

ANALYZING FACTORS THAT DRIVE CONSUMER PREFERENCES ON FRANCHISED COFFEE SHOPS IN MANADO*ANALISIS FAKTOR FAKTOR YANG MENDORONG PREFERENSI KONSUMEN TERHADAP KEDAI KOPI WARALABA DI MANADO*

by:
Clinton Mongkol

Faculty of Economics and Business
International Business Administration (IBA) Program
University of Sam Ratulangi Manado

Email: clintonmongkol9@gmail.com

Abstract: Coffee shop is currently a most rapid developing business in the world and become a famous trend in food service. Every individual have different type of preferences, so, the coffee shops should use a good strategy in estimating the cost needed and how to survive in this industry among any competitors. It is known that the majority of people in Manado are familiar with consuming coffee as the part of their daily life. This research analyzed the factors that drive consumer preferences on franchised coffee shops in Manado used Factor Analysis method with 100 respondents and incidental sampling used to as the sampling technique. There are two main findings in this research as the preferences of consumers of franchised coffee shops in Manado, which are: Layout and Service Quality & Ambience. The recommendations that can be drawn in this research, is the management of franchised coffee shops should improve the barista skill, make new design of shop, music playing must be up-to-date, employees should keep their good attitude, keep promoting, coffee shop must always clean, room fragrance should match the shops' environment.

Keywords: *consumer preferences, analysis factor, franchise, coffee shop*

Abstrak: *Kedai kopi saat ini menjadi bisnis yang paling berkembang pesat di dunia dan menjadi tren terkenal di bisnis makanan. Setiap individu memiliki berbagai jenis preferensi, sehingga pengelola kedai kopi harus menggunakan strategi dalam memperkirakan biaya yang dibutuhkan dan untuk bertahan di industri ini di antara para pesaing. Telah banyak diketahui bahwa mayoritas orang di Manado akrab dengan mengkonsumsi kopi sebagai bagian dari kehidupan sehari-hari mereka. Penelitian ini menganalisa faktor-faktor yang mendorong preferensi konsumen terhadap kedai kopi waralaba di Manado menggunakan metode Analisis Faktor dengan 100 responden yang berpartisipasi dan teknik pengambilan sampel adalah Incidental Sampling. Ada dua temuan utama dalam penelitian ini sebagai preferensi konsumen rumah kopi waralaba di Manado, yaitu: Tampilan dan Kualitas Layanan & Suasana. Rekomendasi yang dapat ditarik dari penelitian ini, yaitu manajemen kedai kopi waralaba harus meningkatkan ketrampilan barista, membuat desain yang baru, musik yang di putar harus mengikuti tren saat ini, karyawan harus menjaga sikap yang baik, terus melakukan promosi, kedai kopi harus tetap bersih, aroma ruangan harus wangi sesuai keadaan kedai kopi.*

Kata kunci: *preferensi konsumen, analisis factor, waralaba, kedai kopi*

INTRODUCTION

Research Background

Coffee shop is currently a most rapid developing business in the world and become a famous trend in food services. Restaurants today have become one of the best designed facilities because dining today has become fashionable and customers expect to have outstanding environment when they visit restaurants. Coffee shop has become a necessity and lifestyle for modern society, to just relax or variations of entertainment amid a solid routine sat down and drank a cup of coffee as an enjoyment.

Due to the economical changing in Indonesia, the concept of franchised coffee shop has been also influenced the food and beverage preference for almost all people in North Sulawesi Province, especially at Manado City. This city, as the capital city of North Sulawesi Province, is still developing until now including for its economical side. Eventually, this positive changing can be partially observed from the improvement of food and beverages industry, which is also indicated from the adding franchised coffee shops site in this city.

Tribun Manado (2012) investigated on 32 coffee shops in Manado got interested data. In a day, more than 3.600 cups of coffee drank by the consumer which came to the coffee shops. Which mean that Manado people like to consume that kind of classic drink and the coffee shop has become the typical of Manado city that never have by another cities in Indonesia. In Manado, there is a lot habits with all ages are interested to enjoying their time at the coffee shop for example, students, college students, entrepreneur, employee, civil servant, event the social communities. With alongside a great atmosphere of people in Manado, many coffee shops provided certain room for by a life band, a gathering of communities, a space for watching sports match and facilitating many social activities.

Research Objective

To identify the factors that driving consumer preferences on franchised coffee shop in Manado.

THEORETICAL FRAMEWORK

Marketing

Kotler and Keller (2015:45) stated that marketing is a total system of business activities designed to plan, price, promote and distribute goods and services to satisfy the desires of both to consumers and potential consumers at this time. Marketing is a social process in which there are individuals and groups, to get what they need and want by creating, offering and freely exchanging products or value with others (Kotler & Armstrong, 2013:6). Marketing nowadays has entered modern phase, with a good implementation of marketing strategies can affect a good communication between organization and target markets.

Consumer Behavior

Consumer behavior is actions of ultimate consumers directly involved in obtaining, consuming, and disposing of products and the decision processed that precedes and follows these actions (Boone & Kurtz, 2011:374). Pindyck and Rubinfeld (2001:62) stated that consumer behavior is best understood in three distinct steps: (1) finding way to describe the reasons why people prefer an information to another, (2) taking into the fact that consumers do not maintain all information given in the environment, (3) the consumer choice; consumer only select the information that maximize their personal identification.

Consumer Preferences

Preferences are essential to treat conflicting information in non-monotonic reasoning, about actions and time, planning, diagnosis, configuration, and other areas in knowledge representation and reasoning. Preference indicates choices among neutral or more valued options available (Ubeja & Jain, 2013). Philip (2001) stated that preferences are essential to treat conflicting information in non-monotonic reasoning, about actions and time, planning, diagnosis, configuration, and other areas in knowledge representation and reasoning. Preferences are complementary to constraint, and represent counterpart to objective or utility functions.

1. Menu Variety

Menu variety is every variation of coffee and snacks those can be provided and listed by any coffee shop and can be chosen by consumers. Menu also functions as a communicating and selling tool (Kincaid & Corsun, 2003). More specifically, it communicates not only the food and beverage offerings, but also the image of the firm.

2. Taste and Ingredients

Taste and ingredients determines the flavors and recipe that used to prepare a specific dish to attract coffee shop's consumers to buy continuously. Taste and smell are the body's principle mechanism for assessing the chemical composition of foods, for both nutrients and toxicity (Morini, 2007).

3. Appearance and Presentation

Appearance and presentation are all models of menu provided by any coffee shop. The different color, components, texture, shape and arrangements of foods must work together pleasantly and appropriately in order to form pleasing combination on plate (Zampollo et al, 2011).

4. Price

Price is the money value from available products or services those can be bought by common people, especially for coffee shop. Price is the amount of money charged for a product or services (Kotler, 2009). For some consumers, price is the most important factor that affects consumer preference

5. Cleanliness

Cleanliness is typically thought as the responsibility of the management and cleaning staff when offering products or services for coffee shop. Restaurant cleanliness was evaluated as the overall images of the restaurant (Jang & Liu, 2009).

6. Appealing Aroma

Appealing aroma is a positive influence of coffee shop patrons. Ryu and Jang (2007) findings shows that ambience such as aroma and scent had the most important influence on customers' emotional responses, which in turn affect customers dining behavioral intentions. Aroma is one tool to creating pleasant cafe experiences.

7. Adequate Lighting

Adequate lighting is the availability of natural lighting and artificial lighting offered. Visual comfort is also highly dependent on the application, for example lighting that is considered comfortable in an entertainment setting may be disliked and regarded as uncomfortable in a working space (Boyce, 2003).

8. Comfortable Furniture

Comfortable furniture is the all furniture and equipment provided by coffee shop to makes consumers feel comfort. It is stated that customers want to have appealing design in restaurants, but also comfortable seats, pleasant music, appropriate lighting and other ambience settings that restaurant owners or managers should be able to provide and adapt for the specific customer preferences on specific market (Ryu & Han, 2010).

9. View to Outside

View to outside is the access to nature, natural light, and the activity outside the coffee shop. The need for a view and access to nature is not new as there is much evidence that access to nature is helpful to well being (Pitt & Zube, 1987).

10. Appeling Decor

Appealing decor is all the attributes and layout offered. Exterior environment is important because it is the first contact that customers have with restaurant, and also the last contact when they are leaving, but the more frequent driver was interior design both in favorable and unfavorable experiences (Walter & Edvardsson, 2012).

11. Appealing Music

Appealing music is the background (instrument and live band) that can make consumer feel calm, comfort and relax while they enjoy beverages and snacks in Coffee shop. Slow music on the other hand has positive affect and can increase customer's willingness to buy and spend money (Musinguzi, 2010).

12. Opportunity to Linger

Opportunity to linger is a key element of a coffee shop. Consumer of a coffee shop will look for a place where they can stay as long as they want (Oldenburg, 1999) said that it is the regulars who give the place it's character and who assume that on any given visit some of the gang will be there.

13. Trust and Respect

Trust and respect is the important thing that should be gained by the coffee shop. Trust is a measure of confidence in which it operates (Singh & Bawa, 2007).

14. Lifestyle

Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions. Lifestyle is the way of living that an individual chooses according to his/her activities, interests, and opinions (Kotler et al, 2009).

15. Service Staff Behavior

Service staff behavior is the hospitality service. With their on-the-job performances, service providers turn a marketer articulated brand into a customer-experienced brand. Quite to the contrary, consumers' brand impressions may be shaped in at least the same extent by the employee's non-verbal behaviors (Wentzel & Tomczak, 2008).

16. Electronic Equipment

Electronic equipment is signs/symbols/artifacts that can be used to enhance the leisure experience. Some electronic equipment is used to deliver and enhance the primary service offering. They are used to display information and to entertain the costumers during the service rendered (Kim & Moon, 2009).

17. Wi-Fi Connection

Wi-Fi connection is increasingly becoming a must for public places and consumers are demanding it. Said (2012) noted that one of the reasons why people like to visit a coffee shop is free internet access services for those who would like to use a laptop while enjoying a cup of drink.

18. Brand and Product of Origin

Brands are more than just names and symbols. It is also the element of relationship between company and costumers (Kotler & Amstrong, 2013). Brand and product of origin has a positive impact it even has the highest impact than any other variable.

19. Advertising

McDaniel, Lamb, and Hair (2011) stated that advertising is impersonal, one-way mass communication about a product or organization that is paid for by a marketer. Advertisement communicate functional and emotional values of brands and products to the consumers.

20. Promotion

Promotion is one of the marketing mix elements that plays important role in delivering products to consumers especially for coffee shop business. Clow and Baack (2012:330) stated that sales promotion consists of all the incentives offered to costumers and channel members to encourage product purchase.

Previous Researches

Su, Chiou, Chang (2006) *The Impact of Western Culture Adoration on the Coffee Consumption of Taiwan: A Case Study of Starbucks*. In this article, a series of the studies was performed. Content analysis of costumer interviews were used to obtain topics of value-related issues, including gathering places for western foreigners, foreign drinks and culture experience, popularity and value perception of residents from upper society, brand image, and well-developed western countries. This study indicated that western culture adoration was one of the key factors in determining the consumer decisions and preferences in drink consumption.

Waxman (2006) *The Coffee Shop: Social and Physical Factors Influencing Place Attachment*. This study showed the top five design considerations included: cleanliness, appealing aroma, adequate lighting, comfortable furniture, and a view to outside. A number of themes emerged related to people, their activities, and their feelings and attitudes regarding the coffee shop. Each coffee shop was found to have a unique social climate and culture related to sense of belonging, opportunity to linger, territoriality and ownership, productivity and personal growth, opportunity for socialization, support and networking, and sense of community.

Muhammad and Sungplee (2015) *Factors of Costumer's Preference of Visiting Coffee Shop in South Korea*. The third article did a research about the factors of costumer's preferences of visiting coffee shop in South Korea. There were some coffee shops that only survived a year or less and have been replaced by the franchise coffee shop. Nevertheless, the coffee shop has to have an x-factor as its significant identity to attract the costumers, as most agreed that the coffee taste is not the main attraction. This research indicated that the physical environment is an important influence in creating an image that manipulates costumer behavior especially in restaurant industry.

RESEARCH METHOD

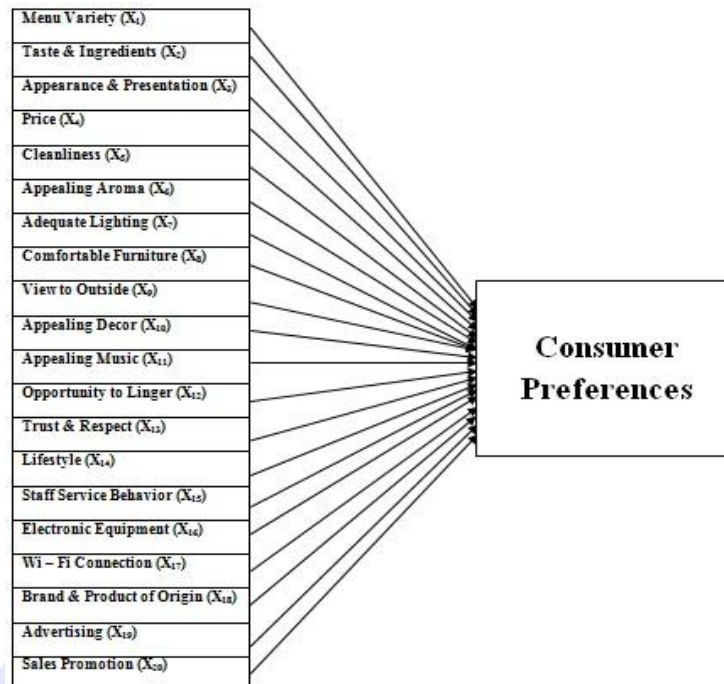
Types of Research

Quantitative method is used to collect the data in this research. Aliaga and Gunderson (2000) describes quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). This research in field of marketing management analyzed the factors that drive consumer preferences on franchised coffee shops in Manado.

Place and Time of Research

This research was conducted in Manado with the period for about two months started from April – June 2016.

Research Procedure



Picture 1. Research Procedure

Source: Data Processed, 2016

Population and Sample

Population

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran & Bougie, 2009). The population that is mainly observed in this research is all the franchised coffee shop consumers in Manado.

Sample

A sample is a subset of the population (Sekaran & Bougie, 2009). The sampling design is incidental sampling that is considered as the best way of getting some basic information quickly and efficiently.

Data Collection Method

Primary Data

Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran & Bougie, 2009). This research gets the primary data from the result of questionnaires. Questionnaires are distributed to franchised coffee shop consumer in Manado.

Secondary Data

Secondary data used for research that was not gathered directly and purposefully for the project under consideration (Hair et al, 2013:118). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research.

Data Analysis Method

Validity Test

Validity test is used to measure the legitimacy or validity of a questionnaire. The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of our conclusions, inferences of propositions. Validity means the instrument can be used to measure what should be measured (Sugiyono, 2014:203).

3.7.2 Reliability Test

Ridwan and Kuncoro (2012:220), stated that reliability test done to get the level of accuracy data collection tool (instrument is used). To ensure that all questions in the questionnaire is truly reliable, so the measurement of the internal consistency is made. The internal consistency can be seen at the Cronbach Alpha Parameter, with ideal score above 0.6.

3.7.3 Confirmatory Factor Analysis

This research used the Factor Analysis Method. Confirmatory Factor Analysis is a special form of factor analysis, most commonly used in social research (Kline, 2010). Confirmatory Factor Analysis (CFA) test whether a specified set of constructs influencing responses in a predicted way. This type of factor analysis are based on the Common Factor Model. This model proposes that each observed responses (measure 1 through measure 5) is influenced partially by underlying common factors (factor 1 and factor 2) and partially by underlying unique factors (E1 through E5). The strength of the link between each factor and each measure varies, such that a given factor influences some measures more than others. Factor analysis are performed by examining the pattern of correlations (or covariance) between the observed measures. Measures that are highly correlated (either positively or negatively) are likely influenced by the same factors, while those that are relatively influenced by different factors.

RESULTS AND DISCUSSION

Result of Factor Analysis

Confirmatory factor analysis was used to determine how many factors were appropriate and which items belonged together. The steps that were followed for doing factor analysis were four: (1) data collection and generation of the correlation matrix, (2) extraction or initial factor solution, (3) rotation and interpretation, and (4) construction of scales or factor scores to use in further analysis. Factor analysis are performed by examining the pattern of correlations (or covariance) between the observed measures.

KMO and Barlett's Test

Table 1. KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy..735

Bartlett's Test of Sphericity Approx. Chi-Square 626.484

Df 28

Sig..000

Source: Data Processed, 2016

Table 1 shows that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.735 or greater than 0.5 which indicates that the sample is adequate and we may proceed with the factor analysis. The Bartlett's Test of Sphericity or p-value (Sig.) of .000 < 0.05, therefore the factor analysis is valid. The Kaiser-Meyer-Olkin (KMO) and Barlett's Test measure of sampling adequacy was used to examine the appropriateness of factor analysis. The approximate of Chi-square is 626.484 with 28 degrees at 0.05 of significance.

Communalities

Table 2. Communalities (Principal Component Analysis)

	Initial	Extraction
Appearance and Presentation	1.000	.829
Cleanliness	1.000	.910
Appealing Aroma	1.000	.933
Appealing Decor	1.000	.732
Appealing Music	1.000	.902
Trust and Respect	1.000	.567
Advertising	1.000	.746

Extraction Method: Principal Component Analysis

Source: *Data Processed*, 2016

Table 2 shows that all variable has extraction value greater than 0.5. So, after deleting 1 variable which is Price (X4), all the variables can be used for factor extraction.

Rotated Component Matrix

Table 3. Rotated Component Matrix

	Component	
	1	2
Appearance and Presentation	.724	.552
Cleanliness	.171	.939
Appealing Aroma	.186	.948
Appealing Décor	.769	.372
Appealing Music	.943	.118
Trust and Respect	.709	.253
Advertising	.863	.033

Rotation Method: Varimax with Kaiser Normalization. a

Rotation covered in 3 iterations

Source: *Data Processed*, 2016

Table 3 shows the value for seven variables that divided into two main factors as defined below:

1. Appearance and Presentation
This item include in first factor, because had biggest loading value in this factor (0.724).
2. Cleanliness
This item include in second factor, because had biggest loading value in this factor (0.939).
3. Appealing Aroma
This item include in second factor, because had biggest loading value in this factor (0.948).
4. Appealing Decor
This item include in first factor, because had biggest loading value in this factor (0.769).
5. Appealing Music
This item include in first factor, because had biggest loading value in this factor (0.943).
6. Trust and respect
This item include in first factor, because had biggest loading value in this factor (0.709).

7. Advertising

This item include in first factor, because had biggest loading value in this factor (0.863).

Result of Regression Analysis

The present research attempted to answer research question what are the factors that drive consumer preferences.

Table 4. Regression Models and Variables

Regression	Dependent Variable	Independent Variable
First	Layout & Service Quality	Appearance and Presentation Appealing Decor Appealing Music Trust and Respect Advertising
Second	Ambience	Cleanliness Appealing Aroma

Source: Data Processed, 2016

Table 4 shows that from the 7 variables, there are 2 factors that conducted. It support by the result of the values that above 1, only in the first second factors, so the factoring process had stop in the second factor. The first factor named: Layout & Service Quality and the second factor named: Ambience.

Discussion

From all 7 variables, there are 2 factors conducted. It is caused by the eigen values above 1 only in the first 2 factors that is why the factoring process is ended only in two factors.

A. First factor (Layout and Service Quality)

Divided by five items, those are:

- 1. Appearance and Presentation.** The presentation or appearance of the menu served by coffee shop as the first impression that involve customers interest to buy. Taste is important, but appearance is the first sign for customers to value the quality of each menu offered.
- 2. Appealing Décor.** Coffee shop's attributes, layout and design created standard for customer's expectation. Attractive decoration give customer a different environment to enjoy their coffee time.
- 3. Appealing Music.** The music or live band performance that suits customers' mood become one of most important values for coffee shop. Customers could feel relax while enjoy coffee.
- 4. Trust and Respect.** Consumer that feel safe and enjoy spending time in coffee shop will stay any longer and make plan for another visit, even doing word-of-mouth promotion to their relatives so the coffee shop could gain more customers.
- 5. Advertising.** The way coffe shop advertise their business involve people's knowledge of the brand. Advertising chanel through mass media, social media, etc. could provide another choice of current coffee shops that available in town.

First factor is Layout and service Quality. This kind of factor is related with the results of research from Muhammad and Sungplee (2015) that concluded layout or physical environment has relationship with the costumers' preferences upon selecting the coffee shops. The six factors found were tested by using the reliability and Cronbach alpha that resulted several constructs to develop: Ambience, Atmosphere, Layout, Hedonic, Emotion, Impression. Therefore, the hypothesis of the research are as proposed : 1) Ambience, atmosphere and layout were related to the costumer's impression, enhancing the physical environment factor. The impression has direct connection to costumer's behavioral intention and preferences. 2) Hedonic and emotion were related to the costumer's behavioral intention and resulting a direct link towards preference. Mawuntu (2014) stated that managing service quality is an important for running business, there is existing standard or consistent measurement of service quality.

B. Second Factor (Ambience)

Divided by two items, those are:

1. **Cleanliness.** The coffee shop's management is responsible to keep the cleanliness at each room. Customer would rather choose beautiful yet clean place to spend their time, it's also build the first impression for them.
2. **Appealing Aroma.** Temptation of aroma created by the coffee shop in the process of coffee making and room fragrance created pleasant feeling that attract customers.

The second factor is Ambience. Ambient conditions is the first dimensions of service escape. Ambient conditions as a factor that affects perceptions of and human responses to the environment. Waxman (2006) supported this finding with the study that explored the characteristics that encourage gathering behavior and contribute to place attachment in selected coffee shops in the context of literature suggesting social gathering places contribute to social capital. These gathering place, with the potential to enhance community in this manner, have been called third places.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the analysis and discussion, there are 2 main factors formed: 1). Layout & Service Quality; 2). Ambience out of seven variables (Appearance and Presentation, Cleanliness, Appealing Aroma, Appealing Decor, Appealing Music, Trust and Respect, and Advertising) of Consumer Preferences of Franchised Coffee Shops in Manado.

Recommendations:

Based on the conclusions, the recommendations can be proposed. The researcher recommended to managers or owners franchised coffee shop in Manado to attract more consumers, there are:

1. The barista should improve their skill in making a beautiful presentation of menus they are offering.
2. Franchised coffee shop's management shall make a new design in a period of time.
3. The music playing at the shops should be up-to-date that follow the current trends.
4. Each employee should keep their good attitude and behavior to defend customers' trust.
5. Should keep promoting through social media and other chanel to reach the potential customers.
6. The staffs should keep each part in room clean to make customers feel comfortable.
7. Room fragrance should match the shops' environment that can give relaxation feeling to customers.

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