



The Impact of Food Quality and Service Quality on Customer Loyalty: The Mediating Role of Customer Satisfaction

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ABSTRACT

Keywords:

Food Quality, Service Quality, Customer Satisfaction, Customer Loyalty

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This study aims to analyze the influence of food quality and service quality on customer loyalty, both directly and indirectly through Customer satisfaction as a mediating variable. The research was conducted on customers of Tuman Coffee and Space in Kebumen who had visited the café at least twice a month. A quantitative research method with a descriptive approach and path analysis was employed. Data were collected using questionnaires distributed to 207 respondents. The results show that both food quality and service quality have a significant effect on Customer satisfaction. Furthermore, food quality and service quality also significantly influence customer loyalty. Customer satisfaction is proven to be a significant mediating variable in the relationship between food quality, service quality, and customer loyalty. These findings indicate that improving food and service quality directly impacts Customer satisfaction and loyalty, which in turn supports the business sustainability of Tuman Coffee and Space.

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INTRODUCTION

The culinary industry is currently considered one of the most promising business fields, with coffee shops spread across various corners of Indonesia. The presence of coffee shops with various interesting concepts and unique food and drink menus makes these places increasingly popular among the millennial generation. Undoubtedly, the rise of relaxation spots such as coffee shops has also spread to Kebumen, where people can enjoy their leisure time to relax for a moment with colleagues or peers.

The development of the culinary industry in Indonesia is growing rapidly, both in big cities and small towns. One of the cities experiencing rapid growth in this sector is Kebumen. Along with changes in lifestyle and increased public awareness of culinary quality, many business players in the food and beverage

industry are striving to offer different concepts and unique experiences for consumers. Tuman Coffee and Space, as one of the cafes in Kebumen, is also making efforts to attract customers by offering delicious food quality and friendly, professional service.

According to Kotler and Armstrong (2016), there are six main reasons why an institution or organization needs to build loyalty from its customers. First, existing customers tend to be more prospective because their loyalty can provide significant benefits. Second, the cost of acquiring new customers is much higher compared to retaining existing customers. Third, customers who already have trust in the institution will also be easier to trust in various other aspects. Fourth, the presence of loyal customers can enhance the operational efficiency of the institution. Fifth, institutions can reduce psychological and social burdens because long-time customers usually have enough positive experiences with the institution. Sixth, loyal customers not only continue to use the products or services but also tend to defend the institution and recommend it to others.

According to (Kotler & Keller, 2016), product quality and service quality are two factors that are very important in shaping consumer experiences that can influence customer satisfaction. In the context of the culinary industry, food quality is one of the most considered aspects by consumers. The taste, appearance, and consistency in food presentation are determining factors of whether customers will return or not. On the other hand, service quality includes factors such as friendliness, service speed, and comfort that can enhance customer satisfaction and encourage their loyalty to the establishment (Parasuraman, Zeithaml, & Berry, 1988).

Customer satisfaction is an important factor in building customer loyalty. According to (Oliver, 1999), customer loyalty is a long-term commitment to return to a company or a specific place due to the positive experiences gained. In the culinary industry, customers who are satisfied with the quality of food and service provided are more likely to return and become regular customers, which in turn can create long-term profits for the business.

The research (Sari & Sutisna, 2020) "The Effect of Food Quality, Service Quality, and Price on Customer Satisfaction in Coffee Shops in Yogyakarta." This study found that although the quality of food and service in several coffee shops in Yogyakarta significantly affects customer satisfaction, the price factor is more dominant in influencing customer loyalty. Good service and food quality alone are not enough to create customer loyalty, especially in a highly competitive market where affordable prices become a top priority for consumers.

Research (Anwar & Yuliana, 2021) also provides insights that good food

quality gives a positive experience for customers, while friendly and quick service enhances customer satisfaction, which in turn encourages them to return and build long-term relationships with the restaurant. This study emphasizes the importance of both factors as key elements in creating sustainable customer loyalty.

Meanwhile, (Hasibuan, Harahap, & Lubis, 2020) shows that service quality, which includes aspects of speed, friendliness, and accuracy of service, has a positive and significant effect on customer satisfaction. Customers feel more satisfied when receiving fast, friendly, and expectation-meeting service. All these studies indicate that the quality of food and service are the main factors affecting customer satisfaction and loyalty, and they are interconnected in shaping a positive consumer experience, especially in the culinary industry.

METHOD

This research uses data analysis methods with a Partial Least Square (PLS) version 4 approach. This approach is considered effective in explaining the relationships between variables and in conducting data testing. The equation model used in PLS falls within the Structural Equation Modelling (SEM) framework with a variance-based approach, also known as component-based structural equation modeling. A sample is a part of the characteristics possessed by that population. When the population is large and it is not feasible for the research to study everything within the population, for instance due to limitations in resources, manpower, and time, the researcher uses a sample drawn from that population (Sugiyono, 2018). The samples in this study were determined using a purpose sampling method, which is a sample selection method based on certain considerations. The instrument used in this study is a questionnaire, which serves to measure whether there is an influence between variable (X) and variable (Y). This instrument uses a 5-point Likert scale, which will be given to consumers. The scale consists of two types of statements, namely positive and negative statements. Positive statements are scored 5, 4, 3, 2, 1, while negative statements are scored 1, 2, 3, 4, 5. The response scale used includes five options: strongly agree, agree, neutral, disagree, and strongly disagree. The primary data refers to data obtained directly from research sources using a questionnaire. A questionnaire is a data collection technique using a set of written questions designed to obtain respondents' answers. Secondary data refers to research data obtained indirectly through intermediary media such as journals, research studies, books, and texts.

FINDING AND DISCUSSION

Finding

This research will use a quantitative method to test certain theories by examining the relationships between variables using research instruments and statistical procedures. The type of research conducted is a survey using Google Forms. In simple terms, the population in this study consists of customers of Tuman Coffee and Space who have visited at least once. In this research, 207 individuals have filled out the survey. The research variables are measured using a Likert scale, which is described as indicator variables. The independent variables consist of food quality and service quality, while the dependent variables are customer satisfaction and customer loyalty. This uses data analysis methods with a Partial Least Square (PLS) version 4 approach. This approach is considered effective in explaining the relationships between variables as well as in conducting data tests

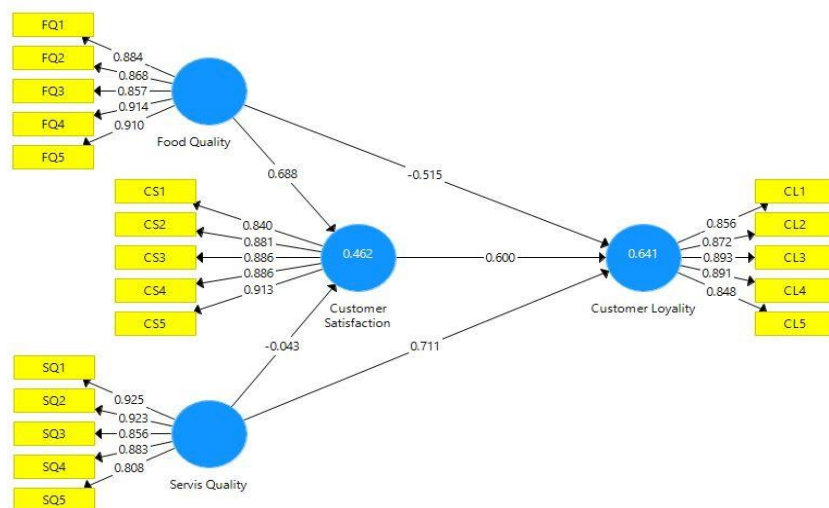


Figure 1. Convergent Validity

According to Ghozali (2014), a question indicator is considered valid if it has a minimum component score of 0.600.

Tabel 1. 1 Pengujian Discriminal Validity

	<i>Customer loyalty</i>	<i>Customer satisfaction</i>	<i>Food quality</i>	<i>Service quality</i>
<i>Customer loyalty</i>	0,872			
<i>Customer Satisfaction</i>	0,334	0,882		
<i>Food quality</i>	0,057	0,678	0,887	
<i>Service quality</i>	0,661	0,116	0,231	0,880

Discriminant validity analysis of the constructs of Customer Loyalty, Customer Satisfaction, Food Quality, and Service Quality indicates that this research model has met the necessary statistical criteria. Based on the Fornell-

Larcker Criterion approach, the square root of the Average Variance Extracted (AVE) for each construct is higher than the correlations with other constructs. This indicates that each construct has a stronger ability to represent its own indicators compared to other constructs, thus supporting discriminant validity both theoretically and empirically.

In addition, the results of the cross-loadings analysis show that the indicators used contain the highest value related to their original construct, which reinforces the conclusion that each construct is clearly defined and does not overlap with other constructs. Finally, the values in the Heterotrait-Monotrait Ratio (HTMT) test indicate results that are below the threshold of 0.85, which means there are no indications of multicollinearity and that the relationships between constructs are discriminative. With the fulfillment of these three testing methods, it can be concluded that the structural model used in this study has adequate discriminant validity. This validity indicates that each construct can be interpreted separately and does not experience ambiguity in meaning with other constructs, making the model suitable for further analysis such as hypothesis testing or path analysis.

Tabel 1. 2 Pengujian Reliabilitas

Variabel	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Keterangan
<i>Customer Loyalty (Y)</i>	0,921	0,941	Reliable
<i>Customer satisfaction (X1)</i>	0,928	0,946	Reliable
<i>Food quality (X2)</i>	0,932	0,948	Reliable
<i>Servis Quality (M)</i>	0,927	0,945	Reliable

Sumber: Data Primer Diolah, 2025

Based on the results of the reliability testing, all the variables studied—including Customer Loyalty, Customer Satisfaction, Food Quality, and Service Quality—have a Cronbach's Alpha and Composite Reliability scores above the threshold of 0.6. Specifically, the Cronbach's Alpha values range from 0.921 to 0.932, while the Composite Reliability values are between 0.941 and 0.948. These findings indicate that the instruments used to measure each construct have very good internal consistency and are considered reliable. Thus, the indicators within each variable can be trusted for further analysis in this research.

Tabel 1. 3 Hasil Pengujian R Square

Variabel	<i>R Square</i>	<i>Adj R Square</i>
<i>Cusstomer Loyalty</i>	0,641	0,636
<i>Customer satisfaction</i>	0,462	0,456

Sumber : Data Primer Diolah 2025

Based on the results of R Square, it is known that the model is able to

explain about 64.1% of the variation in customer loyalty through the variables used, such as customer satisfaction, food quality, and service. This indicates that the model has a relatively high predictive power over loyalty. Meanwhile, the model is only able to explain about 46.2% of the variation in customer satisfaction, which means there are other factors not included in the model that could affect satisfaction levels, such as price, ambiance, comfort, or customer expectations. The very close Adjusted R Square value to R Square indicates that the number of variables used in the model is quite ideal and does not cause overfitting. Overall, this model is more effective in explaining loyalty than customer satisfaction, so business strategies should focus more on factors that enhance loyalty while considering additional elements to improve customer satisfaction.

Tabel 1. 4 Hasil Pengujian R Square

Variabel	SSO	SSE	Q Square
<i>Customer Loyalty</i>	1035.000	541.025	0,447
<i>Customer satisfaction</i>	1035.000	669.877	0,353
<i>Food quality</i>	1035.000	1035.000	
<i>Servis Quality</i>	1035.000	1035.000	

Sumber : Data Primer Diolah 2025

Based on the results of the Q^2 value analysis obtained from the model, it can be concluded that the model has a fairly good predictive ability for the variables of Customer Loyalty and Customer Satisfaction. The Q^2 value of 0.447 for Customer Loyalty indicates that the model is able to explain data variation with strong predictive quality. Meanwhile, the Q^2 value of 0.353 for Customer Satisfaction also indicates moderate to strong predictability. This indicates that the independent variables in the model, such as Food Quality and Service Quality, indirectly contribute to the improvement of customer satisfaction and loyalty. On the other hand, the Q^2 values for Food Quality and Service Quality are 0.000, indicating that these two variables are exogenous (independent) variables and are not predicted by the model. Therefore, this model is relevant for explaining customer behavior, especially in the context of the influence of service quality and.

Tabel 1. 5 Hasil Pengujian F Square

	<i>Customer Loyalty</i>	<i>Customer satisfaction</i>	<i>Food quality</i>	<i>Servis Quality</i>
<i>Customer Loyalty</i>				
<i>Customer satisfaction</i>	0,541			
<i>Food quality</i>	0,382	0,833		
<i>Servis Quality</i>	1,329	0,003		

Sumber : Data Primer Diolah 2025

Based on the results of the F Square (F^2) test, it was found that the variable Customer Satisfaction has a significant impact on Customer Loyalty with an F^2 value of 0.541. Additionally, Food Quality also plays an important role, having a significant influence on loyalty ($F^2 = 0.382$) and a very significant impact on customer satisfaction ($F^2 = 0.833$). These findings indicate that food quality is a key factor in shaping customer satisfaction, and indirectly also contributes to increased loyalty. This means that the higher the food quality perceived by customers, the higher their satisfaction and the likelihood of them remaining loyal.

On the other hand, the Service Quality variable shows a very strong influence on customer loyalty, with the highest F^2 value of 1.329, but very small on customer satisfaction ($F^2 = 0.003$). This indicates that service plays an important role in retaining customers, although it does not directly increase their satisfaction. Customers may regard good service as a minimum standard that must be met, which does not significantly affect satisfaction, but remains a primary reason for their return. Therefore, companies need to pay close attention to two main things to enhance customer loyalty: maintaining food quality to create satisfaction, and improving service quality as a key factor in retaining customers

Tabel 1. 6 Hasil Pengujian Hipotesis

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Customer Satisfaction-> Customer Loyalty	0.600	0.604	0.077	7.750	0.000
Food Quality-> Customer Loyalty	-0.515	-0.513	0.084	6.131	0.000
Food Quality-> Customer Satisfaction	0.688	0.686	0.048	14.304	0.000
Service Quality-> Customer Loyalty	0.711	0.706	0.059	12.012	0.000
Service Quality-> Customer Satisfaction	-0.043	-0.038	0.049	0.874	0.328

Sumber: Data Primer Diolah, 2025

Hypothesis testing in this study is conducted to determine the effects between variables in the developed model, namely between Food quality, Service quality, and Customer satisfaction on Customer Loyalty among Tuman Coffee and Space consumers. The test was conducted using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. Below are the results of testing each hypothesis.

1. H1: There is an influence of Food Quality on Customer Loyalty. Based on the statistical test results, the path Food Quality → Customer Loyalty shows a coefficient value of -0.515, a T-Statistic value of 6.131, and a P-Value of 0.000. Because the P-Value < 0.05, the hypothesis H1 is accepted. This means that there is a significant influence of food quality on customer loyalty. However, the direction of the influence is negative, indicating that an increase in food quality does not necessarily coincide with an increase in customer loyalty. This could be due to a mismatch in expectations or the presence of other more dominant factors in shaping loyalty.
2. H2: There is an influence of Service Quality on Customer Loyalty. The path from Service Quality → Customer Loyalty has a coefficient of 0.711, a T-Statistic of 12.012, and a P-Value of 0.000. Since the P-Value < 0.05, the hypothesis H2 is accepted. This means that service quality has a positive and significant influence on customer loyalty. Therefore, the better the service provided by Tuman Coffee and Space, the higher the likelihood that customers will remain loyal.
3. H3: There is an influence of Food quality on Customer satisfaction. The test results show that the path Food quality → Customer satisfaction has a coefficient of 0.688, a T-Statistic of 14.304, and a P-Value of 0.000. Since P-Value < 0.05, the hypothesis H3 is accepted. This means that food quality has a positive and significant impact on customer satisfaction.

The better the quality of the food served, the higher the level of customer satisfaction.

4. H4: There is an influence of Service Quality on Customer Satisfaction. For the path Service Quality → Customer Satisfaction, the coefficient value is -0.043, the T-Statistic is 0.874, and the P-Value is 0.328. Because the P-Value > 0.05, the hypothesis H4 is rejected. This indicates that there is no significant influence of service quality on customer satisfaction. It is likely that customers are more focused on other aspects such as food or the ambiance of the place compared to the service.
5. H5: There is an influence of Customer Satisfaction on Customer Loyalty. The path Customer Satisfaction → Customer Loyalty has a coefficient of 0.600, a T-Statistic of 7.750, and a P-Value of 0.000. Since the P-Value < 0.05, the hypothesis H5 is accepted. This proves that customer satisfaction has a positive and significant impact on loyalty. The higher the satisfaction felt by customers, the greater the likelihood they will be loyal to Tuman Coffee and Space.

DISCUSSION

The Influence of Food Quality on Customer Loyalty

Although the Food quality variable (X1) shows a positive influence direction on Customer Loyalty (Y), the statistical test results indicate that this influence is not significant. This is evidenced by a p-value of 0.111, which is greater than the significance level of 0.05, and a T-statistic value of 1.599, which does not meet the minimum threshold for statistical significance. The original sample value of 0.112 does indicate a tendency for a positive relationship between food quality and customer loyalty, but the strength of that influence is not statistically strong enough to conclude that there is a significant direct effect.

This finding is consistent with previous research conducted by (Kusumasasti, Andarwati, & Hadiwidjojo, 2017), which states that in a case study at DW Coffee, food quality does not have a significant direct influence on customer loyalty. This is due to the presence of mediating variables such as customer satisfaction and the café atmosphere, which have a more dominant influence in shaping loyalty. Thus, it can be concluded that in the context of café businesses like Tuman Coffee and Space Kebumen, customer loyalty is not only formed by the quality of food products but is also significantly influenced by other dimensions that shape the overall consumer experience.

The impact of service quality on customer satisfaction

Based on the results of the hypothesis testing that has been conducted, there is evidence that Service quality (X2) has a positive and significant effect on Customer satisfaction (Z). This is evident from the original sample value of

0.458, a T-statistic of 6.649, and a p-value of 0.000, which is well below the significance threshold of 0.05. Thus, it can be concluded that the better the quality of service provided by Tuman Coffee and Space Kebumen, the higher the level of satisfaction experienced by its consumers.

This finding is in line with and reinforces the research conducted by (Hasibuan, Harahap, & Lubis, 2020) which stated that service quality, including speed, friendliness, and accuracy of service, has a significant impact on customer satisfaction at Café Vanilla in Panyabungan. Thus, it can be concluded that in the service industry such as the cafe business, service quality becomes an element that not only enhances temporary satisfaction but also builds trust and long-term relationships with customers.

The Influence of Food Quality on Customer Satisfaction

The results of the hypothesis testing in this study indicate that the Food quality variable (X1) has a positive and significant effect on the Customer satisfaction variable (Z). This is evidenced by an original sample value of 0.360, a T-Statistics value of 5.029, and a p-value of 0.000, which is much smaller than the significance threshold of 0.05. Therefore, it can be concluded that the higher the food quality provided by Tuman Coffee and Space Kebumen, the higher the level of satisfaction experienced by customers.

The results of this study are in line with the findings of previous studies. One of them is the research conducted by (Setiawan & Sembiring, 2018) which states that food quality has a significant impact on customer satisfaction and affects the increase in customer loyalty. Food that has a delicious taste and consistent presentation becomes one of the main factors that shape consumers' positive perceptions of a dining place. Thus, food quality becomes a strategic element that must be considered by business players in the culinary field to build long-term relationships with their customers.

The Influence of Service Quality on Customer Loyalty

The results of the analysis in this study indicate that the variable Service quality has a positive and significant effect on Customer Loyalty. This is evidenced by an original sample value of 0.246, a T-statistic of 2.324, and a p-value of 0.022, which is below the significance threshold of 0.05. Thus, it can be concluded that the higher the quality of service perceived by customers, the higher the level of loyalty that customers have towards Tuman Coffee and Space Kebumen.

This finding is supported by the research results conducted by (Orel & Kara, 2014), which state that service quality has a significant impact on customer satisfaction and loyalty, especially in the context of café and restaurant businesses. The study found that service dimensions such as reliability, empathy, and responsiveness contribute significantly to creating a positive

customer experience, which ultimately fosters the development of long-term relationships between customers and service providers. Therefore, it can be concluded that service quality is one of the crucial aspects in building customer loyalty, especially in the service industry such as cafes, where direct interaction between customers and staff becomes the main touchpoint in shaping the overall customer experience.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of the structural model analysis, it was found that the variable Customer satisfaction (Z) has a very strong and significant influence on Customer Loyalty (Y). This is reflected in the original sample value of 0.600, T-statistic of 7.750, and p-value of 0.000, which are clearly well below the significance threshold of 0.05. Therefore, it can be concluded that the higher the level of satisfaction experienced by customers regarding their experience at Tuman Coffee and Space Kebumen, the greater the likelihood that they will exhibit loyal behavior towards the café. This relationship is the strongest in the overall research model, demonstrating the crucial role of customer satisfaction in shaping consumer loyalty.

This finding is consistent and reinforced by research conducted by (Said & Tiong, 2023), which states that customer satisfaction is a key determining factor in building long-term loyalty. The research explains that high satisfaction increases the likelihood of customers remaining loyal to a brand or business, while minimizing the intention to switch to competitors. Therefore, investing in achieving and maintaining customer satisfaction is not only a service strategy but also a sustainable loyalty strategy that directly impacts business growth.

CONCLUSION

Based on the results of data analysis and discussion in this study regarding the influence of Food Quality and Service Quality on Customer Loyalty through Customer Satisfaction at Tuman Coffee and Space Kebumen customers, the following conclusions can be drawn:

1. Food Quality has a positive and significant influence on Customer Satisfaction. This shows that the higher the quality of food served, the greater the level of customer satisfaction. Food quality becomes an important factor in shaping positive customer perceptions of the cafe.
2. Service Quality has a positive and significant influence on Customer Satisfaction. Good, fast, friendly, and professional service has proven to enhance customer satisfaction. This indicates that service quality is an important element in providing a positive experience for consumers.
3. Food quality does not have a significant direct impact on Customer Loyalty. This result indicates that food quality alone is not enough to

create customer loyalty if it is not accompanied by the satisfaction felt by the customers themselves.

4. Service quality does not have a significant direct impact on Customer Loyalty. Although service is important, its impact on customer loyalty is indirect and must go through the role of customer satisfaction first.
5. Customer satisfaction has a positive and significant impact on Customer Loyalty. This is the strongest relationship in the research model. Satisfaction proves to be the main mediator connecting food and service quality with customer loyalty. Satisfied consumers tend to return and recommend the cafe to others.
6. Customer satisfaction mediates the influence of Food quality and Service quality on Customer Loyalty. Customer satisfaction is an important mediating factor in creating loyalty. Without satisfaction, the influence of food quality and service on loyalty becomes insignificant.

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