

THE EFFECT OF SERVICE QUALITY, PRICE, AND TASTE IMAGE ON CONSUMER SATISFACTION AT GHATHAF PREMIUM COFFEE, PANTE KEC. SYAMTALIRA ARON REGENCY

Sumarni¹, Hamdiah², Ikramuddin³, Sitimaimunah⁴

Malikussaleh University, Aceh

E-mail: Sumarni.210410225@mhs.unimal.ac.id¹, hamdiah@unimal.ac.id²,
ikramuddin@unimal.ac.id³, sitimaimunah@unimal.ac.id⁴

Correspondence Author: hamdiah@unimal.ac.id

Received : 01 October 2025	Published : 16 November 2025
Revised : 10 October 2025	DOI : https://doi.org/10.54443/ijset.v4i12.1338
Accepted : 09 November 2025	Link Publish : https://www.ijset.org/index.php/ijset/index

Abstract

This study aims to find out how the effect of service quality, price, and taste on consumer satisfaction at Ghathaf Coffee Premium, Pante Kec.Syamtalira Aron, North Aceh Regency partially. This study uses primary data obtained through the distribution of questionnaires to 126 respondents. The questionnaire instrument was tested through validity tests and reliability tests with Cronbach's Alpha approach. To test the feasibility of the regression model, a series of classical assumption tests were carried out which included normality tests, multicollinearity tests, and heteroscedasticity tests. Hypothesis testing was carried out using a t-test (partial) and coefficient of determination (R^2) analysis. The data analysis technique used in this study is multiple linear regression analysis with the help of SPSS version 23 software. The results of the study show that the Service Quality variable has a significance value of 0.005 and a tcal value of $2.844 > t_{table}$, which is 1.657 which means that it has a positive and significant effect on Consumer Satisfaction. Thus, the first hypothesis is accepted. Meanwhile, the Price variable has a significance value of 0.027 and a calculation of $2.243 > t_{table}$, which means it has a positive and significant influence on Consumer Satisfaction, so the second hypothesis is accepted. Furthermore, the Taste variable showed a significance value of 0.009 and a calculation of $2.672 > t_{table}$ which means it has a positive and significant influence on Consumer Satisfaction, so the third hypothesis is accepted. Thus, it can be concluded that the partial influence of service quality, price, and taste on Consumer satisfaction has a positive and significant influence.

Keywords: *Service Quality, Price, Taste, Consumer Satisfaction*

INTRODUCTION

Increasingly fierce business competition requires companies to be able to provide the best service and attractive offers to meet customer satisfaction and increase their loyalty. This condition is also very felt in the coffee shop industry which in recent years has experienced rapid development in Indonesia. Data shows that national coffee consumption has increased by 7.9% with a projected market growth of around 10% per year in the 2023–2025 period. Changes in the lifestyle of consumers, especially millennials and Gen Z, have made coffee shops not only places to drink coffee, but also social and productive spaces that have experiential value (Naully & Saryadi, 2021). In Aceh, the culture of drinking coffee has taken root in people's daily lives, making coffee shops an important part of social interaction. This condition triggers fierce competition between coffee shop business actors to provide better quality products, services, and consumption experiences (Kasinem, 2020). One of the coffee shops that competes in this industry is Ghathaf Coffee Premium which was established in 2021 in North Aceh Regency. Ghathaf Coffee offers a variety of menus with the concept of combining traditional flavors and modern innovations, and supported by adequate physical facilities for consumer convenience. Consumer satisfaction is influenced by several main factors, namely service quality, price, and taste (Pramesti & Waluyo (2020). Service quality is a company's ability to meet consumer expectations, and has been proven to have a positive effect on consumer satisfaction (Kasinem, 2020), although there are studies that show different results (Ratna et al., 2020). The price factor also plays an important role because consumers tend to feel satisfied when the price matches the purchasing power and value received (Mariansyah & Syarif, 2020), although other research suggests that price has a negative and insignificant effect on

consumer satisfaction (Muzaki et al., 2022). Furthermore, taste as an important attribute in culinary products has been shown to have a significant influence on consumer satisfaction (Putri & Safri, 2024), but Sandra et al.'s (2022) research states the opposite. The difference in the results of previous research emphasizes the need for further studies in the context of the local coffee shop industry. Therefore, this study was conducted to analyze the influence of service quality, price, and taste on consumer satisfaction at Ghathaf Coffee Premium in North Aceh Regency. This research is expected to make an empirical contribution in strengthening the literature on consumer satisfaction, as well as providing strategic input for the development of coffee shop business in Aceh.

LITERATURE REVIEW

Consumer Satisfaction

According to Kotler and Keller (2018), consumer satisfaction is the feeling of happiness or disappointment that arises after comparing perceived product performance with expectations. Consumers are satisfied if the product meets or exceeds expectations, and disappointed if the product's performance is below expectations. Naully and Saryadi (2021) also emphasized that consumer satisfaction is the feeling of satisfaction or disappointment felt by a consumer as a result of a comparison between his expectations and the actual performance provided by a product or service.

Quality of Service

According to Irwanda et al., (2024) Service quality is a consumer's assessment of the comparison between the services received and the expected services. According to Tjiptono in Christono & Chairiah (2019), service quality is an effort to meet the needs and expectations of consumers by providing appropriate and timely services. According to Wimbi (2022), there are five dimensions to service quality: reliability, responsiveness, assurance, empathy, and physical evidence. Good service quality will increase the positive perception of consumers.

Price

Johan et al., (2024) Price is the amount of money that consumers need to pay to obtain a good or service, which is proportional to the quality or perceived benefits. According to Yusuf et al., (2024) price is the exchange rate of a good or service, in other words it is a product that can be exchanged in the market. Price is considered to be able to create satisfaction if it is proportional to the quality received. Nasution's research (2020) proves that price has a positive and significant effect on satisfaction. On the other hand, Ptastesti & Maisara (2022) found that prices have a negative and insignificant effect on consumer satisfaction.

Taste

According to Mutiara et al. (2020), taste is a way of choosing food or drinks that are different from the taste itself, taste includes aspects of taste, aroma, texture, appearance, and temperature that affect the consumer experience. Ati and Hastuti (2022) stated that taste is an attribute of a food that includes appearance, smell, taste, texture, and temperature. Distinctive taste is the identity of the product and the main reason for consumers to buy again. Surya's research (2021) shows that taste has a significant positive influence on consumer satisfaction. However, Sandra et al. (2022) found that taste did not have a significant influence, so other factors also need to be considered.

METHOD

This study uses a quantitative approach with the aim of analyzing the influence of service quality, price, and taste on consumer satisfaction at Ghathaf Coffee Premium in Syamtalira Aron District, North Aceh Regency. The study population included all consumers of Ghathaf Coffee Premium, with the number of samples determined using the formula Hair et al. (2014), namely $(\text{number of indicators} + \text{number of variables}) \times 6$. Based on calculations, 126 respondents were obtained who were used as research samples. Data were collected using a closed-ended questionnaire with a 5-point Likert scale, with a range of strongly disagree (1) to strongly agree (5). The questionnaire instrument was compiled based on the indicators of the research variables. Before use, the instrument was tested for validity with Pearson Product Moment correlation analysis and reliability using Cronbach's Alpha. An item is declared valid if the calculation value $>$ the table value at a significance level of 0.05, and reliable if Cronbach's Alpha value $>$ 0.60 (Ghozali, 2021). Classical assumption tests were performed to determine the feasibility of the regression model, which included a normality test with Kolmogorov-Smirnov, a multicollinearity test with Tolerance and Variance Inflation Factor (VIF), and a heteroscedasticity test using a scatterplot. Data analysis was carried out by multiple linear regression using SPSS version 23. The t-test is used to measure the partial influence, the

determination coefficient (R^2) is used to determine the proportion of variations in consumer satisfaction that can be explained by independent variables.

RESULTS AND DISCUSSION

Validity and Reliability Tests

The research instrument used in the form of a Likert scale questionnaire has been tested for validity and reliability. The validity test is carried out to measure the extent to which the research instrument is able to measure what should be measured. An item is declared valid if the r -calculated value is greater than the r -table with a significance level of < 0.05 (Ghozali, 2021). Meanwhile, reliability is related to the consistency of an instrument in measuring the same concept at different times. Reliability testing was carried out using Cronbach's Alpha, with the criteria that an instrument is said to be reliable if the $\alpha >$ value is 0.60 (Sugiyono, 2023).

Table 1. Validity Test Results

NOT	Variabel Indicator Statement	Value R Count	Value r Table	Information
1	Quality of Service X1			
	Statement 1	0,373	0,175	Valid
	Statement 2	0,560	0,175	Valid
	Statement 3	0,431	0,175	Valid
	Statement 4	0,625	0,175	Valid
	Statement 5	0,552	0,175	Valid
	Statement 6	0,505	0,175	Valid
	Statement 7	0,519	0,175	Valid
	Statement 8	0,451	0,175	Valid
	Statement 9	0,544	0,175	Valid
	Statement 10	0,572	0,175	Valid
2	Price X2			
	Statement 1	0,634	0,175	Valid
	Statement 2	0,711	0,175	Valid
	Statement 3	0,823	0,175	Valid
	Statement 4	0,851	0,175	Valid
3	Taste X3			
	Statement 1	0,684	0,175	Valid
	Statement 2	0,634	0,175	Valid
	Statement 3	0,716	0,175	Valid
	Statement 4	0,729	0,175	Valid
4	Consumer Satisfaction Y			
	Statement 1	0,646	0,175	Valid
	Statement 2	0,636	0,175	Valid
	Statement 3	0,741	0,175	Valid
	Statement 4	0,678	0,175	Valid

The results of the validity test showed that all items in the variables of service quality, price, taste, and consumer satisfaction had an r value above the table r value and a significance below 0.05. Thus, it can be concluded that all items in the questionnaire are declared valid. This means that research instruments can be used to measure the variables being studied precisely. Based on the results of the validity test using the Pearson Product Moment method, all statement items on the variables of service quality, price, taste, and consumer satisfaction have a greater r -count value than the r -table of 0.175 ($n = 126$, $df = 124$, $\alpha = 0.05$). Thus, all items of the statement are declared valid. This shows that the questionnaire instrument used has been able to measure the research construct precisely.

Table 2.Reliability Test Results

Variabel	Nilai Cronbach's Alpha	Alpha Standard	Information
Quality of Service (X1)	0,688	0.6	Reliabel
Price (X2)	0,749	0.6	Reliabel
Flavor (x3)	0,627	0.6	Reliabel
Consumer Satisfaction (Y)	0,603	0.6	Reliabel

Classic Assumption Test

1. Normality Test

Table 3.An example of the Kolmogorov Smirnov test result

Kolmogorov-Smirnov Test One Sample		Unstandardized Residual
N		126
Parameter Normala,b	Mean	,0000000
	Deviation hours	1.82916606
The Most Extreme Differences	Mutlak	,058
	Positive	.039
	Negative	-,058
Test Statistics		,058
Asimilasi Sig. (2-Oaks)		.200c,d

a. The distribution of the test is Normal.

b. Calculated from data.

c. Koreksi Signifi cover Lilliefors.

d. This is the lower limit of actual significance.

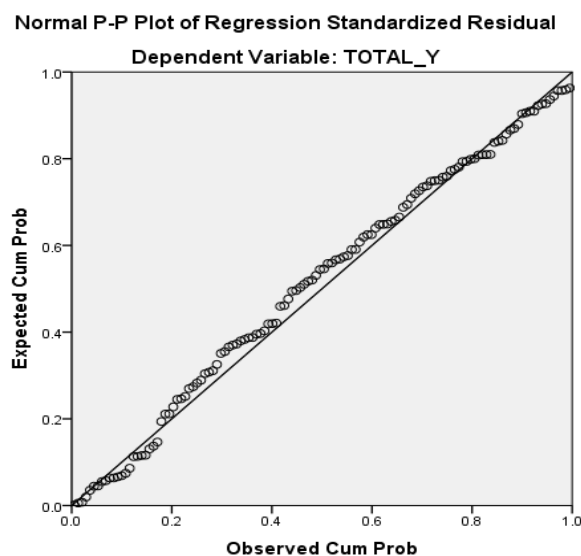
Source: Researcher (Data processed, 2025)

THE EFFECT OF SERVICE QUALITY, PRICE, AND TASTE IMAGE ON CONSUMER SATISFACTION AT GHATHAF PREMIUM COFFEE, PANTE KEC. SYAMTALIRA ARON REGENCY

Sumarni et al

Based on the results of the Kolmogorov-Smirnov One-Sample test which can be seen in Table 3, an Asymp. Sig. (2-tailed) value of 0.200 was obtained, which exceeded the significance limit of 0.05 ($0.200 > 0.05$). This means that the data is distributed normally

2. Multicollinearity Test



The results of the multicollinearity test can be seen in Table 4 below.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	BRIGHT
(Constant)		
1 Quality of Service (X1)	,837	1.195
Price (X2)	,976	1.024
Flavor (x3)	,838	1.193

3. Heteroscedasticity Test

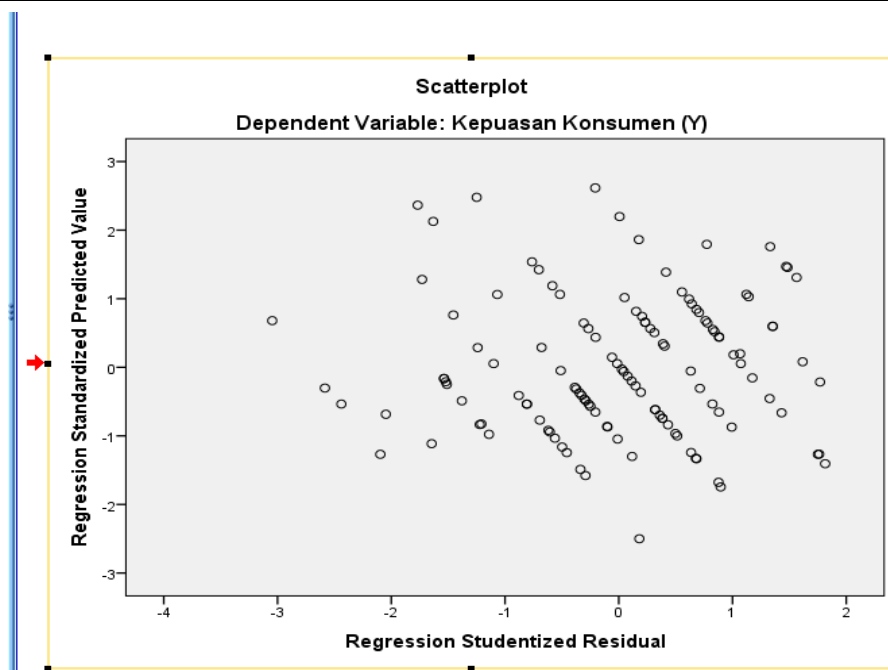
The results of the multicollinearity test can be seen in Table 5 below

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Self.
	B	Standard Errors	Beta		
1 (Constant)	30.741	13.832		2.222	,028
Quality of Service (X1)	-,451	,313	-,141	-1.442	,152
Price (X2)	-,260	,506	-,046	-,513	,609
Flavor (x3)	,704	,543	,126	1.296	,197

a. Dependent Variable: ABS_RES

Based on table 5 using the glejser method above, a significant value of Service Quality from $0.152 > 0.05$ was obtained, a significant value of Price was $0.609 > 0.05$ and the significance value of Taste was $0.197 > 0.05$. Therefore, it can be concluded that in each variable there are no symptoms of heterokedasticity.



Analysis of the Regresi Linier Berganda

The multiple linear regression analysis is shown in Table 6. The regression equations formed are:

$$Y = 6.271 + 0.117X_1 + 0.149X_2 + 0.191X_3$$

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		T	Self.
	B	Standard Errors	Beta			
1 (Constant)	6.271	1.816			3.454	,001
Quality of Service (X ₁)	,117	,041	,252		2.844	,005
Price (X ₂)	,149	,066	,184		2.243	.027
Flavor (x ₃)	,191	.071	,236		2.672	.009

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Researcher (Data processed, 2025)

The constant of 6.271 indicates that if the Service Quality, Price, and Taste are zero, then Consumer Satisfaction remains at 6.271. The Quality of Service regression coefficient (X₁) of 0.117 with a significance of 0.005 < 0.05 shows that this variable has a positive and significant effect on Consumer Satisfaction. The Price regression coefficient (X₂) of 0.149 with a significance of 0.027 < 0.05 shows that the price variable also has a positive and significant effect on Consumer Satisfaction. The Taste Regression Coefficient (X₃) of 0.191 with a significance of 0.009 < 0.05 shows that taste has a positive and significant effect on Consumer Satisfaction. Thus, the three independent variables partially or together have a positive influence on Consumer Satisfaction at Ghathaf Coffee Premium.

Deremination Coefficient Test (R^2)

Table 7.Multiple Linear Regression Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Estimation Errors
1	.447a	.200	.181	1.852

a Predictor: (Constant), Taste (x3), Price (x2), Quality of Service (x3)

b Bound Variable: Consumer Satisfaction (Y)

Source: Researcher (Data processed, 2025)

Based on Table 7, the value of the correlation coefficient (R) of 0.447 indicates a fairly strong relationship between Service Quality, Price, and Taste to Consumer Satisfaction. An R-Square (R^2) value of 0.200 indicates that 20% of the variation in Consumer Satisfaction can be explained by all three independent variables, while the remaining 80% is influenced by other factors outside of this study model. The Adjusted R Square value is 0.181, which means the real contribution of independent variables to Consumer Satisfaction is 18.1%, while the rest is influenced by other external factors. Thus, although Service Quality, Price, and Taste have proven to have a significant effect, the contribution is still relatively small, so the management of Ghathaf Coffee Premium is advised to pay attention to other broader factors so that consumer satisfaction can increase optimally.

Partial Test (t-test)

The t-test was conducted to determine the influence of each partial independent variable on Consumer Satisfaction (Y). Test criteria: if the value t is calculated $> t$ table (1.657) and Sig. < 0.05 , then the hypothesis is accepted.

Table 8.Partial Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Standard Errors	Beta	T
1	(Konstan)	6.271	1.816		3.454
	Quality of Service (X1)	,117	,041	,252	2.844
	Price (X2)	,149	,066	,184	2.243
	Flavor (x3)	,191	,071	,236	2.672

a. Bound Variable: Consumer Satisfaction (Y)

Source: Researcher (Data processed, 2025)

Based on Table 8, the results of the partial test showed that the Quality of Service (X1) had a calculated t-value = 2.844 > 1.657 with Sig. = 0.005 < 0.05 . This means that Service Quality has a positive and significant effect on Consumer Satisfaction. The better the quality of service provided by Ghathaf Coffee Premium, the higher the customer satisfaction. Price (X2) Calculated t value = 2.243 > 1.657 with Sig. = 0.027 < 0.05 . This means that price has a positive and significant influence on Consumer Satisfaction. This shows that prices that are in accordance with consumer purchasing power and proportionate to product quality will increase consumer satisfaction. Sense (X3) Calculated t value = 2.672 > 1.657 with Sig. = 0.009 < 0.05 . This means that Taste has a positive and significant effect on Consumer Satisfaction. The better and more consistent the taste of coffee and food served, the higher the level of consumer satisfaction.

Discussion

The results of this study prove that Service Quality has a positive and significant effect on Consumer Satisfaction. This is in line with the theory that good service quality creates a positive experience and increases consumer loyalty, which is also in line with Kasinem's (2020) research which shows that service quality contributes significantly to consumer satisfaction.

Price variables also have a positive and significant effect on Consumer Satisfaction. Consumers will feel satisfied when the price paid is in accordance with the benefits and quality of the product received (Kotler & Keller, 2016). These results are in line with research and Nasution (2020) who found that affordable and appropriate prices can increase consumer satisfaction. In addition, Taste has been proven to have a positive and significant influence on Consumer Satisfaction. Products with consistent taste and in line with consumer preferences will encourage repeat purchases. This is in line with research by Putri & Safri (2024) and Surya (2021) which shows that taste is an important factor in consumer satisfaction in the culinary industry. Simultaneously, Service Quality, Price, and Taste make a significant contribution to Consumer Satisfaction. This shows that efforts to improve consumer satisfaction cannot be done partially, but must include improved service, proper pricing, and consistency of taste.

CONCLUSIONS AND SUGGESTIONS

Conclusion

This study shows that Service Quality has a positive and significant effect on Consumer Satisfaction of Premium Ghathaf Coffee in Pante, Syamtalira Aron District, North Aceh Regency. The better the quality of service provided, especially friendly, fast, and professional services, the higher the level of customer satisfaction. Price has also been proven to have a positive and significant effect on Consumer Satisfaction. Affordable prices and comparable to product quality drive higher satisfaction. Similarly, Taste has a positive and significant effect on Consumer Satisfaction. Products with delicious, consistent, and delicious taste have proven to be an important factor in increasing consumer satisfaction with Ghathaf Coffee Premium.

Advice

Although the service provided by Ghathaf Coffee Premium employees is good, there are still several aspects that need to be improved, especially in maintaining consistency in service quality in various situations. Therefore, it is recommended to the management to continue to strengthen the training and development system of employees so that the service is not only fast and precise, but also friendly and professional. In terms of price, although competitive, some consumers still consider that the price is not fully affordable, especially for the middle to lower segment. For this reason, selective price adjustments need to be made by paying attention to market segmentation. Promotional strategies such as seasonal discounts or loyalty programs can also be considered. In terms of taste, the consistency of taste needs to be maintained and improved through menu innovations based on local ingredients in order to attract more consumers while maintaining the satisfaction of loyal customers.

REFERENCES

- Ati, DP, Hastuti, SM, 2022. Pengaruh Harga, Kualitas Produk Dan Cita Rasa Terhadap Kepuasan Konsumen Belfoods. *Otonomi* 22, 266.
- Badri2, SMJ, 2022. Pengaruh Kualitas Produk, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Kafe Sava Koffie Sherli 2, 41–53.
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 211–224. <https://doi.org/10.38035/jmpis.v3i1.867>
- Christono, A., Chairiah, 2019. 13-Article Text-4104-1-10-20231121. Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelangg. 8, 1–17
- Ghozali, I. (2021). Aplikasi Analisis Multivariat Dengan Program IBM SPSS 26 Edisi 10. Badan Penerbit Universitas Diponegoro.
- Hair. (2020). Pengaruh Manfaat Yang Dipersepsi Dan Kemudahan Menggunakan Yang Dipersepsi Terhadap Intensitas Untuk Terus Menggunakan Metode Pembayaran Shopee Paylater. *Jurnal Universitas Pembangunan Jaya*,
- Irwanda, D., Ritonga, N., Syafriyetti, R., Hasibuan, I., Ayla, S., Ekonomi, F., 2024. Pengaruh Kualitas Pelayanan, Harga, Dan Lokasi Terhadap Minat Beli Pelanggan Di Coffee Shop Karakter Kopi 19–26.
- Johan, R., Hoki, L., Johan, R., 2024. Pengaruh Promosi, Cita Rasa, Dan Harga Terhadap Kepuasan Konsumen Hub D'Raja Coffee Meda. *J. Ilm. Manajemen, Ekon. Akunt.* 8, 2165–2181.
- Kasinem, K., 2020. Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serele Lahat. *J. Media Wahana Ekon.* 17, 329.

- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran* (Edisi ke 1). Jakarta: PT Indeks.
- Mariansyah, A., Syarif, A., 2020. Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Terhadap Kepuasan Konsumen Cafe Kabalu. *JIBM J. Ilm. Bina Manaj.* 3, 134–146.
- Mutiara, S., Hamid, RS, Suardi, A., 2020. Pengaruh Kualitas Layanan Persepsi Harga dan Cita Rasa Terhadap Kepuasan Konsumen. *Jesya (Jurnal Ekon. Ekon. Syariah)* 4, 411–427.2(1), 16–25.
- Muzaki, MF, Mulyani, ID, Khojin, N., 2022. Pengaruh Kualitas Pelayanan, Harga dan Promosi Melalui Media Sosial Terhadap Kepuasan Konsumen (Studi Kasus pada Luang Waktu Coffee). *AURELIA J. Penelit. dan Pengabd. Mas. Indonesia.* 1, 44–57.
- Nasution, FNAPUC, 2020. Pengaruh Harga, Keragaman Produk dan Suasana Toko terhadap Kepuasan Konsumen pada Kedai Coffee Culture Jombang.
- Naully, C., Saryadi, S., 2021. Pengaruh Brand Image dan Kualitas Produk terhadap Loyalitas Konsumen melalui Kepuasan Konsumen (Studi Pada J.Co Donuts & Coffee Java Supermall Kota Semarang). *J. Ilmu Laksamana Bisnis* 10, 974–983.
- Noni Adetiansi Putri, Hayanuddin Safri, Z., 2024. Pengaruh Cita Rasa, Kualitas Pelayanan, Etika Pelayanan Dan Lokasi Usaha Terhadap Kepuasan Pelanggan Pada UMKM Warung Kopi Gelas Batu Kota Pinang 4, 361–366.
- Ratna Sar, M. Toriq Nurmandiyansyah, AG, 2020. Pengaruh Emosional Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Bisnis Kuliner: Studi Pada Warunk Kopi Platt Monkull. *J.Md* 6, 275–288.
- Sandra, IAK, Tulhusnah, L., Sari, RK, 2022. Peran Lokasi, Cita Rasa, Dan Suasana Kafe Dalam Mempengaruhi Keputusan Pembelian Dan Kepuasan Konsumen Pada Kafe Kaliurang Di Kapongan 20, 22–36.
- Saputra, GW (2022). Pengaruh Digital Marketing dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Koopetisi : Jurnal Ilmiah Manajemen*, 13(2), 249–258. <https://doi.org/10.32670/coopetition.v13i2.1057>
- Wimbi, 2022. Pengaruh Kualitas Pelayanan Dan Suasana Kafe Terhadap Minat Berkunjung Kembali (Studi Kasus Kafe Gapura Lawas Desa Teluk Panji Kecamatan Kampung Rakyat) Skripsi Oleh : Wimbi Prima Hadi 188320218 Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universi. Skripsi.
- Widodo, S., 2021a. Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen Molivia Cafe (Studi Kasus pada Konsumen Molivia Cafe, Jalan HM Joni, Teladan Timur, Kota Medan). *J.Manaj. Alat* 13, 101–122.
- Yusuf, M., Zalikha*, Z., Ariska, E., Mulyadi, M., 2024b. The Influence of Taste, Price, Store Atmosphere, and Service Quality on Consumer Satisfaction at Warkop Gb 2. *JIM J. Ilm. Mhs. Pendidik. Sej.* 9, 465–472.