

Factors Affecting Local Coffee Shop Preferences of Students

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Abstract. This study aims to identify the key factors influencing university students' choice of local coffee shops in Dumaguete City, addressing the gap in understanding their consumer behavior. Specifically, it examines how demographics and factors such as service, environment, product quality, and pricing affect their preferences. A quantitative approach was used, with surveys distributed to 206 third-year BSBA students from Negros Oriental State University Main Campus I. Results showed that most respondents were 20–21 years old, female, and majoring in financial management, with a daily allowance of ₱51.00–₱100.00. Most visited coffee shops five times or less per month, with Don Macchiato being the most preferred. Among the factors, pricing received the highest average rating ($M = 4.65$), followed by environment ($M = 4.57$), service ($M = 4.49$), and product quality ($M = 4.28$). These ratings reflect the importance of affordability, ambiance, staff efficiency, and product satisfaction in shaping student choices. The findings offer practical insights for local coffee shop owners and entrepreneurs to develop student-centered strategies that enhance customer appeal and loyalty.

Keywords: Coffee shops; Consumer preferences.

1.0 Introduction

Local coffee shops in Dumaguete City have become important spaces for students at Negros Oriental State University (NORSU) to study, socialize, and relax. These establishments are integral to students' daily routines, providing a comfortable academic collaboration and leisure environment. Understanding the factors influencing students' choices of these coffee shops is crucial for local business owners aiming to improve their services and university administrators who wish to support student well-being.

Previous research study by Salsabillah et al. (2024) shows that consumer happiness is greatly impacted by pricing, location, service quality, and product quality. Convenient locations, fair prices, outstanding service, and high-quality coffee items were proven to benefit consumer satisfaction. According to the survey's findings, coffee shops serve as a vital substitute for traditional study and work spaces for students. Coffee shops can help students be productive in academic work by offering a comfortable environment, sufficient amenities, and high-quality goods (Kurnianto et al., 2025). University students, especially those in business programs, are known for their careful approach to financial decisions and brand loyalty, making their consumer behavior particularly important to study.

Although there is existing literature on consumer preferences in the food and beverage sector (Deloitte, 2021), limited research has been conducted on how university students, particularly those in Dumaguete City, choose local coffee shops. This study aims to fill that gap by exploring how factors such as service quality, environment, product quality, and pricing influence the coffee shop choices of 3rd-year BSBA students at NORSU.

The study will collect data through a survey to gain insights into student decision-making. These findings will help local coffee shop owners better understand student preferences, enabling them to refine their business strategies and improve customer satisfaction. Additionally, university administrators can use the results to support student engagement and well-being by recognizing the role of coffee shops in academic life. Ultimately, this research contributes to the academic understanding of consumer behavior and practical business strategies for the coffee industry in Dumaguete City.

2.0 Methodology

2.1 Research Design

This study employed a quantitative research design using a descriptive survey approach to examine the factors influencing the choice of local coffee shops among 3rd-year BSBA students at Negros Oriental State University (NORSU) Main Campus I. The aim was to determine the impact of service quality, environment, product quality, and pricing on students' preferences. This approach enabled statistical analysis and objective measurement of the students' responses.

2.2 Research Participants

The study surveyed 206 randomly selected 3rd-year BSBA students from NORSU Main Campus I, representing Financial Management and Human Resource Development Management majors. The sample size was determined using Slovin's formula, ensuring a 95% confidence level and representativeness of the total 3rd-year BSBA student population. Participants were selected using simple random sampling, ensuring that every student had an equal chance of being chosen. Respondents were selected based on their patronage of local coffee shops, ensuring that the data collected reflected actual consumer behavior and preferences.

2.3 Research Instruments

A structured survey questionnaire was designed to collect relevant data and consisted of two main sections. The first section focused on the socio-demographic profile of respondents, covering variables such as age, sex, course major, daily allowance, frequency of coffee shop visits, and preferred local coffee shop. The second section aimed to evaluate the determinants influencing students' coffee shop choices, including service, environment, product quality, and pricing. Each factor was assessed using a 5-point Likert scale, where 1 indicated "Not Influential" and 5 indicated "Highly Influential." The service factor included 5 items, the environment had 4 items, product quality had 6 items, and pricing had 4 items. To ensure the questionnaire's reliability and validity, a pilot test was conducted with 30 students from Metro Dumaguete College (MDC). The Cronbach's alpha value for internal consistency was 0.75, which is deemed acceptable. Additionally, validity testing yielded an overall rating of 4.05, categorized as "very good," confirming that the questionnaire was suitable for data collection.

2.4 Data-Gathering Procedure

Before conducting the survey, approval was obtained from the NORSU research adviser to ensure compliance with institutional research standards. Participants were provided with an Informed Consent Form, which explained the purpose of the study and their right to voluntary participation. The survey was conducted in person to ensure high response rates and data accuracy. Respondents completed the questionnaire independently, and their responses were collected immediately to prevent external influence. Once gathered, the data were reviewed for completeness and accuracy before proceeding to statistical analysis.

2.5 Data Analysis

The data analysis employed frequency and percentage to describe the socio-demographic characteristics of the respondents. To determine the level of influence of service, environment, product quality, and pricing, the weighted mean was calculated, where \bar{x} represents the weighted mean, f is the frequency, W is the assigned weight, and N is the total number of respondents. The weighted mean was chosen because it allows for a more accurate reflection of each factor's varying levels of influence on students' coffee shop preferences, considering the

different weights assigned to each response. These statistical tools enabled a systematic evaluation of the factors affecting students' choices of local coffee shops.

2.6 Ethical Considerations

The data-gathering process adhered to strict ethical standards. Before distribution, the study received approval from the NORSU research adviser, ensuring compliance with ethical guidelines. Informed consent forms were provided by the Data Privacy Act of 2012 (Congress of the Philippines, 2012), ensuring no personally identifiable information was collected. Anonymity and confidentiality of the respondents were guaranteed. Surveys were administered face-to-face to maximize response rates and data accuracy. Once collected, the survey responses were sorted, reviewed for completeness, and analyzed using appropriate statistical methods.

3.0 Results and Discussion

3.1 Socio-Demographic Profile of Respondents

Table 1 presents the demographic profile of the respondents, revealing that the majority (65%) were aged 20 to 21, 30% were aged 22 to 23, and only 5% were aged 24 and above. This confirms that the primary coffee shop patrons among the surveyed students are young adults, typically characterized by their active social lives, academic engagements, and strong influence from peer culture. This finding aligns with previous research suggesting that young adults often seek out spaces that offer comfort and functionality, such as coffee shops, which serve as informal classroom extensions and venues for peer interaction.

Table 1. *Socio-Demographic Profile of the Respondents*

Item	Frequency	Percentage
Age		
20-21 years old	134	65
22-23 years old	61	30
24 years old and above	11	5
Sex		
Male	51	25
Female	155	75
Course Major		
Financial Management	144	70
Human Resource Development Management	62	30
Allowance		
₱50.00 and below	26	13
₱51.00-P100.00	75	36
₱101.00-P150.00	54	26
₱151.00 and above	51	25
Frequency of Shop Visits Per Month		
5-below	174	84
6-10	30	15
11-15	2	1
Local Coffee Shops Often Visited		
Don Macchiato	161	76
Kapeng Lokal	26	12
Kkopi	12	5
Other	7	7

Regarding sex, most (75%) of respondents were female. This suggests that female students are more inclined to visit coffee shops due to a greater appreciation for ambiance and social settings, or as part of their routine for study breaks and bonding moments. This trend allows coffee shop owners to tailor their marketing and service experience to better resonate with female customers, such as creating cozy interiors, offering group-friendly seating arrangements, or promoting products via social media platforms popular among women. Course major data shows that 70% of the respondents were financial management students, while 30% were from the human resource development management program. This may reflect different academic workloads, class schedules, or even cultural norms within each academic program. Financial management students may spend more time in coffee shops for group projects or self-study, highlighting the need for coffee shop layouts to accommodate study sessions.

Regarding financial capacity, the most common daily allowance was between ₱51.00 and ₱100.00 (36%), followed by ₱101.00 to ₱150.00 (26%), ₱151.00 and above (25%), and ₱50.00 or below (13%). This distribution indicates that while most students have limited spending power, a substantial portion still allocates a part of their budget to leisure or comfort purchases like coffee. Therefore, pricing strategies offering affordable bundles, student discounts, or loyalty rewards may attract this demographic and encourage repeat visits. As for frequency, 84% of students reported visiting coffee shops five times or less per month, with only 1% visiting more than 11 times monthly. This implies that coffee shop visits are generally considered an occasional treat rather than a daily habit. These occasional visits may coincide with exam preparations, deadlines, or social gatherings. Coffee shop operators can use this trend by promoting limited-time offers or event-based promos aligned with the academic calendar.

Brand preference data indicates a strong dominance of Don Macchiato, with 76% of students naming it their top choice. Kapeng Lokal and Kkopi trailed far behind with 12% and 5%, respectively. This suggests that Don Macchiato has successfully established brand loyalty among students, likely due to its consistent service, accessible location, or targeted student-friendly marketing strategies. Competing coffee shops should analyze Don Macchiato's approach and consider differentiating themselves through niche offerings such as specialty brews, themed interiors, or academic partnerships. The findings highlight the importance of affordability, ambiance, and service in attracting student customers. Coffee shops near academic institutions should view students not only as consumers but as a unique market segment whose preferences are shaped by financial constraints, academic demands, and social behaviors. By aligning offerings with these insights, business owners can increase patronage and customer satisfaction, while university stakeholders can recognize the broader role of such spaces in supporting student life.

3.2 Influence of Service Quality

Table 2 presents how service quality influences students' choices of local coffee shops. The highest-rated item, "The staff immediately attends to the customers and the orders are quickly fulfilled," earned a weighted mean of 4.49, indicating that speed and attentiveness in service are of prime importance to student customers. This suggests that students, who often operate on tight schedules due to academic demands, value efficiency and prompt service as essential components of their overall experience. Coffee shops that streamline their order-taking and service processes are more likely to attract and retain this market segment.

Table 2. *The Level of Influence of the Students on the Service*

	Indicators	Mean	Interpretation
1.	The staff immediately attends to the customers and quickly fulfills orders.	4.49	Highly Influential
2.	The customers' orders are accurately given.	4.42	Highly Influential
3.	The staff are welcoming and attentive to the customers' needs	4.30	Highly Influential
4.	The menu items are consistently available during operating hours.	4.25	Highly Influential
5.	The operating hours and payment process are convenient.	4.36	Highly Influential
Total		4.57	Highly influential

On the other hand, the indicator "The menu items are consistently available during operating hours" received the lowest but still relatively high rating of 4.25. While this may seem less critical compared to other aspects of service, its relatively high score underscores that product availability is still a notable expectation. A lack of consistency in menu offerings could lead to dissatisfaction, especially among repeat customers who develop favorites. Therefore, inventory management and menu reliability should be prioritized to ensure continuity of service.

The overall composite mean of 4.35 confirms that service quality is highly influential in students' decision-making. These findings align with the work of Go et al. (2021), which highlights that customer satisfaction is closely tied to the reliability, responsiveness, and empathy shown by service personnel. When service staff are proactive, polite, and efficient, customers are more likely to develop brand loyalty and return for future visits. The implications of these findings are twofold. First, for coffee shop owners, investing in staff training and optimizing service workflows can significantly enhance customer experience. This may involve setting service time standards, equipping staff with communication and interpersonal skills, and fostering a service-oriented culture. Second, from a customer retention perspective, efficient service can be a competitive advantage, especially in a market where students can easily switch to other coffee shops that offer similar products. In conclusion, service quality not only affects immediate customer satisfaction but also influences long-term patronage. Coffee shops that

consistently deliver quick, courteous, and dependable service will likely maintain a stronger foothold in the student market of Dumaguete City.

3.3 Influence of Environment

Table 3 highlights the extent to which environmental factors influence students' choices of local coffee shops. The item rated highest, "The location is accessible," garnered a weighted mean of 4.57, indicating that proximity and ease of access are critical decision drivers. For university students with limited time and transportation options, convenience significantly shapes consumer behavior. Coffee shops near the university or along frequently traveled routes are more likely to be chosen, particularly by students seeking quick breaks or productive study sessions between classes.

Table 3. *The Level of Influence of the Students on the Environment*

Indicators	Mean	Interpretation
1. The location is accessible.	4.57	Highly Influential
2. The establishment provides security for customers.	3.81	Influential
3. The cleanliness and tidiness are observed.	4.13	Influential
4. The parking space is wide and spacious.	3.45	Influential
5. The establishment provides a comfortable and refreshing atmosphere.	3.98	Influential
Total	3.98	Influential

The lowest-rated factor, "The parking space is wide and spacious," with a mean of 3.45, still indicates moderate influence, though relatively less important. This suggests that parking availability is not a significant concern for most student respondents, likely because many rely on walking, public transportation, or motorcycles, which require minimal space. This insight can guide coffee shop owners to prioritize accessibility over expansive parking when choosing locations, particularly in urban or campus-adjacent settings. The overall composite mean of 3.89 reflects that environmental factors are generally important but not the top priority compared to service or pricing. Nonetheless, they significantly contribute to the overall customer experience. A coffee shop that provides a clean, comfortable, and welcoming environment can enhance students' length of stay, satisfaction, and return visits.

These findings echo the research of Nguyễn et al. (2021), which underscores the importance of an aesthetically pleasing, well-lit, and functional environment, particularly for students who use coffee shops as extended study spaces. Factors such as noise control, air circulation, seating arrangements, and background music can foster or hinder academic focus and relaxation. Moreover, an accommodating atmosphere, facilitated by approachable and friendly staff, enhances students' sense of belonging and comfort during extended stays. These results have significant practical implications. Coffee shop owners and managers in Dumaguete City should consider investing in layout design, lighting, and comfort, particularly when targeting the student market. Simple improvements such as installing study-friendly tables, providing charging stations, or offering quiet zones can differentiate a shop from its competitors. For university administrators, this underscores the potential of forming partnerships with nearby coffee shops to support student wellness and productivity, particularly during exams or project deadlines. While environmental factors may not be the most influential individually, they greatly enhance the overall experience when combined with strong service, quality products, and fair pricing. Creating a welcoming and accessible ambiance is essential for attracting and retaining student customers.

3.4 Influence of Product Quality

Table 4 explores the role of product quality in shaping the coffee shop preferences of NORSU 3rd-year BSBA students.

Table 4. *The Level of Influence of the Students on the Products*

Indicators	Mean	Interpretation
1. The quality of the product ensures a delightful experience.	4.48	Highly Influential
2. The menus are varied.	4.38	Highly Influential
3. The establishment offers unique and artisanal beverages.	4.18	Influential
4. The sizes of the drinks and portions of food are not disappointing.	4.32	Highly Influential
5. The loyalty programs, daily specials, and/or happy hour promotions are enticing.	4.07	Influential
Total	4.28	Highly influential

The highest-rated statement, "The quality of the product ensures a delightful experience," received a strong weighted mean of 4.48, underscoring that students place high value on taste, consistency, and overall satisfaction

derived from the product. This indicates that, regardless of other factors such as ambiance or price, students are unlikely to return if the quality of the food or beverages falls short of expectations. The lowest-rated item, though still notably influential, was “The loyalty programs, daily specials, and/or happy hour promotions are enticing,” with a mean of 4.07. This suggests that while incentive schemes are appreciated, they are secondary to the product's intrinsic quality. Promotions may encourage initial visits, but sustained patronage is built on product satisfaction.

The composite mean of 4.28 reinforces that product quality is a highly influential determinant in students’ decision-making. These results are consistent with the findings of Lee and Kim (2021), who emphasized that product excellence is directly linked to customer satisfaction and loyalty. Salsabillah et al. (2024) further assert that factors such as freshness of ingredients, flavor profile, portion sizes, and attractive presentation significantly enhance the overall dining experience and customer retention. Implications for business owners are substantial. To meet student expectations, coffee shop operators must consistently maintain high product standards, from the sourcing of raw materials to the preparation and delivery. Investing in barista training, regularly updating the menu, and seeking feedback on flavor preferences can help sustain quality. Given the student demographic's preference for consistency, coffee shops reliably replicating the same taste and satisfaction level are more likely to foster brand loyalty.

Furthermore, while promotional strategies like loyalty cards or happy hour discounts are helpful marketing tools, they should complement, not replace, product excellence. A promotional offer can attract students, but it is the product experience that convinces them to return. Coffee shop owners may consider bundling quality and value, such as offering discounted signature drinks during study hours, to address both quality and affordability. On a broader level, the data highlight how product quality is central to the coffee shop experience, especially among students who often rely on these venues as “third spaces” outside of home and school. These findings suggest that ensuring a delightful product experience contributes to business growth, students' well-being, and daily routine satisfaction. In conclusion, to maintain a competitive edge in a market with a discerning student clientele, local coffee shops must focus on delivering quality products that consistently meet or exceed expectations. In doing so, they position themselves as reliable and preferred destinations for academic breaks, study sessions, or social gatherings.

3.5 Influence of Pricing

Table 5 illustrates the significant role that pricing plays in influencing students’ coffee shop preferences. The two highest-rated items, “The prices are student-friendly” and “The prices are reasonable for its experience,” both received a weighted mean of 4.65, making them the top-rated factors in the study. These results strongly indicate that affordability and perceived value for money are critical considerations for university students. Given their limited daily allowance, students are likely to evaluate whether the cost of a product aligns with its quality, experience, and their financial capacity.

Table 5. *The Level of Influence of the Students on the Prices*

	Indicators	Mean	Interpretation
1.	The prices are student-friendly.	4.65	Highly Influential
2.	The prices are reasonable for the experience.	4.65	Highly Influential
3.	The prices match the quality of drinks and/or food.	4.45	Highly Influential
4.	The prices are cheaper than those of other coffee shops.	4.49	Highly Influential
5.	The prices are worth the product.	4.60	Highly Influential
Total		4.56	Highly influential

Even the lowest-rated pricing factor, “The prices are cheaper than other coffee shops,” still achieved a high mean of 4.49, reinforcing that price competitiveness remains an important element of consumer decision-making, even when not the top priority. The overall composite mean of 4.56 confirms that pricing is influential and among the most decisive factors in students’ choices. These findings are supported by Nasution et al. (2023), who noted that affordable pricing paired with quality offerings leads to increased customer satisfaction. Similarly, Nuryadin et al. (2023) found that pricing strategies tailored to students’ financial limitations foster brand preference and repeat patronage. These alignments affirm the essential role that price sensitivity plays in shaping student consumption behavior in the coffee shop context.

The implications of these results are far-reaching for local coffee shop owners. Firstly, they highlight the need to design pricing structures that resonate with student budgets. This could include offering entry-level pricing, student discounts, combo deals, or value meals that allow students to enjoy quality products without financial strain. Importantly, price should not be lowered at the expense of quality, students are seeking value, not just the cheapest option. Secondly, coffee shops must be mindful of the psychological aspect of pricing, ensuring that their rates are perceived as fair in relation to the ambiance, service, and product quality. For instance, a slightly higher price might be acceptable if it comes with exceptional service and a comfortable space for studying. Thus, perceived value becomes a key element of pricing strategy.

Moreover, the high influence of pricing reflects a broader behavioral trend among student consumers: they are conscious spenders who actively compare options and seek the best balance between price and experience. This calls for transparency in pricing and consistent communication of value, perhaps through digital marketing, visible menu boards, and loyalty programs that offer savings over time. From a strategic perspective, pricing should not be treated in isolation but rather integrated into the broader business model. A coffee shop that effectively combines affordable pricing with quality service, a pleasant environment, and satisfying products is more likely to achieve sustainable customer loyalty among the student population. Pricing plays a pivotal role in influencing student preferences, and coffee shop operators must recognize that affordability is not only about being the cheapest but about delivering an experience that feels worth the cost. When pricing is aligned with students' expectations and financial capacity, it not only attracts new customers but also cultivates long-term brand loyalty.

4.0 Conclusion

This study investigated the factors influencing local coffee shop preferences among 3rd-year BSBA students at Negros Oriental State University (NORSU) Main Campus I. The results revealed that service quality and pricing were the most influential determinants, with composite mean scores of 4.35 and 4.56, respectively, clearly surpassing environmental factors (3.89) and product quality (4.28). These findings underscore that prompt service, courteous staff, and student-friendly pricing are decisive in attracting and retaining student customers. While the environment and product quality also play important roles, they serve more as supporting elements rather than primary drivers.

These insights offer practical applications for local coffee shop owners. For instance, training staff to be more responsive and professional, ensuring swift order fulfillment, and designing affordable yet value-rich menus can directly address student preferences. Promotional pricing, loyalty rewards, and student discounts may further strengthen customer loyalty and daily foot traffic. The study contributes meaningfully to the literature on student consumer behavior, especially in the context of local service businesses near academic institutions. It equips both small-scale entrepreneurs and larger coffee chains with actionable data to refine their strategies, improve market competitiveness, and align offerings with student expectations.

Future research could build on these findings by exploring other influencing factors such as digital marketing effectiveness, loyalty program appeal, or sustainability practices, which are increasingly relevant to today's youth. Additionally, comparative studies involving students from other universities, urban vs. rural campuses or public vs. private institutions, can uncover diverse consumer patterns and help customize marketing strategies by location. Such comparative data could also inform broader decisions for chain expansion or local adaptation strategies. Ultimately, understanding the specific preferences of the student market enables businesses to serve this key demographic more effectively and establish a loyal customer base that can evolve with the brand over time.

5.0 Contributions of Authors

The authors are responsible from conception, design, analysis, writing, or revision of the manuscript.

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The authors fund this research study.

7.0 Conflict of Interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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