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The Impact of Product Quality, Service Quality, and Perceived Value on Customer Satisfaction: Evidence from a Coffee Shop in Indonesia

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Abstract

The rapid growth of the coffee shop industry in Indonesia has intensified competition among businesses, making customer satisfaction an important factor for maintaining competitiveness and business sustainability. This study aims to examine the influence of product quality, service quality, and perceived value on customer satisfaction at Kopi Gunung Coffee Shop in Cilacap, Indonesia. A quantitative research approach was employed, and primary data were collected through questionnaires distributed to customers of Kopi Gunung Coffee Shop. Using purposive sampling, a total of 202 valid responses were obtained from customers who had visited the coffee shop at least twice. The data were analyzed using multiple linear regression analysis with the assistance of SPSS software. The results indicate that product quality has a positive and significant effect on customer satisfaction. Similarly, service quality and perceived value also have positive and significant influences on customer satisfaction. These findings suggest that improving product quality, delivering excellent service, and providing good value to customers are essential strategies for enhancing customer satisfaction in the coffee shop industry. The study contributes to the marketing literature by providing empirical evidence on the determinants of customer satisfaction in the food and beverage sector, particularly in the context of local coffee shop businesses.

Keywords: Product Quality, Service Quality, Perceived Value, Customer Satisfaction, Coffee Shop Industry.

1. Introduction

The food and beverage (F&B) industry has experienced rapid growth in recent years, particularly in emerging economies such as Indonesia. According to [1], the food and beverage sector recorded significant growth, reflecting increasing consumer demand for diverse culinary experiences and high-quality products. One of the most rapidly expanding segments within this industry is the coffee shop business. The increasing popularity of coffee culture has transformed coffee shops into social and lifestyle spaces where consumers gather for leisure, work, and social interaction. As a result, the number of coffee shops in Indonesia has grown substantially, creating intense competition among businesses operating in this sector.

[2] indicate that the number of coffee shops in Indonesia increased nearly threefold between 2016 and 2019, rising from 1,083 outlets to more than 2,937 outlets. This rapid expansion reflects the growing consumer interest in coffee consumption and the emergence of new lifestyle trends among younger generations. Coffee shops are no longer viewed solely as places to purchase beverages but have evolved into experiential environments where consumers seek comfort, quality products, and enjoyable service experiences. Consequently, coffee shop businesses must continuously improve their offerings to attract and retain customers in an increasingly competitive market.

One of the local coffee shop businesses operating in Cilacap, Indonesia, is Kopi Gunung Coffee Shop, which was established in November 2020. The coffee shop offers various types of coffee beverages, ranging from traditional coffee to modern espresso-based drinks, along with snacks and complementary food products. Located in a strategic area within the city, Kopi Gunung Coffee Shop aims to provide a comfortable atmosphere and high-quality products to enhance customer experiences. However, the increasing number of competing coffee shops in the region has intensified competition, making it essential for businesses to maintain customer satisfaction in order to sustain their competitive advantage.

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Customer satisfaction is widely recognized as a key determinant of business success and long-term sustainability. According to [3], customer satisfaction refers to the emotional response that arises when customers compare the perceived performance of a product or service with their expectations. When customers perceive that the performance of a product or service meets or exceeds their expectations, they are more likely to experience satisfaction and develop positive behavioral intentions, such as repeat purchases and recommendations to others. Therefore, understanding the factors that influence customer satisfaction is crucial for businesses operating in competitive markets.

Several factors have been identified as important determinants of customer satisfaction, including product quality, service quality, and perceived value. Product quality refers to the ability of a product to perform its functions reliably and meet customer expectations [3], [4]. High product quality can enhance customers' consumption experiences and increase their satisfaction with the product or service. In the context of coffee shops, product quality may include aspects such as taste, freshness, presentation, and overall product performance.

Service quality also plays a crucial role in shaping customer satisfaction. Service quality refers to the extent to which the services provided by a company meet or exceed customer expectations [5]. High-quality service, characterized by responsiveness, reliability, assurance, empathy, and tangible service attributes, can enhance customers' perceptions of the service experience and strengthen overall satisfaction. In service-oriented businesses such as coffee shops, service quality is particularly important because it directly influences customer interactions and experiences.

In addition to product and service quality, perceived value has been recognized as another important determinant of customer satisfaction. Perceived value refers to the overall evaluation of the benefits received by customers relative to the costs they incur when purchasing a product or service [6]. Customers who perceive that the benefits of a product or service outweigh the costs are more likely to experience satisfaction and develop positive attitudes toward the business.

Although previous studies have examined the relationships between product quality, service quality, perceived value, and customer satisfaction, the findings remain inconsistent. Some studies report that product quality and service quality significantly influence customer satisfaction [7], [8], while other studies indicate that these relationships may vary depending on the research context [9]. These inconsistent findings indicate the need for further empirical investigation, particularly within the context of local coffee shop businesses.

Therefore, this study aims to examine the influence of product quality, service quality, and perceived value on customer satisfaction in the context of Kopi Gunung Coffee Shop in Cilacap, Indonesia. By providing empirical evidence from the coffee shop industry, this study contributes to the marketing literature by enhancing understanding of the factors that influence customer satisfaction in the food and beverage sector. Furthermore, the findings of this study are expected to provide practical insights for coffee shop managers in developing strategies to improve product quality, service performance, and perceived value in order to enhance customer satisfaction.

2. Literature Review & Hypothesis Development

Customer Satisfaction

Customer satisfaction is one of the most important indicators of business success and sustainability. In competitive markets, companies must ensure that their products and services meet or exceed customer expectations in order to maintain long-term relationships with consumers. Customer satisfaction reflects customers' emotional responses after comparing the perceived performance of a product or service with their prior expectations [3], [10], [11]. When the performance of a product or service meets or exceeds expectations, customers tend to experience satisfaction, which can lead to repeat purchases and positive word-of-mouth communication.

According to [12], customer satisfaction can be measured through several indicators, including overall satisfaction, confirmation of expectations, repurchase intention, willingness to recommend the product or service to others, and the absence of dissatisfaction. In service industries such as coffee shops, customer satisfaction plays a crucial role because satisfied customers are more likely to return and maintain long-term relationships with the business. Therefore, understanding the factors that influence customer satisfaction is essential for companies seeking to remain competitive in the marketplace.

Product Quality and Customer Satisfaction

Product quality refers to the ability of a product to perform its functions and meet customer expectations. According to [3], product quality represents the capacity of a product to perform its intended functions, including durability, reliability, precision, and ease of use. Similarly, [4] define quality as the ability of a product or service to consistently meet customer needs.

High product quality can significantly influence customer satisfaction because customers tend to evaluate their consumption experience based on the quality of the product they receive. [13] explains that product quality includes several important dimensions, such as performance, features, reliability, serviceability, durability, aesthetics, and perceived quality. These dimensions collectively shape customers' perceptions of the overall quality of a product.

Previous studies have demonstrated that product quality plays a significant role in influencing customer satisfaction. [7] found that higher product quality leads to higher levels of customer satisfaction. Similarly, [8] reported that product quality significantly influences customer satisfaction in the coffee shop industry. However, other studies have shown inconsistent results. For example, [9] found that product quality did not significantly influence customer satisfaction in certain food and beverage businesses. These mixed findings suggest that further research is needed to better understand the relationship between product quality and customer satisfaction. Based on the theoretical arguments and previous empirical findings, the following hypothesis is proposed:

H1: Product quality positively influences customer satisfaction.

Service Quality and Customer Satisfaction

Service quality is another important factor that influences customer satisfaction, particularly in service-based industries such as hospitality and food services. Service quality refers to the degree to which the services provided by a company meet or exceed customer expectations [12], [14]. High-quality service can create positive experiences for customers and strengthen their overall satisfaction with the company.

[15] conceptualize service quality through five main dimensions, commonly known as SERVQUAL: tangible aspects, reliability, responsiveness, assurance, and empathy. Tangible aspects include physical facilities and employee appearance; reliability refers to the ability to perform services accurately and consistently; responsiveness reflects the willingness to assist customers promptly; assurance relates to employees' competence and trustworthiness; and empathy refers to personalized attention provided to customers.

Previous research has consistently demonstrated the importance of service quality in shaping customer satisfaction. [16] found that high service quality significantly improves customer satisfaction in the food and beverage industry. Similarly, [17] reported that service quality positively influences customer satisfaction in restaurant settings. However, some studies have produced different results. [18] found that service quality did not significantly affect customer satisfaction in certain service contexts. Based on these theoretical arguments and empirical findings, the following hypothesis is proposed:

H2: Service quality positively influences customer satisfaction.

Perceived Value and Customer Satisfaction

Perceived value refers to customers' overall evaluation of the benefits they receive from a product or service relative to the costs they incur. According to [6], perceived value reflects the consumer's overall assessment of a product's utility based on the perception of what is received versus what is given. Customers tend to evaluate whether the benefits they receive from a product or service justify the price or effort required to obtain it.

[19] identify several dimensions of perceived value, including emotional value, social value, quality or performance value, and price or value-for-money. Emotional value relates to the feelings generated by using the product, while social value refers to the product's ability to enhance a consumer's social self-concept. Quality value reflects the perceived performance of the product, and price value refers to the financial sacrifice associated with obtaining the product.

Previous studies have shown that perceived value plays a crucial role in shaping customer satisfaction. [20] reported that perceived value significantly contributes to customer satisfaction and purchasing behavior. However, other studies have found that perceived value may not always significantly influence customer satisfaction [21]. Based on these theoretical perspectives and empirical findings, the following hypothesis is proposed:

H3: Perceived value positively influences customer satisfaction.

3. Research Method

This study adopts a quantitative research approach to examine the influence of product quality, service quality, and perceived value on customer satisfaction. Quantitative methods are appropriate for testing relationships between variables using statistical techniques and structured measurement instruments [22]. The research focuses on customers of Kopi Gunung Coffee Shop located in Cilacap, Central Java, Indonesia.

The population in this study consists of all customers who have visited Kopi Gunung Coffee Shop. The sampling technique used is purposive sampling, in which respondents are selected based on specific criteria relevant to the research objectives. The criteria for respondents include individuals aged 15 years or older and customers who have visited the coffee shop at least twice. A total of 256 questionnaires were collected, but after screening based on the predefined criteria, 202 valid responses were used for further analysis.

Primary data were collected using a structured questionnaire distributed directly to customers at the coffee shop. The questionnaire was designed to measure four main variables: product quality, service quality, perceived value, and customer satisfaction. The measurement indicators for each variable were adapted from previous studies to ensure the validity of the constructs. Product quality was measured using indicators such as visual appearance, health aspects, taste, and freshness [23]. Service quality was measured using multiple indicators representing the SERVQUAL dimensions, including tangibles, reliability, responsiveness, assurance, and empathy [15]. Perceived value was measured using indicators such as competitive price, price-quality suitability, and price-portion suitability [24]. Customer satisfaction was measured using indicators related to satisfaction with product quality, service quality, and perceived value [25].

All questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale allows respondents to express their perceptions and attitudes toward the statements provided in the questionnaire. Prior to hypothesis testing, the research instrument was evaluated using validity and reliability tests to ensure that the measurement items accurately captured the intended constructs. Validity was assessed using Pearson correlation analysis, while reliability was evaluated using Cronbach's alpha, with a threshold value greater than 0.70 indicating acceptable reliability [26].

The data analysis was conducted using multiple linear regression analysis with the assistance of SPSS software. Before performing regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was carried out using the t-test to examine the partial effect of each independent variable on customer satisfaction and the F-test to evaluate the overall model significance. Additionally, the coefficient of determination (R^2) was used to assess the explanatory power of the independent variables in predicting customer satisfaction.

4. Result

4.1. Respondent Characteristics

A total of 202 valid responses were analyzed in this study after the screening process. The respondents were customers of Kopi Gunung Coffee Shop who had visited the coffee shop at least twice and were aged 15 years or older. The demographic characteristics of the respondents were classified based on gender, age, and occupation.

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Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	80	39.60%
	Female	122	60.40%
Age	15–<26 years	93	46.04%
	26–<35 years	28	13.86%
	35–<44 years	28	13.86%
	44–<53 years	38	18.81%
	>53 years	15	7.43%
Occupation	ASN/PNS	11	5.4%
	Teacher/Lecturer	10	5.0%
	Housewife	20	9.9%
	State-Owned Enterprise Employee	11	5.4%
	Private Employee	98	48.5%
	Student	24	11.9%
	Military/Police	3	1.5%
	Entrepreneur	15	7.4%
	Business Owner	4	2.0%
	Others	6	3.0%

Table 1 indicate that the majority of respondents were female, accounting for 60.40% of the total sample, while male respondents represented 39.60%. In terms of age distribution, most respondents were between 15 and 26 years old (46.04%), suggesting that young consumers dominate the customer base of Kopi Gunung Coffee Shop. This finding reflects the growing popularity of coffee shop culture among younger generations.

In terms of occupation, the largest group of respondents were private-sector employees (48.5%), followed by students (11.9%) and housewives (9.9%). The diversity of occupations indicates that the coffee shop attracts customers from various professional backgrounds.

4.2. Validity Test

Validity testing was conducted to determine whether the questionnaire items used in this study accurately measured the constructs being investigated. The validity test was performed using Pearson correlation analysis with a significance level of 5%. With a sample size of 202 respondents, the r-table value was 0.138. An item was considered valid if the correlation value exceeded this threshold.

Table 2. Validity Test Results

Variable	Item	r-value	r-table	Result
Product Quality	PQ1	0,874	0,138	Valid
	PQ2	0,820		Valid
	PQ3	0,881		Valid
	PQ4	0,864		Valid
Service Quality	SQ1	0,767	0,138	Valid
	SQ2	0,752		Valid
	SQ3	0,740		Valid
	SQ4	0,680		Valid
	SQ5	0,719		Valid
	SQ6	0,709		Valid
	SQ7	0,763		Valid
	SQ8	0,774		Valid
	SQ9	0,732		Valid

	SQ10	0,782	Valid
	SQ11	0,756	Valid
	SQ12	0,742	Valid
	SQ13	0,760	Valid
	SQ14	0,809	Valid
	SQ15	0,791	Valid
	SQ16	0,716	Valid
	SQ17	0,763	Valid
	SQ18	0,761	Valid
	SQ19	0,743	Valid
	SQ20	0,747	Valid
Perceived Value	PV1	0,845	Valid
	PV2	0,861	Valid
	PV3	0,829	Valid
Customer Satisfaction	CS1	0,861	Valid
	CS2	0,886	Valid
	CS3	0,865	Valid

The results show that all questionnaire items have correlation values greater than the r-table value of 0.138. Therefore, all measurement items are considered valid and suitable for further analysis.

4.3 Reliability Test

Reliability testing was conducted to evaluate the consistency of the measurement instruments used in the study. The reliability test used Cronbach's Alpha coefficient, where a value greater than 0.70 indicates acceptable reliability (Hair et al., 2019).

Table 3. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Result
Product Quality	4	0.876	Reliable
Service Quality	20	0.958	Reliable
Perceived Value	3	0.800	Reliable
Customer Satisfaction	3	0.839	Reliable

The results indicate that all variables have Cronbach's Alpha values above 0.70, confirming that the measurement instruments used in this study are reliable and internally consistent.

4.4 Classical Assumption Tests

Before conducting regression analysis, classical assumption tests were performed to ensure that the regression model met the required statistical assumptions. These tests include the normality test, multicollinearity test, and heteroscedasticity test.

Normality Test

The normality test was conducted using the Kolmogorov-Smirnov test. A model is considered normally distributed if the significance value is greater than 0.05.

Table 4. Normality Test Results

Test	Value
N	202
Test Statistic	0.057
Asymp. Sig. (2-tailed)	0.200

The results show that the significance value is **0.200**, which is greater than **0.05**, indicating that the regression residuals are normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a strong correlation between independent variables in the regression model. Multicollinearity is considered absent if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Product Quality	0.589	1.697	No multicollinearity
Service Quality	0.524	1.909	No multicollinearity
Perceived Value	0.637	1.569	No multicollinearity

The results indicate that all tolerance values are greater than **0.10** and all VIF values are below **10**, confirming that multicollinearity is not present in the regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test to determine whether the residual variance is constant across observations. If the significance value is greater than 0.05, the model is considered free from heteroscedasticity.

Table 6. Heteroscedasticity Test Results

Variable	Sig. Value	Conclusion
Product Quality	0.473	No heteroscedasticity
Service Quality	0.285	No heteroscedasticity
Perceived Value	0.352	No heteroscedasticity

The results show that all significance values are greater than **0.05**, indicating that the regression model does not suffer from heteroscedasticity.

4.5 Hypothesis Testing

Hypothesis testing was conducted using multiple linear regression analysis to examine the influence of product quality, service quality, and perceived value on customer satisfaction.

F-Test (Model Feasibility Test)

The F-test was conducted to determine whether the independent variables collectively influence the dependent variable.

Table 7. F-Test Results

Model	F-value	Sig.
Regression Model	93.421	0.000

The significance value of **0.000** is smaller than **0.05**, indicating that product quality, service quality, and perceived value simultaneously influence customer satisfaction.

t-Test (Partial Test)

The t-test was conducted to examine the partial effect of each independent variable on customer satisfaction.

Table 8. t-Test Results

Variable	Coefficient	t-value	Sig.	Result
Product Quality	0.214	3.218	0.002	Supported
Service Quality	0.389	5.741	0.000	Supported
Perceived Value	0.276	4.163	0.000	Supported

The results show that product quality, service quality, and perceived value all have positive and significant effects on customer satisfaction, as their significance values are below 0.05.

Coefficient of Determination (R²)

The coefficient of determination measures how much variance in the dependent variable can be explained by the independent variables.

Table 9. Coefficient of Determination

Model	R	R ²	Adjusted R ²
Regression Model	0.764	0.584	0.579

The Adjusted R² value of 0.579 indicates that 57.9% of the variation in customer satisfaction can be explained by product quality, service quality, and perceived value, while the remaining 42.1% is influenced by other variables not included in the model.

Discussion

This study aims to examine the influence of product quality, service quality, and perceived value on customer satisfaction at Kopi Gunung Coffee Shop in Cilacap, Indonesia. The results of the empirical analysis provide several important insights into the factors that shape customer satisfaction in the coffee shop industry.

First, the findings show that product quality has a positive and significant effect on customer satisfaction. This result indicates that the quality of products offered by Kopi Gunung Coffee Shop plays an important role in determining customers' overall satisfaction. Product attributes such as taste, freshness, visual appearance, and overall product performance contribute to customers' positive evaluations of the coffee shop. When customers perceive that the products meet or exceed their expectations, they tend to experience higher levels of satisfaction. This finding is consistent with previous studies suggesting that high product quality leads to greater customer satisfaction [7], [18]. In the context of coffee shop businesses, maintaining consistent product quality is essential for attracting customers and encouraging repeat purchases.

Second, the results indicate that service quality has a positive and significant influence on customer satisfaction. This finding highlights the importance of service interactions in shaping customer experiences. Service quality dimensions such as responsiveness, reliability, assurance, empathy, and tangible aspects of service significantly influence customers' perceptions of the overall service experience. Customers tend to feel more satisfied when employees provide friendly, responsive, and professional service. These findings support previous research that emphasizes the crucial role of service quality in improving customer satisfaction within service-based industries [17], [27], [28]. For coffee shop businesses, excellent service quality can create memorable customer experiences and strengthen customer relationships.

Third, the findings reveal that perceived value also has a positive and significant effect on customer satisfaction. This result suggests that customers evaluate their satisfaction based not only on product and service quality but also on the value they receive relative to the price they pay. When customers perceive that the benefits obtained

from a product or service exceed the costs incurred, they are more likely to feel satisfied. In the context of coffee shops, perceived value may be influenced by factors such as price fairness, portion size, product quality, and the overall experience provided by the coffee shop. This finding is consistent with previous studies indicating that perceived value is a key determinant of customer satisfaction [20].

Overall, the results of this study confirm that product quality, service quality, and perceived value are important determinants of customer satisfaction in the coffee shop industry. Among these variables, service quality appears to have the strongest influence on customer satisfaction, suggesting that customer service plays a critical role in shaping positive customer experiences. In highly competitive markets such as the coffee shop industry, businesses must focus not only on delivering high-quality products but also on providing excellent service and creating value for customers.

From a managerial perspective, the findings of this study provide important implications for coffee shop owners and managers. Businesses should continuously improve product quality, ensure consistent service performance, and offer competitive value to customers. By focusing on these aspects, coffee shop businesses can enhance customer satisfaction, strengthen customer loyalty, and maintain competitiveness in the rapidly growing coffee shop market.

5. Conclusion

This study examines the influence of social media content characteristics on customer engagement and the subsequent impact of engagement on brand relationship outcomes, including brand love, self-brand connection, and customer brand identification. Using a quantitative approach with PLS-SEM analysis, the study provides empirical evidence on how different dimensions of content characteristics contribute to consumer engagement and brand relationships in the context of Instagram marketing. This study aims to examine the influence of product quality, service quality, and perceived value on customer satisfaction at Kopi Gunung Coffee Shop in Cilacap, Indonesia. Based on the results of the empirical analysis, several important conclusions can be drawn. First, the findings show that product quality has a positive and significant effect on customer satisfaction. This indicates that customers tend to feel more satisfied when the products offered by the coffee shop meet their expectations in terms of taste, freshness, appearance, and overall quality. Maintaining high product quality is therefore essential for coffee shop businesses to ensure positive customer experiences. Second, the results reveal that service quality also has a positive and significant influence on customer satisfaction. Customers who experience responsive, reliable, and friendly service are more likely to feel satisfied with their visit. This finding highlights the importance of employee performance and service interactions in creating positive customer experiences in service-based businesses such as coffee shops. Third, the study finds that perceived value positively and significantly affects customer satisfaction. Customers evaluate whether the benefits they receive from a product or service are worth the cost they incur. When customers perceive that the value offered by the coffee shop is reasonable and beneficial, their level of satisfaction increases. Overall, the results indicate that product quality, service quality, and perceived value are important factors influencing customer satisfaction at Kopi Gunung Coffee Shop. These findings suggest that coffee shop businesses should focus on improving product quality, delivering excellent service, and offering good value to customers in order to enhance customer satisfaction and remain competitive in the increasingly crowded coffee shop market. Despite its contributions, this study has several limitations. First, the research focuses only on one coffee shop in Cilacap, which may limit the generalizability of the findings to other locations or industries. Second, the study examines only three independent variables, while other factors such as brand image, customer experience, and atmosphere may also influence customer satisfaction. Therefore, future research is recommended to explore additional variables and expand the research context to provide a more comprehensive understanding of customer satisfaction in the food and beverage industry.

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