

Improving Service Quality Towards Customer Satisfaction at Coffee Luvium using The Servqual Method

Ahmad Fauzan¹, Umi Marfuah^{1*}, Wiwik Sudarwati¹.

¹Industrial Engineering Department, Teknik Faculty, Universitas Muhammadiyah Jakarta, Indonesia

*Email address of corresponding author: umi.marfuah@umj.ac.id

ABSTRACT

Increased consumption of coffee along with consumptive nature and changes in people's lifestyle. Coffee is one of the most consumed drinks in Indonesia. Coffee Luvium is one of the businesses engaged in FNB. Based on the results of the study using the servqual method conducted on Coffee Luvium, found 5 priority factors that affect the level of customer satisfaction. The five factors are: 1) Speed of Coffee Luvium service systems in serving customers, 2) good speed and responsiveness from the management of Coffee Luvium in responding to customer complaints, 3) timeliness in the presentation of food and drinks to customers, 4) customer safety and comfort while in Coffee Luvium, 5) Speed of Management in providing solutions if there are complaints from customers. With gap values (gap) -1,16, -1.74, 1.78, -1,79, and -1.57. In this study discussed improvement recommendations to increase customer satisfaction Coffee Luvium.

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1. Introduction

The coffee industry has become increasingly competitive, necessitating a focused approach on enhancing service quality to drive customer satisfaction. This paper explores the application of the SERVQUAL method at Coffee Luvium, aiming to assess gaps between customer expectations and perceived service quality to formulate targeted improvement strategies. SERVQUAL, a widely recognized framework developed by Parasuraman, Zeithaml, and Berry, evaluates service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy [1], [2]. Employing this method allows businesses to gauge their service efficacy and adapt based on direct consumer feedback.

Research indicates that perceived service quality significantly impacts customer satisfaction and retention in various service sectors, including hospitality and retail (S et al.,

2023). For instance, Shen illustrates that establishing a scientific evaluation model, such as SERVQUAL, is vital for understanding customer expectations and effectively monitoring service quality changes (Shen, 2015). Similarly, findings by Gasni and Fernandez confirm that measuring the gap between customer expectations and perceptions using SERVQUAL is beneficial for improving services in diverse contexts, including education [1]. While these studies primarily focus on education, the principles derived from the SERVQUAL model can be adopted in other fields, including retail, which aligns with the operational goals of Coffee Luvium, given its emphasis on identifying and mitigating service deficits.

Furthermore, as the coffee market continues to evolve, rising consumer expectations regarding the quality of service necessitate innovative strategies to enhance customer experiences. A

study by Maemunah et al. discusses the profound influence of e-service improvements on service delivery and customer satisfaction, suggesting that integrating these improvements within the operational model of Coffee Luvium may lead to enhanced service quality and customer loyalty [3]. Additionally, research by Tian and Yu underscores the importance of formulating service strategies that align with customer demands, which could be substantial for Coffee Luvium in tailoring its service delivery to meet specific consumer needs [4].

In essence, employing the SERVQUAL method at Coffee Luvium not only serves as a diagnostic tool for evaluating service effectiveness but also presents a roadmap for continuous improvement. This systematic approach to service quality enhancement is pivotal for fostering long-term customer relationships and achieving operational excellence.

2. Material and Methods

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The service quality of coffee shops plays a crucial role in shaping customer satisfaction, particularly within the context of Coffee Luvium and similar establishments. To conduct a literature review focusing on improving service quality towards customer satisfaction using the SERVQUAL method, one must address several key dimensions: the ambience, product quality, employee performance, and the integration of technology.

The SERVQUAL model, which categorizes service quality into five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—serves as a foundation for assessing

consumer perceptions in the coffee shop industry. In a study conducted by Utomo et al., the evaluation of service quality employing the SERVQUAL theory highlighted the importance of these dimensions in influencing consumer preferences for coffee shops in Malang City [5]. This model provides insights not only into customer expectations but also into perceived service performance, forming a framework for analyzing gaps that may exist in customer perceptions at Coffee Luvium.

Understanding the role of the dining atmosphere is essential in enhancing service quality. As noted by Septiani et al., the ambience significantly shapes consumer trust and loyalty, directly impacting the overall competitiveness of coffee shops [6]. Ambience-related attributes, such as décor and cleanliness, have been shown to greatly influence customer satisfaction [7]. Therefore, refining the physical environment of Coffee Luvium is vital for fostering a satisfying dining experience.

Product quality, particularly in terms of brewed coffee and other menu items, is consistently cited as a determinant of customer satisfaction. Chen and Hu articulate how attributes of coffee quality and food offerings significantly impact perceived value and customer satisfaction in coffee outlets [8]. Additionally, a robust product offering paired with a strong corporate brand image can enhance customer loyalty, as demonstrated by the findings from Tu et al., indicating a direct correlation between brand image and customer satisfaction [9].

3. Results and Discussions

Validity Test

Validity test is used to measure the validity or otherwise of a questionnaire, a questionnaire is said to be valid if the statements in the questionnaire are able to reveal or explain something that is measured.

The level of validity is measured by comparing the value of r count (correlation item total) with r table with the provision of degree of freedom (df) = $n - 2$, where n is the number of samples. The questionnaire is said to be valid if r count > r table, based on a significant test of 0.05 the results of the validity test can be seen in the following table using the SPSS 27 program. The results of the questionnaire validity test can be seen in the following:

Table 1. Validity Test Results

No.	R-Tabel	R-count (Expectation)	R-count (Perception)	Remarks
Q1	0.105	0.498	0.332	VALID
Q2	0.105	0.457	0.328	VALID
Q3	0.105	0.533	0.322	VALID
Q4	0.105	0.457	0.404	VALID
Q5	0.105	0.372	0.507	VALID
Q6	0.105	0.399	0.489	VALID
Q7	0.105	0.387	0.493	VALID
Q8	0.105	0.35	0.489	VALID
Q9	0.105	0.545	0.430	VALID
Q10	0.105	0.513	0.509	VALID
Q11	0.105	0.528	0.458	VALID
Q12	0.105	0.547	0.509	VALID
Q13	0.105	0.539	0.424	VALID
Q14	0.105	0.534	0.399	VALID
Q15	0.105	0.524	0.364	VALID
Q16	0.105	0.557	0.398	VALID
Q17	0.105	0.502	0.454	VALID
Q18	0.105	0.511	0.453	VALID
Q19	0.105	0.451	0.458	VALID
Q20	0.105	0.497	0.468	VALID

(Source: Processing Results)

Based on the Validity Test Results Table, it can be seen that all statements have r count > r table. For example, the Q1 attribute is said to be Valid because it can be seen that the r count of expectations and r count of perception are 0.498 and 0.332, which are greater than r table, which is 0.105.

The reliability test

The reliability test is measured by the Cronbach Alpha (α) statistical test, by comparing the Alpha value with its standard. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.70. The results of the questionnaire reliability test can be seen in the following:

Table 2. Reliability Test Results

Cronbach's Alpha (Expectation)	Cronbach's Alpha (Perception)	Remarks
832	772	Reliable

(Source: Data Processing Results)

Average Reality Level

After obtaining the data of respondents' interests, the data is then processed by calculating the average level of reality for each question. The overall results of the average level of reality are shown in table 3. These are:

Table 3. Average Level of Reality

Statements	STB	TB	B	BA	SB	Total	Average Level of Reality
	1	2	3	4	5		
Is the coffee shop interior attractive and comfortable?	0	24	260	64	2	1.094	3.12
Is the coffee shop area always clean and well maintained?	0	28	247	75	0	1.097	3.13
Are the furniture and lighting appropriate to your needs?	0	26	246	77	1	1.103	3.15
Are the supporting facilities adequate (Wifi and power outlets)?	0	26	246	77	1	1.103	3.15
Is the taste of drinks and food always consistent?	0	27	239	84	0	1.107	3.16
How about the order serving time according to expectations?	6	89	197	55	3	1.010	2.89
How are the 24-hour operating hours according to your needs?	4	86	202	54	4	1.018	2.91
Is the menu offered varied?	4	81	202	62	1	1.025	2.93

How about the staff being quick in welcoming and taking orders?	7	78	202	62	1	1.022	2.92
Are the staff responsive in handling complaints?	2	97	205	46	0	995	2.84
How about the fast or easy payment process?	1	97	211	40	1	993	2.84
How about clear and easy to understand menu information?1	4	98	210	37	1	983	2.81
How about the staff have good knowledge about the menu?	5	93	217	34	1	983	2.81
Is the presentation quality and hygienic?	8	149	185	8	0	893	2.55
Is the coffee shop environment safe?	3	169	171	7	0	882	2.52
Are the staff professional in serving?	4	164	176	6	0	884	2.53
Are the staff friendly and polite in serving?	5	180	158	7	0	867	2.48
Does the staff provide personal attention?	14	124	181	31	0	929	2.65
Does the staff understand the specific needs of customers?	6	120	190	34	0	930	3.65
Are customer complaints handled properly?	13	127	184	26	0	923	2.64

(Source: Data Processing Results)

Average Level of Interest

After obtaining the respondent's interest data, the data is then processed by calculating the

average level of importance for each question. The overall results of the average level of importance are shown in table 4. These are:

Table 4. Average Level of Importance

Statements	STB	TB	B	BA	SB	Total	Average Level of Interest
	1	2	3	4	5		
Is the coffee shop interior attractive and comfortable?	0	0	3	242	105	1.502	4.29
Is the coffee shop area always clean and well maintained?	0	0	3	249	98	1.495	4.27
Are the furniture and lighting appropriate to your needs?	0	0	3	235	112	1.509	4.31
Are the supporting facilities adequate (Wifi and power outlets)?	0	0	3	235	112	1.509	4.31
Is the taste of drinks and food always consistent?	0	0	1	237	112	1.511	4.32
How about the order serving time according to expectations?	0	0	0	63	287	1.687	4.82
How are the 24-hour operating hours according to your needs?	0	0	0	57	293	1.693	4.84
Is the menu offered varied?	0	0	0	57	293	1.693	4.84

How about the staff being quick in welcoming and taking orders?	0	0	0	54	296	1.696	4.85
Are the staff responsive in handling complaints?	0	0	0	161	189	1.589	4.54
How about the fast or easy payment process?	0	0	0	153	197	1.597	4.56
How about clear and easy to understand menu information?	0	0	0	171	179	1.579	4.51
How about the staff have good knowledge about the menu?	0	0	0	176	174	1.574	4.50
Is the presentation quality and hygienic?	0	0	1	218	131	1.530	4.37
Is the coffee shop environment safe?	0	0	2	216	132	1.530	4.37
Are the staff professional in serving?	0	0	0	210	140	1.540	4.40
Are the staff friendly and polite in serving?	0	0	0	220	130	1.530	4.37
Does the staff provide personal attention?	0	0	0	264	75	1.464	4.18
Does the staff understand the specific needs of customers?	0	0	9	272	69	1.460	4.17
Are customer complaints handled properly?	0	0	7	269	74	1.467	4.19

(Source: Data Processing Results)

The calculation of the GAP value

The calculation of the GAP value is to determine the magnitude of the gap between the perception (reality) experienced by service users and the expectations (interests) of service users.

The GAP value is calculated by subtracting the results of the average calculation of reality (perception value) from the results of the average calculation of the level of interest

(expectation value). The results of the GAP calculation are as follows:

- If the GAP value is (+), the level of satisfaction of service users has exceeded their expectations.
- If the GAP value is (0), the level of satisfaction of service users is in accordance with their expectations.
- If the GAP value is (-), the level of satisfaction of service users is not in accordance with their expectations.

Table 5. Calculation of GAP Value

No Questions	Perceived Value	Expected Value	GAP Value
1	3.12	4.29	-1.17
2	3.13	4.27	-1.14
3	3.15	4.31	-1.16
4	3.15	4.31	-1.16
5	3.16	4.32	-1.15

6	2.89	4.82	-1.93
7	2.91	4.84	-1.93
8	2.93	4.84	-1.91
9	2.92	4.85	-1.93
10	2.84	4.54	-1.70
11	2.84	4.56	-1.73
12	2.81	4.51	-1.70
13	2.81	4.50	-1.69
14	2.55	4.37	-1.82
15	2.52	4.37	-1.85
16	2.53	4.40	-1.87
17	2.48	4.37	-1.89
18	2.65	4.18	-1.53
19	3.65	4.17	-0.52
20	2.64	4.19	-1.55

(Source: Data Processing Results)

An example of calculating the GAP value for statement no. 1 is as follows:

$$\text{GAP value} = 3.12 - 4.29 = -1.17$$

After the statements are grouped into each dimension of service quality, the satisfaction

and importance values for each dimension are calculated. The calculation results can be seen in table 6 below:

Table 6. GAP Values for Each SERVQUAL Dimension

No .	Dimensions	Statement	Perceived Value	Expected Value	Average Perception	Average Expectations	GAP Value Dimension
1	Tangibles	Is the coffee shop interior attractive and comfortable?	3.12	4.29	3.14	4.30	-1.16
		Is the coffee shop area always clean and well maintained?	3.13	4.27			
		Are the furniture and lighting appropriate to your needs?	3.15	4.31			
		Are the supporting facilities adequate (Wifi and power outlets)?	3.15	4.31			
2	Reliability	Is the taste of drinks and food always consistent?	3.16	4.32	2.97	4.71	-1.73
		How about the order serving time according to expectations?	2.89	4.82			
		How are the 24-hour operating hours according to your needs?	2.91	4.84			
		Is the menu offered varied?	2.93	4.84			
3	Responsiveness	How about the staff being quick in welcoming and taking orders?	2.92	4.85	2.87	4.65	-1.78
		Are the staff responsive in handling complaints?	2.84	4.54			
		How about the fast or easy payment process?	2.84	4.56			
4	Assurance	How about clear and easy to understand menu information?	2.81	4.51	2.64	4.43	-1.79
		How about the staff have good knowledge about the menu?	2.81	4.50			
		Is the presentation quality and hygienic?	2.55	4.37			
		Is the coffee shop environment safe?	2.52	4.37			

		Are the staff professional in serving?	2.53	4.40			
5	Emphaty	Are the staff friendly and polite in serving?	2.48	4.37	2.86	4.23	-1.37
		Does the staff provide personal attention?	2.65	4.18			
		Does the staff understand the specific needs of customers?	3.65	4.17			
		Are customer complaints handled properly?	2.64	4.19			

(Source: Data Processing Results)

below is a diagram showing the GAP of each SERVQUAL dimension.

In table 7 below, shows the GAP value of the five SERVQUAL dimensions. The image

Table 7. GAP Values of SERVQUAL Dimensions

Dimensions	Perception	Expectation	GAP
Tangibles	3.14	4.30	-1.16
Reliability	2.97	4.71	-1.74
Responsiveness	2.87	4.65	-1.78
Assurance	2.64	4.43	-1.79
Empathy	2.86	4.43	-1.57

(Source: Data Processing Results)

Importance and Performance Matriks

This matrix is used to map the points between the perception and expectation of coffee luvium consumers into a diagram consisting of 4 quadrants (A.B.C and D).

customers into a diagram consisting of 4 quadrants (A.B.C and D).

This matrix is used to map the points between the perception and expectation of coffee luvium

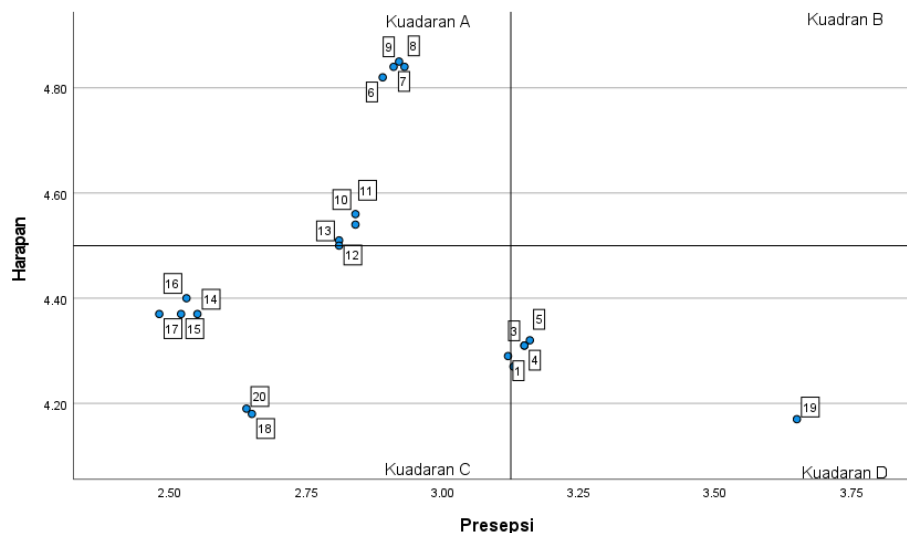


Figure 1. Cartesian Diagram

From the image above, we can see which values are in quadrants A, B, C and D.

Table 8. Variables in quadrant A

Statements	Perception	Expectation
How about the order serving time according to expectations?	2.89	4.82
How are the 24 hour operating hours according to your needs?	2.91	4.84
Is the menu offered varied?	2.93	4.84
How about the staff being quick in welcoming and taking orders?	2.92	4.85
Are the staff responsive in handling complaints?	2.84	4.54
How about the fast or easy payment process?	2.84	4.56
How about clear and easy to understand menu information?	2.81	4.51
How about the staff have good knowledge about the menu?	2.81	4.50

(Source: Data Processing Results)

Table 9. Variables in quadrant C

No	Statements	Perception	Expectation
14	Is the presentation quality and hygienic?	2.55	4.37
15	Is the coffee shop environment safe?	2.52	4.37
16	Are the staff professional in serving?	2.53	4.40
17	Are the staff friendly and polite in serving?	2.48	4.37
18	Does the staff provide personal attention?	2.65	4.18
20	Are customer complaints handled properly?	2.64	4.19

(Source: Data Processing Results)

Tabel 10. Variables in quadrant D

No	Statements	Perception	Expectation
1	Is the coffee shop interior attractive and comfortable?	3.12	4.29
2	Is the coffee shop area always clean and well maintained?	3.13	4.27
3	Are the furniture and lighting appropriate to your needs?	3.15	4.31
4	Are the supporting facilities adequate (Wifi and power outlets)?	3.15	4.31
5	Is the taste of drinks and food always consistent?	3.16	4.32
19	Does the staff understand the specific needs of customers?	3.65	4.17

(Source: Data Processing Results)

Customer Satisfaction Index

Table 11. Customer Satisfaction Index

Dimensions	Expectation	Weighting factor	Perception	The highest satisfaction score
Tangibles	4.30	19.09%	3.14	0.60
Reliability	4.71	20.91%	2.97	0.62
Responsiveness	4.65	20.65%	2.87	0.59
Assurance	4.43	19.67%	2.64	0.52
Empathy	4.43	19.67%	2.86	0.56
Total	22.52	100%	14.48	2.90
Customer Satisfaction Index				58%

(Source: Data Processing Results)

Examples of tangibles dimensions are as follows:

$$\text{Weight factor} = \frac{4.30}{22.52} \times 100\% = 0.60$$

The number of weighted customer satisfaction scores is converted to the customer satisfaction

index. Total score of 2.90. This index is obtained by dividing the weighted satisfaction score with the maximum score that can be obtained (because it uses a 5point dimensional scale. The maximum score is 5). Examples of consciousness as follows:

Customer satisfaction index = $\frac{2.90}{5}100\% = 58\%$

From this result from the customer satisfaction index there are 58%. then it is categorized quite satisfied with the results of the calculation of customer satisfaction.

Diagram Fishbone

Based on the variables in quadrant A, which are considered the most important, but the level of customer satisfaction is still low.

Based on the fishbone diagram in quadrant A the results of brainstorming on employees who are considered the most important are as follows:

Tabel 12. Variabel Yang Berada Pada Kuadran A

No	Pernyataan	Perception	Expectation
6	How about the order serving time according to expectations?	2.89	4.82
7	How are the 24-hour operating hours according to your needs?	2.91	4.84
8	Is the menu offered varied?	2.93	4.84
9	How about the staff being quick in welcoming and taking orders?	2.92	4.85
10	Are the staff responsive in handling complaints?	2.84	4.54
11	How about the fast or easy payment process?	2.84	4.56
12	How about clear and easy to understand menu information?	2.81	4.51
13	How about the staff have good knowledge about the menu?	2.81	4.50

(Source: Data Processing Results)

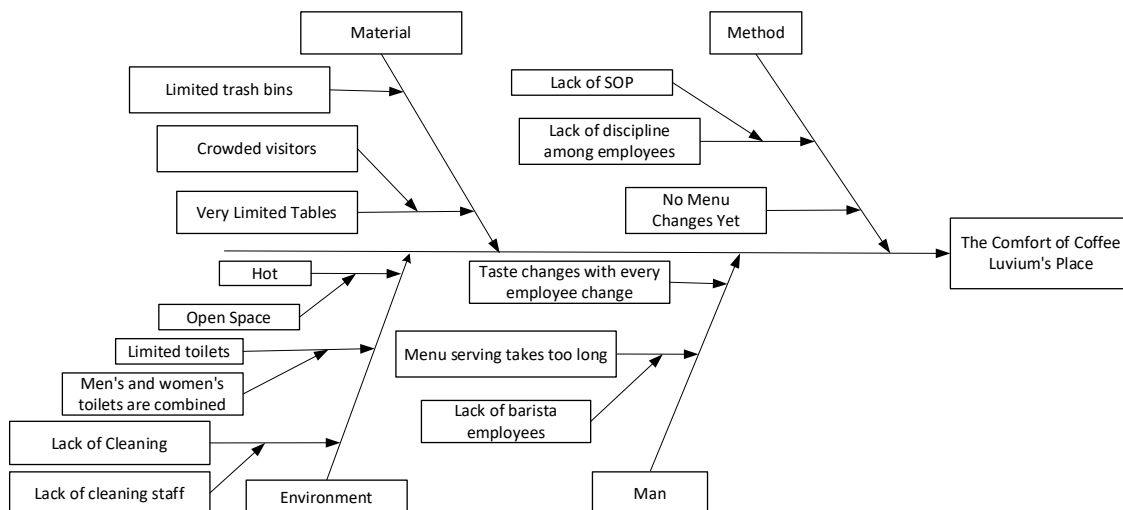


Figure 2. Fishbone Diagram

Based on the fishbone above. the causes and effects of customer satisfaction problems among Coffee Luvium employees for 5 months are known. as follows:

1. Method
 - a. Lack of discipline among employees
 - b. No changes to the menu
2. Man
 - a. Taste changes with each employee change
 - b. Menu serving takes too long to wait
3. Material
 - a. Limited trash bins
 - b. Very limited tables
4. Environment
 - a. Lack of cleaning of the place
 - b. Limited toilets

c. Heat of the outdoor place

customer satisfaction were obtained. Therefore, improvements were proposed using the 5W1H analysis. Table 4.16 provides an analysis of improvements proposed using 5W1H.

5W1H Analysis

Based on the results of data processing using the fishbone diagram, the factors causing

Table 13. 5W1H Analysis

Factor	What	Who	Where	Why	When	How
Method	Lack of discipline among employees	Customer	Coffee Luvium	The lack of rules at Coffee Luvium means that there are frequent changes in taste and new menus, so there needs to be changes for new innovations.	Mei - September	Train kitchen staff and baristas to understand and follow existing SOPs, ensure that there is innovation in the menu every few months.
	There are no changes to the menu yet					
Material	Limited trash bins	Customer	Coffee Luvium	The lack of tables and chairs overloads consumers, while the lack of trash bins makes consumers throw trash carelessly.	Mei - September	There needs to be additional trash bins in every corner and there needs to be additional tables and chairs to anticipate this.
	Tables are very limited					
Environment	Lack of Cleaning	Customer	Coffee Luvium	Lack of cleanliness, limited toilets, and heat are some of the factors that cause problems for consumers' comfort when enjoying Coffee Luvium dishes.	Mei - September	There needs to be additional cleaning staff, with additional toilets so that the men's and women's toilets are separate, with additional indoor space if it can be expanded.
	Limited toilets					
	Hot					
Man	Menu serving takes too long	Customer	Coffee Luvium	With the change of employees, changes in taste and presentation of the menu can take too long.	Mei - September	The need to follow existing SOPs and the lack of them among barista employees
	Taste changes with every employee change					

(Source: Data Processing Results)

Quality Improvement Proposals

following recommended actions for improvement are proposed:

Based on the results of data processing and observations conducted at Coffee Luvium, the

Table 14. Further Actions

No.	Initial condition	Proposal
1.	Many customers complain about long waiting times when ordering coffee and food, especially during peak hours.	Adding barista and cashier staff during peak hours to speed up the ordering and serving process.

2.	Some customers feel that the quality of the coffee taste is inconsistent. customers have asked for less sugar but the coffee still tastes sweet.	Providing special training to baristas on recipe standards and ingredient measurements to ensure consistent quality and having automatic measuring tools to ensure more accurate measurements of sugar and other ingredients.
3.	The barista is not friendly or does not provide good service. so the customer experience is less than satisfactory with the existing service.	Improve service by providing 5S (smile. greet. say hello and be polite) so that customers get good service.
4.	The availability of stock of ingredients is often problematic. some coffee variants or alternative milks often run out without prior notice.	By improving the stock management system using technology (for example. management and inventory software) to monitor material availability in real time.
5.	The payment system is slow or often experiences disruptions. resulting in long queues when you want to order.	By using more digital payment methods or QRIS to make transactions faster and reduce cashier queues.

(Source: Data Processing Results)

4. Conclusion

Based on the analysis made, the following are conclusions and from this study, namely:

1. Based on the results of the satisfaction questionnaire for 350 Luvium Coffee Luvium analyzed using the SERVQUAL method there are customer satisfaction factors from the 5 -dimensional all -dimensions still get negative results. Servqual calculation results obtained expectation value higher than the value of perception, so the gap is created which signifies customer dissatisfaction. The highest gap value is in the Assurance dimension with a value of -1.79, responsiveness with a value of -1.78, reliability with a value of -1.74, empathy with a value of -1.57 and tangible with a value of -1.16. Based on the results of the gap obtained indicates that the need for improvement in each dimension, especially in the Assurance dimension, needs to pay attention to the customer's desires and satisfaction obtained by the customer.
2. Recommendations for improvement that need to be increased based on all factors there are 6 priority factors, including the speed of service systems

in the presentation of food or coffee luvium drinks in serving customers, speed and good responsiveness from the management of Coffee Luvium in responding to customer complaints, facility of places such as trash bins and limited toilets, safety in vehicle parking and comfort. limited compared to outdoor places,

As for some suggestions that need to be delivered for improvement, from 5 important factors, namely, conduct additional training to employees to set employees specifically responsible for handling customer complaints (customer service), clearly communicating and improving the time for customers when ordering, and ensuring that orders can be prepared on time, ensuring the Coffee Luvium area is clean and neat, including seating, and other general areas, evaluating and improving processes based on customer feedback.

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