

Influence of Servicecape and Brand Experience on Customer Satisfaction Café the Main Show of Chicken Noodles & Coffee In Medan City

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Abstract

Customer Satisfaction is the main goal of large or small companies today. In general, consumers want to enjoy a cafe that suits their needs and desires such as the suitability of music, cafe atmosphere, temperature, lighting, and others. On the other hand, the company must also be able to anticipate when the number of visitors is booming with the employees provided in order to adjust the needs and desires of consumers. The results of the pre survey found that the majority of respondents did not have good knowledge about Café Sinar Utama Mie Ayam & Kopi, as well as servicecape, the majority of respondents did not think it was something important. This study aims to analyze the effect of Servicecape and Brand Experience on Customer Satisfaction at Cafe Sinar Utama Mie Ayam & Kopi in Medan City. The population in this study were all consumers who visited or came to the Sinar Utama Mie Ayam & Kopi cafe in the city of Medan whose number was unknown. While the samples taken in this study were 96 respondents. Data collection by distributing questionnaires. This research is field research (field research) using quantitative methods with multiple linear regression analysis which is processed in the SmartPls version 3.0 application. The results of the study indicate that Servicecape and Brand Experience have a positive and significant impact on Customer Satisfaction at Cafe Sinar Utama Mie Ayam & Kopi Medan. Based on the F-Square test, it shows that Servicecape has a moderate or moderate influence on Customer Satisfaction while Brand Experience has a substantial or strong influence on Customer Satisfaction. Therefore, the main light cafe, Mie Ayam & Kopi Medan, needs to evaluate the Servicecape so that it can affect Customer Satisfaction more effectively and efficiently.

Keywords

servicecape; brand experience; customer satisfaction



I. Introduction

The city of Medan is known for its wide variety of culinary delights. Both traditional and modern culinary are widely found in this city. The lifestyle of urban people has also changed. One of the lifestyles of today's urban communities is the habit of spending time in cafes. Despite the pandemic, creative young people do not want to give up developing culinary businesses in Medan City. Various innovations are carried out with new concepts in order to create and maintain Medan as a culinary city. Various innovations are carried out by improving product quality, building new concepts, to finding ways to market

products online or take home. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020). The development of this culinary business is due to the many requests from an increasingly diverse society. So that many efforts are demanded to provide quality, especially wonton noodles according to people's tastes. This condition spurs culinary entrepreneurs to set the orientation of consumer satisfaction as the main goal to maintain the continuity of the business. With so many chicken noodle businesses, it can lead to higher competition among culinary business actors.

In determining customer satisfaction and their subsequent behavior, the physical environment may be an important determinant. Not infrequently many consumers complain about a situation that is not in accordance with their conditions at that time. This discrepancy may come from internal or external to a product or service company. Therefore, one of the marketing strategies that can be carried out by business actors is physical environmental services (servicescape) in the form of environmental cleanliness, proper lighting, friendly employees, aesthetic components and attractive interior arrangements. This design is considered to have a positive impact on guests, even for staff or employees.

Besides that, there are other things that cause consumers to become more critical, careful, and selective in choosing a place to visit considering the current pandemic period, namely the brand experience. Brand Experience is defined as unique experiences that are experienced and will always be remembered by consumers when enjoying a product or service offered, where the practice will be accumulated to create a separate impression in the hearts of consumers about the brand that they think of.

Without us realizing it, brand experience can become a running advertisement that will attract new customers. As many as 89% of Indonesian consumers trust recommendations from friends and family when deciding to buy a product or service. Of course, Brand Experience is also able to have an influence on Customer Satisfaction. Brand experience and Servicecape are important for Sinar Utama Mie Ayam & Kopi because it is a company that provides services, so the experience provided must be maximum in order to give a good impression to consumers when visiting Sinar Utama Mie Ayam & Kopi. Sinar Utama Mie Ayam & Kopi must provide maximum servicecape to consumers so that brand experience becomes the biggest consideration when consumers want to make purchasing decisions at Sinar Utama Mie Ayam & Kopi.

II. Research Method

This research is viewed from the analytical approach using quantitative methods by collecting data using surveys. This study uses an associative method with a quantitative approach, namely research that aims to determine the relationship between two or more variables. Sugiyono (2014:13).

2.1 Operational Definition and Measurement of Variables

Table 1. Variable Operations

Variable	Operational Definition	Dimension	Indicator	Scale
<i>Servicecape</i>	Servicecape (corporate physical environment) is all aspects of a service organization's facilities which include exterior attributes (information boards, parking lots, natural scenery) and interior attributes (design, layout, equipment, and decoration).	<i>Ambient Condition</i>	<ul style="list-style-type: none"> • Fun musical harmony • The dominance of red and black in accordance with the theme of courage, brightness, joy, and encourage positive things in Chinese life • Lighting creates a relaxing atmosphere • The aroma of the food increases appetite • The air temperature is not stuffy • Consumers are not bothered by the sound that comes from the equipment • Cook 	Likert
		Layout and Function	<ul style="list-style-type: none"> • The interior layout fits all four and gives a classic impression • Easy-to-reach tableware layout • Tableware is functioning properly 	Likert
		Signs, Symbols and Artifacts	<ul style="list-style-type: none"> • The signboard is clearly visible in front of the restaurant • The red mixed chicken noodle mascot is clearly visible in front of the restaurant • The menu sign is clearly visible inside the restaurant • The decorations already represent the theme of the restaurant, namely chicken noodles every day whose concept does not make you bored • Room Decoration 	Likert

2.2 Data Collection Method

a. Documentation

This documentation technique will obtain secondary data from documents related to the problem under study, either in the form of notes, photos, or other written reports.

b. Questionnaire

This questionnaire method is carried out by using a number of questions or written statements that are used to obtain information from the respondent about the things he knows. Researchers used this method to find out how the influence of servicecape and brand experience on customer satisfaction at the Sinar Utama Cafe, Mie Ayam & Kopi, Medan City.

2.3 Data Analysis Methods and Hypothesis Testing

According to Sugiyono (2014:206) data analysis is an activity after all data is collected. Activities in data analysis are grouping data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation and performing calculations to test the hypotheses that have been proposed. Data analysis is also an activity to study the characteristics, relationships, patterns, or influences that are often found in a phenomenon or symptom that is currently, and will occur.

All indicator variables in this study will be measured using a Likert scale, which is a scaling procedure where the scale represents a bipolar continuum. The data obtained from the collection of questionnaires will then be processed using the multiple regression analysis method which is processed in the SmartPLS version 3.0 software program.

a. Analysis of the Measurement Model (Outer Model)

The measurement model (Outer Model) is a model that describes or describes the relationship between latent variables (constructs) and their indicators or the relationship of these variables to the measurement theory. This measurement model itself is used to test the construct validity and instrument reliability.

b. Construct Validity and Reliability

Construct reliability and validity is a test to measure the reliability of a construct. The reliability of the construct score should be high enough. Criteria for good construct validity and reliability can be seen from:

1. Cronbach Alpha: $> 0,7$
2. Rho_A: $>0,7$
3. Composite Reliability: $>0,6$
4. Average Variance Extracted (AVE): $> 0,5$

c. Discriminant Validity

Discriminant validity is the extent to which a construct is completely different from other constructs (constructs are unique). This value is a cross loading factor value that is useful for determining whether the construct has an adequate discriminant, namely by comparing the loading value on the intended construct which must be greater than the loading value with other constructs. In testing the validity of the discriminant, the researcher uses the Fornell-Larcker criteria to make sure the discriminant, then the AVE for each variable must be higher than R2 with all other latent variables and Cross-Loading is used to check the validity of the discriminant other than the criteria above.

d. Structural Model Analysis (Inner Model)

Structural model is a model that describes the relationship between latent variables (constructs) namely exogenous and endogenous and the relationship between them. The relationship of latent variables is based on theory, logic, or practical experience observed by previous researchers.

e. R-Square

R-Square is a measure of the proportion of variation in the value of the affected variable (endogenous) which can be explained by the variable that influences it (exogenous). This is useful for predicting whether a model is good/bad. Because the exogenous variable in this study is more than 1, the researcher uses R-Square Adjusted. The criteria for R-Square are as follows:

f. F-Square

F2 effect size (F-Square) is a measure used to assess the relative impact of an influencing variable (exogenous) on the affected variable (endogenous). The criteria for R-Square are as follows:

g. Hypothesis Testing Using Direct Effect

Direct effect analysis is useful for testing the hypothesis of the direct effect of a variable that affects (exogenous) on the variable that is influenced (endogenous). The criteria for testing the hypothesis using the direct effect are as follows:

III. Result and Discussion

3.1 Analysis of the Measurement Model (Outer Model)

This measurement model itself is used to test the construct validity and instrument reliability. Validity test is used to test how well the developed instrument measures certain constructs. While the reliability test is used to test how consistently the measuring instrument has measured its construction. The following is the research model after testing with SmartPLS.

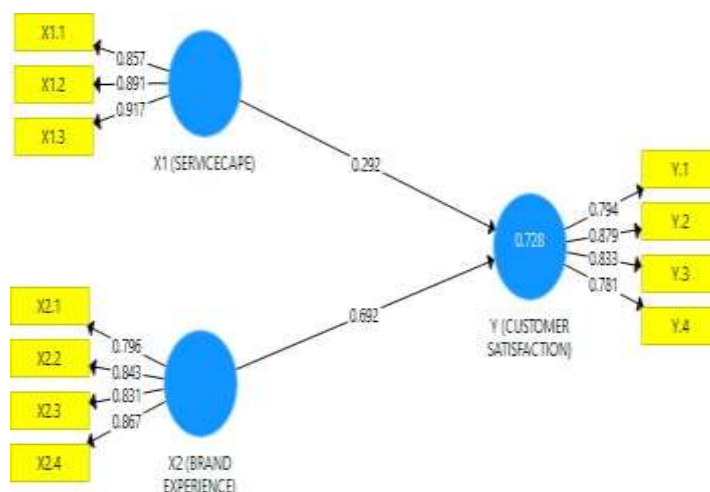


Figure 1. Outer loading value

From the picture above, it can be seen that all the items that are indicators of each of the variables in this study have a factor loading value above 0.7. Therefore, all of these items deserve to be used as indicators in this study.

3.2 Structural Model Analysis (Inner Model)

The structural model or inner model is a data analysis model that describes the relationship between latent variables (constructs), namely exogenous and endogenous and the relationship between them. The evaluation of the inner model in this study was carried out in 2 ways, namely by looking at the R-Square and F-Square which can be interpreted as follows:

a. R-Square

Table 1. Table R Square

Variable	R Square	R Square Adjusted
Y	0.728	0.723

Source: 2021 primary data processed from SmartPLS

The table above explains that the R-Square Adjusted path model in this study = 0.728. it means that the ability of variables X1 (Servicecape) and X2 (Brand Experience) in explaining Y (Customer Satisfaction) is 79.7%. Thus the model is classified as Substantial (strong).

b. F-Square

Table 2. F-Square

Variable	Customer Satisfaction
Servicecape	0,261
Brand Experience	1,468

Source: 2021 primary data processed from SmartPLS

Based on the F-Square value in the table above, it can be concluded that the influence of the exogenous variables, namely, the Servicecape variable and the Brand Experience variable on the Customer Satisfaction variable as an endogenous variable has the following criteria:

1. Servicecape → Customer Satisfaction = 0,261 (moderate or moderate)
1. Brand Experience → Customer Satisfaction = 1,468 (substantial or strong)

3.3 Hypothesis Testing Using Direct Effect

The next stage of hypothesis testing using direct effects is useful for testing the hypothesis of the direct effect of a variable that affects (exogenous) on the variable that is influenced (endogenous). The results of hypothesis testing using direct effects are as follows:

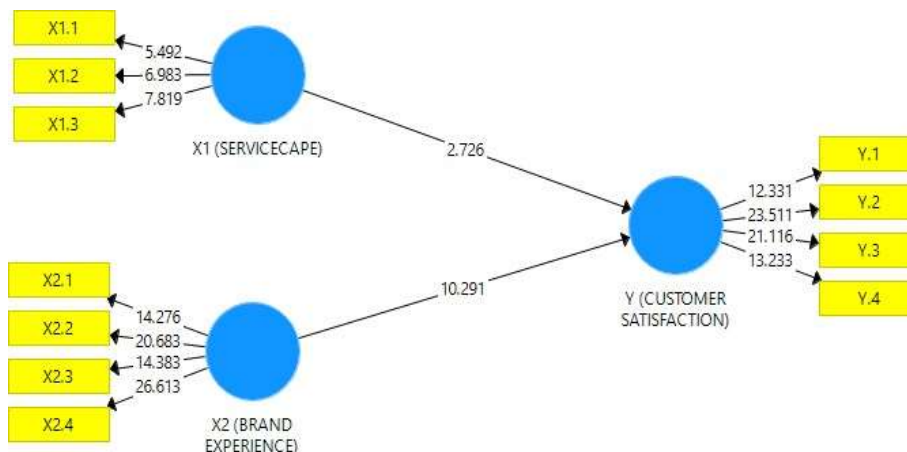


Figure 2. *Boostrapping Results Direct Effects of Exogenous to Endogenous*

Based on the picture above, it can be seen that the variable X1 (Servicecape) has a direct influence on the variable Y (Customer Satisfaction) ($2.726 > 1.96$). Furthermore, the role of the variable X2 (Brand Experience) also has a direct influence on the variable Y (Customer Satisfaction) ($10.291 > 1.96$), so it can be concluded that all exogenous variables have a direct influence on the endogenous variables.

Table 2. *(Path Coefficient)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 (SERVICECAPE) -> Y (CUSTOMER SATISFACTION)	0.292	0.284	0.107	2.726	0.006
X2 (BRAND EXPERIENCE) -> Y (CUSTOMER SATISFACTIO..	0.692	0.705	0.067	10.291	0.000

Source: 2021 primary data processed from SmartPLS

Based on the table above, it can be interpreted that the path coefficient value and the probability/significance value (p-value) of each exogenous to endogenous variable are as follows:

1. The influence of the Servicecape variable (X1) on the Customer Satisfaction variable (Y) produces the path coefficient value in the original sample column = 0.292 and the P-Values value = 0.006 (< 0.05), which shows a positive and significant effect. This means that Servicecape has a positive and significant effect on Customer Satisfaction or it can be interpreted that Customer Satisfaction at Café Sinar Utama will increase if accompanied by Servicecape.
2. The influence of the Brand Experience variable (X2) on the Customer Satisfaction variable (Y) produces the path coefficient value in the original sample column = 0.629 and the P-Values value = 0.000 (< 0.05), which shows a positive and significant

- influence. This means that Brand Experience has a positive and significant effect on Customer Satisfaction or it can be interpreted that
3. Sinar Utama Café's customer satisfaction will increase if the business is able to improve its Brand Experience.

3.4 Discussion

a. Service cape Affects Customer Satisfaction

From the results of data analysis in this study, it shows that there is a positive and significant influence between the X1 variable (Servicecape) on the Y variable (Customer Satisfaction). This can be seen in the path coefficient value of the original sample of 0.292 (Positive), the P-Value of 0.006 < 0.05 and the T statistic value of 2.726 > 1.996 (Significant). Showing H01 is rejected and Ha1 is accepted, it means that the increase in Customer Satisfaction can be caused by the Customer Satisfaction factor. The F-Square value of the influence of the servicecape variable on the Customer Satisfaction variable is 0.261 including the category of influence with moderate or moderate criteria. If the servicecape is improved, then customer satisfaction.

This is in accordance with research conducted by Cindy Amylia Kesumawardani in 2012 with the title, "The Influence of Servicescape in shaping word of mouth (Study at Marche Restaurant Plaza Senayan Branch)", The influence of the physical environment or service cape and word of mouth because the physical environment can affect the convenience of customers who come and create their own experiences for them. Although the main needs of customers who visit Marche Restaurant are to fulfill their hunger, so they also want satisfaction and a comfortable and pleasant atmosphere at the restaurant.

In this study, it was found that servicecape had a positive and significant effect on customer satisfaction at Cafe Sinar Utama, Mie Ayam & Kopi in Medan City. Before visiting the Sinar Utama Mie Ayam & Kopi cafe, consumers know a lot of information about the products or services marketed by Sinar Utama Mie Ayam & Kopi through online media, such as Instagram, Facebook, and Tiktok. However, some of the consumers also came directly to the atmosphere at the Sinar Utama Cafe, Mie Ayam & Kopi.

Based on the previous data analysis, it can be seen that the servicecape has a moderate (moderate) effect. It can be interpreted that the servicecape applied to the Sinar Utama Cafe Mie Ayam & Kopi has contributed quite well in providing customer satisfaction. The servicecape offered by the Sinar Utama Mie Ayam & Kopi cafe is quite good, in its application the main light cafe has an attractive interior and gives a comfortable impression to be enjoyed with friends or relatives and even family. Café Sinar Utama Medan also holds live acoustic music which is sung by singers who provide an atmosphere of enjoyment and relaxation to the café visitors. The music played by the cafe tends to be relaxed and can be enjoyed by consumers. The cafe also provides indoor or outdoor facilities so that visiting consumers can adjust their seats according to the temperature they want. The interior design of the café also has a concept that attracts visitors to have fun while relaxing and the aroma of cooking smells good when the cafe employees are preparing each dish from the consumer. But even so, consumers do not feel disturbed by their kitchen utensils because employees still maintain the comfort of their consumers. Consumers feel that their needs are fulfilled because cutlery or the layout of food utensils are neatly arranged on each dining table rather than the cafe. With the symbols and logos of the Sinar Utama Mie Ayam & Kopi cafe, it makes it easier for consumers to find the cafe or the rooms needed by consumers. Sinar Utama Mie Ayam & Kopi is more active on Instagram. Through social media, consumers know how the service or atmosphere felt by consumers when visiting the cafe. Consumers agree that the price

offered by Sinar Utama Mie Ayam & Kopi is in accordance with the benefits obtained. Product prices start from Rp. 8.000 for soy sauce eggs and snacks at a price of Rp. 15,000 such as Cakwe Pandan and Pangsit Nachos Mayo to the most expensive Sinar Utama Mie Ayam & Kopi product, which is Rp. 46,000 i.e. Spicy Combo. The price for Sinar Utama Mie Ayam & Kopi consumers can be categorized as affordable considering the appropriate composition and the perceived benefits or facilities in meeting consumer needs and satisfaction. There were some visitors who were not satisfied (did not agree) regarding the harmony of the music played at the cafe. This is caused by the difference in the genre of music played at the café with the mood or musical tastes of visitors. Then about giving symbols regarding instructions in the cafe is inadequate so that visitors sometimes find it difficult (feel confused) to adjust activities at the cafe.

b. Brand Experience Affects Customer Satisfaction

From the results of data analysis there is a positive and significant effect between the X2 variable (Brand Experience) on the Y variable (Customer Satisfaction). This can be seen in the path coefficient value of the original sample of 0.692 (Positive), the P-Value of $0.000 < 0.05$ and the T Statistics value of $10.291 > 1.996$ (Significant). Showing that H02 is rejected and Ha2 is accepted, it means that the increase in Customer Satisfaction at Café Sinar Utama is caused by the Brand Experience factor. The F-Square value of the influence of the life variable on the performance variable is 1.468 including the category of influence with substantial or strong criteria.

This is in accordance with the research conducted by Reza Rekeyasa Gusti in 2016 entitled “Analysis of the Effect of Brand Experience, Brand Satisfaction, Brand Trust on Brand Attachment (A Research on Bmw Brand)”, which states that brand attachment comes from Brand Experience. When a brand creates a good image in the minds of consumers, it will produce a good brand experience as well, which results in customer satisfaction so that they can make repeat purchases. However, some of the consumers before making a purchase of goods or services first search for information about products, services, and the perceived safety of consumers based on the Brand Experience felt by friends or relatives and even their own families or even from social media that we often use everyday. . Indirectly this can benefit the company from the testimonials given by consumers who have consumed it.

In this study, it was found that Brand Experience had a positive and significant effect on Customer Satisfaction at Sinar Utama Cafe Mie Ayam & Kopi in Medan City. The comfortable and attractive impression and the relaxed atmosphere will certainly make you feel at home and want to visit again at the main light cafe. From this experience, many consumers who have visited the Sinar Utama Mie Ayam & Kopi cafe recommend it to their friends or relatives and also the results of updates from visitors on social media, especially Instagram. Sinar Utama Cafe Mie Ayam & Coffee is indeed more active on Instagram. Various funny and interesting updates are always displayed on their Instagram account every day. Not only that, consumers are now more creative and innovative. For example, by taking photos or videos as aesthetically and attractively as possible, it will also give interest to other people. This happens because sometimes consumers are carried away by the mood or feel happy and satisfied with the services provided by the cafe.

During a pandemic due to the corona virus, consumers also prefer which cafes apply health protocols in accordance with the procedures. Sinar Utama Mie Ayam & Kopi is very concerned about that. All employees have been vaccinated and continue to prioritize the cleanliness of both the employees and the place. All employees of the company have also been trained to be alert and responsive and they also use uniforms which of course

make it easier for consumers to fulfill their consumer needs. Employees are also polite and courteous in establishing communication with consumers.

Besides that, there were also some visitors to the Sinar Utama Mie Ayam & Kopi cafe who were less satisfied and answered that they did not agree about the provision of the cafe atmosphere offered, its comfort, the visiting experience, and the menu offered. This happens because of the limited space of the building and the crowds of visitors make the service less than optimal.

c. The Effect of Simultaneous Servicecape and Brand Experience on Customer Satisfaction

There is a positive and significant effect simultaneously on all independent variables (Servicecape and Brand Experience) on the dependent variable (Customer Satisfaction). This can be seen in the R-Square value of the original sample of 0.728 (Positive), the P-Value value of $0.000 < 0.05$ and the T Statistical value of $13.503 > 1.996$ (Significant). This shows that Customer Satisfaction at Café Sinar Utama Medan can increase if it is influenced by the two factors in this study, namely (Servicecape and Brand Experience) which have substantial (strong) influence criteria.

This is in accordance with the research conducted by Juliana in 2014 with the title, "The Influence of Servicecape on Consumer Satisfaction of Coffee Warehouses in Medan", which states that customer satisfaction (Customer Satisfaction) comes from one of the factors, namely Servicecape. By providing a good Servicecape, it will certainly lead to a good Brand Experience in the minds of consumers. Of course, these two components greatly affect customer satisfaction because they have a close relationship.

In this study, it was found that there was a simultaneous influence of Servicecape and Brand Experience on Customer Satisfaction at Sinar Utama Cafe Mie Ayam & Kopi in Medan City. Servicecape must be able to reflect a comfortable and good impression in growing consumer satisfaction in the minds of consumers. Then after that it will provide a good Brand Experience image in the minds of consumers. Because getting a series of good experiences about a product will be able to provide long-term benefits for the company, namely Customer Satisfaction. The things referred to in the service include an assessment of the interior design, exterior design, parking lot symbols, equipment provided, layout plans, air quality or air temperature at the facility.

Consumers will respond to brand stimuli which are divided into two parts, namely internal responses and behavioral responses. Internal response refers to consumer response to sensations, feelings, and brand cognition, while behavioral response refers to consumer response to brand design, and brand identity, such as packaging, logos, colors, sound & tone, typography and illustrations and marketing communications such as advertising, sites, digital series, videos, blogs. Regarding Customer Satisfaction Café Sinar Utama Mie Ayam & Kopi Medan, there were several respondents who did not agree about the decision to visit again, the suitability of the cafe atmosphere, the menu offered, and the services provided by the Sinar Utama Mie Ayam & Kopi Medan cafe. This happens because there are limited employees in serving busy visitors so that the service is less effective.

IV. Conclusion

Servicecape has a positive and significant effect on customer satisfaction at Café Sinar Utama Mie Ayam & Kopi in Medan City. Brand Experience has a positive and significant impact on customer satisfaction at Café Sinar Utama Mie Ayam & Kopi in Medan City. Servicecape and Brand Experience both have a positive and significant impact on customer satisfaction at Café Sinar Utama Mie Ayam & Kopi in Medan City.

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