THE EFFECT OF COFFEE TYPE, PRICE AND SERVICE ON CUSTOMER SATISFACTION AT COFFEE SHOPP RESTU BUNDA, MEDAN CITY

Sri Wahyuni Br Maha[1], Deni Faisal Mirza*[2], Jontrapolta Sembiring[3], Rosdiana Gultom[4]

[1,2,3,4]Universitas Prima Indonesia

Corresponding Email: denifm.ukmcenter@yahoo.com

Abstract

This study aims to analyze the effect of coffee types, pricing, and service on customer satisfaction at RESTU BUNDA Coffee Shop in Medan City. The research is motivated by the high demand for coffee products, affordable prices suitable for students, and friendly, responsive service offered by the coffee shop. This research uses a quantitative approach with an associative causal method. The sample consisted of 91 respondents who were customers of RESTU BUNDA Coffee Shop. Data were collected through observation, questionnaires, and documentation. Data analysis includes validity tests, reliability tests, classical assumption tests, and hypothesis testing using t-tests and F-tests. The results show that coffee type, pricing, and service have a positive and significant effect on customer satisfaction, both partially and simultaneously. These findings imply that RESTU BUNDA Coffee Shop should maintain the quality of its coffee, offer competitive prices, and enhance service quality to sustain and increase customer satisfaction.

Keywords: *Coffee types, pricing, service, customer satisfaction*

INTRODUCTION

Coffee is a beverage made by brewing roasted and ground coffee beans. Coffee beans come from the fruit of the coffee plant, and the beverage is known for its caffeine content which has a stimulant effect. Coffee has various types of serving methods, ranging from espresso, cappuccino, to brewed coffee, and can be enjoyed with or without the addition of milk, sugar, or other ingredients. In addition to being a beverage, coffee also has social value, often used as a place to gather or socialize. Due to the high demand for coffee both in Indonesia and abroad, Coffee Shop Restu Bunda established a Coffeeshop, where the Coffeeshop is close to the UNPRI campus and Royal Prima Hospital. In this case, Coffee Shop RESTU BUNDA is a gathering place for lecturers, employees, and students who like to drink coffee. Coffeeshop RESTU BUNDA has complete facilities such as AC, WiFi, fans, and indoor and outdoor spaces equipped with all the needs. The type of coffee that is often in demand by customers at the RESTU BUNDA Coffee Shop is palm sugar coffee, because it has a more pungent aroma and a sweeter taste than other types of coffee. In addition, there are many choices of coffee available at the RESTU BUNDA Coffee Shop, including espresso, sanger, long black, cappuccino, coffee frappuccino, coffee latte, and many more. The price at Coffee Shopp RESTU BUNDA is very affordable, very suitable for students. With affordable prices, students can enjoy coffee while studying or socializing comfortably. The service at RESTU BUNDA coffee shop is very friendly, fast and responsive, which can increase customer satisfaction. Positive interaction between barista and customer can make customers want to visit RESTU BUNDA coffee shop again. Customer satisfaction is the key to a successful business. Customer satisfaction at Coffee Shopp RESTU BUNDA is very satisfying because the quality of the coffee served is very suitable for the customer's tongue, the price is very affordable and the service is very friendly and fast, making customers very satisfied visiting Coffee Shopp RESTU BUNDA. Based on the background of the problem above, the author tries to raise it into a thesis title with the title "THE EFFECT OF COFFEE TYPE, PRICE AND SERVICE ON CUSTOMER SATISFACTION AT RESTU BUNDA COFFEE SHOP, MEDAN CITY".

Identification of problems

The identification of this research problem is as follows:
1. Coffee type influences customer satisfaction at RESTU BUNDA Coffee Shop, Medan City.
2. Price affects customer satisfaction at Coffee Shop RESTU BUNDA, Medan City.

3. Service influences customer satisfaction at Coffee Shop RESTU BUNDA, Medan City.
4. The influence of coffee type, price and service on customer satisfaction at RESTU BUNDA Coffee Shop, Medan City.

Formulation of the problem
The formulation of the problem in this research is as follows:
1. How does the type of coffee affect customer satisfaction at RESTU BUNDA Coffee Shop, Medan City?
2. How does price affect customer satisfaction at Coffee Shop RESTU BUNDA, Medan City?
3. How does service affect customer satisfaction at Coffee Shop RESTU BUNDA, Medan City?
4. How do coffee types, prices and services affect customer satisfaction at RESTU BUNDA Coffee Shop, Medan City?

Research purposes
The objectives of this research are to:
1. Testing and analyzing the influence of coffee types on customer satisfaction at the RESTU BUNDA Coffee Shop, Medan City.
2. Testing and analyzing the effect of price on customer satisfaction at Coffee Shop RESTU BUNDA, Medan City.
3. Testing and analyzing the influence of service on customer satisfaction at Coffee Shop RESTU BUNDA, Medan City.
4. Testing and analyzing the influence of coffee type, price and service on customer satisfaction at RESTU BUNDA Coffee Shop, Medan City.

Benefits of research
The benefits of this research are:
1. For researchers, as additional knowledge and experience in research at the Coffee Shop RESTU BUNDA, Medan City.
2. For further researchers, as reference material and an opportunity to conduct research with different variables.
3. For the company, as input in providing comfort facilities to customers who have visited the Coffee Shop RESTU BUNDA, Medan City.
4. For Universitas Prima Indonesia, as an additional reference and useful bibliography on the UNPRI campus.

LITERATURE REVIEW
Theory About the Influence of Coffee Type
According to Saputra (2017:98) "There are four famous types of coffee, namely robusta coffee, arabica coffee, leberica coffee and eksela coffee". According to Pudji Raharo (2020:89) "Factors that influence the type of quality coffee are a challenge for coffee shop entrepreneurs",
1. Coffee Management
2. Coffee Quality

Theory of Price Influence
According to Arifin (2017:67) "Price is the compensation that consumers must pay to obtain a product of goods or services". According to Untoro (2020:46) "The definition of price is the ability of an item or service expressed in the form of money".
1. Affordability
2. Price competitiveness

Theory of service influence
According to Kotler (2018:56) "Service is a service that directly affects customer satisfaction and loyalty, with factors such as reliability, responsiveness and empathy". According to Moenir (2020:16) "Service is the process of fulfilling needs through the direct activities of other people".

1. Physical evidence
2. Reliability
3. Responsiveness

Theories about customer satisfaction

According to Umar (2021:32) "Customer satisfaction is the level of customer feelings after comparing what is received and what is expected. According to Oliver (2018:78) "Customer satisfaction is a pleasant fulfillment, meaning that consumers feel that their consumption fulfills a

needs, desires, or so on and the fulfillment of these is pleasurable."

1. Product Quality
2. Quality of service.

METHOD
Place and time of research

This research was conducted directly at the Coffee Shop RESTU BUNDA, Medan City, Jl. Ayahanda No. 49A, Sei Putih Tengah Village, Medan Petisah District, Medan City, North Sumatra 20118. The research period was from July 2024 to January 2025.

Research methods

This study uses quantitative research. According to Babbie (2021:23) "Describes quantitative methods as a way to test hypotheses and explain relationships between variables, with an emphasis on precise measurement and statistical analysis".

Research Approach

The approach used in this study is a quantitative approach. According to Sugiyono (2019:27) "The quantitative research approach is an approach that in the research proposal, process, hypothesis, going to the field, data analysis and data conclusions up to writing uses aspects of measurement, calculation, formulas and certainty of numerical data".

Types of research

In this study, the researcher used the causal associative research method with quantitative techniques. According to Sugiyono (2018:37) "Causal associative research is a study that aims to determine whether or not there is an influence or relationship between independent variables and dependent variables and if there is, how close the influence or relationship is and whether or not the influence or relationship is meaningful."

Nature of Research

The nature of the research used in this study is associative. According to Sugiyono (2021:53) "Associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences and causal relationships, namely between independent variables and dependent variables".

Population and Sample

Population

According to Gay (2019:89) "Population is a specific group selected by researchers whose study or research results can be generalized to that group."

Sample

According to Arikunto (2017:173) a sample is part of the number and characteristics possessed by a population. According to Arikunto (2017:173) said that if the subject is less than 100, then the entire population becomes a research sample. but if the subject is more than 100 then 10-15% or 15-25% can be taken. based on the definition above, it can be said that the result of the addition of this research sample is 610 x 15% = 91.5 so that it becomes 91 people 10-25% ".

RESULTS AND DISCUSSION
Descriptive Statistics

Table 3.1 Descriptive Analysis Results
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Types of Coffee	65	10	20	15.38	2,626
Price	65	8	22	14.43	3,326
Service	65	17	30	22.29	4,095
Customer satisfaction	65	11	20	14.38	2,865
Valid N (listwise)	65				

The table above shows the results of descriptive statistical data processing consisting of 65 samples and 4 variables, namely Coffee Type, Price, Service, and Customer Satisfaction. The following are the results of the descriptive statistics:
1. The Coffee Type variable has a sample size of 65 respondents, with a minimum value of 10, a maximum value of 20, a mean value of 15.38, and a standard deviation value of 2.626.
2. The Price variable has a sample size of 65 respondents, with a minimum value of 8, a maximum value of 22, a mean value of 14.43, and a standard deviation value of 3.326.
3. The Service variable has a sample size of 65 respondents, with a minimum value of 17, a maximum value of 30, a mean value of 22.29, and a standard deviation value of 4.095.
4. The Customer Satisfaction variable has a sample size of 65 respondents, with a minimum value of 11, a maximum value of 20, a mean value of 14.38, and a standard deviation value of 2.865.

Classical Assumption Test
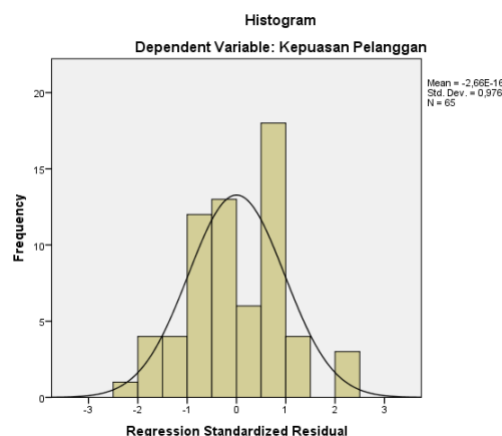Normality Test
A. Histogram Graph

Figure 3.1 Histogram Graph

In the image above, it can be seen that the residual histogram for the customer satisfaction variable forms a pattern that approaches a normal distribution. Most of the data is around the value 0 and is spread symmetrically. The mean value is close to zero and the standard deviation is close to 1, so it can be concluded that the residual data is normally distributed.
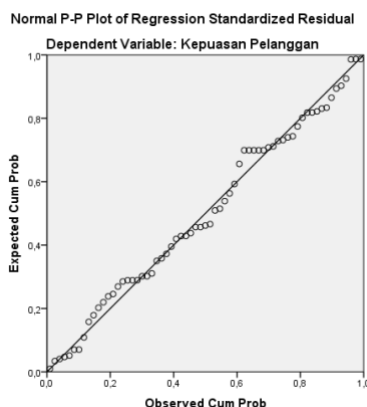
B. Normal Probability Plot Graph

Figure 3.2 Probability Plot Graph

Figure 3.2 shows the PP Plot to see whether the regression residual data is normally distributed. The points that approach the diagonal line indicate that the residual data is normally distributed. Since most of the points follow the line, it can be concluded that the residual data is quite normal.

Table 3.2 One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		65
Normal Parameters [a,b]	Mean	0E-7
	Std. Deviation	1.79138225
Most Extreme Differences	Absolute	,088
	Positive	,058
	Negative	-,088
Kolmogorov-Smirnov Z		,712
Asymp. Sig. (2-tailed)		,692

a. Test distribution is Normal.
b. Calculated from data.

In table 3.2 above, the results of the One-Sample Kolmogorov-Smirnov test show a significance value of 0.23 which is greater than 0.05. This indicates that the residual data is normally distributed, so the assumption of normality in the regression analysis has been met.

Multicollinearity Test

Table 3.3 Multicollinearity Test

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,380	1,500		,254	,801		

Types of Coffee	,355	,111	,325	3,193	,002	,618	1,619
Price	,112	,104	,130	1,081	,284	,444	2,255
Service	,311	,081	,444	3,838	,000	,478	2,091

a. Dependent Variable: Customer Satisfaction

Based on the results of the multicollinearity test, it is known that all independent variables have a Tolerance value above 0.10 and a VIF value below 10. Coffee Type has a Tolerance of 0.618 and a VIF of 1.619; Price has a Tolerance of 0.444 and a VIF of 2.255; and Service has a Tolerance of 0.478 and a VIF of 2.091. These values indicate that there is no multicollinearity between the independent variables in the regression model, so all variables are suitable for use in the analysis.
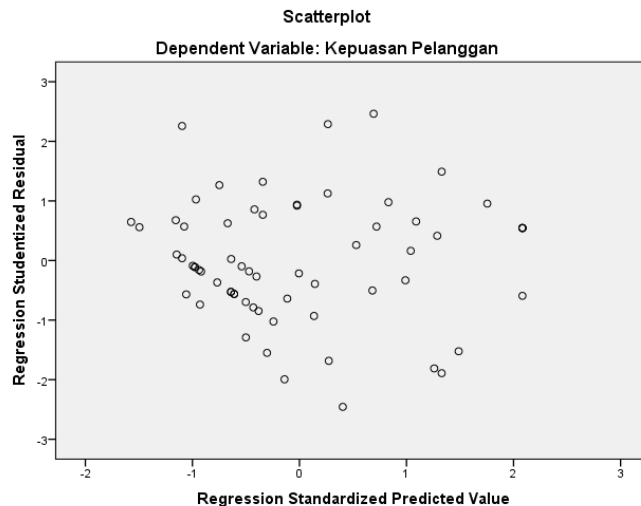
Heteroscedasticity Test

Figure 3.3 Scatterplot Graph

In Figure 3.3 above, the scatterplot above shows that the data points are randomly distributed and do not form a particular pattern. This shows that the regression model meets the assumptions of linearity and homoscedasticity, so the model is suitable for use.

B. Glesjer Test

Table 3.4 Glesjer Test
Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,380	1,500		,254	,801		
	Types of Coffee	,355	,111	,325	3,193	,002	,618	1,619
	Price	,112	,104	,130	1,081	,284	,444	2,255
	Service	,311	,081	,444	3,838	,000	,478	2,091

a. Dependent Variable: Customer Satisfaction

Based on the results of the regression output in the Coefficients table, the Glejser test can be analyzed using the significance value (Sig.) of each independent variable against the absolute residual value (|residual|) as the dependent variable.

The Glejser test aims to detect symptoms of heteroscedasticity. If the significance value is > 0.05, then it can be concluded that there is no heteroscedasticity, and the data passes the Glejser test.

From the table:
- Coffee Type has a significance value of 0.002 (<0.05) → meaning there is an indication of heteroscedasticity.
- Price has a significance value of 0.284 (> 0.05) → meaning there is no heteroscedasticity.

- Service has a significance value of 0.000 (<0.05) → meaning there is an indication of heteroscedasticity.

Conclusion:

Overall, because there are still variables (Type of Coffee and Service) that have a significance value <0.05, this model is not completely free from heteroscedasticity symptoms according to the Glejser test. If necessary, researchers can consider data transformation or robust regression methods to overcome this.

Data Analysis Results
Multiple Linear Regression Test

Table 3.5 Multiple Linear Regression Test
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,380	1,500		,254	,801		
	Types of Coffee	,355	,111	,325	3,193	,002	,618	1,619
	Price	,112	,104	,130	1,081	,284	,444	2,255
	Service	,311	,081	,444	3,838	,000	,478	2,091

a. Dependent Variable: Customer Satisfaction

Based on the multiple linear regression results table above, the following regression equation is obtained:

$$KP = 0.380 + 0.355JK + 0.112H + 0.311P$$

The explanation:
- 0.380 is a constant, which means that if all independent variables (Type of Coffee, Price, and Service) are zero, then the value of the dependent variable Customer Satisfaction (KP) is 0.380.
- JK (Coffee Type) has a coefficient of 0.355, meaning that every one unit increase in Coffee Type will increase Customer Satisfaction by 0.355, assuming other variables remain constant. The significance value of 0.002 (<0.05) indicates that the effect is significant.
- H (Price) has a coefficient of 0.112, meaning that every one unit increase in Price will increase Customer Satisfaction by 0.112. However, the significance value of 0.284 (> 0.05) indicates that the effect is not statistically significant.
- P (Service) has a coefficient of 0.311, indicating that every one unit increase in Service will increase Customer Satisfaction by 0.311. A significance value of 0.000 (<0.05) indicates a significant effect.

Thus, of the three variables, Service has the greatest influence on the Customer Satisfaction variable, followed by Coffee Type, while Price does not have a significant partial effect.

Coefficient of Determination

Table 3.6 Coefficient of Determination
Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,780 [a]	,609	,590	1,835	2,020

a. Predictors: (Constant), Service, Coffee Type, Price
b. Dependent Variable: Customer Satisfaction

Based on the output in the Model Summary table, the R Square value is 0.609 or 60.9 percent. This means that 60.9 percent of the variations that occur in the dependent variable, namely customer satisfaction, can be explained by the independent variables of coffee type, price, and service. Meanwhile, the remaining 39.1 percent is explained by other variables outside this model, such as the atmosphere of the place, promotion, quality of raw materials, and others. The Adjusted R Square value of 0.590 shows the R Square value that has been adjusted to the

number of independent variables in the model. This shows that the regression model used is quite good at explaining the relationship between the variables studied. In addition, the Durbin-Watson value of 2.020 indicates that there is no autocorrelation in the model, because this value is in the range of 1.5 to 2.5. Thus, the regression model can be said to be suitable for further analysis.

Simultaneous Test (F Test)

Table 3.7 F Test

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	320,005	3	106,668	31,682	,000 [b]
	Residual	205,379	61	3,367		
	Total	525,385	64			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service, Coffee Type, Price

Based on the ANOVA table above, it can be explained that the calculated F value is 31.682 with a significance value (Sig.) of 0.000. The F test is used to determine whether the independent variables (Type of Coffee, Price, and Service) simultaneously have a significant effect on the dependent variable, namely Customer Satisfaction. Since the significance value of 0.000 is smaller than 0.05, it can be concluded that the three independent variables together have a significant effect on Customer Satisfaction. This means that the regression model used is feasible and can explain the relationship between these variables simultaneously. This shows that the combination of Coffee Type, Price, and Service has a real contribution in influencing the level of customer satisfaction.

Partial Test (T-Test)

Table 3.8 T-Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,380	1,500		,254	,801		
	Types of Coffee	,355	,111	,325	3,193	,002	,618	1,619
	Price	,112	,104	,130	1,081	,284	,444	2,255
	Service	,311	,081	,444	3,838	,000	,478	2,091

a. Dependent Variable: Customer Satisfaction

Based on the Coefficients table above, the results of the t-test for each independent variable on the dependent variable Customer Satisfaction can be explained as follows:

1. Coffee Type has a coefficient value of 0.355 with a significance value of 0.002 (<0.05), and a t value of 3.193. This shows that Coffee Type has a positive and significant effect on Customer Satisfaction. This means that the better or more diverse the types of coffee offered, the higher the level of customer satisfaction.

2. Price has a coefficient of 0.112 with a significance value of 0.284 (> 0.05), and a t-value of 1.081. This shows that the Price variable does not have a significant effect on Customer Satisfaction. Although the coefficient is positive, its influence is not statistically strong enough.
3. Service shows a coefficient of 0.311 with a significance value of 0.000 (<0.05), and a t value of 3.838. This means that Service has a positive and significant effect on Customer Satisfaction. The better the service provided, the more customer satisfaction will increase.

From these results it can be concluded that Coffee Type and Service have a significant influence on Customer Satisfaction, while Price does not have a significant influence.

DISCUSSION OF RESEARCH RESULTS
The Influence of Coffee Type on Customer Satisfaction
Based on the results of the t-test, the Coffee Type variable has a significance value of 0.002 (<0.05) and a t-value of 3.193. This shows that Coffee Type has a positive and significant effect on the Customer Satisfaction variable. This means that partially, the more or more appropriate the types of coffee offered are with consumer preferences, the higher the level of customer satisfaction. This study supports the findings of Wibowo and Arifin (2021) which state that the variety and quality of the types of coffee offered contribute to shaping customer experience, which ultimately affects satisfaction. However, this finding contradicts a study by Santosa (2018), which concluded that the type of coffee does not have a significant effect on customer satisfaction because consumer preferences are more influenced by service and atmosphere.

The Effect of Price on Customer Satisfaction
The Price variable shows a significance value of 0.284 (> 0.05) and a t-value of 1.081. This means that partially, Price does not have a significant effect on Customer Satisfaction. Although the coefficient is positive, statistically its contribution to customer satisfaction is not strong enough in this model. This finding is in line with research by Prasetyo and Lestari (2020) which states that in the context of a coffee shop business, customers prioritize quality and service over price. On the other hand, this result is different from research by Nugroho (2017), which shows that competitive prices and in accordance with customer perception values are one of the dominant factors in increasing consumer satisfaction in the culinary sector.

The Influence of Service on Customer Satisfaction
Service has a significance value of 0.000 (<0.05) and a t value of 3.838. This shows that Service has a positive and significant effect on Customer Satisfaction. In other words, the better the service provided by employees, the higher the level of customer satisfaction. This finding is consistent with research conducted by Sari and Widodo (2021) which states that friendly, fast, and professional service are the main indicators that increase positive customer experience and satisfaction. However, several studies such as by Maulana (2019) state that good service must also be supported by a consistent atmosphere and product, so that the results are optimal for satisfaction.

The Effect of Coffee Type, Price, and Service on Customer Satisfaction Simultaneously
Based on the results of the F test (ANOVA), the calculated F value was obtained at 31.682 with a significance value of 0.000 (<0.05). This shows that simultaneously, the variables of Coffee Type, Price, and Service have a significant effect on Customer Satisfaction. Thus, this regression model as a whole is suitable for use to explain the dependent variable. This result is supported by research by Putri and Haryanto (2020), which states that the combination of product quality, price, and service has a strong influence in shaping customer satisfaction in the F&B sector. However, a study by Wahyuni (2018) suggests the need to consider other factors such as promotion, place atmosphere, and brand image, because all three also play an important role in shaping overall customer satisfaction.

CONCLUSION
Based on the results of data analysis and discussion that have been conducted in this study regarding the influence of coffee type, price, and service on customer satisfaction, the following conclusions can be drawn:
1. Coffee type has a significant effect on Customer Satisfaction.
2. Price does not have a significant effect on Customer Satisfaction.
3. Service has a significant influence on Customer Satisfaction.

4. Coffee Type, Price, and Service simultaneously have a significant effect on Customer Satisfaction.

SUGGESTION
1. For Companies

Companies are advised to continue to improve the quality of service because it has been proven to have the greatest influence on customer satisfaction. In addition, the variety and quality of coffee types also need to be maintained to remain attractive to customers. Although price does not have a significant effect, companies still need to ensure that the price set is in accordance with product quality and consumer purchasing power.

2. For Further Researchers

This study only tested three variables, so it is recommended that further researchers can add other variables such as place atmosphere, product quality, promotion, or customer loyalty. In addition, expanding the research area and increasing the number of respondents can increase the validity of the research results.

3. For Universities

Universities are expected to encourage students to conduct research that is applicable and relevant to the business world, especially MSMEs and the service sector. Support for research that has a direct impact on local business development will increase academic contributions to community economic development.

REFERENCES

Arifin. (2017). Manajemen Pemasaran Modern. Jakarta: Prenadamedia Group.

Arikunto, S. (2017). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.

Armstrong, G. (2020). Marketing: An Introduction (13th ed.). Pearson Education.

Babbie, E. (2021). The Practice of Social Research. Boston: Cengage Learning.

COVID-19, KUR and Communication on the Productivity of MSME Entrepreneurs Partners PT Perkebunan Nusantara III Medan City. Journal of Research of Social, Science, Economics, and Management, 1(10), 1582… .

Creswell, J. W. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). Thousand Oaks, CA: Sage Publications.

Deepublish.

DF Mirza - Jurnal Ekonomi Bisnis Manajemen ., 2022. Pengaruh fasilitas kerja lingkungan kerja dan gaya kepemimpinan terhadap produktifitas karyawan Pt.di perkebunan.

DF Mirza - Jurnal Tijarah, 2020 Pengaruh Harga, Promosi, Dan Kualitas Produk Terhadap Keputusan Pembelian Ban Sepeda Motor Merek Swallow Pada Pt. Industri Karet Deli Medan

DF Mirza - Jurnal Tijarah, 2020. Pengaruh Harga, Promosi, Dan Kualitas Produk Terhadap Keputusan Pembelian Ban Sepeda Motor Merek Swallow Pada Pt. Industri Karet Deli Medan.

DF Mirza - Tijarah: Jurnal Ekonomi , 2020 Pengaruh Harga, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Konsumen pada PT. Fastfood Indonesia Cabang Simpang Mataram Medan

DF Mirza, C Calvin, EJ Damanik- Warta.,2020 Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Produk Rubberwood s4s, Rubberwood Finger Joint Block

DF Mirza, DM Goretti - Jurnal Ilmiah Methonomi, 2020 Pengaruh komunikasi kerja, stres kerja dan kepuasan kerja terhadap kinerja karyawan pt. star media internusa medan.

DF Mirza, H Nurlaila - Management Studies And.,2024 Pengaruh Promosi Penjualan, Penjualan Perseorangan Dan Kepercayaan Kepercayaan Pelanggan Terhadap Keputusan Pembelian Pada PT.

DF Mirza, K Yunior, H Novita - AdBispreneur: Jurnal Pemikiran.,2019 Pengaruh Pemagangan Dan Pelatihan Kecakapan Hidup Terhadap Penumbuhan Wirausaha Baru.

DF Mirza, TSLS Lumbantobin,.Jurnal 2021. Pengaruh motivasi, kepuasan, dan disiplin kerja terhadap kinerja karyawan pada PT. Indonesia Comnets Plus Medan

DF Mirza, TSLS Lumbantobing - Jurnal ., 2021 Pengaruh motivasi, kepuasan, dan disiplin kerja terhadap kinerja karyawan pada PT. Indonesia Comnets Plus Medan

Gay, L. R. (2019). Educational Research: Competencies for Analysis and Applications. New York: Macmillan Publishing.

Ghozali, I. (2017). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2019). Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2020). Ekonometrika: Teori, Konsep dan Aplikasi dengan SPSS 25. Semarang: Universitas Diponegoro.

Ghozali, I. (2021). Aplikasi Regresi Linier dan Uji Asumsi Klasik dengan SPSS. Semarang: Badan Penerbit Universitas Diponegoro.

Ginting, K. E. N., Mirza, D. F., Putri, A. T. A., & Brutu, D. W. (2019). Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pengguna Program Indihome Triple Play PT. Telkom (Cabang Plasa Medan). Jurnal Ilmiah Socio Secretum, 10(2), 136-146.

Ismael, N. (2019). Metodologi Penelitian Sosial Ekonomi. Jakarta: Rajawali Pers.

Kotler, P. (2018). Marketing Management (15th ed.). Pearson Education.

Mirza, D. F. (2022). Increasing the productivity of palm sugar through high degree of crystalline sugar production. International Journal of Science, Technology & Management, 3(1), 1–5

Mirza, D. F., Calvin, C., Damanik, E. J., Susanto, D., Jessica, J., & Lim, M. (2020). Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Produk Rubberwood s4s, Rubberwood Finger Joint Block, Rubberwood Lamminated Block, Vacum, dan Klindry pada PT. Agung Berkat Bintatar Abadi. Warta Dharmawangsa, 14(2).

Moenir, H. A. S. (2020). Manajemen Pelayanan Umum di Indonesia. Jakarta: Bumi Aksara.

Oliver, R. L. (2018). Satisfaction: A Behavioral Perspective on the Consumer. New York:

Park, C. W. (2020). Strategic Brand Management: Lessons for Winning Brands in Asia. Priya, N., Sibuea, R. A., Sihotang, G. N., & Mirza, D. F. (2020). Pengaruh Harga, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Konsumen pada PT. Fastfood Indonesia Cabang Simpang Mataram Medan. Tijarah: Jurnal Ekonomi dan Bisnis, 1,

Pudji Raharo, D. (2020). Kopi Nusantara: Sejarah dan Budaya. Yogyakarta: Penerbit Andi.

Riyanto, B. (2020). Dasar-Dasar Evaluasi Pendidikan. Jakarta: Bumi Aksara.

Saputra, R. (2017). Pengantar Ilmu Kopi. Bandung: CV Muda Mandiri.

Sembiring, J. T. B., Sembiring, F. F., Surbakti, Y. S. B., & Mirza, D. F. (2022). The Effect of

Singapore: Wiley.

sinta.kemdikbud.go.id+3sinta.kemdikbud.go.id+3jurnal.unprimdn.ac.id+3. Sugiyono.   (2020). Metode Penelitian Pendidikan. Bandung: Alfabeta.

Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.

Sugiyono. (2019). Metode Penelitian Kombinasi (Mixed Methods). Bandung: Alfabeta.

Sugiyono. (2021). Statistika Untuk Penelitian. Bandung: Alfabeta.

Sugiyono. (2022). Metodologi Penelitian. Bandung: Alfabeta.

Untoro, B. (2020). Strategi Penetapan Harga Produk. Jakarta: Mitra Wacana Media.

Wibowati,   D.   (2019). Manajemen   Pelayanan   dan   Kepuasan   Pelanggan. Yogyakarta:

Widarjono, A. (2018). Ekonometrika: Teori dan Aplikasi Untuk Ekonomi dan Bisnis. Yogyakarta: UPP STIM YKPN.