

Analysis of the Effect of Price, Facilities, Services, and Location on Consumer Satisfaction (Empirical Study of Glen Coffee & Glenmore Resto Consumers)

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Abstract

This study aims to analyze the effect of price, facilities, service, and location on consumer satisfaction at Glen Coffee & Resto Glenmore. The research method used is quantitative. This research uses Non-Probability Sampling. The sample in this study amounted to 80 respondents. The data collection instrument used a questionnaire. The dependent variable is the consumer satisfaction variable and the independent variable is price, facilities, service, and location, namely price, facilities, service, and location on consumer satisfaction Glen Coffee & Res- to Glenmore. The data analysis techniques used include descriptive statistical tests, data instrument tests (validity test, reliability test), classical assumption tests (normality test, multicollinearity, heteroscedasticity test), multiple linear regression analysis, and hypothesis testing (t-test, coefficient of determination). The data analysis used is multiple linear regression. All statements are valid, reliable, and normal. The results of multiple linear regression analysis using a t-test which state that the variables of price, facilities, services, and location have a significant effect on purchasing decisions.

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1. Introduction

The current era of globalization has brought the development of the business world more rapidly, this can be seen from the many new business people. Rapid changes have an impact on uncertain situations that affect the company. Intense business competition as it is today makes business people always try to maintain their business and compete to achieve the goals expected by business people. Many methods are used by business people so that the business they run remains afloat amidst the existing competition, a business is established and also managed to produce a product in the form of goods or services. Thus good marketing is needed because a marketing principle says that the achievement of organizational goals

depends on how well the organization understands the needs and wants of customers, and fulfills them more efficiently and effectively than its competitors. According to Kotler and Keller in Donni Juni Priansah (2017: p.196) states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (outcome) to the expected performance (result). Tjiptono and Chandra, 2011:292 satisfaction can be interpreted as "an effort to fulfill something" or "to make something adequate". It can be concluded that customer satisfaction or dissatisfaction is the difference or gap between expectations before purchase and the perceived performance or results after purchase.

Based on a survey from the Central Bureau of Statistics for East Java Province, it is known that the City of Banyuwangi has a very high development in the number of restaurants or restaurants, namely a total of 369 restaurants or restaurants in 2016-2020, this shows that the city is Banyuwangi has excellent culinary development with a population of 1,754,719 people in 2020 according to data from the Banyuwangi Regency Population and Civil Registration Service. The development of the company from day to day is increasingly becoming a public concern. Providing good service to customers is its main task. Companies can also understand the wants and needs of customers so that consumers feel satisfied. To increase business, it is necessary to make improvements in various aspects, for example increasing consumer satisfaction in perceived prices, facilities, service quality, and location. A consumer-oriented marketing strategy requires companies to understand behavior and meet consumer needs to achieve consumer satisfaction.

Places of business engaged in the culinary field must also be smart in choosing a location where the company carries out all its activities because a strategic and convenient location will be more profitable for the company. Choosing a location that is located in a crowd or easily accessible by potential customers can be used as a strategy that can be carried out by business owners. A person or a group of people tend to choose restaurants that are located close to their activities. Components related to location include: choosing a strategic location (easy to reach), in the area around shopping centers, near residential areas, safe and comfortable for consumers, the existence of supporting facilities, such as parking lots, wifi, and other factors needed. In assessing consumer satisfaction, it is not only responding to the goods and services offered but also responding to pleasant facilities for consumers. Unknowingly not only food and the available drinks taste right on the consumer's tongue which makes the consumer come back again. Glenn Coffee & resto is one of the places to eat in Glenmore, located in Karangharjo, Kec. Glenmore, Kab. Banyuwangi, East Java, 68466. Even though the official name is a café, this place is more prominent for its tourist nuances which have panoramic views and cool outdoor decorations, usually, they are known as the Glenmore Dwarf House. It's like Glenn Coffee, a place to eat while enjoying beautiful views that are suitable for all ages, from children to adults.

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The price of products available at Glen Coffee & Resto Glenmore takes into account the ability of consumers, there are many menu choices that consumers can choose to suit their abilities. Of course, the quality is also obtained according to the price set. The menu prices available are also competitive with those outside the market. Facilities at Glen Coffee & Resto Glenmore are also very concerned about consumer convenience. Examples include the availability of parking lots, prayer rooms, and also public toilets which are the needs of some consumers who are already available. The concept of a restaurant that is different from the others is also well-designed, to make it easier for consumers to go to other places. Glen Coffee & Resto Glenmore has a uniqueness which is commonly known as the Rumah Dwarf café because it has a minimalist concept. The services provided are also given great attention, such as employees who always provide a friendly and flexible attitude towards consumers. Able to provide information according to the needs of consumers who need assistance. The location is also strategic and also easy to access for consumers and new prospective buyers. However, the problem that needs to be fixed is that the entrance to Glen Coffee & Resto Glenmore is in the middle of a market which might make it a little difficult for consumers to pass through the crowds. But the parking area in the restaurant is still available with a large enough area and is safe with security guards.

Based on the background above, the researcher is interested in conducting research with the title "analysis of the effect of price, facilities, service, and location on customer satisfaction at Glenn coffee & restaurant in Glenmore Banyuwangi". Glenn Coffee & Resto Glenmore opening hours: Monday-Saturday at 16.00-21.30, for Sunday open earlier pk. 14.00-21-30. Glenn coffee & restaurant is also one of the tourist attractions that are currently on the rise, which can be seen at: <https://indonesia.tripcanvas.co/id/banyuwangi/place-wisata-hits-banyuwangi/>.

Glenn Coffee & Resto Glenmore consumers are quite high, especially during the holidays, especially when compared to visits to other tourist sites in the Glenmore area. This can be seen in the table of the number of visits in 2019-2021 as follows:

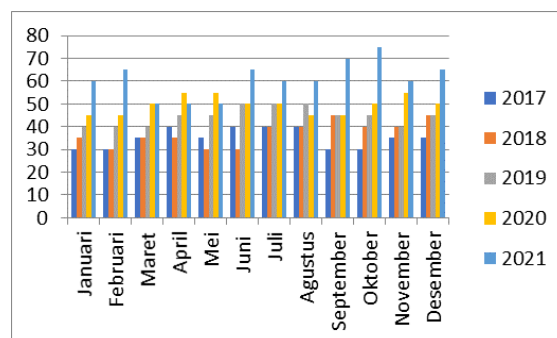


Figure 1. Glenn Coffee & Glenmore Resto Consumer Target Data in 2017-2021

Figure 1 of the data above shows the data on visitors who come every year in 2017-2021 is not stable. From the diagram above, it can be seen that visitors who come every month still experience ups and downs, which shows that visitors who come and buy there are unstable. This instability is caused by several factors. In 2017-2018 it is still at 40% - 75%, and in 2019-2021 it starts to experience a significant decrease due to the occurrence of the covid-19 disaster which still reaches overseas areas, but Indonesia is starting to be vigilant which causes people to rarely leave their homes and go to cafes. The decline will occur until 2021 which is only at 30% - 35%.

Given the instability in the data, the authors have an interest in researching the analysis of the effect of price, facilities, service, and location on customer satisfaction in an empirical study of Glen Coffee & Resto Glenmore consumers which then makes it a discussion or source of problems in his research. There is an unstable cycle, so this discussion needs to be resolved so that it can be known what influences the instability of the number of sales at Glen Coffee & Resto Glenmore. One of them is due to certain factors such as competitor factors. Due to a large number of business actors who stand the same way, it will provide a challenge for business actors to remain at the attention of consumers. So that the existence of this factor can affect the level of consumer satisfaction. This incident is one of the jobs for business owners to continue to strive to combine their advantages to attract more interest in terms of providing satisfaction to consumers while retaining their customers. This can be done by improving the quality of food, maintaining price compatibility with consumers, and improving services and facilities at Glen Coffee & Resto Glenmore. Owners can also create new products that are unique and attractive and provide the best facilities that accommodate to create consumer appeal and can be easy for consumers to remember their uniqueness, etc.

2. Research Method

In designing a study, it is known as exploratory and conclusive research where conclusive research can be further classified into descriptive and causal research. When viewed from the variables, namely the independent and dependent variables, this research is a causality research. Causality research aims to measure the strength of the relationship between two or more variables, as well as indicate the direction of the relationship between the independent and dependent variables. In other words, causality research questions causal problems (Kuncoro, 2013).

The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2016: 135). The population in this study were all consumers of Glenn Coffee & Resto Glenmore who bought products at Glenn Coffee & Resto Glenmore. The sample in this study was determined using a non-probability

sampling technique. Non-probability sampling technique is used because the population in this study is unknown. In this technique, the sample is not random and is subjective. So each element in the population does not have the same chance of being selected for the sample. The non-probability sampling technique used in this study is a purposive sampling technique, which is a sampling method based on consideration of certain criteria and conditions and must represent the population to be studied. In this study, the respondents who are consumers of Glen Coffee & Glenmore Resto are considered. The sample used was 80 respondents.

Regression analysis is a way or technique to find the relationship between one variable and another variable expressed in the form of a mathematical equation in a functional relationship.

In another sense, linear regression analysis wants to find a relationship between two or more variables where one variable depends on another variable. In general, it can also be stated that if you want to know the effect of one variable X on one variable Y then use simple regression analysis, and if you want to know the effect of three or more X variables on variable Y use multiple linear analysis (multiples). Multiple linear regression analysis is a linear relationship between three or more independent variables ($X_1, X_2, X_3, \dots, X_n$) with the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is usually an interval or ratio scale (Afsari, 2016).

3. Results

Table 1. Validity Testing Results

Variable	Kriteria 1		Kriteria 2	Information
	r count	r table	sig. value	
X1.1	0,966	0,220	0,000	Valid
X1.2	0,966	0,220	0,000	Valid
X1.3	0,810	0,220	0,000	Valid
X2.1	0,750	0,220	0,000	Valid
X2.2	0,948	0,220	0,000	Valid
X2.3	0,948	0,220	0,000	Valid
X3.1	0,865	0,220	0,000	Valid
X3.2	0,881	0,220	0,000	Valid
X3.3	0,881	0,220	0,000	Valid
X3.4	0,889	0,220	0,000	Valid
X3.5	0,617	0,220	0,001	Valid
X4.1	0,777	0,220	0,000	Valid
X4.2	0,845	0,220	0,004	Valid

Y1.1	0,841	0,220	0,000	Valid
Y1.2	0,882	0,220	0,000	Valid
Y1.3	0,528	0,220	0,004	Valid

Source: Appendix 4

From table 1 it can be seen that the correlation between each indicator to the total construct score of each variable shows valid results, this is because r count $>$ r table and significance value $<$ 0.05. So it can be concluded that all statement items are declared valid.

Table 2. Reliability Test Results

Variable	Alpha Count	Alpha standard	Information
Price	0,905	0,600	Reliable
Facility	0,860	0,600	Reliable
Service	0,885	0,600	Reliable
Location	0,678	0,600	Reliable
Satisfaction Consumer	0,650	0,600	Reliable

The results of the reliability test showed that all variables have sufficient alpha coefficients or meet the criteria to be said to be reliable, namely $>$ 0.600, so that for the next item on each of these variable concepts it is appropriate to be used as a measuring tool.

Normal P-P Plot of Regression Standardized Residual

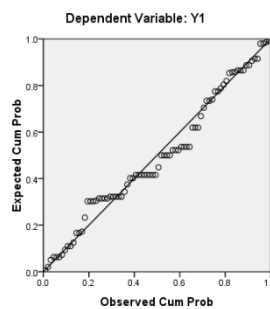


Figure 2 Normality Test Results

It can be seen in the picture above, by paying attention to the points on the Normal P-Plot of Regression Standardized Residual of the dependent variable. The provisions of the normality test are if the data spread around the diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption. If the data spreads far from the diagonal line and tau does not follow the diagonal line, then the regression does not meet the assumption of normality. After testing it turns out that all data is normally distributed, the distribution of data is around the diagonal line. This shows that the regression model in this study meets the assumption of normality.

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Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF value
Price (X1)	0,951	1,278
Facility (X2)	0,955	1,318
Service (X3)	0,966	1,792
Location (X4)	0,958	1,327

Table 3 shows that the VIF value of all independent variables in this study is less than 10, while the tolerance value of all independent variables is more than 10%, which means that there is no correlation between independent variables. Thus, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

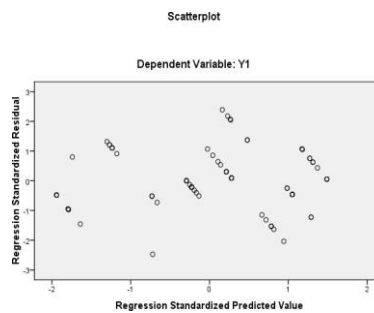


Figure 3 Heteroscedasticity Test Results

From the results of the heteroscedasticity test that has been carried out, it turns out that the points spread randomly, do not form a clear pattern, and are spread both above and below zero on the Y-axis. this means that there is no deviation from the classical assumption of heteroscedasticity in the regression model made, in other words, accept the homoscedasticity hypothesis.

Table 4. Multiple Linear Regression Analysis Test Results

Variable	Regression Coefficient	t Count	Signification
Constant	7,643	1,500	0,004
Price (X1)	0,371	2,679	0,000
Facility (X2)	0,575	4,030	0,000
Service (X3)	0,614	9,095	0,000
Location (X4)	0,590	4,611	0,000

Based on table 4, it can be seen that the regression equation formed is as follows:
 $Y = 7,643 + 0,371 X1 + 0,575 X2 + 0,614 X3 + 0,590 X4 + e$

Information :

Y = Consumer Satisfaction X1 = Price

X2 = Facility

X3= Service

X4 = Location

e = Standard Error

From these equations, it can be interpreted that:

X1 = This indicates that all respondents gave a positive assessment of the price variable as consumer satisfaction. The positive assessment by respondents was partly due to affordable prices, prices set by the quality provided to consumers, and prices being able to compete with other products. Therefore increasing each price indicator value will affect the increase in consumer satisfaction. X2 = This indicates that all respondents gave a positive assessment of the facility variable as customer satisfaction, which means that the better the facilities, the better the customer satisfaction with the assumption of facilities. X3 = This also indicates that all respondents gave a positive assessment of the service variable as customer satisfaction, which means that the better the service, the more impact it will have also good customer satisfaction with the assumption of service. X4 = This also indicates that all respondents gave a positive assessment of the location variable as customer satisfaction, which means that the more strategic the location will have an impact on increasing customer satisfaction with the assumption of location.

Table 5. Individual Parameter Significance Test Results (t-test)

Variable	Sig.	t Count	t Table	Information
Price	0,000	2,679	1,991	Significan
Facility	0,000	4,030	1,991	Significan
Service	0,000	9,095	1,991	Significan
Location	0,000	4,611	1,991	Significan

From table 5, it is known that the comparison between the significance level and the significance table is as follows: The test results on prices mean that the price hypothesis has a significant influence on consumer satisfaction is accepted. This also shows that price affects consumer satisfaction, which means that the better the price, the more impact on consumer satisfaction. The test results on facilities which mean that the facility hypothesis has a significant influence on customer satisfaction are accepted. This also shows that facilities affect customer satisfaction, which means that better facilities will have an impact on increasing customer satisfaction.

The test results on service which mean that the service hypothesis has a significant influence on customer satisfaction are accepted. This also shows that service affects customer satisfaction, which means that better service will have an impact on increasing customer satisfaction. The test results at the location which means that the location hypothesis has a significant influence on customer satisfaction

are accepted. It also shows that location affects consumer satisfaction which means more Strategic locations will have an impact on increasing customer satisfaction.

Table 6. Test Results for the Coefficient of Determination (R²)

No	Criteria	Koefisien
1		0,957
2	R Square	0,916
3	Adjusted R Square	0,911

From table 6, it is known that the results of the regression calculation show that the coefficient of determination obtained is 0.911. This means that 91.1% of the variation in consumer satisfaction variables can be explained by price, facilities, service, and location, while the remaining 0.89 or 8.9% is explained by other variables not proposed in this study.

4. Discussion

The test results prove that price has a positive and significant effect. Product prices include price affordability, price compatibility with quality, and price competition which influence the level of consumer satisfaction. The cheaper the price, the higher the consumer satisfaction. Glen Coffee & Glenmore Resto always pays close attention to the price of a product, because it is undeniable that consumers are more satisfied with what they get, Glen Coffee & Glenmore Resto provides affordable prices to consumer expectations, therefore affordability is very necessary to attract consumers to keep buying at Glen Coffee & Resto Glenmore. Because the price of the product is higher than the price outside, they automatically prefer another place. Then Glen Coffee & Glenmore Resto always pays attention to good quality for consumers, all available products are guaranteed quality while maintaining hygienic food/drinks, choosing good food ingredients for consumption so that consumers feel satisfied because of the price according to good quality. Then the price also competes with products outside Glen Coffee & Glenmore Resto. Even though many of the same products are sold outside, Glen Coffee & Resto can survive with a lot of competition outside. Because the taste and form of food served has their unique value

The test results prove that the facility variable (X₂) influences the consumer satisfaction variable (Y). This means that facilities include public facilities, additional facilities, and spatial planning which influence the level of customer satisfaction. Glen Coffee & Resto Glenmore is very concerned about consumer convenience, by providing public facilities such as prayer rooms, toilets, and parking lots for the convenience of consumers so they don't get confused looking for locations outside. Providing prayer rooms and toilets will also be of added value for consumers who not all places can provide these. At Glen Coffee & Resto Glenmore also provides additional facilities such as Wi-fi that can be used by consumers, so that consumers at

Glen Coffee & Resto Glenmore not only enjoy the available food but also the availability of a Wi-fi network, consumers can access the Wi-fi network for free. Glen Coffee & Resto Glenmore always pays attention to a comfortable layout. Here also provides outdoor and indoor locations. Because the desires of consumers are different, they can enjoy food in different situations. A cool and beautiful layout will feel comfortable for consumers who want to refresh after a long day's work or long trips and is also suitable for family gatherings or with friends. Glen Coffee & Resto Glenmore also has its uniqueness, which is better known as the dwarf house, because it has mini places like a house warf. This strategy is made so that it is easier for consumers to remember this place.

The test results prove that the service variable (X3) influences the consumer satisfaction variable (Y). This means that services include reliability, responsiveness, and empathy which influence the level of customer satisfaction. Glen Coffee & Resto Glenmore always pays attention to the service of its employees so that it is always better for consumers, consumers can feel service with physical evidence from employees of Glen Coffee & Resto Glenmore by always being friendly and giving smiles to consumers. Reliability of employees in giving a good impression to consumers such as being polite to consumers, and keeping the place clean. Responsive in solving consumer problems that need assistance and also in serving food/drinks ordered by consumers. Assurance of consumer convenience while at Glen Coffee & Resto Glenmore such as when ordering food consumers do not have to wait long, employees can be friendly, respond quickly to customers, accept complaints and others will provide convenience to customers at the venue. Giving sincere attention such as being friendly to consumers, and asking what they want to order, to give a good impression to consumers of Glen Coffee & Resto Glenmore so that consumer expectations are met. Services at Glen Coffee & Resto Glenmore can make customers comfortable, judging from the service's ability to satisfy consumers. When consumers get what they want, it will give a good impression because they get service that is in line with expectations.

The test results prove that the location variable (X4) influences the consumer satisfaction variable (Y). This means having a strategic location, security, and a comfortable environment influences the level of consumer satisfaction. Glen Coffee & Resto Glenmore always pays attention to customer satisfaction, one of which is by being located in a strategic location to make it easier for consumers to come to Glen Coffee & Glenmore Resto. The location of Glen Coffee & Resto Glenmore is on the side of the road and is very close to nature which gives a comfortable atmosphere. Glen Coffee & Resto Glenmore also provides convenience with the right location for consumers. A safe environment is also implemented here so consumers don't worry about what they are carrying, with 24-hour security. Because the location is on the side of the highway, security is guaranteed, so consumers don't feel worried about their

vehicles. This is also done by the producers as a way to maintain consumer comfort and want to come back to Glen Coffee & Resto Glenmore.

5. Conclusions and Suggestions

Conclusion

This study aims to determine the effect of price, facilities, service, and location variables on customer satisfaction at Glen Coffee & Glenmore Resto. Based on the results of the analysis and discussion described in the previous chapter, the following conclusions can be drawn:

The results of statistical tests have proven that the price variable has a positive and significant effect on consumer satisfaction, which means that the better the value of each price indicator, the higher the consumer satisfaction. Statistical test results have proven that the facility variable has a positive and significant effect on customer satisfaction, which means that better public facilities and additional facilities supported by an attractive and unique spatial layout will increase consumer satisfaction. Statistical test results have proven that service variables have a positive and significant effect on customer satisfaction which means the better the service, such as employees providing good physical evidence, reliability in serving consumers, being responsive when consumers need help, guaranteeing consumers' desires for appropriate service, and being able to provide genuine attention to consumers, this will increase consumer satisfaction. The results of statistical tests have proven that the location variable has a positive and significant effect on customer satisfaction, meaning that the more strategic and easier it is to access the location, the more customer satisfaction will increase. Suggestions that can be given by the author namely

Suggestion

To business owners of Glen Coffee & Resto Glenmore, they maintain prices that are by the benefits received by consumers, quality, and consumer needs to attract customer satisfaction so they want to return to buy at Glen Coffee & Resto Glenmore. To the business owners of Glen Coffee & Resto Glenmore, for facilities, always create updated ideas by keeping up with the times because this can further increase consumer satisfaction. Business owners of Glen Coffee & Resto Glenmore need to pay more attention to service because it is a consumer need to increase their satisfaction. Glenmore Coffee & Resto business owners maintain a strategic location to attract consumers to make it easier to find out where it is. It is hoped that future researchers can add research objects or variables to get a more complete picture so that future research results are more perfect than this research.

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