INFLUENCE OF MENU VARIATIONS, TASTES AND SALES LOCATIONS ON CONSUMER LOYALTY

(Study at Kedai Kopi Yo, East Jakarta)

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***Abstract –*** *This research aims to find out how menu variations, flavors and sales locations affect consumer loyalty. This research was conducted at Kedai Kopi Yo located in East Jakarta. Consumer loyalty is a dependent variable, while menu variations, flavors and sales locations are independent variables.*

*The research was conducted using associative strategies, namely research that aims to determine the influence between at least two or more variables and look for cause and effect. The research method used in this study is the survey research method, where data is obtained through questionnaires with data collected from statements with a sample number of 92 people. The sampling method used in this study was purposive sampling and analyzed using multiple linear regressions.*

*The results concluded that (1) There was a significant influence of menu variation on consumer loyalty; (2) There is a significant influence on consumer loyalty; (3) There is no influence of the location of sales on consumer loyalty. Simultaneously there is the influence of menu variations, flavors and sales locations on consumer loyalty..*

***Keywords*:** *Menu Variations, Taste, Sales Location, Consumer Loyalty*

# INTRODUCTION

## Background Issues

In the era of globalization as it is today many businesspeople are utilized to create opportunities and challenges with other businesspeople. Indonesia is developing rapidly in all aspects, no exception in its business field. Competition in the culinary world is currently very intense, although strictly every business owner still gets buyers and customers. It is not separated from the nature of culinary business that supports the most basic human needs, namely eating and drinking. This condition certainly influences businesspeople to devise the right marketing strategies to make it as a solution in dealing with the culinary competition that is now taking place in Indonesia, so that more competition to gain consumer loyalty in order to maintain the existence of businesses that are or will be lived. This is because to achieve the goal of the company which is to find out what the needs and desires of the consumers or the target market and provide more effective and efficient satisfaction than the competitors.

Nowadays the development of the culinary business of coffee shops becomes one of the icons of the business that is not discussed and also has strength in it. Consuming beverages such as coffee has become a trend of life or lifestyle of today's society. Often, we also find various types of coffee shops established in several locations with a segment of visitors who are not only from among young people even until parents come to visit a coffee shop to just relax or gather with colleagues. Until now, according to independent research conducted by Toffin and Mix Marcom SWA recorded more than 2,950 coffee shops in Indonesia and spread in several regions. Especially Jakarta area which has approximately 1/3 part of coffee shop recorded in Toffin and Mix Marcom SWA, which also helped develop the trend of coffee shops with various concepts and menu options offered with the aim of providing uniqueness and excellence for each coffee shop.

Yo coffee shop is one of the coffee shops that is following the development of business in Indonesia and certainly in the culinary field. Yo coffee shop has a different concept of "coffee place" in general, where it has portable properties in the sense of efficient and multipurpose because it is done on a pedati or small cart that can usually be used to sell around. Pedati or small carts are used to store the raw materials and equipment used, as well as the process of making beverage dishes from the menu offered by this coffee shop. Of the factors that affect consumer loyalty in Yo coffee shops, there are several problems that are commonly found in each factor. The first factor comes from the location where Yo coffee shop was founded, then there is the variety of menus offered, the last factor is in the taste of the dishes served.

From the description of the problem in the background, it is interesting to do a study with the topic: **"The Influence of Menu Variations, Taste and Location of Sales on Consumer Loyalty (Study at Kedai Kopi Yo, East Jakarta)"**.

## Problem Formulation

Based on the background of the issues outlined above, consumer loyalty to sales at Kedai Kopi Yo is declining or increasing. Be aware of this, it is necessary to identify what factors affect consumer loyalty to Kedai Kopi Yo and what factors are most influential.

From the formulation of the problem can be formulated the following question:

1. Does Menu Variation affect consumer loyalty?
2. Does Taste affect consumer loyalty?
3. Does the Location of Sales affect consumer loyalty?
4. Do Menu Variations, Flavors, and Sales Locations affect consumer loyalty?

## Research Objectives

Based on the problems raised, the objectives of this study are:

1. To determine the effect of menu variations on consumer loyalty.
2. To determine the effect of taste on the loyalty of consumers.
3. To determine the effect of Sales Location on consumer loyalty.
4. To determine the effect of menu variations, taste and sales location to the loyalty of consumers.

# LITERATURE REVIEW

## Theory Basis

### Menu Variations

Products are everything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire or need. According to Philip Kotler (2014:87), product variation as a separate expert in a brand or product line as a product line that can be distinguished based on size, price of appearance or features.

### Taste

Product differentiation is the company's attempt or action to design or create a difference in its products (wraps, quality, taste or color) with the aim of distinguishing offers from competitors in order to form the best super value to customers to win sales competition. The taste is a person's assessment of a dish that has been served, judging by how the dish looks and the taste created after it is consumed (Drummond KE & Brefere LM, 2010).

### Sales Location

Location choice is one of the competing factors in trying to attract customers. Companies use a variety of methods to determine location, including transportation calculations, research based on customer shopping habits, location analysis methods, and so on. The location of the service facility is one of the crucial factors that affect the success of a service, because the location is closely related to the potential market of service providers (Tjiptono and Chandra, 2005).

### Consumer Loyalty

This loyalty leads to recurring purchases, an economy and an increasing proportion of spending. According to Robert, Varki & Bordie (2013) the success of the company establishing relationships with its customers is to form strong loyalty.

## Hypothesis Development

Sugiyono (2017: 88), the hypothesis is a statement of temporary or conjecture most allow that still have to look for the truth. In the following, the authors put forward the research hypothesis as follows:

H1: Presumably there is the effect that significant variations in the menu on the loyalty of consumers.

H2: Presumably there is influence that significantly ideals sense of the loyalty of consumers.

H3: Presumably there is the effect of the significant location of the sales of the loyalty of consumers.

H4: Presumably there is the effect that significant variations in the menu, ideal taste and the location of the sales of the loyalty of consumers.

## Research Conceptual Framework

Identification of the variables in this study, namely:

An independent variable, is a variable that affects or is a cause for other variables. In this study, the free variables were: Menu Variation (X1), Taste (X2), and Sales Location (X3).

A dependent variable, is a variable that is affected by an independent variable. In this study, the bound variable, namely Consumer Loyalty (Y).

Picture 2.1. Research Conceptual Framework

Menu Variations (X1)

Taste (X2)

Consumer Loyalty (Y)

Sales Location (X3)

# RESEARCH METHODS

## Research Strategy

Strategies were used in the study is a strategy associative. The associative strategy is used in this study because it can determine the influence of at least two or more variables, this is in accordance with the opinion or theory of Sugiyono (2012: 11), the associative strategy is a study that aims to determine the effect or relationship between two or more variables.

## Population and Sample Research

Population is a comprehensive collection of an object which is the researcher's concern. According to Sugiyono (2015: 116), the object of research can be living things, objects, systems and procedures, phenomena and others. The population of the research this is the whole visitor shop coffee that has a frequency of arrival of more than two times in a month.

The research sample is a part or representative of the population under study. The method of determining the sample in the study is by using the method of purposive sampling. Purposive sampling is a technique of determining the sample with consideration certain to criteria that are determined by the investigators. Based on the data consumer that is taken in the period of April through to June 2020, the average number of customers who come in monthly and visit the shop of coffee is more than 2 times a month is approximately less over 1,040 consumers , then obtained the number of samples by calculation using Slovin formula as many as 92 people and considered to have been representative for already exceeded the limit of minimal sample.

## Data and Data Collection Methods

### Primary Data

Primary Data is data obtained directly from the source (without intermediaries) in the field by conducting research in it. This data is used to determine consumer responses to menu variations, flavors and sales locations, which affect consumer loyalty to Kedai Kopi Yo, which can then be used as a source of data in research.

### Data Collection Method

In order to obtain data that can be tested the truth and in accordance with the problems that are fully researched, then researchers use observation methods / surveys and questionnaires. The questionnaire data was measured using the Likert scale, which is the scale used to measure the attitudes, opinions and perceptions of a person/ group of people in a particular event.

Tabel 3.1. Likert Scale Score Weighted

|  |  |  |
| --- | --- | --- |
| No. | Alternative Answer | Weighted Value |
| 1 | Strongly Agree | 4 |
| 2 | Agree | 3 |
| 3 | Not Agree | 2 |
| 4 | Very Not Agree | 1 |

*Source: Sugiyono (2017)*

## Data Presentation Method

### Validity Test

The validity test is used to determine the extent to which the measuring instrument (questionnaire) measures what is desired. Valid or not the tool measuring it can be tested by correlating the score total that is obtained from the sum of all score’s questions.

### Reliability Test

Reliability test is an index that shows the extent to which the gauge is reliable. Once all the questions are valid, further analysis with the reliability test with Cronbach's alpha (0.60).

### Determination Coefficient Analysis

The coefficient of determination (R2) measure the far reaches of models formed in applying the variation of the independent variable. The value of determination used in this study is the adjusted r2 value.

### Hypothesis Testing

#### Testing Hypotheses T in Partial (Test T)

This test is used to examine the effect is partial and multiple each variable X1, X2, X3 to Y.

#### Simultaneous Hypothesis Test (Test F)

F test is used to determine whether it directly together (simultaneously) coefficients of the variables are free to have the effect of real or not there is a variable bound.

# RESULT AND DISCUSSION

## Validity test results

The 5% significant level for sample (n) = 92 obtained R table of 0.205. If the coefficient is equal or above 0.205 (R table) then the items are declared valid, if the value of the correlation is below 0.205 (Rtable) then the items are declared not valid.

**Table 4.1.** Menu Variation Validity Test Results (X1)

|  |  |  |  |
| --- | --- | --- | --- |
| **Item No.** | **Rcount** | **Rtable** | **Consclusion** |
| 1 | 0,615 | 0,205 | Valid |
| 2 | 0.678 | 0,205 | Valid |
| 3 | 0,711 | 0,205 | Valid |
| 4 | 0,650 | 0,205 | Valid |
| 5 | 0,700 | 0,205 | Valid |
| 6 | 0,663 | 0,205 | Valid |
| 7 | 0,739 | 0,205 | Valid |

**Table 4.2.** Taste Validity Test Results (X2)

|  |  |  |  |
| --- | --- | --- | --- |
| **Item No.** | **Rcount** | **Rtable** | **Consclusion** |
| 1 | 0,713 | 0,205 | Valid |
| 2 | 0,792 | 0,205 | Valid |
| 3 | 0,757 | 0,205 | Valid |
| 4 | 0,773 | 0,205 | Valid |
| 5 | 0,800 | 0,205 | Valid |
| 6 | 0,785 | 0,205 | Valid |
| 7 | 0,766 | 0,205 | Valid |

**Tabel 4.3.** Sales Location Validity Test Results (X3)

|  |  |  |  |
| --- | --- | --- | --- |
| **Item No.** | **Rcount** | **Rtable** | **Consclusion** |
| 1 | 0,697 | 0,205 | Valid |
| 2 | 0,571 | 0,205 | Valid |
| 3 | 0,656 | 0,205 | Valid |
| 4 | 0,751 | 0,205 | Valid |
| 5 | 0,477 | 0,205 | Valid |
| 6 | 0,765 | 0,205 | Valid |
| 7 | 0,709 | 0,205 | Valid |
| 8 | 0,734 | 0,205 | Valid |
| 9 | 0,657 | 0,205 | Valid |
| 10 | 0,716 | 0,205 | Valid |
| 11 | 0,715 | 0,205 | Valid |
| 12 | 0,710 | 0,205 | Valid |

**Tabel 4.4.** Consumer Loyalty Validity Test Results (Y)

|  |  |  |  |
| --- | --- | --- | --- |
| **Item No.** | **Rcount** | **Rtable** | **Consclusion** |
| 1 | 0,728 | 0,205 | Valid |
| 2 | 0,755 | 0,205 | Valid |
| 3 | 0,851 | 0,205 | Valid |
| 4 | 0,792 | 0,205 | Valid |

## Reliability Test

Based on the processing of data on reliability statistic can be seen that Cronbach Alpha equals or greater than 0.60 then it can be said that the overall variable statement is reliable.

**Tabel 4.5.** Reliability of Variable Menu Variations, Taste, Sales Location and Consumer Loyalty.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **Variabel** | **No of Items** | **Cronbach’s Alpha** | **Score**  **Rcritical** | **Decision** |
| 1 | Menu Variations | 7 | 0,800 | 0,60 | Reliable |
| 2 | Taste | 7 | 0,884 | 0,60 | Reliable |
| 3 | Sales Location | 12 | 0.892 | 0,60 | Reliable |
| 4 | Consumer Loyalty | 4 | 0.786 | 0,60 | Reliable |

## Coefficient of Determination

**Tabel 4.6.** Coefficient of Determination Menu Variations, Taste, Sales Location and Consumer Loyalty.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .668a | .446 | .427 | 1.25642 |
| a. Predictors: (Constant), Sales Location (X3), Taste (X2), Menu Variations (X1) | | | | |

The calculation result is obtained the test result of the determination coefficient (Rsquare) of 0.668, then (0.668 x 0.668) x 100% = 0.446. Thus the influence of menu variations, flavors and sales locations on consumer loyalty in Kedai Kopi Yo was 44.6%, while the rest was influenced by other variables not included in this study.

## Partial Determination Coefficient

1. Partial Influence of Menu Variations (X1) with Consumer Loyalty (Y)

**Table 4.7.** Partial Correlation of Menu Variations

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Correlations** | | | | |
| Control Variables |  |  | Menu Variations | Consumer Loyalty |
| TASTE & SALES LOCATION | MENU VARIATIONS | Correlation | 1.000 | 0.223 |
|  |  | Significance (2-tailed) |  | 0.034 |
|  |  | df | 0 | 88 |
|  | CONSUMER LOYALTY | Correlation | 0.223 | 1.000 |
|  |  | Significance (2-tailed) | 0.034 |  |
|  |  | df | 88 | 0 |

CDP1 = (r)2 x 100%

= (0,223)2 x 100%

= 0,049 x 100%

CDP1 = 4,9%

This shows that the partial determination coefficient for the menu variation variable (X1) on consumer loyalty (Y) is 0.049 or in other words 4.9%, while the remaining 95.1% is the contribution of other variables not included in this research model.

1. Partial Influence of Taste (X2) with Consumer Loyalty (Y)

**Table 4.8.** Partial Correlation of Taste

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Correlations** | | | | |
| Control Variables |  |  | TASTE | CONSUMER LOYALTY |
| MENU VARIATIONS & SALES LOCATION | TASTE | Correlation | 1.000 | 0.308 |
|  |  | Significance (2-tailed) |  | 0.003 |
|  |  | df | 0 | 88 |
|  | CONSUMEN LOYALTY | Correlation | 0.308 | 1.000 |
|  |  | Significance (2-tailed) | 0.003 |  |
|  |  | df | 88 | 0 |

CDP2 = (r)2 x 100%

= (0,308)2 x 100%

= 0,094 x 100%

CDP2 = 9,4%

This shows that the partial determination coefficient for the taste variable (X2) on consumer loyalty (Y) is 0.094 or in other words 9.4%, while the remaining 90.6% is the contribution of other variables not included in this research model.

1. Partial Influence of Sales Locations (X3) with Consumer Loyalty (Y)

**Tabel 4.9.** Partial Correlation of Sales Location

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Correlations** | | | | |
| Control Variables |  |  | SALES LOCATION | CONSUMER LOYALTY |
| MENU VARIATIONS & TASTE | SALES LOCATION | Correlation | 1.000 | 0.054 |
|  |  | Significance (2-tailed) |  | 0.613 |
|  |  | df | 0 | 88 |
|  | CONSUMER LOYALTY | Correlation | 0.054 | 1.000 |
|  |  | Significance (2-tailed) | 0.613 |  |
|  |  | df | 88 | 0 |

CDP3 = (r)2 x 100%

= (0,054)2 x 100%

= 0,002 x 100%

CDP3 = 0,2%

This shows that the partial determination coefficient for the sales location variable (X3) on consumer loyalty (Y) is 0.002 or in other words 0.2%, while the remaining 99.8% is the contribution of other variables not included in this research model.

## Hypothesis Testing (T Test)

**Table 4.10.** Hypothesis Testing (T Test).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.462 | 1.121 |  | 4.874 | .000 |
| Menu Variations (X1) | .160 | .075 | .294 | 2.149 | .034 |
| Taste (X2) | .190 | .063 | .378 | 3.032 | .003 |
| Sales Location (X3) | .016 | .032 | .054 | .508 | .613 |
| a. Dependent Variable: Consumer Loyalty (Y) | | | | | | |

1. Effect of Menu Variations (X1) on Consumer Loyalty (Y)

Obtained the menu variation sig (X1) of 0.034. It can be concluded that partially the menu variation variable has a significant effect on consumer loyalty at kedai kopi Yo di Jakarta Timur.

1. Effect of Taste (X2) on Consumer Loyalty (Y)

Obtained the taste variable sig (X2) of 0.003. It can be concluded that the taste variable partially has a significant effect on consumer loyalty at kedai kopi Yo di Jakarta Timur.

1. Effect of Sales Location (X3) on Consumer Loyalty (Y)

Obtained the sig of the sales location variable (X3) of 0.613. It can be concluded that partially the sales location variable does not have a significant effect on consumer loyalty at kedai kopi Yo di Jakarta Timur.

## Hypothesis Testing (F Test)

**Table 4.11.** Simultaneous Hypothesis Testing (F Test).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 111.909 | 3 | 37.303 | 23.630 | .000b |
| Residual | 138.917 | 88 | 1.579 |  |  |
| Total | 250.826 | 91 |  |  |  |
| a. Dependent Variable: Consumer Loyalty (Y) | | | | | | |
| b. Predictors: (Constant), Sales Location (X3), Taste (X2), Menu Variations (X1) | | | | | | |

Obtained a significance F of 0.000 with a value of Fcount of 23.630, which means that sig (ANOVA) is smaller than the provisions of the real level, namely 0.05 or 0.000 <0.05 and the Fcount of 23.630 > 2.71. So it can be concluded that Ho is rejected and Ha is accepted, meaning that simultaneously the value of the coefficient of determination can be used to explain the magnitude of the influence of menu variations, tastes and sales locations on consumer loyalty at kedai kopi Yo in East Jakarta.

## Discussion of Research Results

### Effect of Menu Variations (X1) on Consumer Loyalty (Y)

The result of multiple linear regression analysis on the menu variation variable (X1) is known that tcount is 2.149> ttable = 1.987 with a significant level of 0.034 < 0.05. Thus Ha is accepted and Ho is rejected, it can be concluded that partially the menu variation variable (X1) has a significant effect on consumer loyalty (Y).

### Effect of Taste (X2) on Consumer Loyalty (Y)

The result of multiple linear regression analysis on the taste variable (X2) is known that tcount is 3.032 > ttable = 1.987 with a significant level of 0.003 < 0.05. Thus Ha is accepted and Ho is rejected, it can be concluded that partially the taste variable (X2) has a significant effect on consumer loyalty (Y).

### Effect of Sales Location (X3) on Consumer Loyalty (Y)

The result of multiple linear regression analysis on the sales location variable (X3) is known that tcount is 0.508 < ttable = 1.987 with a significant level of 0.613 > 0.05. Thus Ho is accepted and Ha is rejected, it can be concluded that partially the sales location variable (X3) does not have a significant effect on consumer loyalty (Y).

### Effect of Menu Variations (X1), Taste (X2) and Sales Location (X3) on Consumer Loyalty (Y) on kedai kopi Yo in East Jakarta.

Based on the test results, it is known that the significant value for the effect of Menu Variations (X1), Taste (X2) and Sales Location (X3) simultaneously on Consumer Loyalty (Y) is 0.000 <0.05 and the f value is 23.630> f table 2.71. Thus Ho is rejected and Ha is accepted, it can be concluded that simultaneously there is a significant influence between Menu Variations (X1), Taste (X2) and Sales Location (X3) on Consumer Loyalty (Y), so the fourth hypothesis is accepted.

# CONCLUSION AND SUGGESTION

## Conclusion

Based on the description of the research results in the previous chapter, it can be concluded that the following matters:

1. Partially menu variations have a significant effect on consumer loyalty at kedai kopi Yo in East Jakarta. Thus, the large number of menu variations that the kedai kopi “Yo” has is one of the factors that have an influence on consumer loyalty.
2. Partially, taste has a significant effect on consumer loyalty at kedai kopi Yo in East Jakarta. Thus, the taste of every dish at the kedai kopi “Yo” does not only make consumers feel satisfied but also makes them loyal.
3. Partially, the sales location has no effect on consumer loyalty at the kedai kopi “Yo”. Thus, it means that the location of the sale is not yet one of the factors considered by consumers to be loyal to the kedai kopi Yo, East Jakarta.
4. Simultaneously, menu variations, tastes, and sales locations have a significant effect on consumer loyalty at kedai kopi Yo in East Jakarta.

## Suggestion

Based on the results of the conclusions described above, the researcher tries to provide the following suggestions:

1. It is recommended that the products produced by kedai kopi Yo be given an expiration date and food preservatives according to BPOM standards with the appropriate composition and dosage, in order to have a longer shelf life and kedai kopi Yo to maintain and even improve the quality of the raw materials used in each serving.
2. Kedai kopi Yo makes lighter or lighter coffee flavors so that consumers who don't really like coffee can enjoy coffee, as well as maintain and enhance the taste of every dish sold so as to make customers loyal to the kedai kopi Yo.
3. Expanding the seating area so that consumers get comfort and can enliven the atmosphere of the coffee shop if they have a wider room for guests to enjoy their dishes, maintain and maintain the maximum possible atmosphere so that consumers feel comfortable when visiting the kedai kopi Yo.
4. Kedai kopi Yo should pay more attention to the needs of its consumers, starting from adding menu variations, improving the quality of taste in each dish and also paying attention to sales locations so that consumers get satisfaction and make consumers loyal after visiting kedai kopi Yo.

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