

The Analysis of Factors that Influences Purchasing Decisions at Summerz Cafe Surabaya

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ABSTRACT

This research aims to look into the elements that influence customer buying interest at Summerz Cafe Surabaya. This research method used is quantitative. The population in this study is consumers of Summerz Cafe Surabaya. Research sampling technique with nonprobability sampling strategy with an accidental sampling approach as the research method. The sample in this study was 100 consumers of Summerz Cafe Surabaya. Data collection techniques with online questionnaires. Data Analysis assisted by SPSS Software version 16, the analytic approach employed was principal component analysis factor analysis. The findings revealed that: 1) the variables evaluated revealed six aspects that customers in the Summerz Cafe Surabaya examined, namely Product factors (41,53 %). Factor of Promotion (9,34 %). Factors affecting services and facilities (6,7 %). The factor of the Physical Environment (5,7 %). The factor of Price (5,23%). Social factors (5,23%); 2) Social factors become a dominating factor or the most considered by consumers in arousing buying interest in the Summerz Cafe Surabaya (41,53%).

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1. Introduction

In this era, many cafés have various characteristics and their primacies. In Surabaya, there are a lot of cafes located all over the city. The development of café is faster nowadays. Therefore, some of the businessmen are looking at the café business as a profitable business. A lot of cafés in Surabaya come with various concepts to give a new and different atmosphere. Therefore, related to the prospect cafe establishment, the most important thing is to take advantage of the opportunity. The opportunity to create a café business not only among adolescents but also adults could do it. Establishing a café could be carried out, whether cooperatively or independently.

Taken from GEN Sindo (<https://gensindo.sindonews.com/>), according to the chairman of Apkrindo (Association of Indonesian Cafe and Restaurant Entrepreneurs) in East Java, Tjahjono Haryono stated that since July 2020, there has been a large increase in turnover of up to 60% in the cafe and restaurant business or Food and Beverages (F&B) at the Surabaya shopping center. Meanwhile, outside the shopping center, which is called standing alone, it grew to 70%.

Moreover, according to Bisnis.com (<https://surabaya.bisnis.com>) on February 2, 2021, Apkrindo (Association of Indonesian Cafe and Restaurant Entrepreneurs) in East Java explained that the trends with urban lifestyles who like to drink coffee, make coffee-based café becomes a trend. The growth of coffee-based cafes has greatly increased to 16% - 18%.

The growth of café businesses and restaurants in Surabaya gives the businessmen have a significant opportunity to invest. This thing will make business competitions in this field more substantial. Therefore, since competitive business is increasing nowadays, especially from the competitive company in the same area, the entrepreneurs must do better innovations to attract consumers. In carrying out a marketing concept, it is necessary to analyze consumer behavior and what factors influence purchasing decisions in the marketing effort that producers carry out.

The decision theory proposed by Boyd, et al in Dewi (2017:9) states that purchasing decisions are a process carried out by consumers personally or in groups/organizations by giving almost the same decisions mentally to buy the product. The purchase decision is an action that consumers need before making a purchasing process on a product. It can be said that at the final stage of the product or service purchasing decision is the consumers decide to purchase, and the product could be seen directly. The next step is the consumers will determine several alternative decisions whether they will buy a needed or desired product. Therefore, the consumers could continue to the next steps. The process in making purchasing decisions is the same. However, the thing that makes it different is the process. The process is seen from the needs or desires of other individuals or groups.

Two factors heavily influence buyer decisions are external and internal factors. The external factors consist of economic conditions, socio-cultural environment, technology, and government regulations. Meanwhile, according to Hurriyati (2015), internal factors consist of 4P (*product, price, promotion, and place*).

Internal factors are factors that come from the consumers themselves. Kotler dan Armstrong (2008:159), explained that consumer purchases are strongly influenced by social, cultural, psychological, and demographic characteristics. The sellers could not control those factors, but they have to calculate them.

Social factors are factors that are caused by the influence of the closest people to consumers. For instance, the parents, family, or friends. Those things can influence purchasing decisions since the closest people will inspire and recommend the consumers before making a purchase.

The following internal factor is the psychological factor, which concerns a person's motivation to purchase whether it follows Maslow's theory of motivation or other incentives, such as perceptions, learning processes, beliefs, or attitudes.

The next is cultural factors. Culture is very influential on the values and behavior patterns of an individual of a particular culture. This culture is passed down from one generation to the next generation. Therefore, an individual's taste will follow the pattern of preferences carried out by their ancestors, such as the differences in the typical food of ethnic groups in Indonesia.

The last internal factor comes from demographic factors represented by a person's lifestyle. A person's lifestyle is a pattern of life in the world that is expressed by a person's activities, interests, and income. Lifestyle is presented an individual who is interacting with their environment. Mowen and Minor defined lifestyle simply as "how a person lives". Moreover, Kotler and Armstrong (2008:170) defined lifestyle as a person's daily pattern of life expressed in his activities, interests, and opinions.

External factors also influence purchasing decisions. In this case is the marketing mix consists of product, price, promotion, location.

Purchasing decisions can be formed through the existence of good product quality. Product quality is an essential factor in the business competition field. The quality of the products produced must have good standards. Thus, the companies could continue to compete in the business field. If the product quality made could satisfy the consumers, it is expected to increase customer satisfaction. Conversely, if the product received by consumers is not good, then consumer satisfaction will be reduced. Therefore, it will affect the consumer's purchasing decisions in the future. Based on Nasution in Melida (2016), product quality is a dynamic condition that connects products, people or labor, processes and tasks, and the environment that meets or exceeds consumer expectations. It can be said that generally, purchasing decisions are very dependent on good product quality and optimal service quality processes. Thus, consumers could create a desire to make purchasing decisions on a product.

The next factor which influences purchasing is price. According to Kotler (2008:345), price is an amount that is charged for a product or service. Price is the only element of the marketing mix that obtains sales revenue since the other aspects are costs. Setyaningrum (2015:128) explained that define a price is a crucial part of marketing management. Price is an essential element in the marketing mix to explain the perception of quality. Price has a vital contribution to positioning the product.

The next factor is promotion. Promotion is one variable in the marketing mix that is very important to assign for the companies in promoting a product or service. The promotion activities not only as a communication tool between the companies and the customers, but also as a tool to influence the customers in doing several activities related to purchasing and using a service. Based on Alma (2020:179), promotion is a kind of communication that convinces a consumer about a product and service. The purpose of consumers is to get attention, educate, remind, and persuade potential consumers.

The last factor of mix market is location. Based on Tjiptono (2015:345), a location refers to the various marketing activity that seeks to expedite and facilitate the delivery or distribution of products and services from producers to consumers. The choice of location is the most valuable investment because the location determines whether the visitors are crowded or not. The location of the business on the side of the road or in a strategic place is quite attractive to customers. The purpose is to determine the proper location for the company. Thus, it could operate efficiently and able to achieve the goals that have been set.

Since the object of this research is a café, the researcher inputted the Store Atmosphere variable as an external factor. Store Atmosphere is a combination or characteristic from a shop or café itself, including interior design, architecture, lighting, layout, and the music served by the shop or café. The aim is to stimulate consumer’s perception and emotional response to influence their purchasing decisions. Based on the research done by Dwi Putra Hendro Arianto (2020), Store Atmosphere has a positive and significant influence related to purchasing decisions at a cafe.

Summerz Café is one of the viral cafés among the millennials in Surabaya. This super instagramable café is started operating on January 9, 2021, located on Jalan Raya Prapen No. 23 A, Surabaya. Besides hanging out and relaxing with friends, Summerz Café also provides some photo spots and the visitors are not allowed to use a camera instead of a handphone. The price range of the foods and beverages starts from ten thousand rupiahs to 30 thousand rupiahs. With the concept of summer nuances combined with the Middle East and Africa and super instagramable in every corner. Not only a coffee shop, Summerz Café also provides a photo studio. Therefore, this café does not allow its visitors to use professional cameras.

The result of the first observation carried out by the researcher was that a customer complained about the product quality and the service. For the product quality of Summerz Café, it can be seen from the various foods and beverages, the price those menus are also affordable. However, it can be seen on the visitor’s reviews on Google that many of them were complained about the price and the taste from some of menu are under the expectation. Besides the service, many visitors are judged not to be good at this Summerz Café, especially when the café is crowded. Some of them have complained about the long-serving of orders, and the waiter was not friendly.

This research aim is to analyze the factors that influence purchasing decisions at Summerz Cafe in Surabaya.

2. Research Methodology

The method used in this research was quantitative, and the data analysis was used a factor analysis technique with confirmatory factor analysis.

Data collection techniques used in this study was online questionnaire (<https://forms.gle/gipogSXZqBx8HAus5>). The respondents' criteria are the respondents who have ever visited or purchased products from Summerz Café in Surabaya at least two times.

The population of this research was taken from consumers of Summerz Café in Surabaya who ever visited more than two times. Furthermore, the sample was taken using the Rao Purba formula as follows:

$$n = \frac{z^2}{4 Moe^2}$$

Notes:

n : Number of samples

Z : significance level 5% = 1.96

e : Margin of error is the maximum sampling error level that can still be tolerated or is expected to be 10% or 0.10.

to the sample is obtained for this research :

$$n = \frac{1.96^2}{4 (0.10)^2}$$

n = 96.04 rounded up to 100.

Before collecting the data, a validity test was carried out by the researcher. A validity test is to measure whether the questionnaire is valid or not. It can be stated the data is valid if the r-value > r critical. The item statements and questions are valid if the r value is more significant than the standard r of 0.3. if the correlation of each aspect was positive and > 0,3, thus the factors were strongly constructed. From 29 questions in the



questionnaire, all the rvalues for the validity test were above 0.30. The highest validity test value is 0.759, while the lowest is 0.375. it can be stated that all question items are valid.

The next is the reliability test. The purpose of this test is to examine the reliability of the questionnaire. The questionnaire can be said valid if the alpha coefficient value > 0.6 . the result of the reliability test in this study was obtained $0,943 > 0,60$ of Cronbach's Alpha value through SPSS software 16.0. It can be concluded that all the question items are reliable.

3. Result and Discussion

The data was obtained from the questionnaire can be described as follows:

3.1 Respondent Characteristics

From the data compiled, the respondent characteristics was described as follows: (1) male respondents were more dominant in visiting Summerz Cafe Surabaya, (2) The age range of 17-22 years was more dominant, (3) Students/College students were dominated in visiting Summerz Cafe Surabaya, (4) The average income of respondents who visited Summerz Cafe Surabaya is $< 1,000,000$, (5) The average respondent who visited Summerz Cafe Surabaya was 2-3 times a month.

3.2 Data Analysis

From the data that has been collected, it is analyzed in the following steps.

a. Formulating the problem

In this study, the reseracher was used 29 sub indicators including Friend reference (X_1), Neighbor reference (X_2), Family reference (X_3), Fulfillment of primary needs (X_4), Fulfillment of secondary needs (X_5), Visiting because the place is interesting (X_6), Visiting because the menu is varied (X_7), Culture shift (X_8), do not mind the cost (X_9), Takingthe time to visit (X_{10}), Lots of activities at the cafe (X_{11}), Menu variations (X_{12}), The menu is served according to taste (X_{13}), The menu is complete according to the menu list (X_{14}), The price is affordable (X_{15}), The price is according to the quality (X_{16}), Discounted prices (X_{17}), Availability of parking space (X_{18}), Has enough space spacious (X_{19}), Location passed by many means of transportation (X_{20}), Strategic location (X_{21}), Advertising (X_{22}), Personal selling (X_{23}), Sales promotion (X_{24}), Publicity (X_{25}), Cafe interior design (X_{26}), Layout (X_{27}), Room temperature and aroma (X_{28}), Music facilities (X_{29}).

b. The Formation of Correlation Matrix and perform KMO test

KMO test was used to measure the adequacy of the sample by comparing the observed correlation coefficient with the partial correlation coefficient. The results of the KMO test can be seen in the following table:

Bartlett's The of Sphericity score is 2,637,003 with 0,000 of the significance score from the table above. It means that there was a correlation among variables (significance $< 0,05$). The result of Kaiser-Meyer-Olkin (KMO) was obtained $0,745 >$ the value of the measure of sampling adequacy, which is 0,50. Those variables in this study were valid and can be processed. The next is MSA (Measure of Sampling Adrquency) test. This method was used to measure the adequacy of the sample calculates on each individual variabel. The result of MSA test can be seen on the table as follows :

From the result,it can be seen that those variables in this research had MSA score $> 0,5$. Therefore, the variables can be analyzed thoroughly Santosa (2002).

c. In deciding an approach that would be used in this factor analysis, the researcher was used principal component analysis, which considers the total variations of the observed data. The aim is to determine what factors influence purchasing decisions at Summerz Cafe Surabaya. Communalities are a few versions of a variable that existing factors could explain. The more considerable value of communalities, the closer the relationship with the factors that have been formed.

Source : The Output of SPSS, 2021.

The table above, in the Extraction column, explains the score of variables from the variable that formed factors can explain.

d. Determining the number of factors

The next step is determining the number of factors that could be formed. The number of factors that could be developed was measure according to the value of the Eigen quantities of these factors. In this case, it could be explained that the factors which had Eigenvalue $> 1,0$ will be retained in the model.

From the table above, there were six factors formed, the new six factors above had bigger Eigen value than 1,0. The komponent which had less score than 1,0 could not be used as a formming factors. Thus, the results of the reduction of 29 variables formed 6 factors and were able to explain the initial variable of 72.43%.

e. Rotating the Factor Matrix

The next step is to analyze using varimax rotation. Varimax rotation is to maximize the weighting factor is a varimax rotation. The rotation produces a loading matrix. This rotation is used to minimize the number of indicators with a high loading factor for each factor. This method has proven to be better at showing differences between factors.

f. Factor Interpretation

The interpretation of the proper factor name after the number of factors had gained is needed in the next step. Interpretation of this factor could be made based on the factor loading of the variables that made it up. Six factors had formed in this research. Moreover, the indicators that could be grouped into a fact must have a factor loading value above or equal to 0.50. The indicators gathered in one group will inspire the proper name of the factor. The result of factors grouping can be seen as follows: From the table above, all the variables (27 variables) had a factor loading value above 0.50. All variables are spread into six factors that have been formed. Respondent's views that were almost similar to the indicators or variables in question make these variables become one and form factors. Twenty-seven variables significantly influence consumer behavior that generates buying interest at Summerz Cafe Surabaya.

a. Product Factor

This factor had an Eigenvalue of 12,044, which the consumers determined in influencing purchasing decision in Summerz Cafe Surabaya. Seven variables including The menu formed this factor is complete according to the menu list (X_{14}), visiting because the place is interesting (X_6), the Menu is served according to taste (X_{13}), Strategic location (X_{21}), Menu variations (X_{12}), Do not mind the cost (X_9), Visiting because of the menu are varied (X_7).

According to Alma (2020) explained that products is an atribute whether it is tangible or intangible which includes an explanation of the problem of product name, price color, good name of the factory, good name of the store that sells (retailer), which is accepted by the buyer and is useful for satisfying consumer desires. The product indicator of Summerz Cafe Surabaya with the variable of the menu is complete according to the menu list (X_{14}), the menu is presented according to taste (X_{13}), Menu variations (X_{12}), and Visiting because the menu is varied (X_7) re-included in the category of intangible products.

Meanwhile, the indicator Visit because the place is interesting (X_6), Do not mind the cost (X_9), and the strategic location (X_{21}) are included in the category of intangible products. This result is in line with research conducted by Muzakki and Selaeman (2021), which states that product performance factors influence the creation of consumer decisions by consumers.

Products are not only in the tangible form, but also intangible ways such as service. The purpose is to satisfy the consumers in terms of needs and wants. Since the consumers buy products to meet needs and satisfy wants, manufacturers must be careful in determining the policy of a product because this could affect consumer purchasing decisions.

b. Promotion Factor

This factor had an Eigenvalue of 2,708, which is the second factor determined by the consumers in influencing their buying interest in Summerz Cafe Surabaya. This factor was formed by five variables, including Layout (X_{27}), Sales promotion (X_{24}), Friend reference (X_1), Personal selling (X_{23}), Taking time to visit (X_{10}). This result is in line with Oktaviani (2020) research that stated promotion factors affect purchasing decisions.

A promotion is a communication step which has aims to explain or convince the consumers related to the products by educating, paying attention, convincing, or reminding customers to be interested in the product and make a purchase decision (Alma:2020). In the promotion factor was influenced by v (X_{24}), dan individual sales (X_{23}), it is similar to the theory put forward by Kotler & Armstrong (2008) that the promotion dimension has five factors, including 1) Advertising, 12) Sales Promotion, 13) Public Relations, 4) Individual Sales, 1 and 15) Direct Marketing.

A promotion activity could be carried out well if it could influence the consumer's decision about where and how they spend their money. The advantage of producers in taking good promotions is that they could avoid price competition because consumers buy goods interested in the brand.

c. Facility Factor

This factor was obtained an Eigenvalue of 1,942, which is the third factor determined by the consumers in influencing their buying interest in Summerz Cafe Surabaya. This factor was formed by five variables, including Discounted prices (X_{17}), Availability of parking space (X_{18}), Music facilities (X_{29}), Has enormous enough space (X_{19}), Fulfillment of primary needs (X_4). Pantilu (2018) stated that the facility provides physical equipment to provide convenience for customers in carrying out their activities. Customer needs can be met while at the cafe location, with the provision of good facilities, customers will be interested make purchases of the services offered.

The facility is one of the crucial factors in influencing consumer purchasing decisions. Since the process of interest buying, it comes from the product offered and controlled by the environment around business. If the facilities provided by producers get their satisfaction by consumers, then consumers will be interested and comfortable to buy products offered by producers.

d. Physical Environmental Factor

This factor has obtained an Eigenvalue of 1,653, which is the fourth factor determined by the consumers in influencing their buying interest in Summerz Cafe Surabaya. This factor was formed by four variables, including Cafe interior design (X_{26}), Publicity (X_{25}), Fulfillment of secondary needs (X_5), Advertising (X_{22}). According to Zeithaml and Bitner (2013) the consumers could not see the service distributed, but they could see various physical evidence that can be associated with the services offered. If these different physical areas are adequately managed, that will make it easier for customers to calculate services and reduce risk in making purchasing decisions.

This result is in line with research conducted by Karina (2019) stated that physical environmental factor was used indicator of Cafe interior design (X_{26}) and Publicity (X_{25})

Excellent physical environment facilities indicate the quality of service quality because this is an aspect that determines customer satisfaction. When customers are satisfied, it will give a positive perception of the products offered by the manufacturer. And the possibility that consumers will return to make repeat purchases.

e. Price Factor

This factor has obtained an Eigenvalue of 1,517, which is the fifth factor determined by the consumers in influencing their buying interest in Summerz Cafe Surabaya. This factor was formed by four variables, including The price is affordable (X_{15}), Lots of activities at the cafe (X_{11}), Cultural Shift (X_8), Price according to quality (X_{16}). Tjiptono (2015) defined that the price could influence purchasing decisions because the price are played a strategic role in marketing. If the price is too high, then the product in question will be unaffordable to the target market, but the company will not get maximum profit if the price is too low. This result is in line with research conducted by Mutia and Safitri (2018) since they used the indicator of affordable price (X_{15}). Price according to quality (X_{16}) is the concern with the price.

The price was becoming an essential role in the marketing. If the price offered by the producer is too high, the market will not reach it, but if the price shown is too cheap, it would be difficult for producers to make a profit. In determining a price, producers must be careful so that the products sold can influence consumer purchasing decisions and compete with competitors.

f. Social Factor

This factor has obtained an Eigenvalue of 1,141, which is the sixth factor determined by the consumers in influencing their buying interest in Summerz Cafe Surabaya. This factor was formed by two variables: Family reference (X_3) and Neighbor reference (X_2). Azis (2018) argued that Customers are also influenced by social factors, such as family, small groups, and the role of the consumer's social status. Social factors consist of reference groups, roles and status, attitudes, and behaviors of a person that affect directly or indirectly.

This result is in line with research conducted by Ristiana (2018), which also was used as the indicator of Family reference (X_3), Neighbor reference (X_2).

Social factors can be seen from the relationship among family, friends, parents, and neighbors. The closer the relationship would affect the purchase decision. For instance, a friend likes to visit a popular

cafe and recommends it to potential customers currently. Thus potential customers would be interested in visiting the cafe.

4. Conclusion

The result of this study about the analysis of the aspects that influence purchasing decisions at Summerz Cafe Surabaya can be concluded as follows:

The factors that influenced purchasing decisions at Summerz Cafe Surabaya are Product Factor (41.53%), Promotional Factor (9.34%), Service and Facility Factor (6.70%), Physical Environment (5.70%), Price Factor (5.23%), and Cultural Factor (3.93%).

The product factor was the most dominant factor to be considered by customers in deciding to purchase in Summerz Cafe Surabaya. The product factor is the first factor formed with an Eigenvalue of 12.044, more significant than the other variables created. The value of the variance of the product factor is 41.53%.

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