



## DETERMINANTS OF CUSTOMER REVISIT INTENTION ON CAFE IN EAST JAKARTA

Rahmadila Alif Madia Putri<sup>1✉</sup>, Atik Aprianingsih<sup>2</sup>

<sup>1,2</sup>School of Business and Management, Institut Teknologi Bandung, Bandung, West Java

### Article Information      Abstract

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The purpose of this research is to determine the influence of marketing mix 7Ps on customer revisit intention while mediating customer satisfaction as a valuable advancement contribution to cafe industry in Indonesia. The research uses quantitative methodology using online survey with questionnaire that distribute to respondents. The methods used are Multiple linear regression analysis and Importance Performance Analysis, allowing researchers to investigate the influence between relevant variables. Total valid respondents are 226 Kedai Malabar loyal customers. The sample selection used a nonprobability purposive sampling technique with customers as population, loyal customers who are aged >20 years and have visited Kedai Malabar at least twice a year as samples. The results show that product, place, price, process, people, and physical evidence positively and significantly affect customers' revisit intention. In contrast, the promotion does not has an significant effect impact on customer satisfaction for Kedai Malabar's revisit intention. To increase customer satisfaction, an IPA analysis found that Malabar should focus on improving physical evidence, place, price, and people variables.

✉correspondence Address:  
Jl. Ganesa 10, 40123, Bandung, Indonesia  
E-mail: rahmadila\_putri@sbm-itb.ac.id

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## INTRODUCTION

Café is food and beverage (FnB) business that is growing rapidly in Indonesia. The growth of cafes in Indonesia increases every year and is almost evenly distributed throughout the region. In 2019 the number of cafes and bars in Indonesia was 5,634 and continues to increase every year until it amounts to 9,031 outlets in 2023 (Statista, 2025). According to Anita and Susanti (2024), the increasing competition in the food and beverage industry in Indonesia is a catalyst for entrepreneurs to adopt more innovative business strategies, one of which is café entrepreneurs.

Kedai Malabar is a coffee shop located in East Jakarta that adapts Unique Selling Points to the local food of lontong sayur and wheat bread. Kedai Malabar was established in 2020. In 2024, there was a decrease in revenue due to a reduction in loyal visitors due to the increasing number of competitors. This research was conducted to understand the expectations and satisfaction of

loyal customers of Kedai Malabar, develop a more appropriate marketing strategy, and increase revenue from customer revisit retention.

## HYPOTHESES DEVELOPMENT

### The effect of product on customer satisfaction

Product directly affects the outcomes of consumer care. Product is the marketing mix factor with the highest influence on satisfaction, particularly on product variety (Savitri and Wardana, 2018). According to Rialalie and Heikal (2023) research, product and consumer satisfaction has positive relationship. Product influence significant effect to consumer satisfaction.

**H1:** Product has positive influence on customer satisfaction

### The effect of place on customer satisfaction

The location of a business and access to services can significantly influence consumer

comfort and accessibility. Place is also related to strategic location and distribution decisions to ensure products can reach the target market directly (Saidani & R Sudiarditha, 2019). Based on Soliha et al. (2019) research, place does not effect on overall satisfaction. Several factors contribute to this scenario, most notably the proliferation of nearby coffee shops and the increasing trend of online purchasing.

According to Fajrin and Aprianingsih (2024), good accessible locations and pleasant ambiance enhance customer satisfaction but there are many factors affected it that makes place does not significantly influences customer satisfaction. The factors are like the presence of variety of nearby options and the existence of online shopping. The dynamics changing are critical in shaping customer satisfaction, as they offer a variety of choices and accessibility, influencing how customers measure their satisfaction with a particular location.

**H2:** Place has positive influence on customer satisfaction

#### **The effect of price on customer satisfaction**

According to Kumar et al. (2023), price is a subjective perception, every customer will have different view about price. Customers mostly belong to middle and upper classes think that price is not a big issue as long as they get the result they want. Even so, companies must pay attention to price to customer satisfaction because it is an important factor in market competition, as competitors may provide lower prices while maintaining or even improving their quality. According to Kurniawan et al. (2019) research, price and consumer satisfaction have no effect, high or low prices of products do not significantly affect consumer satisfaction.

**H3:** Price has positive influence on customer satisfaction

#### **The effect of promotion on customer satisfaction**

Promotion is the marketing strategy applied by all types of business. Promotion attractiveness will influence customer attention and how the customer enjoy the promo by increase frequency of visit. Stated that promotion affects consumer satisfaction (Susanti, 2023). Based on Alwinie et al., (2024) research, promotion affects consumer satisfaction and hypothesis accepted.

**H4:** Promotion has positive influence on customer satisfaction

#### **The effect of people on customer satisfaction**

People in organization process are someone who directly involved in carrying out all

activities and factors that have important role for all organizations. Recruiter looking for skills and behavior of employees both in the way they speak, the appearance of clothing, and how they serve consumers. The indicators of people are as such as good service, Fast and thorough, and friendly (Kurniawati et al., 2019). Based on the research of Nengsih et al. (2024) on shipping services company, people has positive relationship whit customer satisfaction. Shipping services company employees affected customer loyalty.

**H5:** People has positive influence on customer satisfaction

#### **The effect of process on customer satisfaction**

Process is procedure to deliver services in a organization. Process include actual procedures, mechanisms, and activity flows. All of process elements work together to reach customer's needs (Zeithaml and Bitner, 2019). According to Tarmizi et al. (2016), process work based on four factors such as SOP, work description, problem solution procedures, and just in time. Based on the research of Nengsih et al. (2024) on shipping services company, process has a positive relation with customer satisfaction.

**H6:** Process has positive influence on customer satisfaction

#### **The effect of physical evidence on customer satisfaction**

Physical evidence is physical environment where organization interacts with consumer. Aspect of physical evidence in organization includes physical facilities and tangible communication (Wardana, 2017). According to Lupiyoadi (2016), physical evidence elements are design, layout, and atmosphere. Based on the research of Nengsih et al. (2024) on shipping services company, physical evidence has a positive relation with customer satisfaction, so physical evidence affected customer satisfaction.

**H7:** Physical evidence has positive influence on customer satisfaction

#### **Customer satisfaction to revisit intention**

Customer satisfaction affected customer retention and maintain sustainable organizations relationships with customers in the long term. The high increase in customer retention will decrease the customers defection (Pramesty et al., 2022). Based on the results of the research Rumiayati & Syafarudin (2021) customer satisfaction has a significant positive impact on customer retention. Customer satisfaction affects the service portfolio's reliability, efficiency, security, price, and accessibility. According to Savitri and

Wardana (2018), there is a positive influence between customer satisfaction and their intention to repurchase. the intention to repurchase is significantly increased when the consumer feels

satisfied and comfortable with the previous purchase and has a desire to repeat it.

**H8:** Customer satisfaction has positive influence on intention to revisit

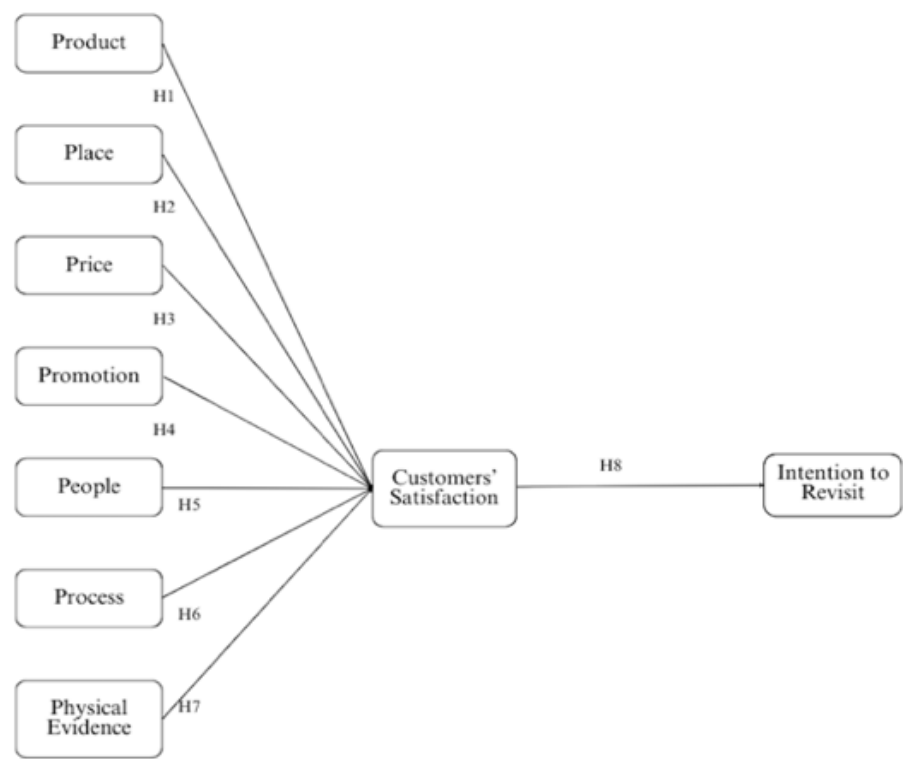


Figure 1. Frame Work

METHOD

In order to test the hypothesis and make a determination, the quantitative method used in this To test the hypothesis and decide, the quantitative method used in this study will present the results as numbers that are described using multiple linear regression analysis. The population in this study was all the unknown number of Kedai Malabar. The sample size is decided by non-probability sampling. According to Swarjana (2012), purposive (nonprobability) sampling is a sample selected through the determination of specific criteria by the researcher. Purposive sampling is a sampling technique taken from a group of people from a particular group, which is then sought and sampled. The population used in this study is Kedai Malabar loyal customers with criteria age >20 and have visited Kedai Malabar at least 2 times a year. The age criteria were decided based on the Kedai Malabar market segment. The

sampling technique used in this research is purposive sampling with at least 200 respondents.

This research tests nine variables, namely seven independent marketing mix 7ps variables (Product, Place, Price, Promotion, People, Process, Physical evidence) and two dependent variables (customer satisfaction and intention to revisit). Researchers used primary data collection techniques, such as questionnaires with Likert scale questions, to collect the information needed for this research. They distributed questionnaires using Google Forms, which were distributed via WhatsApp broadcast messages, and QR codes were placed at Kedai Malabar. The multiple linear regression analysis techniques determined by the researcher will be used to analyze the data collected from the respondents' questionnaires. This research presents quantitative data using SEM PLS software to test validity, reliability, and coefficient of determination.

Table 1. Variable, Questionnaire, and Source

Variable	Questionnaire	References
Product (PRD)	1. Kedai Malabar offers many variants menus 2. Kedai Malabar Lontong Sayur is interesting 3. Kedai Malabar Wheat Bread is interesting 4. Kedai Malabar menus have a good taste 5. The menus that offered by Kedai Malabar have good quality 6. The menus served by Kedai Malabar have a good appearance	(Tanjung, 2021)

	7. The flavour quality of the food in the Kedai Malabar is consistent.	(Widodo, 2024)
	8. The flavour quality of the drinks in the Kedai Malabar is consistent.	
Price (PRC)	1. Kedai Malabar offers price according to food quality 2. Kedai Malabar offers price according to drink quality 3. The prices of food offered are affordable 4. The prices of drink offered are affordable 5. Kedai Malabar food prices compete with other cafes 6. Kedai Malabar drink prices compete with other cafes	(Tanjung, 2021)
Promotion (PROM)	1. Kedai Malabar offers interesting promotions 2. Kedai Malabar offers attractive loyalty program 3. Kedai Malabar ads on social media attracts me to visit the café 4. Kedai Malabar staffs offer the recommended menus and communicate them well	(Tanjung, 2021)
Place (PLC)	1. Kedai Malabar café has an easily accessible location 2. Kedai Malabar café has a location that is easily visible from the roadside 3. Kedai Malabar provides adequate parking space 4. Kedai Malabar provides enough toilets 5. Kedai Malabar ambience is cozy	(Tanjung, 2021)
People (PPL)	1. Kedai Malabar staffs are friendly and helpful 2. The appearance of Kedai Malabar staffs is tidy 3. Kedai Malabar staffs work dexterously	(Tanjung, 2021)
	4. The service staff is very responsive to customer. 5. Kedai Malabar staff will quickly apologise to customers if there is an error. 6. The staff knows the product information served by the Kedai Malabar well 7. Staff genuinely prioritises the interests of Kedai Malabar customers 8. Kedai Malabar staff always provide services to customers carefully 9. The staff will kindly say welcome when the customer come to Kedai Malabar 10. The staff will kindly say thank you, when the customer leaves Kedai Malabar	(Widodo, 2024)
Process (PRO)	1. The order process flow is effective 2. The queue time at Kedai Malabar is relatively short 3. Kedai Malabar operating schedule is fit with my daily visit 4. The menu offered by Kedai Malabar and suitable with customer order 5. Kedai Malabar serves food in short time 6. Kedai Malabar serves drink in short time	(Tanjung, 2021)
	7. Kedai Malabar will be willing to replace food and drinks with new ones if something goes wrong.	(Widodo, 2024)
Physical Evidence (PHE)	1. Kedai Malabar dining rooms are clean 2. Kedai Malabar toilets are clean 3. Kedai Malabar equipments are adequate to serve customer well	(Tanjung, 2021)
	4. Kedai Malabar has a décor attracts customers 5. Kedai Malabar has supporting facilities (sink, electric socket, and wifi)	(Widodo, 2024)
Customer Satisfaction	1. I satisfied with Kedai Malabar facilities 2. I satisfied with Kedai Malabar food taste 3. I satisfied with Kedai Malabar drink taste 4. I satisfied with Kedai Malabar staff service	(Zanetta et al., 2024)

Revisit Intention	1. I will assign for membership 2. I probably revisit Kedai Malabar 3. I plan to revisit Kedai Malabar 4. I want revisit Kedai Malabar	(Mdletshe, 2023)
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RESULT AND DISCUSSION

The results of the data obtained in this research, which were customers of Kedai Malabar were successfully distributed using a Google form sent via whatsapp broadcast and placed at Kedai

Malabar by qr code. A total of 226 respondents met the research criteria. Before further analysis the effect of the marketing mix on customer satisfaction and revisit intention, the research data is first tested for validity and reliability.

Table 2. Validity Test Result

Variables	Code	Average Variance Extracted (AVE)
Product	PRD	0.781
Price	PRC	0.801
Promotion	PROM	0.775
Place	PLC	0.800
People	PPL	0.799
Process	PRO	0.775
Physical Evidence	PHE	0.832
Customer Satisfaction	CUST STSF	0.874
Revisit Intention	RVST INT	0.822

The reference for data validity refers to the Average Variance Extracted (AVE). AVE is indicator to evaluate the convergence of items, either the items being converged to the desirable construct or variable. According to Hair et al. (2017), AVE is evaluated by looking at the outer loading of the indicator to determine the construct

AVE. Outer loading should be >0.708 to reach 50% AVE. The assessment of AVE should be >0.50 to be valid. Table 2 above shows that all variables have AVE >0.5. So, all variables can be confirmed as valid. The analysis could be continue to check the reliability of data.

Table 3. Reliability Test Result

Variables	Code	Cronbach's Alpha	Composite Reliability
Product	PRD	0.960	0.960
Price	PRC	0.950	0.951
Promotion	PROM	0.942	0.943
Place	PLC	0.937	0.938
People	PPL	0.972	0.972
Process	PRO	0.951	0.954
Physical Evidence	PHE	0.950	0.953
Customer Satisfaction	CUST STSF	0.952	0.953
Revisit Intention	RVST INT	0.927	0.935

Reliability states the extent to which the results of a measurement can be trusted. A measurement result can be trusted if several times the implementation of measurements on the same group of subjects, relatively the same measurement results are obtained, as long as the aspects measured in a subject do not change.

Reliability is closely related to errors in sampling which refers to the inconsistency of measurement results when measurements are taken in different groups (Matondang, 2009). To assess the reliability in PLS-SEM, the Cronbach's Alpha and Construct Reliability or Composite Reliability methods can be used. According to Triana and

Wahyu (2013), a construct is declared reliable if it provides a reliability coefficient value (Cronbach Alpha) > 0.6 and a reliability value (r) > 0.3. According to Hair et al. (2012), reliable output must have a composite reliability value of more than 0.70 in confirmatory research and 0.60 in exploratory research.

Table 3 shows all variables with Cronbach's Alpha >0.6 and composite reliability>0.7. So, it can be confirmed that all variables are reliable. The research data results can be trusted, the following data can be processed to analyze the hypotheses.

Table 4. Hypotheses Significance Analysis Result

Variables	Original Sample	P Values	Status
Product → Customer Satisfaction	0.111	0.009	Accepted
Price → Customer Satisfaction	0.213	0.000	Accepted
Promotion → Customer Satisfaction	0.150	0.000	Accepted
Place → Customer Satisfaction	0.159	0.001	Accepted
People → Customer Satisfaction	0.176	0.000	Accepted
Process → Customer Satisfaction	0.053	0.250	Rejected
Physical Evidence → Customer Satisfaction	0.247	0.000	Accepted
Customer Satisfaction → Revisit Intention	0.792	0.000	Accepted

Table 4 shows SEM PLS results for each hypotheses. Based on P-values for five hypotheses, it shows that only variable process that has P-value  $> 0.05$ , so this hypothesis is rejected.

So it can be concluded H1 accepted, meaning product has a significant positive influence on customer satisfaction. H2 accepted, meaning place has a significant positive influence on customer satisfaction. H3 accepted, meaning price has a significant positive influence on customer satisfaction. H4 accepted, meaning promotion has a significant positive influence on customer satisfaction. H5 accepted, meaning people has a significant positive influence on customer satisfaction. H6 rejected, meaning process does not have a significant influence on customer satisfaction. H7 accepted, meaning

physical evidence has a significant positive influence on customer satisfaction. H8 accepted, meaning customer satisfaction has a significant positive influence on revisit intention. Only variable process H6 has rejected, so this variable does not have a significant influence on customer satisfaction.

Variable marketing mix 7P Kedai Malabar also analyzed for gaps between customer expectations and perceptions of Kedai Malabar, which are then displayed in quadrants to know the position of each attributes. Each quadrant groups attributes with categories of actions that must be taken as improvements to increase the intensity of customer revisits to Kedai Malabar. The following are the results of the IPA analysis that has been carried out.

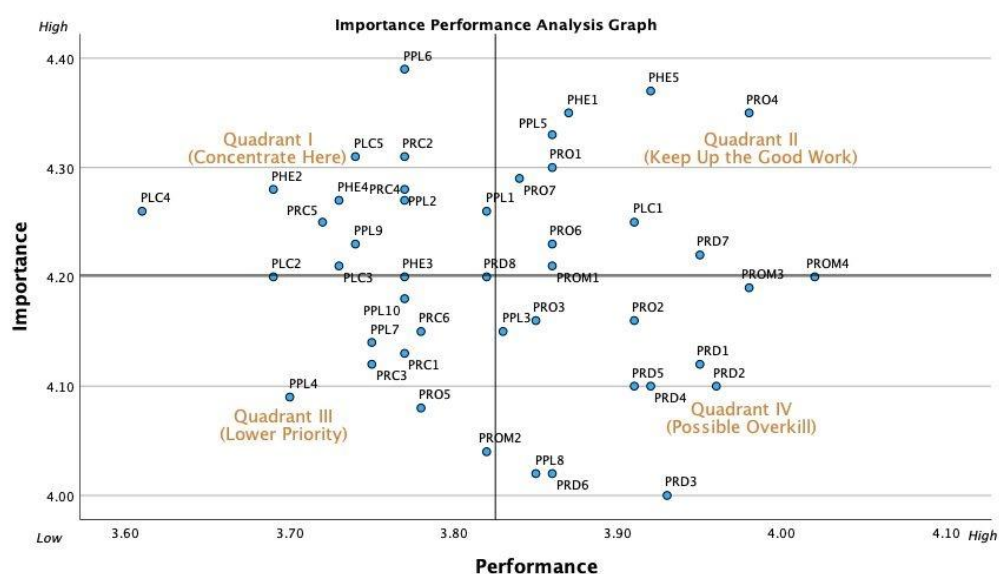


Figure 2. Kedai Malabar's Importance Performance Analysis Graph

Quadrant I – Concentrate Here

Table 5. IPA Analysis Result that need High Priority Concentration

Variable	Code	Attribute
Physical Evidence	PHE2	Kedai Malabar toilets are clean
	PHE4	Kedai Malabar has a décor attracts customers
Place	PLC3	Kedai Malabar provides adequate parking space
	PLC4	Kedai Malabar provides enough toilets
	PLC5	Kedai Malabar ambience is cozy
People	PPL1	Kedai Malabar staffs are friendly and helpful
	PPL2	The appearance of Kedai Malabar staffs is tidy
	PPL6	The staff knows the product information served by the Kedai Malabar well
	PPL9	The staff will kindly say welcome when the customer come to Kedai Malabar
Price	PRC2	Kedai Malabar offers price according to drink quality
	PRC4	The prices of drink offered are affordable
	PRC5	Kedai Malabar drink prices compete with other cafes

This quadrant shows the attributes that need high priority concentration of improvement because the attributes as per customer respond has high expectation score but low performance score. According to Tzeng et al. (2023), in quadrant ‘concentrate here’ attribute seems very important to respondent but has low performance level. Improvement should be concentrate here. Kedai Malabar attributes that should get high priority concentration of improvement show at Table 5 above.

Quadrant II – Keep Up the Good Work

This quadrant shows the attributes that need to maintain because as per respondent the performance and importance of attribute almost equal or the performance as good as customers expectation. According to Tzeng et al. (2023), in quadrant ‘Keep Up the Good Work’ attribute seems to be very important to respondent and organization has same level performance. So the attributes need to maintain the good work.

Quadrant III – Low Priority

This quadrant shows the attributes that not a priority because as per respondent the performance and importance of attribute are low. According to Tzeng et al. (2023), in quadrant ‘Low Priority’ attribute seems not be overly concerned, since the attributes are not perceived to be very important. So these attributes no need high priority.

Quadrant IV – Possible Overkill

This quadrant shows the attributes that need to remove because the attributes as per customer respond has low expectation score but

high performance score. According to Tzeng et al. (2023), in quadrant ‘possible over kill’ attribute seems not important to respondent but has high performance level. Respondent are satisfied with the performance of organization, but organization should consider these attributes unnecessary.

Analyses show that variables such as product, price, promotion, place, people, and physical evidence have a significant positive influence on customer satisfaction. Additionally, customer satisfaction has a substantial positive impact on revisit intention. However, the process does not have a considerable influence on customer satisfaction or revisit intention. Aligning with Importance-Performance Analysis, the variables that need improvement, as perceived by those influenced, are physical evidence, place, price, and people.

According to Heikal and Rialialie (2023), product quality has a positive and significant influence on customer satisfaction. Alwinie et al. (2024) also found that promotion has a positive effect on customer satisfaction, and their hypothesis was proven. Nengsih et al. (2024) discovered that in shipping service companies, employees (people) positively influence customer satisfaction and even affect customer loyalty. Their research also showed that the service process and physical evidence, such as facilities and appearance, have a positive relationship with customer satisfaction. On the other hand, Fajrin and Aprianingsih (2024) noted that while a good location and pleasant ambience can enhance customer satisfaction, place does not significantly influence it due to the presence of many other contributing factors. Kurniawan et al. (2019) found that price, whether high or low, does not

significantly affect customer satisfaction. Savitri and Wardana (2018) stated that a strong positive relationship exists between customer satisfaction and repurchase intention. When customers feel satisfied and comfortable with their previous purchase, they are more likely to make another purchase.

Prior research shows that product, promotion, people, process, and physical evidence have a positive relationship with customer satisfaction. At the same time, neither place nor price has a positive influence on customer satisfaction. The research results differ from those of prior studies. Differences can be caused by differences in the industry studied and the interests of respondents.

Kedai Malabar customers are generally satisfied with the quality of products, the atmosphere of Kedai Malabar, and staff service. However, there is still a gap between expectations and performance in the ordering process, loyalty programs, and price perception. Based on the Importance Performance Analysis (IPA), loyal customers want more efficient services, a digital ordering system, and an application-based reward program. Therefore, to increase satisfaction and frequency of repeat visits, Kedai Malabar focuses on digitalizing services, strengthening loyalty programs, and increasing the perception of price value without ignoring the main advantages that customers already value.

## CONCLUSION AND RECOMMENDATION

Based on the research that has been conducted can be concluded from the regression analysis and IPA of the variables Product, Place, Price, People, Process, and Physical evidence which have a significant effect on customer satisfaction and affect customer's intention to revisit, more focused on making improvements to the variables of physical evidence, place, people and price. Improvements are prioritized for attributes in quadrant I of the IPA analysis. These attributes are considered very important to respondents but have a low level of performance.

Meanwhile, the suggestion for further research is due to the limitations of data sources and research objects, it can be an opportunity for future research to expand the object of study to other local cafe brands to obtain primary data for comparison of marketing strategies. The data obtained can be further analyzed using SWOT and TOWS to find the right improvement strategy to increase customer's revisit intention for Kedai Malabar.

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