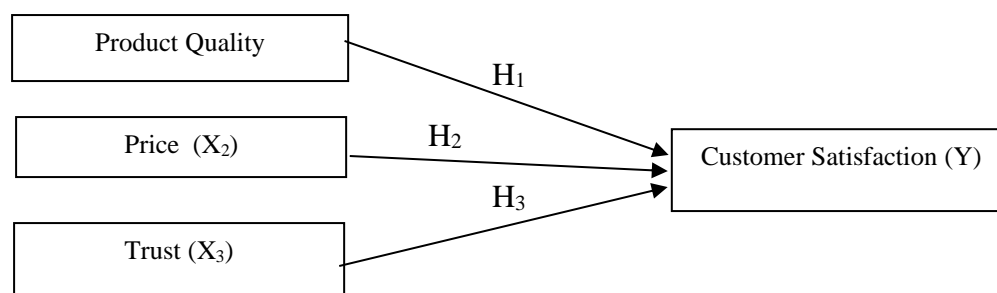
This research has the following frame of mind:

Figure 1. Frame of Mind

Based on the frame of mind in Figure 1, the hypothesis of this study is formulated as follows:

H_1: Product quality affects customer satisfaction

H_2: Price affects customer satisfaction

H_3: Trust affects customer satisfaction

3. Methodology

This research was conducted at the Terrace Café Park Hotel restaurant in Jakarta for the period March-June 2021. Tests of the validity and reliability of questionnaires were conducted on 20 customers. Of the 200 questionnaires given to customers who came to the restaurant, there were 170 (85.00%) questionnaires that returned and qualified for the

completeness of filling the questionnaire. The measurement scale on the research instrument uses the Likert scale, from 1- Strongly disagree to 5- Strongly Agree. Product quality using indicators: (1) Flavor; (2) Consistency; (3) Texture; (4) Nutritional Content; (5) Visual Appeal; (6) Aromatic Appeal; (7) Temperature (Atmodjo, 2005). Prices use indicators (1) Price Affordability; (2) Price conformity with product quality; (3) Price competitiveness; Price conformity with benefits (Kotler et al., 2018) Trusts use indicators: (1) Virtue (Benevolence); (2) Honesty; (3) Competence (Buttle, 2009). Customer satisfaction using indicators (1) overall Customer Satisfaction; (2) Dimensions of Customer Satisfaction; (3) Confirmation of Hope; (4) Money Buying Intentions: (5) Willingness to Recommend (Tjiptono & Chandra, 2016).

Structural Equation Model (SEM) testing using the help of SmartPLS 3.2.9 software. Testing through two stages, namely: (1) Outer model testing consists of a convergent validity test to measure the extent to which each indicator reflects its variable with an outer loading value of ≥ 0.7, Discriminant validity using the cross-loading value of each indicator, where the loading factor value of each construct against its destination variable must be greater than its value to other variables. The validity of the construct with an AVE value of ≥ 0.5, and reliability with a Composite Reliability (CR) value of ≥ 0.7 and an Alpha Cronbach value of ≥ 0.7 (Hair et al., 2017). Multicollinearity refers to the Variance Inflation Factor (VIF) value <5 indicating no multicollinearity disorder (Hair et al., 2017). (2) Inner model testing (Goodness of fit SEM model) refers to the Coefficient of Determination (R^2) with criteria $R^2 = 0.25$ weak, $R^2 = 0.50$ moderate, and $R^2 = 0.75$ strong; Size Effect (f^2), if the value $f^2 = 0.02$ then the small size effect, $f^2 = 0.15$, then the medium size effect and $f^2 = 0.35$ then the large size effect. Prediction relevance (Q^2), if the value of $Q^2 = 0.02$ relevance of prediction is small, $Q^2 = 0.15$, then the relevance of medium prediction and $Q^2 = 0.35$ then the relevance of the big prediction (Hair et al., 2017)), standardized root mean square residual (SRMR) value ≤ 0.08 (Hu & Bentler, 1999).

Hypothesis Testing
The hypothesis formulation in this study is as follows:
H_0: There is no direct influence of each exogenous variable (product quality, price, and confidence) on endogenous variables (customer satisfaction).
H_1: There is no direct influence of any exogenous variable (product quality, price, and trust) on endogenous variables (customer satisfaction

Hypothesis testing is done using real levels (α)= 0.05. Hypothesis testing decision refers to the following criteria: if the value p-value <0.05 then H0 is rejected and H1 is accepted, which means there is a significant direct influence of exogenous variables on endogenous variables. On the contrary, if the value p-value is>0.05 then H0 is accepted and H1 is rejected, meaning there is no significant direct influence.

4. Result

Respondent Profile

Table 1. Research Respondents

Characteristic	Information	Sum	%

	Age	<20 year	6	3,4
		21-30 year	46	27,1
		31-50 year	97	57,1
		>50 year	21	12,4
	Gender	Woman	74	43,5
		Man	96	56,5
	Work	Student/Student	9	5,3
		Employee/Employee	88	51,8
		Entrepreneurial	43	25,3
		Civil servants	11	5,9
		Other	19	11,2

Source: Processed Questionnaire, 2021

Based on the table above can be known from 170 study respondents, based on age group, respondents are dominated by customers aged between 31-50 years (57.1%), this happens because the respondents do activities at park hotels, such as meeting activities carried out by the office, the next is in the age group of 21-30 years (27.1%) and at least are those under 20 years old (3.4%). By gender, the majority of respondents were male customers (56.5%). Most respondents according to the job category were employees as many as 88 respondents or 51.8%, the next is entrepreneurial work (25.3%), and the last is students as much as 5.3%.

Modeling in Research
The study's structural equation modeling used 4 variables and 20 indicators, as presented in Figure 2.
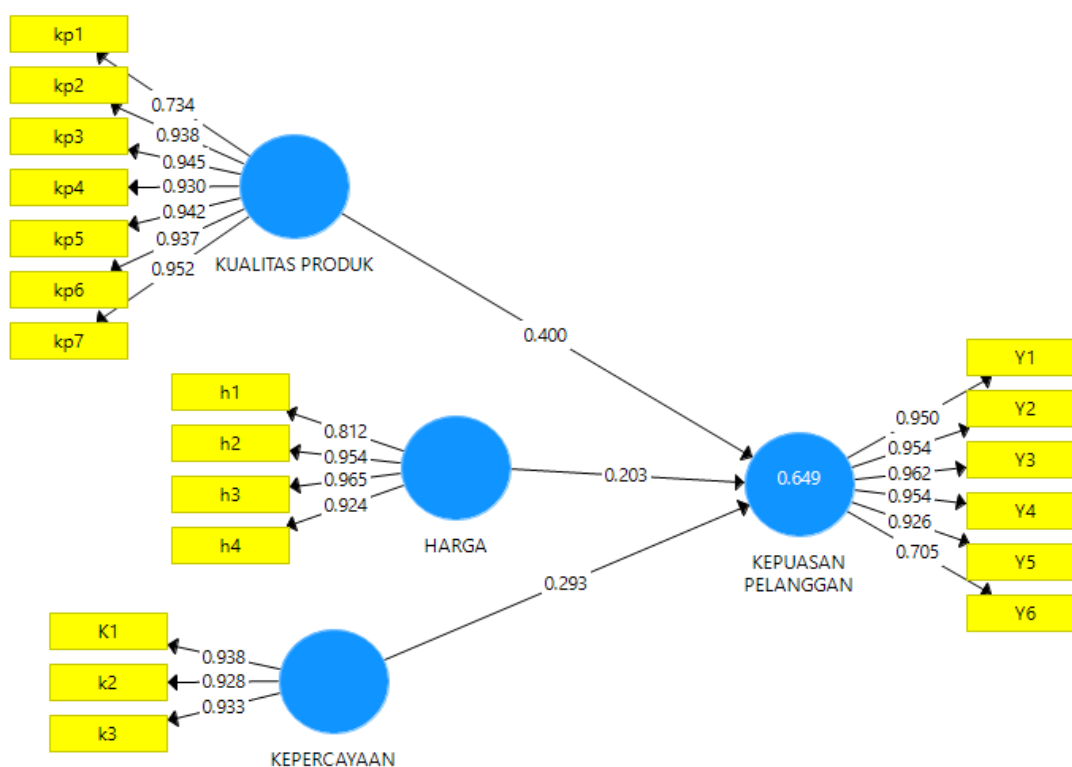
Figure 2. Initial Structure Modeling

Measurement Model Evaluation (Outer Model)
Convergent Validity Test
Convergent validity tests refer to the loading values of factors, Cronbach Alpha, Composite Reliability, and AVE. The results of the convergent validity test are presented in Table 2.

Table 2. Loading Factor of each indicator in the model

Variable	Indikator	*Loading Factor*	*Cronbach Alpha*	*Composite Reliability*	AVE	Conclusion
Product Quality (X$_1$)	KP 1	0.734	0.966	0.972	0.835	Good
	KP 2	0.938				
	KP 3	0.945				
	KP 4	0.930				
	KP 5	0.942				
	KP 6	0.937				
	KP 7	0.952				
Price(X$_2$)	H 1	0.812	0.935	0.954	0.839	Good
	H 2	0.954				
	H 3	0.965				
	H 4	0.924				
Trust(X$_3$)	K 1	0.938	0.926	0.953	0.871	Good
	K 2	0.928				
	K 3	0.933				
Customer Statisfaction (Y)	Y 1	0.950	0.958	0.967	0.834	Good
	Y 2	0.954				
	Y 3	0.962				
	Y 4	0.954				
	Y 5	0.926				
	Y 6	0.705				

Source: Processed data (2021)

Figure 2 and Table 2 show that all indicators have a loading factor > 0.7, this shows that every indicator in this study has measured what should be measured. An AVE> 0.5 indicates that the validity of the construct has been fulfilled. Discriminant Validity Test The validity of discriminants in this study uses the cross-loading method. The cross-loading values of each indicator are indicated in Table 3.

Table 3. Cross Loading

Indicators	Variable			
	Product Quality	**Price**	**Customer Statisfaction**	**Trust**
KP1	**0.734**	0.649	0.544	0.587
KP2	**0.938**	0.708	0.689	0.684
Kp3	**0.945**	0.683	0.658	0.732
Kp4	**0.930**	0.672	0.633	0.696
Kp5	**0.942**	0.666	0.639	0.709
Kp6	**0.937**	0.612	0.644	0.686
Kp7	**0.952**	0.645	0.639	0.696

H1	0.574	**0.812**	0.526	0.519
H2	0.680	**0.954**	0.639	0.350
H3	0.705	**0.965**	0.641	0.684
H4	0.684	**0.924**	0.690	0.669
K1	0.655	0.654	**0.938**	0.627
K2	0.596	0.623	**0.933**	0.692
K3	0.692	0.640	**0.911**	0.722
Y1	0.719	0.650	0.671	**0.950**
Y2	0.724	0.656	0.652	**0.954**
Y3	0.745	0.622	0.697	**0.962**
Y4	0.731	0.671	0.700	**0.954**
Y5	0.691	0.641	0.627	**0.926**
Y6	0.459	0.498	0.529	**0.705**

Source: Processed data (2021)

Based on the information in Table 3, it was found that the loading factor value of each large construct indicator is large when compared to the loading value of the indicator factor in other constructs on the same line. This indicates that the requirements for the validity of the discriminant have been met. The Reliability Test Table 3 shows that all constructs in the model have Cronbach's Alpha and Composite Reliability values >0.70. Thus it can be said that the entire statement on the construct has been reliable.

Construct Multilinearity Test

Tabel 4. Nilai Inner VIF

Indicators	Product Quality	Price	Customer Satisfaction	Trust
Product Quality			2.498	
Price			2.424	
Customer Satisfaction				
Trust			2.238	

The multicollinearity test aims to measure whether there are similarities between the free variables studied. Table 4 shows the VIF values in the three exogenous variables studied entirely < 5. Thus it was concluded that there was no disruption of multicollinearity between the free variables studied.

Structural Model Evaluation (Inner Model)
Coefficient of Determination (R^2)

Tabel 5. Koefisien Determinasi (R^2)

Variable	R^2

Customer Satisfaction	0.649

The Determination Coefficient value aims to show the ability of free variables to explain the diversity of non-free variables. The R^2 value in Table 5 shows that product quality, price, and trust capabilities explain customer satisfaction is 64.9%. This value is at medium/moderate strength.

Size Effect (f^2)
The size effect (f^2) on the model aims to see if the omitted construct has a substantive impact on the endogenous construct of the construction. The results of the calculation of the value of the size effect are presented in Table 6.

Tabel 6. F-Square (f^2)

F-Square (f^2)		
Variable	**F-Square**	**Conclusion**
Product Quality	0.182	Keep
Price	0.048	Small
Belief	0.109	Small

From Table 6. It was found that the size effect value (f^2) on the product cauldron was in the medium category, the size effect (f^2) on the price was in a small category and the size effect (f^2) on the confidence was in a small category. Table 6 also shows that the biggest size effect is owned product quality, next is trust and lastly is price.

Relevance of predictions (Q^2)
Hair et.al (2017) explain that just like measuring the effect of size, guidelines for determining how much accuracy of the prediction are 0.02 (small), 0.15 (medium), and 0.35 (large).

Tabel 7. Q-*Square*

Variabel	SSO	SSE	Q-*Square*
Harga	680.000	680.000	
Kepercayaan	510.000	510.000	
Kepuasan Pelanggan	1.020.000	479.263	0.530
Kualitas Produk	1.190.000	1.190.000	

Based on the results of the table above, it can be known that the relative measure of prediction relevance (Q^2) has a value of 0.530. Thus it can be said that the accuracy of predictions from research models is in a large category.

SRMR (*Standardized Root Mean Square Residual)* Value

Tabel 8. Fit Model SRMR

	Model Saturated	Model Estimasi

SRMR	0.042	0.042
d_ULS	0.372	0.372
d_G	0.575	0.575
Chi-Square	512.596	512.596
NFI	0.895	0.895

Table 8 shows the suitability value of the model by using SRMR. The SRMR value of the obtained model is 0.042 < 0.08. Based on the SRMR value obtained, the conclusion was obtained that the resulting research model was feasible and met the criteria.

Hypothesis Testing

Path Analysis Model

The resulting structural model data processing results are presented in Table 9. Table 9 contains information on path coefficients, t-statistical values, and p-values obtained from bootstrapping calculations with the help of SmartPLS 3.2.9 software.

Table 9. Inter-Variable Path Coefficient for Hypothesis Submission

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (|O/STDEV|)	P-Values	Conclusion
Product Quality -> Customer Satisfaction	0.400	0.405	0.089	4.495	0.000	Significant
Price -> Customer Satisfaction	0.203	0.200	0.087	2.331	0.020	Significant
Trust -> Customer Satisfaction	0.293	0.291	0.088	3.316	0,001	Significant

Table 9 shows the magnitude of the path coefficient between exogenous variables and endogenous variables in the model. The positive track coefficient value on the relationship between product quality and customer satisfaction shows that it is directly proportional to customer satisfaction, where if there is an improvement in product quality, customer satisfaction will also increase at Terrace Café Park Hotel. The same thing happens with variable prices and trusts.

The relationship between exogenous variables and endogenous variables in detail is described as follows:

Effect of Product Quality on Customer Satisfaction

The results of the first hypothesis test found that the p-values value of the effect of product quality on customer satisfaction is 0.000, when compared to the real level of $\alpha = 5\%$ (0.05) obtained 0.000<0.05, while the coefficient of the path is positive. Thus it can be said that the first hypothesis is accepted. Therefore, it was concluded that product quality plays a positive and significant role in customer satisfaction at Terrace Café Park Hotel Jakarta. This result is following previous research conducted by (Hayati & Sekartaji, 2015; Lasander, 2013; Runtunuwu *et al.*, 2014) who came to the same conclusion.

Product quality is the most powerful factor in determining customer satisfaction at Terrace Café Park Hotel Jakarta. Product quality is an important factor as consideration for consumers

before deciding to buy a product or service (Razak, 2019). The importance of quality of this product should be an important concern for the management of Terrace Café Hotel Park in managing its restaurants to improve customer satisfaction. When compared to price and trust, product quality is the most dominant factor to determine customer satisfaction. This is evidenced by the value of the path coefficient which is greater than the variable price and confidence. Products that are quality and meet customer expectations are indeed very decisive for customer satisfaction. Food served with good taste, always consistent, at the right temperature, pleasantly flavorful, clean and attractive appearance, and varied (not monotonous) will increase customer satisfaction. If customer requirements related to this can be met, then satisfaction by itself will arise. Therefore, it can be said that if the service provider wants to satisfy consumers, then the products offered to consumers must be of quality. Restaurant Terrace Café Park Hotel Jakarta, always maintains the quality of food products served, both in terms of taste, consistency, variety, temperature, aroma, appearance, and other factors that can encourage customer satisfaction

The Effect of Price on Customer Satisfaction

The results of the second hypothesis test showed that the p-value was $0.020 < 0.05$. Therefore, it can be said that price has a positive and significant effect on customer satisfaction at Terrace Café Park Hotel Jakarta. Thus the second hypothesis is accepted. The conclusions obtained in this study are in accordance with the results of previous studies conducted (Efnita, 2017; Purba & Alfian, 2019; Runtunuwu *et al*., 2014), where the results of the study revealed there is a positive and significant influence of price on customer satisfaction.

Price is a sum of money that must be spent by consumers to buy a product or service, including in the culinary industry. Anuwichanont (2011) says that price plays an important role in determining customer satisfaction. The price of food that corresponds to purchasing power tends to be purchased by consumers, as well as if the price paid is by the benefits obtained by consumers. Affordable and appropriate prices will provide satisfaction for customers. The price of food and beverages offered by Terrace Café Park Hotel Jakarta is generally by the purchasing power, and the benefits obtained by guests. When compared to prices in other restaurants of the same category, prices at Terrace Café Park Hotel Jakarta can compete.

In determining prices, the management of Terrace Café Park Hotel Jakarta always prioritizes the competitiveness of the price of food products served. This is due to the competitive competition around Terrace Café Park Hotel Jakarta, including restaurants owned by Best Western Premier The Hive, Harper MT Haryono, Teraskita Hotel Jakarta, and Hotel Sentral Cawang. The hotels stand in adjacent locations, where each also has its restaurant which is a direct competitor to Terrace Café Park Hotel Jakarta. The right pricing strategy set by management will be able to increase customer satisfaction. Overall, customers are generally satisfied with the price of the food and drinks offered by Terrace Café Park Hotel Jakarta. Compared to product quality variables and trust, the role of price to increase customer satisfaction is ranked last, this means that price is not the most important priority to determine

customer satisfaction at Terrace Café Park Hotel Jakarta. However, price considerations still have a strategic role, because they also have an impact to determine customer satisfaction.

The Effect of Trust on Customer Satisfaction

The test results of the third hypothesis show a p-value of 0.001< 0.05. This shows that trust has a positive and significant effect on customer satisfaction at Terrace Café Park Hotel Jakarta. Thus the third hypothesis is accepted. This conclusion is supported by the results of previous research conducted by (Kasinem, 2020; Trust *et al*., 2011) which reveals that significantly trust has a positive effect on customer satisfaction.

Sumarwan (2014) said consumer confidence is the knowledge of an object, its attributes, and benefits, so consumers usually believe in the attributes that the product has. Pinaria *et al*., (2018) said that trust is based on the beliefs of someone who is trusted to be able to meet their needs well according to their expectations. A product or service provider should consider trust to increase its customer satisfaction. A well-maintained trust, in the long run, will be able to increase customer satisfaction and loyalty. In improving customer satisfaction, trust is one of the most important factors that has always been the main concern of terrace café hotel park Jakarta managers. Of the three variables studied in this study, trust is the second most important factor to determine consumer satisfaction.
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Building the trust of customers, in the long run, can have an impact on reducing the cost of promoting food products offered. This is because satisfied and loyal customers have been formed because of this trust, so there is no need to promote it to them anymore. The promotional funds can be diverted to other sectors that are more in need. The fulfillment of consumer desires or expectations by consuming a product with a sense of security that it has is a belief (Ibáñez *et al*., 2006). The honesty of employees in providing services is part of customer trust in restaurants, as well as the competence of restaurants, both in terms of employee competence and facilities owned by restaurants and virtues owned by restaurants.

5. **Conclusion**

 Based on the results in the discussions outlined earlier, this study shows that the quality of restaurant products can significantly affect customer satisfaction. The price also has a positive and significant impact on customer satisfaction at the Restaurant. In addition, the relationship between trust and customer satisfaction is also positive and significant. Therefore it can be said that product quality, price, and trust are important elements that make customers feel satisfied in a restaurant. As supported by Oliver (1997), if the actual results meet the requirements, the customer will be satisfied.

Product quality is the most important factor to determine customer satisfaction at Terrace Café Park Hotel Jakarta. For the company to have more traction with future customers, management must always carry out quality control of the food and beverages sold by restaurants. Price also plays a role in determining customer satisfaction, although the role is not as big as product quality and trust. It is recommended that the restaurant should still provide affordable prices to the community to be able to compete with other competitors around it. Trust is the second important factor in achieving customer satisfaction. It is recommended that the company maintain and consistently provide the best service to maintain

the trust of customers who have visited again often. For the next research that is interested in researching the quality of products, prices and trusts may add other variables such as location and promotion, so that the next research becomes more extensive.

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