

Research Article

The Influence of Service Quality and Price on Customer Loyalty at Warung Kopi Union in Pontianak City

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ABSTRACT

This study aims to analyze the influence of service quality and price on customer loyalty at Warung Kopi Union in Pontianak City. The research adopts an associative quantitative approach with a total of 100 respondents selected using purposive sampling. Data were collected by doing observation, interviews, and distributing questionnaires employing a Likert scale. The results shows a moderate relationship; 27.9% implies that variations in customer loyalty are influenced by service quality and price, while the remaining percentage is affected by other factors beyond this study. Service quality and price simultaneously have a significant effect on customer loyalty; service quality and price partially have a positive and significant effect on customer loyalty. This study concludes that improving service quality and implementing appropriate pricing strategies can strengthen customer loyalty at Warung Kopi Union. The implication is that the management is advised to consistently maintain excellent service and competitive pricing strategies. Future research is expected to include additional variables such as customer satisfaction or promotion to obtain more comprehensive results.

Keywords: Service Quality; Price; Customer Loyalty; Warung Kopi; Pontianak

1. INTRODUCTION

The increasingly intense business competition today demands entrepreneurs to truly understand the needs and wants of their customers. In Indonesia, one of the business sectors that has been growing rapidly and is widely favored by the community is the coffee shop business. This culinary business has become an attractive option as people's lifestyle shifts towards enjoying coffee as part of their daily activities. Coffee has become a favorite beverage for many Indonesians. Not only in big cities, but coffee businesses have also flourished in smaller towns. This development opens up wide business opportunities in various regions, encouraging many young entrepreneurs to start coffee shops due to relatively low capital requirements. In addition, the continuous increase in market demand makes this business an attractive choice for the future.

In Pontianak City, the development of coffee shops has grown rapidly and become an integral part of the local community's daily life. The existence of coffee shops in Pontianak, West Kalimantan, cannot be separated from the local culture. Pontianak is even known as a city with a large number of coffee shops spread throughout its corners. Coffee shops in Pontianak do not only function as places to enjoy coffee but also serve as spots for social gatherings and interactions. Based on data from the Pontianak City Investment and One-Stop Integrated Service Office, there are 929 registered coffee shop businesses in the OSS RBA system, one of them is Warung Kopi Union. The prices offered at Warung Kopi Union vary depending on the type of product chosen by the customers. Beverage prices range from IDR 5,000 to IDR 13,000, while food prices range from IDR 10,000 to IDR 21,000. Warung Kopi Union also offers special discounts for students who can show their student ID cards. Additionally, special discounts are available during certain hours, namely from 06.00 to 09.00 AM for selected menu items. Payments can be made both in cash and cashless (using debit cards, mobile banking, or QRIS).

Observations show that the service provided at Warung Kopi Union pays considerable attention to customer comfort. Upon arrival, customers are greeted with a warm and polite attitude. They are free to choose their seats, and the waitress will promptly approach them with the menu, eliminating the need to queue at the cashier. This type of service demonstrates the importance of service quality in maintaining customer satisfaction. Service quality is defined as the completeness of product or service features that can meet customer needs and deliver satisfaction (Majid et al., 2021). This aligns with Syahfitri & Kusnanto (2021), who emphasize that excellent service must be prioritized in service businesses such as cafés or coffee shops that involve direct interactions with customers. Furthermore, service quality also includes how business owners maintain service standards to meet customer expectations (Anggoman et al., 2022).

Besides service quality, price is also an important consideration for customers. Anam et al. (2021) describe price as the value customers agree to pay in exchange for the benefits of owning or using a product or service. Prasetyo & Santoso (2023) add that price is the amount of value customers are willing to spend to get what they want. Moreover, Anjani & Siregar (2021) explain that price is not only limited to monetary value but can also include non-monetary aspects that carry certain

quality or benefits for the customer. Pricing policies at Warung Kopi Union, such as special discounts and flexible payment options, certainly add value and can attract customers while influencing their loyalty.

Customer loyalty itself is a crucial indicator of a business's success. According to Molinillo et al. (2022), loyalty can be interpreted as favorable behavior demonstrated through repeat purchases, brand preference, and word-of-mouth recommendations. Kolonio & Soepono (2019) also argue that loyalty is formed through a process in which satisfaction affects perceived quality and ultimately influences customers' intentions to continue using a product or service in the future. Loyalty is a strategy that helps ensure business continuity because loyal customers tend to provide long-term trust and support (Fariska & Tartiani, 2023). The sales figures at Warung Kopi Union are presented as follows:

Table 1. Product Sales Volume in 2022–2024

No	Year	Sales Volume (IDR)	Increase/Decrease (%)
1	2022	1.179.650.000	-
2	2023	1.211.980.000	2.74
3	2024	1.816.657.000	49.89

Source: Warung Kopi Union, 2025

Based on **Table 1** shows that product sales from 2022 to 2024 have continued to increase. Sales in 2023 rose by 2.74% compared to 2022, while in 2024 sales increased significantly by 49.89% compared to 2023. It is not easy for coffee shop entrepreneurs to compete in an increasingly competitive industry. Faced with this intense competition, business owners must strive to improve their services, for example by providing polite and satisfactory service. In addition, many coffee shop businesses compete to implement diverse pricing strategies, as Warung Kopi Union does by offering affordable prices for various customer segments.

Previous studies have shown mixed findings. Kusumasasti & Hadiwidjojo (2017) found that service quality did not have a significant effect on coffee shop customer loyalty. Meanwhile, Azura & Cholid (2024) found that service quality had a significant effect on coffee shop customer loyalty, loyalty can be influenced by service quality (Mistiyana et al., 2022). Purwanto & Sumiyati (2024) conclude that price can influence customer decision. Research by Hartono & Purba (2022) indicated that price had a significant effect on customer loyalty at Sugar Cafe Batam, whereas Hakunta & Sujianto (2022) showed that price did not have a significant effect on customer loyalty.

Based on interviews with the owner of Warung Kopi Union, some customer complaints were identified, including long waiting times for orders, the absence of prayer facilities, and limited parking security. Considering the points mentioned above, the author is interested in conducting research entitled: "The Influence of Service Quality and Price on Customer Loyalty at Warung Kopi Union in Pontianak City."

2. RESEARCH METHOD

Type of Research

This study is an associative research, which aims to identify the relationship between two or more variables (Siregar, 2015). In this context, the research focuses on describing the relationship among service quality, price, and customer loyalty at Warung Kopi Union located in Pontianak City.

Data Collection Technique

The data for this study consist of both primary and secondary sources. Primary data were obtained directly by the researcher through observation, interviews, and questionnaires (Siregar, 2015). Observation was carried out to directly examine the actual service conditions at Warung Kopi Union, providing a clear picture of the research object. Interviews were conducted face-to-face with the business owner and selected customers to gain deeper insights. Meanwhile, questionnaires were distributed to customers who have visited or are currently visiting Warung Kopi Union. Secondary data were collected from sales records and other supporting documents published or used by other parties beyond the researcher (Siregar, 2015).

Population and Sample

The population in this study comprises all customers of Warung Kopi Union in Pontianak City. A population is defined as a generalization area consisting of objects or subjects with certain characteristics determined by the researcher to be studied and then conclusions are drawn (Sugiyono, 2021). The sample is part of the population that represents its characteristics (Sugiyono, 2021). According to Roscoe (1982) in Sugiyono (2021), a suitable sample size for research ranges from 30 to 500 respondents. In this study, the sample was determined to be 100 respondents. The sampling technique used was purposive sampling, which involves selecting samples based on specific criteria (Sugiyono, 2021). The criteria were customers who have visited Warung Kopi Union more than once and are at least 18 years old.

Research Variables & Measurement Scale

According to Sugiyono (2021), a research variable is anything determined by the researcher to be studied so that information can be obtained and conclusions drawn. This study uses two types of variables: independent variables is Service Quality [X1] and Price [X2] and the dependent variable is Customer Loyalty [Y]. Measurement was conducted using a Likert scale, which can be used to measure a person's attitude, opinion, or perception towards a specific object or phenomenon (Siregar, 2015). The response scores range from strongly agree (5) to strongly disagree (1).

Data Analysis Technique

Data analysis in this study was carried out using a quantitative approach with the help of the Statistical Product and Service Solution (SPSS) software. The stages include instrument testing, classical assumption testing, and multiple regression analysis. Instrument testing consists of validity testing using the Pearson product-moment correlation to ensure each item accurately measures the intended indicator (Siregar, 2015), and reliability testing with Cronbach's Alpha to assess data consistency, where an instrument is considered reliable if the coefficient exceeds 0.6 (Siregar, 2015). Classical assumption tests are performed to verify that the regression model meets statistical requirements, including normality testing with the Kolmogorov-Smirnov test to confirm data distribution (Basuki & Prawoto, 2015), linearity testing with the Test for Linearity to ensure the relationship between variables is linear (Siregar, 2015), and multicollinearity testing by examining Tolerance and Variance Inflation Factor (VIF) values. A model is considered free from multicollinearity if Tolerance is greater than 0.10 and VIF is less than 10 (Ghozali, 2018). The influence of independent variables is analyzed using multiple linear regression to measure the effect on the dependent variable, applying the equation $Y = a + b_1X_1 + b_2X_2$ (Siregar, 2015). The analysis results are supported by the correlation coefficient (R) to describe the strength of the relationship among variables (Siregar, 2015) and the coefficient of determination (R^2) to indicate how much of the variation in the dependent variable can be explained by the independent variables (Siregar, 2015; Ghozali, 2018). Finally, the F-test is used to examine the simultaneous effect of all independent variables, while the t-test assesses the partial influence of each independent variable (Ghozali, 2018).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test results for all variables at Warung Kopi Union can be seen in **Table 2** as follows.

Table 2. Validity Test Results

Variable	Indicators	r value	r table	Description
Service Quality (X1)	X1.1	0.495	0.195	Valid
	X1.2	0.563		
	X1.3	0.569		
	X1.4	0.550		
	X1.5	0.697		
	X1.6	0.600		
	X1.7	0.523		
	X1.8	0.496		
	X1.9	0.298		
	X1.10	0.494		
	X1.11	0.444		
	X1.12	0.412		
	X1.13	0.298		
	X1.14	0.494		
	X1.15	0.444		
	X1.16	0.412		
	X1.17	0.298		
	X1.18	0.211		
	X1.19	0.252		
	X1.20	0.478		
Price (X2)	X2.1	0.615	0.195	Valid
	X2.2	0.619		
	X2.3	0.666		
	X2.4	0.630		
	X2.5	0.530		
	X2.6	0.541		
	X2.7	0.607		
	X2.8	0.600		
Customer Loyalty (Y)	Y.1	0.812	0.195	Valid
	Y.2	0.675		
	Y.3	0.798		
	Y.4	0.829		
	Y.5	0.661		
	Y.6	0.745		
	Y.7	0.675		

Source: Processed Data, 2025

The results of the validity test of the statements in each variable in **Table 2** show that all statements are considered valid because the correlation value (r calculated) is greater than r table with a significance level of 5%.

3.1.2 Reliability Test

The results of the item reliability test for each variable can be seen in **Table 3** as follows:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Quality (X1)	0.789	Reliable
Price (X2)	0.753	
Customer Loyalty (Y)	0.856	

Source: Processed Data, 2025

The reliability test results in **Table 3** show that Cronbach's alpha value is > 0.6 . Therefore, it can be concluded that all measurement items for each variable in the questionnaire are reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

The results of the normality test using Kolmogorov Smirnov can be seen in **Table 4** as follows:

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.062
Asymp.Sig.(2-tailed)	.200

Source: Processed Data, 2025

Based on **Table 4** shows that the significance value of $0.200 > 0.05$. Thus, it can be concluded that the tested data is normally distributed.

3.2.2 Linearity Test

The linearity test results for each variable can be seen in **Table 5** as follows:

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Customer Loyalty * Service Quality	0.200	Linear
Customer Loyalty * Price	0.778	

Source: Processed Data, 2025

Based on the linearity test results in **Table 5**, the Deviation from Linearity value is > 0.05 . Therefore, it can be concluded that there is a significant linear relationship between each variable.

3.2.3 Multicollinearity Test

The results of the multicollinearity test can be seen in **Table 6** as follows:

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Service Quality	.809	1.235
Price	.809	1.235
Dependent Variable: Customer Loyalty		

Source: Processed Data, 2025

Based on the results of multicollinearity test in **Table 6**, Tolerance $0.809 > 0.10$ and VIF $1.235 < 10$ are obtained, so it can be concluded that there is no multicollinearity in the regression model.

3.3 Multiple Linear Regression Analysis

The results of multiple linear regression analysis based on data processing using SPSS can be seen in **Table 7** as follows:

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	2.778	3.751	.000
Service Quality	1.003	5.897	.000
Price	.634	4.058	.000

Dependent Variable : Customer Loyalty

Source: Processed Data, 2025

Based on **Table 7**, it can be seen that the regression equation obtained is:

$$Y = 2.778 + 1.003 X_1 + 0.634 X_2$$

The regression equation model that can be concluded from the test results in the form of a multiple linear regression equation is as follows:

- The constant value (α) is 2.778, meaning that if service quality and price are both 0, then customer loyalty is 2.778.
- The regression coefficient for service quality is 1.003, meaning that if the service quality variable increases by one unit, customer loyalty will increase by 1.003 units. This indicates that the service quality variable provided has a positive contribution to customer loyalty.
- The regression coefficient value for price is 0.634, meaning that if the service quality variable increases by one unit, customer loyalty will increase by 0.634 units. This indicates that the price variable contributes positively to customer loyalty.

3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient analysis can be seen in **Table 8** as follows:

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.279	.264	.40614

Predictors: (Constant), Price, Service Quality

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on **Table 8**, it is known that R (correlation) is obtained at 0.528. This shows that the relationship between service quality and price to customer loyalty is 0.528. This value is in the coefficient interval of 0.40-0.599, which means that the level of relationship is considered sufficient.

3.5 Analysis of the Coefficient of Determination R²

The results of the coefficient of determination can be seen in **Table 8**. The R Square in this study is 0.279, which means that the variables of Service Quality and Price contribute to influencing Consumer Loyalty at Warung Kopi Union in Pontianak City by 27.9% (0.279 x 100%) while the remaining 72.1% is influenced by variables or factors outside the scope of this study.

3.6 Simultaneous Test (F Test)

The results obtained from the F test can be seen in **Table 9** as follows:

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	6.186	3.093	18.751	.000 ^b
Residual	16.000	.165		

Dependent Variable: Customer Loyalty

Predictors: (Constant), Price, Service Quality

Source: Processed Data, 2025

Based on the test results in **Table 9**, it can be seen that the F value is 18.751. Thus, the f-table value is 3,090. 18,751 > 3,090, the significance level is less than 0.05. So it can be concluded that there is a significant simultaneous (collective) influence between the variables of service quality and price on customer loyalty at Warung Kopi Union in Pontianak City.

3.7 Partial Test (t Test)

The results obtained from the partial test can be seen in **Table 10** as follows:

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	2.778	3.751	.000
Service Quality	1.003	5.897	.000
Price	.634	4.058	.000

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on **Table 10**, observing columns t and sig, it can be explained that:

1. The service quality variable (X1) has a significant influence on customer loyalty. This can be seen from the t-value of 5.897 with the t-table value obtained from $df = n$ (number of samples) $- 2 = 100 - 2 = 98$ with an alpha of 0.05. Thus, the t-table value is 1.984. This means the calculated t-value is greater than the t-table value ($5.897 > 1.984$). Therefore, H_a is accepted and H_o is rejected, concluding that there is a significant partial influence between service quality and customer loyalty.
2. The price variable (X2) has a significant influence on customer loyalty. This can be seen from the t-value of 4.058 with the t-table value obtained from $df = n$ (number of samples) $- 2 = 100 - 2 = 98$ with an alpha of 0.05. Thus, the t-table value is 1.984. This means that the t-calculated value is greater than the t-table value ($4.058 > 1.984$). Therefore, H_a is accepted and H_o is rejected, concluding that there is a significant partial influence between price and customer loyalty.

DISCUSSION

The Influence of Service Quality on Customer Loyalty

The results of this study indicate that service quality has a positive and significant effect on customer loyalty. This means that the better the quality of service, the higher the level of customer loyalty. This finding is consistent with the studies of Rachman et al. (2021) and Arrasyid & Nurbaiti (2022), which explain that good service quality positively and significantly influences customer loyalty. In practice, maintaining and improving service quality consistently is essential to ensure long-term relationships with customers.

The Influence of Price on Customer Loyalty

The study also confirms that price has a positive and significant effect on loyalty. This supports the findings of Maulidio & Dwiastanti (2022) and Gultom et al. (2023), which show that price affects customer loyalty. When prices are perceived as fair and aligned with the quality provided, the likelihood of customers remaining loyal will increase. Therefore, companies need to maintain price transparency and ensure that pricing is appropriate to the level of service offered.

4. CONCLUSION

Based on the results of this research, it can be concluded that service quality and price have a positive and significant effect on customer loyalty at Warung Kopi Union in Pontianak City. This finding is supported by the multiple linear regression analysis which produced the equation $Y = 2.778 + 1.003X_1 + 0.634X_2$, with a correlation coefficient (R) of 0.528, indicating a moderate level of relationship. Meanwhile, the coefficient of determination (R^2) of 27.9% shows that variations in customer loyalty can be explained by service quality and price, while the remaining percentage is influenced by other factors beyond the scope of this study. The F-test results demonstrate that service quality and price simultaneously have a significant impact on customer loyalty, while the partial t-tests confirm that both variables also have a positive and significant influence individually. This means that the better the quality of service and the more appropriate the pricing strategy, the greater the likelihood that customers will remain loyal. From a practical perspective, these findings provide valuable input for Warung Kopi Union's management to continue improving service quality, for example by ensuring friendly staff interactions, timely service delivery, and adequate supporting facilities. In addition, offering competitive pricing and special discounts at certain times can strengthen customer satisfaction and loyalty. As a recommendation, future studies are expected to include additional variables such as customer satisfaction, promotional activities, or brand image to obtain a more comprehensive understanding of the factors that influence customer loyalty in the increasingly competitive coffee shop industry.

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