

**THE INFLUENCE OF COFFEE TASTE AND TO PRODUCT VARIETY TOWARDS
CUSTOMER LOYALTY (STUDY ON COFFEE FROM MAKASSAR COFFEE)**

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Abstract

ALDI PRATAMA PUTRA. 2024. The Influence of Coffee Taste and Product Diversity on Customer Loyalty (Study on Coffee Darikopi Makassar). Thesis. Department of Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by: Asdi and Aulia.

The purpose of this study is a type of quantitative research with the aim of determining the influence of taste and product diversity on customer loyalty study on coffee Darikopi Makassar. Samples were taken from customers of Darikopi Makassar. The type of data used in this study is quantitative data obtained from the results of questionnaires that have been distributed to regular customers of Darikopi Makassar. Data collection is carried out through literature review, questionnaire distribution and documentation. In this study, the data sources used include primary data and secondary data. The research instrument used in this study used the Likert scale method. Based on the results of research using SPSS on the influence of taste and product diversity on customer loyalty of Darikopi Makassar, it was concluded that taste had a positive and significant effect on customer loyalty which was marked by $4,296 > 1.66$ with a significance of 0.000. Product diversity has a positive and significant effect on customer loyalty which is marked by $5,785 > 1.66$ with a significance of 0.000. Taste and product diversity have an effect of 51.6% on customer loyalty, and simultaneously affect it which is characterized by a probability value of $0.000 < 0.05$, Product diversity from Makassar Coffee needs to be maintained and further improved because the results show that product diversity has a more influence than taste on customer loyalty.

Keywords : Taste, Product Diversity, Customer Loyalty

INTRODUCTION

The development of Coffeeshop is increasingly easy to find in Makassar City. As time progresses, of course there will be competition between coffeeshops in Makassar City so that efforts to maintain customer loyalty need to be done. This is also influenced by the needs of the community both for socializing, working, and various other community activities so that coffeeshops need to develop their existence in the midst of many coffeeshops that strive to maintain customer loyalty.

Customer Loyalty is a promise from customers to buy products or services repeatedly and suggest them to others (Dhasarathi & Kanchana, 2022). Loyalty can also be interpreted as a form of loyalty from customers to the products or services offered to them (Das et al, 2021). With this, it can be concluded that customer loyalty is a form of loyalty and desire from customers to keep buying certain products repeatedly in the future, until they offer these products to others. In measuring loyalty from customers themselves, it can be seen from how these customers make repeat purchases, provide references to others (provide recommendations to others), reject others, referrals and consider as first choice (Indrawati, 2022).

Therefore, with the growing number of cafes in Makassar City, efforts to increase customer loyalty must be done optimally in various ways, efforts and strategies that can be utilized by business owners.

Based on data from the Makassar City Tourism Office in Budiono (2022), it can be seen that there has been a significant increase in the number of cafes in Makassar City. There are several things that are done in increasing customer loyalty, where some of these aspects are the taste and diversity of products offered by the coffeeshop.

Taste is one of the most important aspects in choosing a product. Even competition among Food and Beverage food business owners, including coffeeshops, also uses aspects of taste in increasing their customer loyalty. The taste of a product can also be a characteristic of the product so that it can be distinguished from other products. In fact, if the taste of the product is considered positive by customers, it is undeniable that it will affect customer loyalty. In short, taste can influence customers in deciding on a purchase, to create customer loyalty.

Product Diversity is a set of products that are available and have certain preferences (models, sizes, colors, quality and so on) offered by certain parties or in this case coffeeshops. The large selection of products offered will certainly affect customer decisions in choosing a certain decision or coffeeshop and with the ability of these parties to provide various products offered, of course, it can affect customer loyalty to still choose the place as their preference so that customer loyalty occurs.

Darikopi Makassar coffeeshop is one of the relatively new coffee shops, Darikopi coffeeshop first operated since the end of 2020 located on Jl. Durian No. 8, Losari, Ujung Pandang District. However, towards the end of 2022 Darikopi Makassar closed their business and then operated again at the end of 2022 and was located on Jl. Kakatua 2 No. 57, Parang, Kec. Mamajang. Therefore, it can be concluded that Darikopi Makassar has been operating for almost 3 years even though it had stopped operating due to several obstacles it faced. However, Darikopi Makassar is still operating today and still exists and is crowded with many visitors.

As for the diversity of products, Coffeeshop Darikopi Makassar has a variety of products in its presentation both from beverage and food products. Here are various products owned by Darikopi Makassar.

RESEARCH METHODS

In each study, a research design is needed so that the research process can be carried out systematically and well. This study included survey research whose data was collected from several populations by conducting direct interviews. This research can also be classified as quantitative descriptive research because the research data collected will be processed quantitatively. The results will be described to describe empirical facts related to the research variables.

The research was conducted at Cafe Darikopi Makassar located on Jl. Kakatua 2 No. 57, Parang, Kec. Mamajang, Makassar City. The time for conducting research in this study lasts for 2 months, namely from February 1, 2024 to April 1, 2024.

Regarding the type of data, there are two types of data, namely quantitative data and qualitative data. Quantitative data is data that shows quantities or numbers that are absolute so that the magnitude can be determined. While qualitative data is data that shows quality and does not have a ranking (Fardani, 2020). In this study, the types of data used are quantitative and qualitative data where quantitative data is in the form of numbers that are ready to be processed derived from questionnaire results, as well as qualitative data that contains words and cannot be categorized into categories/classification structures (Pahleviannur, 2022).

The sampling method used in this study is purposive sampling with a type of judgment sampling, which is a sampling technique with certain considerations tailored to the objectives or research problems developed (Ferdinand, 2014).

RESULTS AND DISCUSSION

1. Descriptive Analysis

a. Description of Taste Variables (X1)

The results of the description analysis on the variable frequency test of taste are based on the results of SPSS 26 data processing conducted by researchers. Then the descriptive results of the taste are as follows:

Table 4 3 Frequency of test results (X1)

No	Statement	Score					Sum
		SS	S	N	TS	STS	
1	X1.1	25	40	27	8	-	100
2	X1.2	19	45	24	11	1	100
3	X1.3	23	40	28	8	1	100
4	X1.4	23	39	28	10	-	100

Based on table 4.3 on the results of the Frequency test that the descriptive variable Taste (X1) the level of respondents' answers showed that in the first statement had a strongly agree answer of 25 people, agree that is 40 people, neutral that is 27 people, disagree that is 8 people, and no one answered strongly disagree. The second statement strongly agrees with 19 people, agrees with 45 people, neutral is 24 people, disagrees with 11 people, and strongly disagrees with 1 person. The third statement strongly agrees with 23 people, agrees with 40 people, neutral is 28 people, disagrees with 8 people, and strongly disagrees with 1 person. The fourth statement strongly agreed with 23 people, agreed with 39 people, neutral was 28 people, disagreed with 10 people, and no one answered strongly disagree. Thus the result of the variable frequency of taste.

b. Product diversity variable description (X2)

Table 4 4 Frequency of Product Diversity Test Results (X2)

No	Statement	Score					Sum
		SS	S	N	TS	STS	
1	X2.1	35	39	23	3	-	100
2	X2.2	36	44	15	5	-	100
3	X2.3	35	40	22	3	-	100
4	X2.4	37	38	22	3	-	100

Based on table 4.4 on the results of the Frequency test that the descriptive variable of product diversity (X2) the respondent's answer level shows that in the first statement has a very agreeing answer that is 35 people, agree that is 39 people, neutral that is 23 people, disagree that is 3 people, and no one answers strongly disagree. The second statement strongly agreed with 36 people, agreed with 44 people, neutral was 15 people, disagreed, which was 5 people, and no one answered strongly disagree. The third statement strongly agrees with 35 people, agrees with 40 people, neutral is 22 people, disagrees with 3 people, and no one answers strongly disagree. The fourth statement strongly agreed with 37 people, agreed with 38 people, neutral was 22 people, disagreed with 3 people, and no one answered strongly disagree. Thus the result of the variable frequency of product diversity.

c. Description of the customer loyalty variable (Y)

Table 4 5 Frequency of Customer Loyalty Test Results (Y)

No	Statement	Skor					Sum
		SS	S	N	TS	STS	
1	Y.1	51	42	7	-	-	100
2	Y.2	56	36	8	-	-	100
3	Y.3	50	44	6	-	-	100
4	Y.4	56	40	4	-	-	100

Based on table 4.5 on the results of the Frequency test that the descriptive variable customer loyalty (Y) the respondent's answer level showed that in the first statement had a strongly agree answer of 51 people, agree that is 42 people, neutral that is 7 people, and no one answered disagree and strongly disagree. The second statement strongly agreed with 56 people, agreed with 36 people, neutral which was 8 people, and no one answered disagree and strongly

disagree. The third statement strongly agreed with 50 people, agreed with 44 people, neutral was 6 people, and no one answered disagree and strongly disagree. The fourth statement strongly agreed with 56 people, agreed with 40 people, neutral was 4 people, and no one answered disagree and strongly disagree. Thus the result of the variable frequency of customer loyalty.

2. Data Quality Test

a. Validity Test

Table 4 6 Taste Variable Validity Test Results (X1)

No	Statement Item	r calculate	r table	Description
1	X1.1	0,939	0,1966	Valid
2	X1.2	0,934	0, 1966	Valid
3	X1.3	0,928	0, 1966	Valid
4	X1.4	0,952	0, 1966	Valid

Based on table 4.6 proves that all statement items in the taste variable are valid where the value of $r\text{-count} > r\text{-table} = 0.1966$. Therefore, the results obtained on each item of the Taste variable statement (X1) are declared valid and can be used in future tests.

Table 4 7 Product Diversity Variable Validity Test Results (X2)

No	Statement Item	r calculate	r table	Description
1	X2.1	0,962	0,1966	Valid
2	X2.2	0,913	0,1966	Valid
3	X2.3	0,957	0,1966	Valid
4	X2.4	0,950	0,1966	Valid

Based on table 4.7 proves that all statement items in each variable are valid where the value of $r\text{-count} > r\text{-table} = 0.1966$. Therefore, the results obtained in each item of the product diversity statement (X2) are declared valid and can be used in future tests.

Table 4 8 Customer Loyalty Variable Validity Test Results (Y)

No	Statement Item	r calculate	r table	Description
1	X1	0,864	0,1966	Valid
2	X2	0,914	0,1966	Valid
3	X3	0,872	0,1966	Valid
4	X4	0,927	0,1966	Valid

Based on table 4.8 proves that all statement items in each variable are valid where the value of $r\text{-count} > r\text{-table} = 0.1966$. Therefore, the results obtained on each item of the customer loyalty statement (Y) are all declared valid and can be used in future tests.

b. Reliability Test

Table 4 9 Reliability Test Results

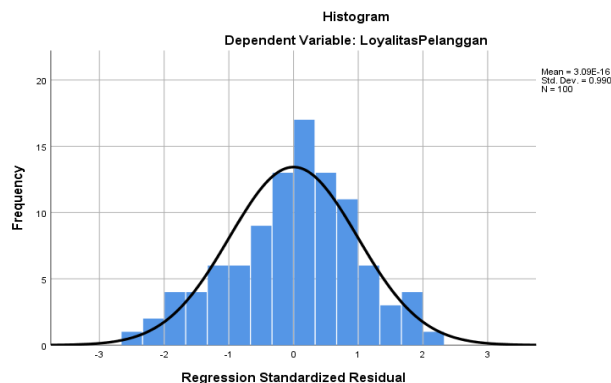
Reliability Statistics		
Variable	Cronbach's Alpha	Total Item
Cita rasa	.849	5
Product diversity	.850	5
Customer loyalty	.840	5

Based on table 4.9 above, it can be seen that Cronbach's Alpha in variables (X1), namely Taste > 0.60 with a value of 0.849, Product Diversity > 0.60 with a value of 0.850, and Customer loyalty > 0.60 with a value of 0.840 so that the variables Taste (X1), Product Diversity (X2), and Customer loyalty (Y) can be categorized as reliable or reliable.

3. Classical Assumption Test

a. Normality Test

Graph 4 1 Histogram Type Normality Test



Based on the histogram graph above, it is known that the data is identified as having been distributed normally, where the histogram graph is said to be normal if the data distribution forms bells (bell shaped), not leaning left or right (Santoso, 2015). The next step is to conduct statistical testing using Kolmogorov Smirnov testing as follows.

Tabel 4 10 Descriptive Statistics

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.51164249
Most Extreme Differences	Absolute	.105
	Positive	.047
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.009 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on table 4.10 above, it can be identified that the significance value in the regression model is 0.009 which means the residual value > 0.05 so that it can be concluded that H_0 is accepted and H_a is rejected with the results of normal distributed residual variables.

b. Multicollinearity Test

Table 4 11 Multicollinearity Test Results

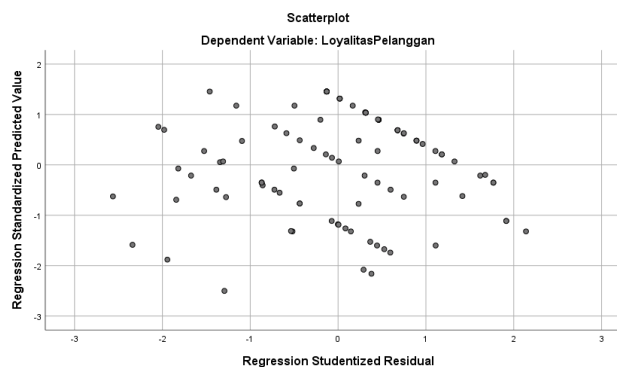
Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Flavors	.726	1.377
	Product Diversity	.726	1.377

a. Dependent Variable: Customer Loyalty

Based on table 4.11 above, it shows that the tolerance value of each variable is > 0.10 and the VIF value < 10.0 with the tolerance value of each variable is 0.726 and the VIF value in both is 1.377. Based on the results of the test, it can be concluded that all independent variables studied do not occur symptoms of multicollinearity.

c. Uji Heteroskedastisitas

Graph 4 2 Heteroscedasticity Test Results



Based on the results of scatterplot graph 4.2, it can be observed that the points contained in the graph look spread out and do not form a certain pattern either above or below the number 0 on the Y axis, where ZPRED (standardized predicted value) is on the vertical line and SPRESID (studentized residual) is on the horizontal line. Therefore, it can be concluded that there is no heteroscedasticity in the data in this study.

4. Multiple Linear Regression Test

Table 4.12 Results of Multiple Linear Regression Analysis

Model		Coefficients ^a	
		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	9.160	.858
	Cita rasa	.223	.052
	Product Diversity	.329	.057
a. Dependent Variable: Customer Loyalty			

Based on table 4.12 above, the estimation model can be analyzed as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 9.160 + 0.223 + 0.329 + 0.858$$

Where:

Y = dependent variable

a = Constant

X1 = Taste

X2 = Product Diversity

b = Variable Coefficient

Xe = Critical Value (Std. Error)

Based on table 4.12 above, it can be explained that the equation is known to have a constant value of 9.160 mathematically, the value of this constant states that the consistent value of the variable Taste (X1) is 0.223, Product diversity (X2) is 0.329; This proves that the variables Taste (X1), Product diversity (X2) can affect customer loyalty by 0.223 and 0.329 respectively on customer loyalty.

5. Coefficient of Determination (R2)

Table 4.13 Test Results of Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.516	1.527
a. Predictors: (Constant), Product Diversity, Taste				
b. Dependent Variable: Customer Loyalty				

Based on table 4.13 above, measurements of the coefficient of determination can be observed from the adjusted R square value where the table shows the number 0.516 which indicates that the value (R²) is 0.516 which means 51.6% which shows that the variables of taste (X1) and product diversity (X2) can affect customer loyalty. The remaining 48.4% is influenced by other variables that have not been studied or not studied in the continuity of completion of this study. This indicates that these two variables, namely taste and product diversity, succeeded in influencing customer loyalty in Darikopi Makassar by 51.6%, while the remaining 48.4% was influenced by other variables that were not studied in this study, either from internal factors from Makassar coffee itself or from external factors. Therefore, with the magnitude of this influence, it is expected that the variables that have been studied from being empowered as much as possible for the success of Darikopi Makassar in increasing their current customer loyalty.

6. Hypothesis Testing Results

a. Model Due Diligence

Table 4 14 Model Feasibility Test Results

F	Sig.
53.671	.000 ^b

Based on Table 4.14 above, researchers obtained a probability value smaller than 0.05, namely $0.000 < 0.05$, so it can be concluded that there is an influence between the independent and bound variables in this study, namely the taste and diversity of products with customer loyalty in Darikopi Makassar.

b. Partial Test (t-Test)

Table 4 15 Partial test results (t-tests)

	Model	t	Say.
1	(Constant)	10.681	.000
	Cita Rasa	4.296	.000
	Product Diversity	5.785	.000
a. Dependent Variable: Customer Loyalty			

- 1) In the taste variable (X1) obtained t count $>$ t table which is $4.296 > 1.66$ with a significance of 0.000 which can be concluded that the first hypothesis is acceptable. This means that Taste (X1) has a positive and significant effect on customer loyalty (Y) so that Ho is rejected and H1 is accepted.
- 2) In the variable Product diversity (X2) obtained t count $>$ t table which is $5.785 > 1.66$ with a significance of 0.000 which can be concluded that the second hypothesis is acceptable. This means that product diversity (X2) has a positive and significant effect on customer loyalty (Y) so that Ho is rejected and H2 is accepted.

1. The Influence of Taste on Customer Loyalty at Darikopi Makassar

Based on the results of the study, it is known that taste (X1) has a positive and significant effect on customer loyalty in Darikopi Makassar as evidenced by the value of the variable regression coefficient with a positive value of 0.223. The value of the positive regression coefficient states that the higher the taste, the more customer loyalty at Darikopi Makassar. The significant value obtained from hypothesis testing shows that the taste variable has a calculated t value $>$ t table ($4.296 > 1.66$) with a significance level of < 0.05 ($0.000 < 0.05$). The value of a positive t -count reveals that taste has a positive effect on customer loyalty. Improving the taste such as characteristics, aroma, taste, and texture in the taste offered by Darikopi Makassar business actors will increase customer loyalty of Darikopi Makassar.

Therefore, Darikopi Makassar needs to maintain and develop aspects of coffee characteristics and aromas where the characteristics of coffee will certainly be a differentiator between coffee owned by Darikopi and coffee in other places. In addition, aroma, taste and smell can be important instruments of coffee products so that customers will have a positive preference for the taste of Darikopi Makassar. The results of this study are also in line with the research of Anggraini (2020), Kusdianto & Firanti (2023), and Puspitasari (2020) that taste has positively and significantly influenced customer loyalty so that it can be concluded that the first hypothesis is accepted, namely that taste has a positive and significant effect on customer loyalty Darikopi Makassar which is characterized by the value of t count $>$ t table ($4.296 > 1.66$) with a significance level of < 0.05 ($0.000 < 0.05$), which is also in accordance with The formulation of the problem in this study is whether the taste of Darikopi Makassar affects the increase in customer loyalty of Darikopi Makassar.

2. The Effect of Product Diversity on Customer Loyalty in Darikopi Makassar

Based on the results of the study, it is known that product diversity (X2) has a positive and significant effect on customer loyalty in Darikopi Makassar as evidenced by the regression coefficient value of 0.329. The regression coefficient value states that the higher the product diversity, it will increase customer loyalty in Darikopi Makassar. The significant value obtained from hypothesis testing shows that the product diversity variable has a calculated t value $>$ t table ($5.785 > 1.66$) with a significance level of < 0.05 ($0.000 < 0.05$). The value of the t -count reveals that taste has a positive influence on customer loyalty. In this case, increasing product diversity such as diversity of taste, presentation, price and ingredients in the diversity of products offered by Darikopi Makassar will increase customer loyalty of Darikopi Makassar.

Therefore, Darikopi Makassar needs to maintain and develop aspects of presentation diversity, namely each product offered has different characteristics from one another, The results of this study are also in line with the research of Ali (2021), Yakin et al (2022), Noerchoidah et al (2021), Puspitasari (2020), Prasetya (2023), and Gunawan et al (2021) which concluded that product diversity has a positive and significant effect on customer loyalty. However, in Amaliyah & Sumartik's (2023) research, product diversity has a positive effect on customer loyalty but is not significant. Likewise, Sumiyati & Rizqi Nugroho's (2021) research where product diversity does not have a positive and significant effect on customer loyalty.

CONCLUSION

Based on the results of the analysis and previous discussion related to this study entitled "The Effect of Taste and Product Diversity on Customer Loyalty (Study on Makassar Coffee) it can be concluded that taste has a positive and significant effect on customer loyalty of Darikopi Makassar which is characterized by a calculated t value $> t$ table ($4.296 > 1.66$) with a significance level of < 0.05 ($0.000 < 0.05$), which is also in accordance with the formulation of the problem in this study, namely what is the mind the taste possessed by Darikopi Makassar affects the increase in customer loyalty of Darikopi Makassar; and Product diversity has a positive and significant effect on customer loyalty in Darikopi Makassar which is characterized by the value of t count $> t$ table ($5.785 > 1.66$) with a significance level of < 0.05 ($0.000 < 0.05$), which is also in accordance with the formulation of the problem in this study, namely whether the diversity of products owned by Darikopi Makassar affects the increase in customer loyalty of Darikopi Makassar.

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