

## **Delicious Destinations: How Food Quality and Location Shape Lifelong Love for Viera Pekanbaru Cake House**

Julina<sup>1\*</sup>, Ega Prayoga<sup>2</sup>

Universitas Islam Negeri Sultan Syarif Kasim Riau, Indonesia<sup>1,2</sup>

Email: [julina@uin-suska.ac.id](mailto:julina@uin-suska.ac.id)<sup>1</sup>

\*Corresponding Author

### **ABSTRACT**

The purpose of this research is to determine the effect of food quality and location on customer loyalty at Viera Pekanbaru Cake House. The type of research used is quantitative. The population in this study were Pekanbaru people who had purchased at the Viera Pekanbaru Cake House. with a sampling technique using a purposive sampling method totaling 100 respondents. The data analysis technique used in this research is multiple linear regression analysis using the SPSS 23 program. The research results show that partially food quality has a positive and significant effect on customer loyalty, location has a positive and significant effect on customer loyalty. Furthermore, food quality and location simultaneously have a significant influence on customer loyalty at Viera Pekanbaru Cake House. The magnitude of the influence of food quality and location on customer loyalty is 55.9% and the remaining 64.1% is influenced by variables not examined in this research.

**Keywords:** Food Quality, Location, Customer Loyalty

**DOI:** <https://doi.org/10.35145/icobima.v2i1.3530>

### **INTRODUCTION**

In the current era of globalization, the food business has become one of the businesses that is in great demand by entrepreneurs. Food is a basic need or primary need for everyone, and the culinary business in the current era is quite potential and creative in its management, various modifications and creations have now been carried out by entrepreneurs ranging from traditional food to modern food, because in this day and age there are so many people competing for this food business.

Quality is not only found in goods or services, but also includes food products. Customers who come looking for food certainly want to buy quality food. (Kotler and Keller, 2016) defines food quality as a characteristic of a product or service which is its ability to bear promises or inclusions to satisfy customer needs. According to Buchory and Saladin in Winarsih & Mandey, (2022) food quality plays an important role in deciding consumer purchases, so it can be seen that if food quality increases, purchasing decisions will also increase.

To build a business that we want, the most important thing that we have to pay attention to is when we want to determine the location or place where our business will be built. Location of a business is a very important thing that is often paid attention to by consumers and customers who shop at our store. Tjiptono and Diana, (2015) define that location refers to various marketing activities that attempt to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. because of the considerations in determining the location.

This is one strategy or step to make customers more interested in choosing products and shopping at our store until they feel satisfied and do not move elsewhere, thereby creating loyal customers. To create loyal customers, we also have to pay attention to important points in the business we have so that the customers we already have don't move and run to another shop.

There are several ways to measure customer loyalty, including: the first is repeat purchases, meaning consumers who buy a product more than once. Secondly, the habit of consuming the product, which means that the company has a distinctive characteristic so that everyone who shops always wants to buy the product again. Then continue to choose the product, meaning that when the consumer consumes the product, the consumer feels satisfied, and the consumer has no intention of switching to another brand or even doesn't want to switch to another brand.

In this case, the Viera cake house business is a souvenir center located in Pekanbaru. Initially, the Viera cake house operated only at home in 2015 and started building its first store at the beginning of 2017 on Jl. Bina

Widya, No.2 Simpang Baru, Kec. Tampan, Pekanbaru City, then in 2019 built a branch located on Jl. Jendral Sudirman, right across from Awal Bros Hospital or next to the Gojek Pekanbaru office.

Initially, the Viera Cake House only provided culinary delights. In 2021, at the end of December, the Viera Cake House started providing souvenirs. The developments and obstacles that occur in this Viera cake house lie in the changing behavior of its consumers, then there are human resources which are still lacking, and the place of production, which was originally at home now has a fairly comfortable place, and for the shophouse The company itself may still be considered small by having 2 (two) branches, but the problem here is not not wanting to enlarge the shophouse, but because of limited land which is an obstacle to building a bigger shophouse, and for the next 5 year plan, Viera wants to be the only option. Pekanbaru's number 1 culinary delight is always remembered in the minds of consumers, not only in the city but also outside other big cities.

Therefore, based on observations made on November 19 2022 by the author on several customers of the Viera Pekanbaru cake house. Some customers choose this Viera cake house because this Viera cake house is the pioneer of the number 1 typical Pekanbaru food souvenir, namely what is known as its Sticky Rice Talam Durian which is very popular to this day, even its name is quite familiar to the people of Pekanbaru and the public. outside Pekanbaru. This phenomenon is the background for the research, so the author is interested in conducting research regarding the influence of food quality and location.

## LITERATURE REVIEW

### The Influence of Food Quality on Customer Loyalty

Quality food is food that meets certain standards indicating a level of excellence or adequacy in various aspects, including nutrition, taste, safety and production. Quality food must have good nutritional value and provide the necessary nutrients for the body. This includes a good balance of carbohydrates, protein, fat, vitamins, minerals, and fiber. Quality food should be delicious and have the right taste. This includes authenticity of taste, proper texture, and quality of ingredients used in food preparation. Included in the quality food category is that it must be safe to consume. Quality food manufacturers must provide clear information about their products, including nutrition labels, ingredients used, and sources. Based on study by Karisma, (2020) states that food quality has a significant effect on customer satisfaction and customer loyalty. The results show that their results are in accordance with several previous theories and research that have been put forward, that product quality has a significant influence on customer loyalty. This means that the hypothesis which states that product quality has a significant effect on customer loyalty can be accepted. Based on this discussion, the first hypothesis in this research is that food quality influences consumer loyalty

### The Effect of Location on Customer Loyalty

Company location can have a significant influence on consumer loyalty. A location that is easily accessible to customers can increase the likelihood that they will shop or use a company's services regularly. If a company is located close to where customers live or work, this can make it more convenient and efficient for them to interact with the company. Having adequate parking facilities at company locations can also influence consumer loyalty. Customers tend to be more loyal if they don't have to face the problem of finding a parking space or having to pay expensive parking fees. A company's location can also be influenced by other businesses nearby. If a company is in a shopping center or area with many related businesses, customers may spend more time there and are more likely to shop at different stores or use different services. In today's digital era, the influence of location on consumer loyalty can also be related to a company's ability to provide digital experiences that are appropriate to customer location, such as location-based applications or geographically based loyalty programs. The use of technology can also help companies better understand customer preferences and behavior based on their location. Based on study by Wirawan, Sjahrudin, and Razak (2019) location has a significant effect on customer loyalty through customer satisfaction. Other research conducted by Hermanto, Apriansyah, Fikri, and Albetris (2019) also found that location influences consumer loyalty for photocopy businesses. Based on this discussion, the second hypothesis in this research is that location influences consumer loyalty.

### Research Framework

The rationale for this research can be seen in Figure 1.

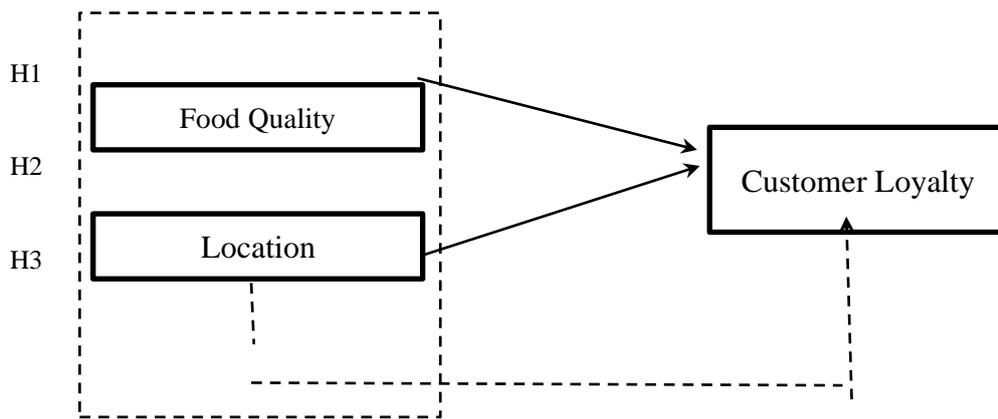


Figure 1. Research Framework

## RESEARCH METHODS

This research was conducted at the Viera Cake House Pekanbaru Jl. Melati, Jalan Bina Widya No.2, Simpang Baru, Pekanbaru City. The research time is approximately 2 months, starting from December - January 2023.

### Population and Sample

The population in this study were all Pekanbaru people who had purchased at the Viera Pekanbaru Cake House. In this case, the population size is not known with certainty, so the population shape falls into categories *non probability sampling* and sampling using techniques *purposive sampling*. The number of samples in this research was 120 respondents.

### Data Collection Techniques

The data collection technique carried out in this research was using a questionnaire technique via Google Form. A questionnaire is a data collection technique that is carried out using a list of questions (Questionnaire) which is asked to consumers of the Viera Pekanbaru Cake House to respondents who are related to the research.

### Data Analysis Techniques

In this research, researchers used quantitative data. According to (Sugiyono, 2016) quantitative data is data in the form of numbers. So quantitative data is data that has a tendency to be analyzed using statistical methods or techniques. This data can be in the form of numbers or scores and is usually obtained using data collection tools whose answers are in the form of a range of scores or weighted questions.

## RESEARCH RESULTS AND DISCUSSION

### Analysis of Respondent Characteristics

Based on the results of the questionnaire distributed, data on the characteristics of respondents was obtained based on gender, age, highest level of education, occupation, income, and number of times they have purchased at the Viera Pekanbaru Cake House. The following will be discussed in relation to the conditions of each demographic classification of respondents.

Table 1. Respondents Identity

Category	Number of respondents	Percentage
<b>Gender</b>		
Man	18	15%
Woman	102	85%
<b>Age</b>		
17 – 27	92	77%
28 – 38	20	17%

Category	Number of respondents	Percentage
39 – 49	6	5%
> 50	2	2%
Education		
Elementary	1	1%
Junior High School	4	3%
Senior High School	90	75%
Undergraduate	21	18%
Master Degree	2	2%
Doctor Degree	2	2%
Work		
Student	69	58%
Private Officer	13	11%
Entrepreneur	9	8%
Housewife	24	20%
Government Officer	5	4%
<b>Total</b>	<b>120</b>	<b>100%</b>

### Descriptive Analysis of Variables

Overall, the average value of food quality is the response of respondents who answered strongly agree with 40.56%, respondents who answered agree with 35.7%, respondents who were neutral with 15.8%, respondents who answered disagree with 6.8%, respondents who answered strongly disagree amounting to 1.1%. So, it can be concluded that on the Food Quality variable, respondents are more dominant in answering strongly agree with a percentage of 40.56%.

Overall, the average value of Location is the response of respondents who answered strongly agree with 41.5%, respondents who answered agree with 35.0%, respondents who were neutral with 17.7%, respondents who answered disagree with 5.0%, respondents who answered strongly disagree amounting to 0.8%. So, it can be concluded that on the Food Quality variable, respondents are more dominant in answering strongly agree with a percentage of 41.5%.

Overall, the average value of customer loyalty of respondents who answered strongly agree amounted to 39.17%, respondents who answered agree amounted to 35.2%, respondents who were neutral 17.2%, respondents who answered disagree amounted to 7.5%, respondents who answered strongly disagree amounting to 1.0%. So, it can be concluded that on the Food Quality variable, respondents are more dominant in answering strongly agree with a percentage of 39.17%.

### Validity test

The validity test is used to measure whether a questionnaire is valid or not according to Ghozali (2013). A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The validity test is carried out by comparing the calculated r value with the r table. If the calculated r value > table r and is positive then the question is said to be valid. The results of the validity test can be seen as follows:

**Table 2. Validity Test Results**

Variable	Statement Items	r count	r table	Information
Food Quality	X1.1	0,607	0,179	Valid
	X1.1	0,569	0,179	Valid
	X1.3	0,491	0,179	Valid
	X1.4	0,619	0,179	Valid
	X1.5	0,759	0,179	Valid
	X1.6	0,760	0,179	Valid
Location	X2.1	0,787	0,179	Valid
	X2.2	0,630	0,179	Valid
	X2.3	0,591	0,179	Valid
	X2.4	0,741	0,179	Valid

Variable	Statement Items	r count	r table	Information
Customer loyalty	Y.1	0,665	0,179	Valid
	Y.2	0,547	0,179	Valid
	Y.3	0,682	0,179	Valid
	Y.4	0,756	0,179	Valid
	Y.5	0,648	0,179	Valid

Source: Processed Data SPSS 23, 2023

Based on table 2, it can be seen that the validity test results show that the r-count has a value greater than the r-table, which means all questions are valid. So that all these statements can be used as measuring tools in subsequent analysis.

### Reliability Test

The reliability test is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if a person's answers to the questions are consistent or stable over time. The method used is *Cronbach's Alpha* namely calculating the reliability of a test that measures attitudes or behavior. *Cronbach's Alpha* greater than 0.60, whereas if *Cronbach's Alpha* less than 0.60, then the index used by this variable is not reliable.

**Table 3. Reliability Test Results**

No	Variable	Number of Items	Cronbach's Alpha	Cronbach's Alpha	Information
1	Food Quality	6	0,698	0,6	Reliable
2	Location	4	0,616	0,6	Reliable
3	Customer loyalty	5	0,678	0,6	Reliable

Source: Processed Data SPSS 23, 2023

From the reliability test results in table 3, it is known that the alpha value of each variable is  $\geq 0.60$ . This means that the measuring instruments used in this research are reliable or trustworthy.

### Classic assumption test

#### Normality test

The normality test is a test carried out to test whether the data is normally distributed or not. The normality test aims to test whether the independent and dependent variables or both have a normal distribution or not in the regression model. In this research, to find out whether the data is normally distributed or not, it can be done using the Kolmogorov-Smirnow test. Data can be said to be normally distributed if the significant value is  $> 0.05$ . Following are the test results *Kolmogorov-Smirnov*:

**Table. 3 Normality Test Results**

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	2,14311724
Most Extreme Differences	Absolute	0,071
	Positive	0,042
	Negative	-0,071
Test Statistic		0,071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Data SPSS 23, 2023

Based on the results of the normality test using the method *Kolmogorov-smirnov*. It is known that the significant value is  $0.200 > 0.05$ . Thus, it can be concluded that the data is normally distributed.

### Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. To test multicollinearity, it can be done in two ways, namely by using VIF (*variance*

*inflation factor*) and observe the tolerance value. If the tolerance value is  $> 0.1$ , multicollinearity does not occur. If the VIF value is  $< 10$  then multicollinearity does not occur. The following are the results of the multicollinearity test as follows:

**Table. 5 Multicollinearity Test**

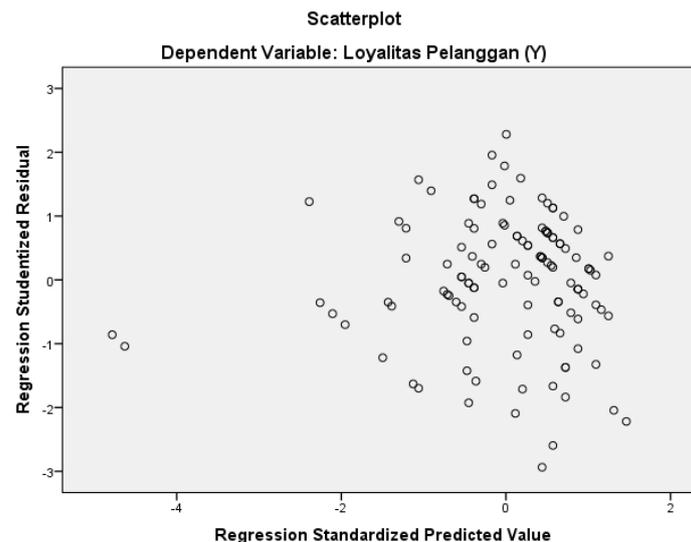
No	Variable	Collinearity Statistics	
		Tolerance	VIF
1	Food Quality	0,557	1,795
2	Location	0,557	1,795

Source: Processed Data SPSS 23, 2023

Based on Table 5, the tolerance and VIF values for each variable are obtained. The tolerance and VIF values for the food quality variable are 0.557 and 1.795 respectively and for the location variable. Thus, it can be concluded that there is no multicollinearity in the regression model because the tolerance value is  $> 0.1$  and  $VIF < 10$ .

### Heteroscedasticity Test

The heteroscedasticity test is used to show whether there are residual similarities in all observation data. In this observation, statistical tests are used to determine the homogeneity of the data by looking at the scatterplot. If the distribution of data in a scatterplot is regular and forms a certain pattern (increasing, decreasing, clustered) heteroscedasticity occurs. If the scatterplot data distribution is not uniform and does not form a grouping pattern, then it can be concluded that there are no symptoms of heteroscedasticity. The following are the results of the heteroscedasticity test in this study:



**Figure 2. Heteroscedasticity Test**

Source: Processed Data SPSS 23, 2023

Based on the image above, the scatterplot graph shows whether the points are spread randomly or not forms a certain pattern that is clear and spreads both above and below, so it can be concluded that in the regression model there is no heteroscedasticity, which means the regression model is suitable for predicting the dependent variable based on the independent variable.

### Autocorrelation Test

The autocorrelation test aims to find out whether there is a correction or relationship that occurs between a series of members of a series of observations arranged in a times series at different times. A good regression model should not have autocorrelation. The Durbin – Watson criteria are as follows:

1. If the D-W number is below -2, it means there is positive autocorrelation
2. If the D-W number is between -2 to +2, it means there is no autocorrelation
3. If the D-W number is above 2, it means there is negative autocorrelation

**Table 6. Autocorrelation Test Results**

<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.748 <sup>a</sup>	0,559	0,551	2,161	1,996

a. Predictors: (Constant), Location (X2), Food Quality (X1)

b. Dependent Variable: Customer Loyalty (Y)

Source: *Processed Data SPSS 23, 2023*

Based on table 6, it can be seen that the D-W value is between -2 to +2, which means there is no autocorrelation, so it can be concluded that there is no autocorrelation. This means that the regression model is free from the influence of autocorrelation. This is because each item is not related so that the D - W value is 2.081, so there is no autocorrelation.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method that explains the relationship pattern of two or more variables through equations. The aim of regression modeling is to explain the relationship between two or more variables and predict or predict future conditions.

**Table. 7 Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2,568	1,462		1,756	0,082
1 Food Quality	0,367	0,074	0,411	4,999	0,000
Location	0,525	0,106	0,408	4,961	0,000

a. Dependent Variable: Customer Loyalty (Y)

Source: *Processed Data SPSS 23, 2023*

Based on Table 7 above, the regression equation can be prepared as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2,568 + 0,367X_1 + 0,525X_2 + e$$

Based on the regression equation above, it can be explained as follows:

1. The constant value (a) is 2.568. This means that if Food Quality (X1) and Location (X2) are assumed to be zero (0), then customer loyalty is 2.568.
2. The regression coefficient value for the Food Quality variable is 0.367 or 36.7%. This means that every increase in Food Quality by one unit will increase customer loyalty by 0.367 or 36.7%.
3. The regression coefficient value for the Location variable is 0.525 or 52.5%. This means that every increase in location by one unit will increase customer loyalty by 0.525 or 52.5%.
4. Standard error (e) is a random variable and has a probability distribution that represents all factors that have an influence on Y but are not included in the equation. The standard error is 1.462, all variables calculated in SPSS have a confounding variable level of 1.462.

### Hypothesis testing

#### Partial Test (t Test)

The t test is used to find out how much influence the independent variable partially has on the dependent variable. The t test can be demonstrated by comparing the t-count with the t-table value with a significant value <0.05. The formula for taking a t table with a significant value of 5% is as follows:

$$T \text{ tabel} = t (a / 2 ; n - k - 1)$$

$$T \text{ tabel} = 0.05 / 2 ; 120 - 2 - 1$$

$$T \text{ table} = 0.025; 117$$

$$T \text{ table} = 1.980$$

**Description:**

n = number of samples

k = number of independent variables

1 = constant

The following are the results of hypothesis testing in this research, t = statistics as follows: Based on table 6 above, it can be seen that:

1. Food Quality is known to have a calculated t value of 4.999 > t table of 1.980 and sig 0.000 < 0.05, so Ho is rejected and Ha is accepted, meaning that the food quality variable partially has a positive and significant effect on customer loyalty at the Viera Pekanbaru Cake House.
2. Location is known to have a calculated t value of 4.961 > t table of 1.980 and sig 0.000 < 0.05, so Ho is rejected and Ha is accepted, meaning that the location variable partially has a positive and significant effect on customer loyalty at the Viera Pekanbaru Cake House.

**Simultaneous Test (F Test)**

The f test will be tested together to determine whether the joint influence of the independent variable (X) on the dependent variable (Y) is significant. To see together or simultaneously the influence of food quality and location on customer loyalty by looking at the ANOVA table. To find out the relationship between these variables, it can be formulated using the following conditions:

- a. Ha is accepted if F (calculated) > F (table), meaning there is a significant relationship between variable X and variable Y and P value < 0.05
- b. Ho is accepted if F (calculated) < F (table) means there is no significant relationship between variable X and variable Y and P value > 0.05.

Based on the regression test carried out, the calculated F value is obtained as follows:

F table = n – 1 ; k

F table = 120 – 1 ; 2

F table = 119 ; 2

F table = 3.07

**Table. 8 Simultaneous Significant Tests (F Test)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	692,639	2	346,319	74,135	.000 <sup>b</sup>
Residual	546,561	117	4,671		
Total	1239,200	119			

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Location (X2), Food Quality (X1)

Source: Processed Data SPSS 23, 2023

Based on Table 8, it is known that the calculated F value is 74.135 > F table is > 3.07 with sig. (0.000) < 0.05, thus Ho is rejected and Ha is accepted, meaning that food quality and location simultaneously have a significant effect on customer loyalty.

**Coefficient of Determination**

Coefficient of determination (R<sup>2</sup>) used to find out how much the independent variable can explain the dependent variable. The coefficient of determination values is zero (0) and one (1). A value close to one means that one independent variable provides almost all the information used to predict the dependent variable.

**Table 9. Determination Coefficient Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 <sup>a</sup>	0,559	0,551	2,161

a. Predictors: (Constant), Location (X2), Food Quality (X1)

b. Dependent Variable: Customer Loyalty (Y)

Source: *Processed Data SPSS 23, 2023*

R Square of 0.559 indicates that food quality and location have a significant effect on customer loyalty, namely 55.9% and the remaining 64.1% is influenced by variables not examined in this research.

## Discussion

### The Influence of Food Quality on Customer Loyalty at Viera Pekanbaru Cake House

Based on the results of research that has been conducted, food quality has a t-count of 4.999 > t-table of 1.980 and sig 0.000 < 0.05, so it shows a positive number. Thus, the food quality variable has a positive and significant effect on the Viera Pekanbaru Cake House. Then the results of this research were strengthened from the results of research on food quality studied by Sofiah and Ekowati, S (2021), Karisma, (2019), El-Nissi, (2020). So, it can be concluded that food quality has a significant effect on customer loyalty.

### The Influence of Location on Customer Loyalty at Viera Pekanbaru Cake House

Based on the results of research that has been carried out, the location has a t-count of 4.961 > t-table of 1.980 and a sig. of 0.000 < 0.05, so it shows a positive number. Thus, the food quality variable has a positive and significant effect on the Viera Pekanbaru Cake House. Then the results of this research were strengthened from the results of research on food quality studied by Cahyo, Tulhusnah, and Paramitasari (2022); Wirawan et al., (2019); Nofindri, Sutarjo, and Hadya, (2021). So, it can be concluded that location has a significant effect on customer loyalty.

### The Influence of Food Quality and Location on Customer Loyalty at Viera Pekanbaru Cake House

Based on the results of the F test, the value obtained was 74.135, while the F table was 3.07. So, it can be seen that the calculated F value is 74.135 > F table 3.07 with sig 0.000 < 0.05. It can be concluded that Ho is rejected and Ha is accepted, meaning that food quality and location simultaneously or together have a significant influence on customer loyalty at Viera Pekanbaru Cake House.

It is known that the R value is 0.748, so it can be concluded that there is a strong relationship between the independent variables and the dependent variable. While the R Square value is 0.559, the contribution of the independent variables (food quality and location) to the dependent variable (customer loyalty) is 55.9% and the remaining 64.1% is influenced by variables not examined in this research.

## CONCLUSION

In accordance with the initial objectives, this research aims to determine the influence of food quality and location on customer loyalty at the Viera Pekanbaru Cake House. Based on the research results described in this chapter previously, the following conclusions can be drawn. This research states that the food quality variable partially has a positive and significant effect on customer loyalty at the Viera Pekanbaru Cake House. The higher the quality of food implemented by the company, the higher customer loyalty. Next, the results state that location partially has a positive and significant effect on customer loyalty at the Viera Pekanbaru Cake House. This means that the higher the location applied by the company, the higher the customer loyalty. Finally, the results state that simultaneously the variables Food Quality and Location have a significant effect on customer loyalty at Viera Pekanbaru Cake House.

Based on the conclusions obtained in this research, there are several suggestions as follows. Based on the respondents' answers about food quality, researchers suggest that business owners should further improve the diversity of food provided by Viera Cake House, serve more special foods that customers will always remember, and become a differentiator for other shops. Regarding the location variable, the majority of respondents stated that Viera Cake House had indeed expanded its business using social media and also through branches, but this strategy needed to be improved further. For customer loyalty variable, it is not certain that respondents who always buy at the Viera cake house and become regular customers, and will remain loyal to buy at the Viera cake house,

because in the current era competition in the culinary field has spread everywhere, so the researchers suggest that the Viera cake house should always prioritize customers so that customers do not move by always giving the best and remaining consistent to customers and this could also be an example of giving points or shopping vouchers or other promotions.

## REFERENCES

*Al-Qur'an.*

- Alaykal, F., Ediyanto, & Lusiana, T. (2022). Pengaruh Lokasi dan Kualitas Makanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Warung Tanjung Di Situbondo. *Jurnal Mahasiswa Enterpreneur (JME)*, 33(1), 1–12.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hermanto, H., Apriansyah, R., Fikri, K., & Albetris, A. (2019). Pengaruh Lokasi dan Kualitas Pelayanan Terhadap Loyalitas Konsumen pada Fotocopy Anugrah Rengat. *Ekonomis: Journal of Economics and Business*, 3(2), 171-176.
- Karisma, I. (2020). Pengaruh Kualitas Makanan, Pelayanan, Bauran Pemasaran Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Jagung Nyumi Surabaya. *Sekolah Tinggi Pariwisata Trisakti, Jakarta*.
- Kotler, P., & Keller, K., L (2016). *Prinsip-Prinsip Pemasaran* (Edisi 13). Jakarta: Erlangga.
- Liliani, P. (2020). Analisis Pengaruh Kualitas Makanan Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dan Dampaknya Pada Behavioral Intention Restoran Top Yammie. *Jurnal Bina Manajemen*, 8(2), 18–48. <https://doi.org/10.52859/jbm.v8i2.85>
- Oktavia, N. A. (2018). *Analisis Pengaruh Kualitas Makanan, Harga, Lokasi Dan Promosi Terhadap Loyalitas Konsumen (Studi Kasus Pada Wedangan Di Kota Surakarta)*.1–11. <http://eprints.ums.ac.id/64415/19/naskah publikasi.pdf>
- Prasetyo, A. D. (2019). *Pengaruh Kualitas Makanan dan Kualitas Layanan Terhadap Kualitas Konsumen Di TERA COFFE & RESTO Bekasi*. Fakultas Ilmu Administrasi, Universitas Brawijaya.
- Robby Fauji, & Syifa Pramudita Faddila. (2020). Pengaruh Kualitas Pelayanan Dan Lokasi Terhadap Keputusan Pembelian Pada Johar Futsal Karawang. *Jurnal Manajemen & Bisnis Kreatif*, 5(2), 35–56. <https://doi.org/10.36805/manajemen.v5i2.1029>
- Sambodo Rio Sasongko. (2021). Faktor-Faktor Kepuasan Pelanggan Dan Loyalitas Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(1), 104–114.
- Sangadji, M., E., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi Offset.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sunyoto. (2017). *Manajemen Pemasaran* (Edisi Ke 1). Jakarta: Erlangga.
- Suparyanto, & Rosad. (2015). *Manajemen Pemasaran*. Yogyakarta: Caps Publishing.
- Tjiptono, F. (2012). *Service Management Mewujudkan Layanan Prima* (Edisi Ke 2). Yogyakarta: Andi Offset.
- Tjiptono, F. (2015). *Strategi Pemasaran* (Edisi Ke 2). Yogyakarta: Andi Offset.
- Wahyuni, S. (2016). Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Terhadap Loyalitas Pelanggan Citra Swalayan Andalas. *Formulasi Dan Uji Aktivitas Antibakteri Sediaan Krim Ekstrak Etanol Daun Ketapang (Terminalia Catappa L.) Terhadap Propionibacterium Acne DAN Staphylococcus Epidermidis Skripsi*, 102, 1–146.
- Winarsih, R., & Mandey, S. L. (2022). The Effect Of Price Perception, Food Quality, And Store Atmosphere On Consumer Purchase Decisions At Dabu-Dabu Lemong Resto And Coffee Megamas Area In Manado. In *Wenas 388 Jurnal EMBA* (Vol. 10, Issue 3).
- Wirawan, A., Sjahrudin, H., (2019). Pengaruh Kualitas Produk dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening pada Lamuna Coffe di Kabupaten Bone. *Jurnal Organisasi dan Manajemen. Issue 1, Hal. 15-26*