

## **CUSTOMER SATISFACTION AT RR CAFE DELIMA PEKANBARU INFLUENCED BY FACILITIES AND MENU VARIATIONS**

**Librina Tria Putri \*<sup>1</sup>**

Management Study Program, Bangkinang College of Economics, Riau – Indonesia  
librinatria@gmail.com

**Yulizar Baharuddin**

Management Study Program, Bangkinang College of Economics, Riau – Indonesia  
baharudinyulizar@gmail.com

**Muhammad Nasir**

Management Study Program, Bangkinang College of Economics, Riau – Indonesia  
muhammadnasir@gmail.com

### **Abstract**

This research aims to determine the influence of facilities and menu variants on customer satisfaction at RR Cafe Delima Pekanbaru. The analysis used in this research was multiple linear analysis with a total of 99 respondents. Hypothesis testing is carried out by simultaneous testing and partial testing. Based on the research results, it can be concluded that the facilities and menu variants simultaneously affect customer satisfaction. So are partially the facilities and menu variants have an influence on customer satisfaction at RR Cafe Delima Pekanbaru. Facilities and menu variants have a very strong relationship with customer satisfaction with a contribution of 65.90%. Meanwhile, the remaining 34.10% is determined by other variables not included in this research.

**Keywords:** Facilities, Menu Variants, Customer Satisfaction.

### **INTRODUCTION**

The cafe business in Indonesia currently, especially in big cities, is growing rapidly, which is marked by the emergence of many entrepreneurs who are opening coffee shop businesses with various concepts or ideas designed to attract customers from various circles, in addition to several locations in the city. Small and even many cafes have sprung up, this is inseparable from the support of the local government which makes it easier to get permits to set up a business (Jogiyanto, 2017).

Industry cafes are a type of business that is rapidly spreading along with changes in people's lifestyles that are growing rapidly (Rohmawati, 2019). Cafe is a place that is synonymous with neatly arranged tables and chairs and comfortable sofas, selling various types of coffee and snacks to support it accompanied by music and a comfortable atmosphere that can be felt by consumers. (Poniman & Chaerudin, 2016).

The rapid development of the cafe business in various regions of Indonesia, when many new cafes appear, this will result in a high level of competition. Cafes that are not

---

<sup>1</sup> Correspondence author

strong will easily be defeated by their competitors. Judging from the current consumer's point of view, they have many alternative variants and are more selective in choosing which cafe to visit. When consumers consider a cafe unsatisfactory, it will be very easy for them to leave the cafe.

The cafe business in Indonesia is currently growing very rapidly, especially in big cities, one of which is Pekanbaru City. The number of cafes that have sprung up has resulted in business people thinking more creatively to create concepts that are different from existing cafes. This is of course to attract customer attention so that customers decide to buy the products offered and create customer satisfaction.

Jalan Delima Pekanbaru is a road with a dense population consisting of various elements, including local people, students, office employees and various other elements, so that cafe businesses are also mushrooming along Jalan Delima Pekanbaru.

#### **Cafe on Jalan Delima Pekanbaru**

No.	Cafe name
1.	RR Cafe Pomegranate
2.	One Refinery Coffee Shop
3.	Bossque Coffee & Eatery
4.	senusa.co
5.	Point Coffee pomegranate1
6.	Pekanbaru Indonesian Iced Tea
7.	Coffee Addiction
8.	Pomegranate Heart Promise
9.	Moonco Coffee

There are several cafes on Jalan Delima Pekanbaru. RR Cafe Delima is a cafe that was founded in the city of Pekanbaru on March 14 2014 by Mr. Irvandy Edward whose address is Jalan Delima, Tabek Gadang Village, Tampan District, Pekanbaru City, Riau 28291. RR Cafe Delima has a vision, namely to become the best cafe and popular with the public. with the best possible market share in the fast food and beverage industry and creating a positive image and impression that can stick in consumers' minds so that consumers visit again. RR Cafe Delima's mission is to provide satisfaction to consumers by serving food and drinks that have their own taste and the best quality, providing a comfortable hang-out place at affordable prices that suit students' pockets, providing food and drink menus at affordable prices but with good quality, creating a comfortable cafe atmosphere and, consistency and ethics are the basis for the company to achieve success.

Based on the results of interviews with employees, the operational hours at RR Cafe Delima are every day from 07:00 - 24:00. RR Cafe Delima divides employee working hours into 3 shifts which can be seen as follows:

#### **Division of Work for RR Cafe Delima Pekanbaru Employees**

No.	Shift Division	Waitress	Chef	Cashier	Amount
1.	07.00 – 14.00 WIB	2	1	1	4

	(morning)				
2.	12.00 – 19.00 WIB (middle)	2	1	1	4
3.	17.00 – 24.00 WIB (evening)	4	2	1	7
<b>Amount</b>					<b>15</b>

RR Cafe Delima divides 3 (three) employee shifts consisting of the morning shift starting from 07.00 WIB to 14.00 WIB with a total of 4 (four) employees. The middle shift starts at 12.00 WIB until 19.00 WIB with a total of 4 (four) employees and the night shift starts at 17.00 WIB until 24.00 WIB with a total of 7 (seven) employees. The total number of employees at RR Cafe Delima is 15 (fifteen) employees.

Every business will face competition. Likewise with RR Cafe Delima. Competitor RR Cafe Delima on Jl. Delima, namely One Refinery coffee shop, Bossque Coffee & Eatery, Senusa.co, Aksi Coffee and so on. This is what requires business owners to have a strategy to face competition and to increase the number of customers in the business. The number of customers at RR Cafe Delima in 2020 - 2022 can be seen in the following table:

**Number of Customers at RR Cafe Delima 2020 – 2022**

No.	Year	Number of Customers		
		Target	Realization	Percentage
1	2020	20,000	17,357	86.8
2	2021	20,000	17,983	89.9
3	2022	20,000	18,352	91.8

The number of RR Cafe Delima customers has increased in the last three years. The highest percentage of customers occurred in 2022 with a total of 91.8% and the lowest percentage of customers occurred in 2020 with a total of 86.8%. Every business actor wants the business they run to always make a profit amidst the ongoing competition. It cannot be denied that this competition will continue and at any time can threaten the business growth process being carried out. Thus, a strategy is needed for business actors to maintain customer satisfaction.

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question against the expected performance. Customers who are satisfied with products and services tend to repurchase the product and reuse the service when the same need arises again in the future. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of customer satisfaction related to fulfilling customer consumption needs.

According to Tjiptono, (2014) Customer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. If what they receive does not match their hopes or expectations, consumers will be disappointed. If what they receive meets their expectations and even exceeds their expectations or expectations, consumers will feel happy or satisfied.

Among the factors that influence customer satisfaction are facilities and customer satisfaction. Facilities are anything that can facilitate and expedite the implementation of a business and are the facilities and infrastructure needed to carry out or expedite a business activity with the aim of providing satisfaction to customers.

Business actors need to pay attention to the completeness of facilities, cleanliness, condition of facilities and ease of use of facilities, these things will indirectly help increase customer satisfaction. The available facilities must be in accordance with customer needs. If the existing facilities can meet customer needs and expectations, customer satisfaction will be created which will provide benefits for RR Cafe Delima.

Currently, RR Cafe Delima provides several facilities to fulfill customer satisfaction. The facilities in question can be seen as follows:

**Facilities at RR Cafe Delima**

No.	Facility	Condition
1	No smoking room	Less comfortable
2	Smoking area	Less comfortable
3	Chairs and Sofas	Not good
4	Fan	Not comfortable / noisy
5	Wifi	Not very smooth
6	Place of worship (prayer room)	Clean enough
7	Toilet	Clean enough
8	Parking area	Limited to 4 wheeled vehicles

RR Cafe Delima has provided various facilities to serve its customers. This aims to provide comfort to customers so that customers feel satisfaction with RR Cafe Delima which is shown through the decision to repurchase at the cafe.

Based on the results of interviews with RR Cafe Delima customers, it was stated that there are still several things that need to be of concern to the owners of RR Cafe Delima, namely the no-smoking room which is still not comfortable because there are no restrictions to maintain order so that other customers laugh and behave disturbing the comfort of other customers. Apart from that, several other facilities such as parking spaces are still limited so improvements need to be made to maintain customer comfort.

The next factor that influences customer satisfaction is menu variety. Menu variations are food variants provided to make it easier for customers to fulfill their needs at the same time. Menu variations are also differentiated based on cooking recipes, processing methods, food ingredients, and the type of food in a dish. Menu variations can be characterized by differences in size, price differences and differences. Providing a diversity of menus offered to customers, by providing a variety of menu choices, it is hoped that it can increase sales with the large number of customers who come to the RR Delima cafe.

The importance of menu variations in a business makes researchers interested in conducting research where with variety a customer can choose and compare several foods and choose according to the desired taste, thus customers will choose to come shopping

continuously and choose a place that can fulfill various types of menus. menu. Based on the survey results, researchers found that RR Cafe Delima provides various types of food and drinks to offer to customers. Remembering that menu variations are one of the most important attractions in sales. Variation can be seen from the view where a customer sees the many types of menus and sizes of products provided, so that a customer does not make a forced decision, in the sense of a forced decision, namely buying a product because he does not have the option to buy another type of product, because of the goods provided. only one type.

Based on the results of interviews with RR Cafe Delima customers, it is stated that there are still menus that do not taste particularly special with small portions, so that the menu variants offered do not have a characteristic that makes the menu not a special menu for customers. Thus, this will give a bad impression to customers of RR Cafe Delima Pekanbaru.

Research conducted by Jayusman, (2022) The effect of facilities on customer satisfaction at Oikos Cafe Pangkalan Bun shows the results that facilities influence customer satisfaction at Oikos Cafe Pangkalan Bun. With good facilities, customer satisfaction at Oikos Cafe Pangkalan Bun will increase. Likewise with research conducted by Sihombing et.al., (2022) The influence of menu variants, prices and cafe atmosphere on consumer satisfaction at Cafe Miltie Garden Mulawarman Banjarmasin shows that there is a significant influence, partially positively correlated Menu Variants on consumer satisfaction at Cafe Miltie Garden Mulawarman Banjarmasin.

Based on the background description above, the author is interested in conducting research with a problem formulation, namely whether facilities and menu variations have a simultaneous and partial effect on customer satisfaction at **RR Cafe Delima Pekanbaru**. The aim of this research is to see the influence of facilities and menu variations simultaneously and partially on customer satisfaction **RR Cafe Delima Pekanbaru**.

## **RESEARCH METHODS**

Research has been carried out on RR Cafe customers whose address is Jl. Delima, Tabek Gadang Village, Tampan District, Pekanbaru City. The research was carried out for 2 (two) months from September to October 2023. In this research, the population is the customers of RR Cafe Delima in 2022, numbering as many as 18,352 customer. The sample was calculated using the Slovin formula (Sugiyono, 2016) with a sample size of 99 respondents.

The data collection technique in this research uses questionnaire and file research. The data analysis used in this research is multiple linear analysis. Hypothesis testing is carried out by simultaneous testing and partial testing. The regression equation is:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$ .  $Y$  = Customer Satisfaction,  $\alpha$  = constant as intersection point,  $X_1$  = Facilities,  $X_2$  = Menu Variations.  $\beta_1, \beta_2$  = Regression Coefficient,  $\varepsilon$  = Error Term.

## RESEARCH RESULTS AND DISCUSSION

### RESEARCH RESULT

#### 1. Results of Multiple Linear Regression Analysis

##### Results of Multiple Linear Regression analysis

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	6,447	3,956
	Facility	0.692	0.145
	Menu Variants	0.345	0.101

a. Dependent Variable: Customer Satisfaction

$$Y = 6.447 + 0.692X_1 + 0.345X_2$$

- 1) The constant value (a) is positive, namely 6.447. This means that if the facilities and menu variants have a value of 0 (zero), then customer satisfaction has a fixed value of 6.447.
- 2) The regression coefficient value for the facility variable is positive, namely 0.692, meaning that every increase in the facility variable by 1 unit will increase customer satisfaction by 0.692 assuming other variables have a fixed value (constant) and vice versa.
- 3) The regression coefficient value for the menu variant variable is positive, namely 0.345, meaning that every increase in the menu variant variable by 1 unit will increase customer satisfaction by 0.345 units assuming the other variables have a fixed value (constant) and vice versa.

#### 2. Simultaneous Test Results (F Test)

##### Simultaneous Test (F Test)

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	855,144	2	427,572	60,856	0,000b
	Residual	674,492	96	7,026		
	Total	1529,636	98			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Menu Variants, Facilities

The significance obtained is 0.000, which is smaller than 0.050, meaning that the independent variable has a simultaneous effect on the dependent variable. It can be said that together, the facility variables and menu variants have a significant effect on the customer satisfaction variable at RR Cafe Delima Pekanbaru.

### 3. Partial Test Results (t Test)

#### t Test Results

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	1,630	0.106
	Facility	4,762	0,000
	Menu Variants	3,424	0.001

- 1) The facility variable (X<sub>1</sub>) obtained a significant value of 0.000. Based on these significance results, it turns out that the significance value of the facility variable is smaller than 0.050 ( $0.000 < 0.050$ ), which means that the independent variable partially influences the dependent variable, in other words the facility variable has a positive and significant effect on customer satisfaction at RR Cafe Delima Pekanbaru.
- 2) The menu variant variable (X<sub>2</sub>) obtained a significance value of 0.001. Based on these significance results, it turns out that the significance value of the menu variant variable is smaller than 0.050 ( $0.001 < 0.050$ ), which means that the independent variable partially influences the dependent variable, in other words the menu variant variable has a positive and significant effect on customer satisfaction at RR Cafe Delima Pekanbaru.

### 4. Correlation Coefficient (R) and Determination Coefficient (R<sup>2</sup>) Test Results

#### Correlation Coefficient (R) and Determination Coefficient (R<sup>2</sup>)

##### Model Summary <sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.848a	0.659	0.650	2,651

a. Predictors: (Constant), Menu Variants, Facilities

b. Dependent Variable: Customer Satisfaction

The Correlation Coefficient (R) value obtained was 0.848 which is in the coefficient interval (0.800 - 1.000) which means that the relationship between the independent variable and the dependent variable is at a very strong relationship level. It can be said that the facility variables and menu variants have a very strong relationship with customer satisfaction at RR Cafe Delima Pekanbaru. The coefficient of determination of the independent variable on the dependent variable obtained an R Square of 0.659 ( $0.659 \times 100 = 65.90\%$ ), meaning that the contribution of the independent variable to the dependent variable is in a strong interpretation determined by the facility variables and menu variants. Meanwhile, the remaining 34.10% is determined by other variables not included in this research.

## DISCUSSION

Based on the results of research at RR Cafe Delima Pekanbaru, it can be seen that in general the respondents were dominated by men. Cafes are often considered a place to socialize and meet people. Men are more likely to seek social interactions or informal gatherings, they may be more likely to be in cafes. Judging from the age distribution, the majority of respondents were in the 31-40 year age range. These results indicate that the respondent population tends to be more mature. People in this age range are often in an active career phase. Cafes can be a comfortable place to work or hold informal business meetings. They look for an environment that supports work or meetings with colleagues.

In the job analysis, it can be observed that the majority of respondents work as private employees. Some respondents with busy jobs certainly have the desire to find an alternative work space outside the home or office. Cafes offer a more relaxed atmosphere and can be a suitable place to work while enjoying a drink or meal. In the context of income, it can be seen that the majority of respondents have an income of between Rp. 4 - 5 million. The respondents have better financial capabilities compared to younger age groups. This can allow them to spend more time in places such as cafes.

Based on the results of simultaneous tests, the research variables show that facilities and menu variants have a positive and significant effect on customer satisfaction at RR Cafe Delima Pekanbaru. The statement that has the highest average value is statement "I feel satisfied because the variety of menus offered by RR Cafe Delima Pekanbaru suits my needs.". These results show that customer satisfaction with RR Cafe Delima Pekanbaru is based on the variety of menus offered according to their needs. Customer satisfaction is not only limited to aspects of food taste, but also involves menu variations that are able to meet individual preferences and needs.

This statement shows that RR Cafe Delima Pekanbaru has succeeded in presenting a variety of menu choices, creating a satisfying culinary experience for customers with different tastes and desires. Success in understanding and responding to customer needs can improve the image and reputation of a culinary business, create customer loyalty, and support business growth in a competitive market. Meanwhile, the statement that has the lowest average value is the statement "I come to RR Cafe Delima Pekanbaru once a week". These results indicate that the intensity of customer visits to RR Cafe Delima Pekanbaru cannot be ascertained. Customers come to the cafe twice a week, they come according to their activity conditions and needs to get free time at RR Cafe Delima Pekanbaru.

Customer satisfaction is defined as an effort to fulfill something or make something adequate. Basically, customer satisfaction is a condition where customer needs, desires and expectations can be met through the services or products consumed. Kotler & Keller (2016) say customer satisfaction reflects a person's assessment of perceived product performance in relation to expectations. If performance falls short of expectations, customers are disappointed. If performance meets expectations, customers are satisfied. If it exceeds expectations, the customer is happy.

Bahrudin & Zuhro, (2016) state that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Satisfied customers will consume the product continuously, encouraging customers to be loyal to the product and service and be happy to promote the product and service by word of mouth. Tjiptono (2014:353) conceptualizes customer satisfaction as feelings that emerge as an output assessment of the experience of using a product or service. This is a post-selection evaluative assessment caused by specific purchase selection and experience using or consuming the goods or services.

Based on the results of individual (partial) tests, it shows that there is a significant influence of the facility variable on customer satisfaction at RR Cafe Delima Pekanbaru. The statement that has the highest average value is statement "Complete supporting facilities that help customers relax at RR Cafe Delima Pekanbaru". These results show that Complete supporting facilities in creating a relaxing experience for customers at RR Cafe Delima Pekanbaru.

Comprehensive facilities not only enrich the consumer experience but also create a friendly and comfortable environment. The presence of complete facilities, such as comfortable seating and wifi, provides opportunities for customers to relax, work or socialize according to their needs and preferences. This can increase the appeal of the cafe as a fun destination for various activities, illustrating RR Cafe Delima Pekanbaru's commitment to providing services that go beyond just serving food and drinks, but also creating a pleasant space for relaxing and gathering. Meanwhile, the statement that has the lowest average value is the statement "The main facilities are complete and adequate for activities at RR Cafe Delima Pekanbaru". These results show that RR Cafe Delima Pekanbaru still has incomplete facilities such as limited parking area and is very close to the road. So it can endanger customers.

According to Tjiptono, (2014) Facilities are physical resources that must exist before something is offered to customers. Facilities are something important in a service business, therefore existing facilities, namely the condition of the facility, interior and exterior design and cleanliness must be considered, especially those that are closely related to what customers feel directly. Facilities are facilities and infrastructure that support the operations of tourist attractions to accommodate all tourist needs, do not directly encourage growth but develop at the same time or after the attraction develops (Santania, 2016). Facilities are usually related to places and decorations that are designed in such a way by the company to provide comfort to customers which ultimately makes customers comfortable and raises their intention to visit again, even promoting it indirectly to other people.

According to Kotler, (2017) Facilities are anything that is physical equipment and is provided by the service seller to support customer comfort. Meanwhile, according to Daradjat, (2014), facilities are anything that can facilitate efforts and expedite work in order to achieve a goal. In a company, to achieve goals, supporting tools are needed that are

used in the processes or activities in the company. The facilities used by each company vary in shape, type and benefits. The greater the company's activities, the more complete the supporting facilities and facilities are to achieve the company's goals.

Based on the results of individual (partial) tests, the research variables show that there is a significant influence of the menu variant variable on customer satisfaction at RR Cafe Delima Pekanbaru. The statement that has the highest average value is the statement "I feel satisfied because the aroma of the menu served by RR Cafe Delima Pekanbaru is always fresh." These results show that customer satisfaction is with the quality of the aroma of the menu served by RR Cafe Delima Pekanbaru, which is always considered fresh. The aroma of food plays an important role in the culinary experience, and this impression of freshness creates a special attraction for customers. The quality of the fresh aroma can provide a pleasant sensation, increase appetite, and create a more satisfying culinary experience overall.

This statement shows that RR Cafe Delima Pekanbaru does not only focus on the taste of the menu, but also on other sensory aspects that can increase customer enjoyment. Success in presenting fresh aromas reflects their attention to the quality of raw materials and food preparation processes, providing added value to the cafe's reputation in the eyes of consumers. Meanwhile, the statement that has the lowest average value is the statement "I feel satisfied with the menu portion served at RR Cafe Delima Pekanbaru". These results indicate that respondents felt that the portion of the menu served was not too large. This makes consumers feel less satisfied with the portion of food served by RR Cafe Delima Pekanbaru.

According to Ariyan (2014) a menu is an arrangement of several types of dishes served at a certain time. The menu can consist of one complete or incomplete dish, it can also be a dish for a meal or breakfast, just for lunch or dinner or a meal for the whole day with or without snacks. Minantyo (2014) states that when preparing a menu it is necessary to pay attention to food variations. These food variations include variations in basic ingredients, variations in taste, variations in color, variations in texture, and variations in processing methods. One of the key elements in culinary business competition is the variety of menus provided by a cafe. Therefore, companies must make the right decisions regarding the variety of menus they sell, because competitors offer services for a variety of complete menus ranging from taste, types of food and drinks, and product availability at any time.

Menu variants are the arrangement of food groups contained in a dish that is different each time it is served. This will attract attention from customers to make a purchase and make it easier for customers in choosing and purchasing various kinds of menus according to their wishes (Karya, 2019). Creating a variety of products will produce a diversity of choices for you customer, product diversity itself is product completeness which concerns the depth, breadth and quality of the products offered as well as the availability of these products at any time in the shop.

Kotler, (2017) also said that product variants are the availability of all types of products offered to be owned, used or consumed by customer produced by a manufacturer. The task of marketing is actually not to find the right customers for a product, but rather to find the right product for customers, so it is hoped that by presenting a varied food and drink menu it will be able to fulfill the desires of consumers. customer each of which has differences in terms of taste and shape preferences or taste (Karya, 2019).

## **CONCLUSIONS AND RECOMMENDATIONS**

Simultaneously, facilities and menu variants have a significant effect on customer satisfaction at RR Cafe Delima Pekanbaru as evidenced by the results of processed data which has a significance value of 0.000. Partially, facilities have a significant effect on customer satisfaction and menu variants have a significant effect on customer satisfaction at RR Cafe Delima Pekanbaru. The contribution of independent variables to the dependent variables is 65.70%, while the remaining 34.30% is determined by variables outside the research model.

It is recommended to the leadership of RR Cafe Delima Pekanbaru to complete the main facilities such as parking and other facilities so that consumers feel comfortable while at RR Cafe Delima Pekanbaru. To the leadership of RR Cafe Delima Pekanbaru to provide additional portions so that consumers feel satisfied in enjoying the menu offered by RR Cafe Delima Pekanbaru. This research can then be carried out on the same object with different variables or on different objects with the same variables.

## **ACKNOWLEDGMENTS**

The researcher would like to thank Both parents, wife and children, next thank you, Mother Dr. Librina Tria Putri, SE., MM as supervisor I and Mr. H. Yulizar Baharuddin, S.Ag., MM as supervisor II along with the entire STIE Bangkinang academic community who have provided support for the completion of this research.

## **REFERENCES**

- Arikunto, S. (2015). Research procedures: a practical approach / Suharsimi Arikunto. In Brawijaya University Undergraduate Business Administration Journal (Vol. 18, Issue 1).
- Buchari, H. A., & Saladin, D. (2012). Marketing Management: Practical Summary, Theory, Applications and Questions and Answers. In CV. Linda Karya.
- Calin, A. (2013). What means marketing management in a competitive environment? Research and Science Today, 1.
- Daft, R.L. (2015). A new era of management. In the new era of management.
- Emron, E., Anwar, Y., & Komariyah, I. (2016). Human Resource Management. In Human Resource Management.
- Jayusman, H. (2022). The Influence of Facilities on Customer Satisfaction at Oikos Cafe Pangkalan Bun. Management Study Program, Faculty of Economics, Antakusuma University, 10(2), 93–100.

- Jogiyanto, H. (2017). *Portfolio theory and investment analysis 11th ed.* : BPFE, Yogyakarta.
- Kotler, P. (2017). *Marketing For Competitiveness*. In Span Publishers (Vol. 1).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15e edition*. New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2017). *Marketing Management, Edition 12, Volume 1, PT. Indeks,* Jakarta. In e – *Journal of Management Research*.
- Mangkunegara, AP (2017). *Corporate Human Resources Management, Bandung: PT. In Rosdakarya Youth*.
- Poniman, B., & Chaerudin, A. (2016). *Marketing Management & Services Marketing Management*. In Mulawarman University. CV Budi Utama.
- Putri, LT, Antara, L., & Yogi, F. (2023). Direct Marketing and Price Influence on the Mitsubishi L 300 Purchase Decision at Pt. Suka Fajar Ltd. Bangkinang City Branch. *Journal of Competitiveness*, 9(3), 746-754.
- Putri, LT, Marantika, A., Setiawan, A., Salis, M., Putra, R., & Diani, NR (2023). Credit Purchase Decision at PT. Finansia Multi Finance Bangkinang Based on Quality of Service and Trust. *Greenation International Journal of Economics and Accounting (GIJEA)*, 1(3), 265-273.
- Mirnasari, P., Putri, LT, & Antara, L. (2023). The Influence of Display, Social Media Promotion and Location on Purchasing Decisions at Ivo Fashion Bangkinang City. *Jotika Journal In Management and Entrepreneurship*, 3(1), 14-23.
- Rao, C. P., Kothari, V., & Kurtz, D. (2015). *Global Marketing Opportunities in Services for Third World Business*. In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. [https://doi.org/10.1007/978-3-319-17323-8\\_45](https://doi.org/10.1007/978-3-319-17323-8_45)
- Rivai, V., & Sagala, E. J. (2016). *Marketing Management*. Landasankerja.Com, 2012.
- Rohmawati, I. (2019). The Influence of Café Atmosphere and Price on Purchasing Decisions of Dapurane Tia Kedungadem-Bojonegoro Consumers. *Journal of Commerce Education (JPTN) ISSN 2337- 6708*, 07(01).
- Santoso, S. (2014). *Multivariate Statistics Revised Edition*. In Jakarta: PT Elex Media Komputindo.
- Sihombing, MM, Arifin, MH, & Maryono, M. (2022). The Influence of Menu Variants, Prices and Cafe Atmosphere on Consumer Satisfaction at Cafe Miltie Garden Mulawarman Banjarmasin. *Smart Business Journal*, 1(1), 26. <https://doi.org/10.20527/sbj.v1i1.12787>
- Siswanto. (2019). *Indonesian Workforce Management: Administrative and Operational Approaches, Revised Edition*. In Bumi Aksara (Vol. 1).
- Sugiyono. (2015). *Research and Development Methods Qualitative, Quantitative and R&D Approaches*. In *Research Methods and Development Qualitative, Quantitative and R&D Approaches*.
- Sugiyono. (2018). *Qualitative Research Methods and R&D*. Bandung: Alfabeta. In *Qualitative Research Methods and R & D*. Bandung: Alfabeta.
- Sujarweni, VW (2014). *Research methodology*. In *Research Methodology* (pp. 1–200).
- Terry, G.R., & Rue, L.W. (2019). *Fundamentals of Management Revised Edition*. In *Earth of Letters*.
- Tjiptono, F. (2014). *Services Marketing - Principles, Applications, and Research*. In 1.