

**ANALYTICAL HIERARCHY PROCESS APPROACH ON CUSTOMER REVISIT INTENTION OF
CAFÉ AND BAR AT KAWASAN MEGAMAS MANADO
(STUDY ON CABAL O'REILLYS, REPLAY)**

*PROSES ANALISA HIRARKI TERHADAP INTENSI KUNJUNGAN KEMBALI PELANGGAN PADA CAFÉ
DAN BAR DI KAWASAN MEGAMAS MANADO
(STUDI PADA CABAL, O'REILLYS, DAN REPLAY)*

By:
Nadiya P. Kumontoy¹
David P. E. Saerang²
Fitty V. Arie³

¹²³International Business Administration, Management Department
Faculty of Economics and Business,
Sam Ratulangi University, Manado

e-mail:

kumontoynadya@gmail.com

dpesaerang@gmail.com

fittyvaldi@gmail.com

Abstract: A growing number of cafes in Manado accompanied by hanging out culture which is becoming increasingly common among young people nowadays becomes an interesting phenomenon. Café and bar are typically present in most urban and suburban areas. One of the area at Manado is at Kawasan Megamas Manado. Revisit intention is a factors that makes the café or restaurant keep their customer and make the café or restaurant last for a long time. There's some factor that can affect the customer revisit intention, such as cleanliness, food quality, price, service quality, store atmosphere, and variety of product. The aim of this study is to know the most important criteria for to drive the customer revisit intention and the most preferred Café and Bar at Kawasan Megamas Manado. This research used analytical hierarchy process with sample of 60 respondents. The result shows based on six criteria (cleanliness, food quality, price, service quality, store atmosphere and variety of menu), there are top three criteria that has the most influence for customer. For the most preferred Café and Bar, Replay become the most customer revisit intention to café and bar in Manado City. Every cafe and bar in Manado needs to pay attention seriously toward these factors. Customer will seek a clean place, good atmosphere of the café and bar, and also with an affordable price.

Keywords: consumer revisit intention, cleanliness, food quality, price, service quality, store atmosphere, variety of product.

Abstrak: Semakin banyaknya kafe di Manado disertai dengan budaya nongkrong yang semakin marak di kalangan anak muda saat ini menjadi fenomena yang menarik. Kafe dan bar biasanya hadir di sebagian besar wilayah perkotaan dan pinggiran kota. Salah satu kawasan di Manado adalah di Kawasan Megamas Manado. Intensi kunjungan kembali merupakan faktor yang membuat café atau restoran mempertahankan pelanggannya dan membuat café atau restoran bertahan lama. Ada beberapa faktor yang dapat mempengaruhi intensi kunjungan kembali pelanggan, seperti kebersihan, kualitas makanan, harga, kualitas layanan, suasana toko, dan variasi produk. Tujuan dari penelitian ini adalah untuk mengetahui kriteria yang paling penting untuk mendorong intensi kunjungan kembali pelanggan dan Kafe dan Bar yang paling disukai di Kawasan Megamas Manado. Penelitian ini menggunakan proses hirarki analitik dengan sampel 60 responden. Hasil penelitian menunjukkan, berdasarkan enam kriteria (kebersihan, kualitas makanan, harga, kualitas pelayanan, suasana toko dan variasi menu), terdapat tiga kriteria yang paling berpengaruh terhadap konsumen. Untuk Café and Bar yang paling disukai, Replay menjadi tujuan kunjungan kembali pelanggan terbanyak ke café dan bar di Kota Manado. Setiap kafe dan bar di Manado perlu memperhatikan secara serius faktor-faktor tersebut. Pelanggan akan mencari tempat yang bersih, suasana kafe dan bar yang nyaman, dan juga dengan harga yang terjangkau.

Kata Kunci: intensi kunjungan kembali, kebersihan, kualitas makanan, harga, kualitas pelayanan, suasana took, variasi menu

INTRODUCTION

Research Background

The café industry in Indonesia is expected to continue to develop and grow as more consumers are choosing to visit these outlets more frequently. Restaurants are Indonesia's largest foodservice subsector with sales of US\$34.8 billion in 2018, for a CAGR of 4.9% from 2015 to 2018. This subsector is expected to reach US\$40.7 billion by 2022, with a CAGR of 3.9%. Pubs, clubs and bars (US\$2.0 billion) and expected to reach US\$2.2 billion by 2022. A growing number of cafes in Manado accompanied by hanging out culture which is becoming increasingly common among young people nowadays becomes an interesting phenomenon. Café and bar are typically present in most urban and suburban areas. One of the area at Manado is at Kawasan Megamas Manado. Facilities that became the main attraction of Kawasan Megamas Manado are the culinary center.

There are dozens of restaurants, café, and bar with a national and international scale to fulfill the citizen culinary needs. Café and bar become a cozy place to hanging out with acquaintance or friends. As there's a lot of café and bar at Kawasan Megamas Manado, each owner have to think a strategies to keep their consumer intention to revisit their café and bar. At Kawasan Megamas Manado, there's a lot of café and bar but the researcher chooses the three place namely Cabal, O'Reillys, and Replay because three café and bar are in the same location and have a similarities. All three have been operating for three years. Reaching three years in business is not an easy thing. It means that the owner of the café and bar are good in retaining their customers. Retention marketing strategies provide many benefits to the company because loyal customers increase their spending at an increasing rate, purchase at a full margin rather than at discount prices, and create operating efficiencies (Reichheld and Sancher, 1990). Revisit intention is really important because it is about when consumer forms an attitude toward the company/shop based on the experience of service. This attitude can be steady dislike or like of the service. There's some factor that can affect the customer revisit intention, such as cleanliness, food quality, price, service quality, store atmosphere, and variety of product.

Research Objectives

The research objectives used are as follows:

1. The most important criteria for customer in choosing café and bar at Kawasan Megamas Manado.
2. The most preferred café and bar at Kawasan Megamas Manado.

THEORETICAL REVIEW

Marketing

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return. (Kotler and Armstrong. 2010). According to the American Marketing Association, marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.

Marketing Strategy

Lin (1993) divides marketing strategy into four parts, which is dual-oriented, rational, emotional and low involvement, different product types with different marketing strategy, so the manufacturer's marketing strategy can be divided into five parts which is the choice of target market, product strategy, pricing strategy, channel strategy and marketing strategy.

Consumer Behavior

Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. Schiffman and Kanuk (2004) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy their needs. Consumer Behavior or the buyer's behavior is referred to the behavior that is displayed by the individual while they are buying, consuming or disposing any particular product or services.

Revisit Intention

The term revisit intention is described as the willingness of customer to come back to the same place or probability of them to repurchase a product from the same place (Forgas-Coll et al., 2012). It becomes the

customer’s initiative to continue the relationship with the store. To predicting and to explain human behavior is the key determination of consumer behavior research. Revisit intentions defined as the stated likelihood of repurchasing a product/service that the consumer has once used/received (Ajzen, 2005).

Previous Research

Amer Rajput and Raja Zohaib Gahfoor (2016) identified the positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intention of customers at fast food restaurants. Additionally, word of mouth is investigated as moderator on the relationship of customer satisfaction with revisit intentions of customers at fast food restaurants. Data were collected through a questionnaire survey from 433 customers of fast food restaurants through convenience sampling. Hypotheses of proposed model were tested using structural equation modeling with partial least squares SEM-PLS in SMART PLS 3. The results confirmed the positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intentions of customers at fast food restaurants. However, word of mouth does not positively moderate the relationship of customer satisfaction with revisit intentions of customers at fast food restaurants. This study emphasizes the importance of revisit intention as a vital behavioral reaction in fast food restaurants. This study reveals revisit intention’s positive association with food quality, restaurant service quality, physical environment quality, and customer satisfaction based on stimulus-organism-response (S-O-R) theory. Furthermore, it is identified that social conformity theory does not hold its assumption when consumers experience quality and they are satisfied because word of mouth does not moderate the relationship of customer satisfaction with revisit intention of customer.

Ayya Sofia, Christian Haposan Pangaribuan and Martinus Fieser Sitinjak (2020) aimed to look into the determinants of customer satisfaction of coffee shops and to examine its influence towards revisit intention and word-of-mouth. Online survey questionnaires were distributed to the customers and 155 samples were gathered from March to June 2018. The findings showed that atmosphere and service quality factors had positive effects on customer satisfaction, while the variety of menu was not significant to the satisfaction, the fact that the satisfied customers would likely have the intention to revisit and spread word-of-mouth

Se-Hak Chun and Ariunzaya Nyam-Ochir (2020) examined and evaluated the factors affecting customer satisfaction, revisit intention, and likelihood of recommendation for Mongolian fast food restaurants, as well as a global fast food restaurant in Mongolia using the DINESERV scale. This study focused on comparing directly competing food chains; only two brands were studied because of the limited fast food presence in Ulaanbaatar. Then, it aimed to analyze how satisfaction levels influence a customer’s revisit intention and likelihood of recommending a restaurant. Moreover, this paper investigated how results can be different according to whether the respondent resides in Mongolia or Korea and discussed business implications. The results of this paper showed that four factors (food quality, service quality, price, and atmosphere of a restaurant) positively influence customer satisfaction, revisit intention, and likelihood of recommendation for Mongolian and global fast food restaurants, and customer satisfaction has a positive influence on customer revisit intention and likelihood of recommendation for both types of restaurants.

Conceptual Framework

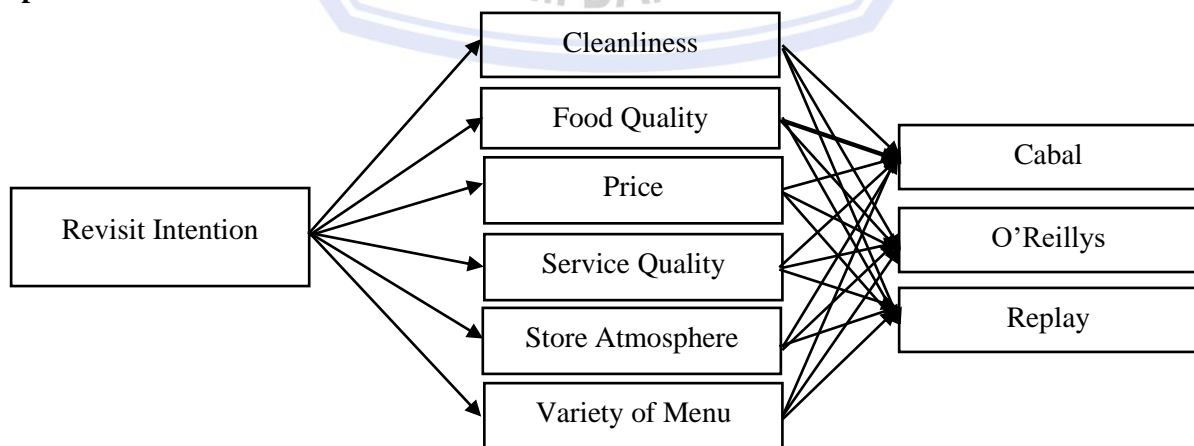


Figure 1. Conceptual Framework
 Source: Theoretical Framework (2021)

Figure 1 explains about the hierarchy that also a system of ranking and organizing the conceptual of this research. It consists of an overall goal which is consumer revisit intention of café and bar alternatives which are Cabal, O'Reillys, and Replay. The criteria are divided into six parts which are cleanliness, food quality, price, service quality, store atmosphere, and variety of menu. The criteria use by respondent to compare among the three alternatives that influence on consumer revisit intention to choose which café and bar at Kawasan Megamas is better for the customer. The hierarchy visualized as a figure, with the goal at the left side, criteria at the middle, and alternatives at the right side.

RESEARCH METHOD

Research Approach

This research used quantitative method. The method used in this research is Analytical Hierarchy process and Microsoft Excel as the analysis tool.

Population, Sample, and Sampling Design

Population is the citizen of Manado City who has been visited the three café and bar at Kawasan Megamas Manado. Before distributed the questionnaires, researcher collecting the informant data with asking if the informant already visited the three alternatives which are Cabal, O'Reillys, and Replay which are 60 respondents. The sampling design is purposive sampling. According to Zikmund (2003) purposive sampling is a no probability sampling technique which an experienced individual selects the sample based on his or her judgments about some appropriate characteristic required of the sample member.

Data Collection Method

This research used primary data as the source of the research. Questionnaires used in this research. The questionnaires contents in this research is divided into two sections. First section is about the respondent's identity which are gender, age, and occupation. The second section is about the alternative café and bar and criteria of this research, the respondents will choose which alternative they prefer to revisit and which criteria is influencing their revisit intention the most.

Operational Definition of Research Variable

1. Cleanliness is most important aspects in the culinary business. The consumers will not want to flock to the restaurant or cafe establishment if it is not clean.
2. Food Quality is about tastiness of the food and food presentation that believe to create the first impression for the customer.
3. Price is that which is given up in an exchange to acquire a goods or service. In buying process, people will look on the price first.
4. Service Quality is an activity that offers services perceived by customers who already use or purchase the product or services.
5. Store Atmosphere is the general atmosphere in which all kinds of stimulants are involved that affecting the customers in some way.
6. Variety of Menu is the number of food and beverage that a restaurant or café offer and every restaurant or cafe have their special menu that the other restaurant did not have.

Data Analysis Method

Multi-Criteria Decision Making

Most decision making involves complicated procedures in which decision makers rank the alternatives of a choice according to multiple criteria (Saaty, 2008). There have been many studies that have provided solutions for complicated decision making including multiple criteria. Multiple criteria decision making (MCDM) refers to making decisions in the presence of multiple, usually conflicting, criteria. MCDM problems are common in everyday life.

Analytical Hierarchy Process

The Analytic Hierarchy Process (AHP) is due to Saaty (1980) and is often referred to, eponymously, as the Saaty method. It allows users to assess the relative weight of multiple criteria or multiple options against given

criteria in an intuitive manner. In case quantitative ratings are not available, policy makers or assessors can still recognize whether one criterion is more important than another.

RESULT AND DISCUSSION

Result

The result of this research was obtained by using Analytical Hierarchy Process by comparing three café and bar in Manado City (Cabal, O’Reillys and Replay) based on several criteria (cleanliness, food quality, price, service quality, store atmosphere and variety of menu). Respondents share their opinion by filling questionnaire, and select the most preferred café and bar in Manado City by comparing all the criteria.

Analytical Hierarchy Process (AHP) Results

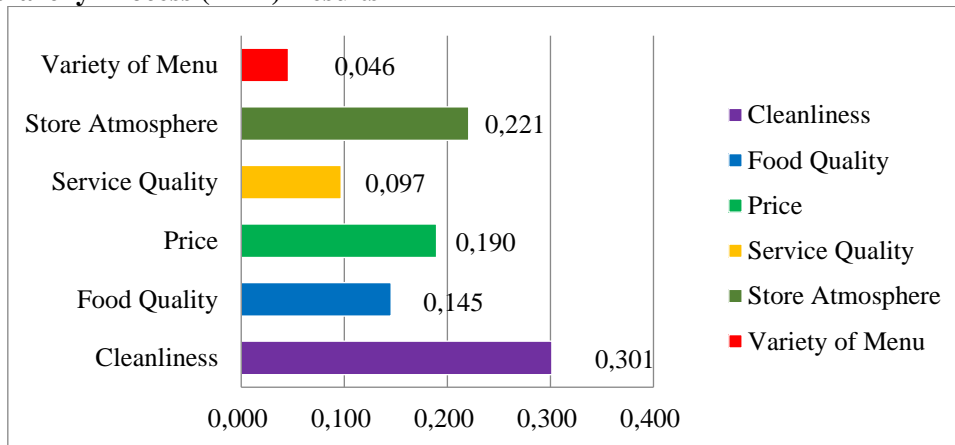


Figure 2. Result of Overall Criteria

Source: Data Processed (2021)

Figure 2 show the highest score is cleanliness (0.301), it means cleanliness is the factor that have influence the most people to choose a café and bar among the others criteria. The second is store atmosphere (0.221), price is in third position with score 0.19, followed by food quality (0.145). The rest filled by service quality (0.097), and variety of menu as the lowest score (0,046). As the overall inconsistency = 0.0058, it means the data comparison in this result is valid and consistent.

Result of Pair Wise Comparison of Cleanliness

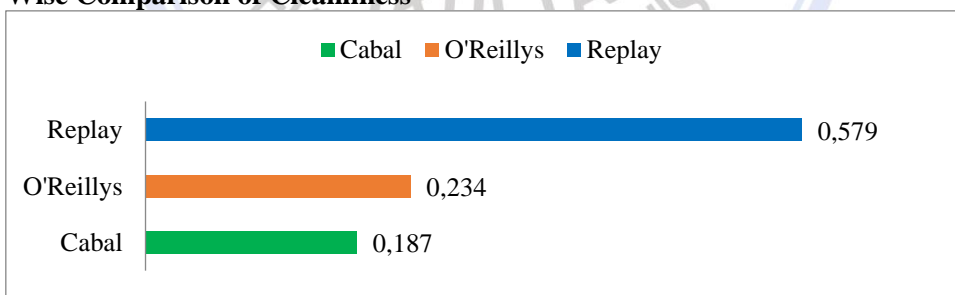


Figure 3. Result of Pair Wise Comparison of Cleanliness

Source: Data Processed (2021)

In Figure 3 about cleanliness shows that Replay is the most preferred café and bar by respondents (0.579), second is O’Reillys (0.234), followed by Cabal with the lowest score by respondents (0.187) and the overall inconsistency for result of cleanliness is (0.04647), it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Food Quality

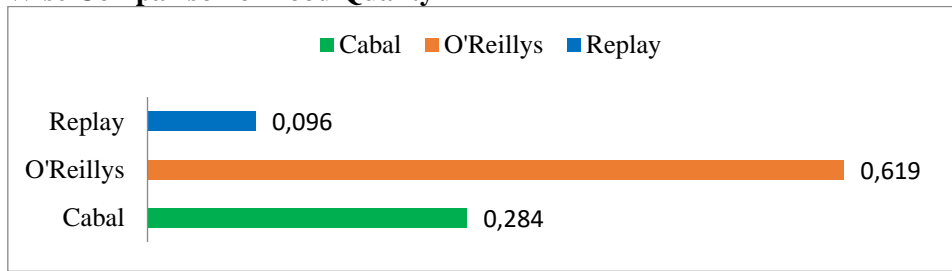


Figure 4. Result of Pair Wise Comparison of Food Quality

Source: Data Processed (2021)

In Figure 4 about food quality shows that O’Reillys is the most preferred café and bar by respondents (0.619), followed by Cabal (0.284) and Replay (0.096), and the overall inconsistency for result of food quality as shown in figure 4.9 is 0.07473, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Price

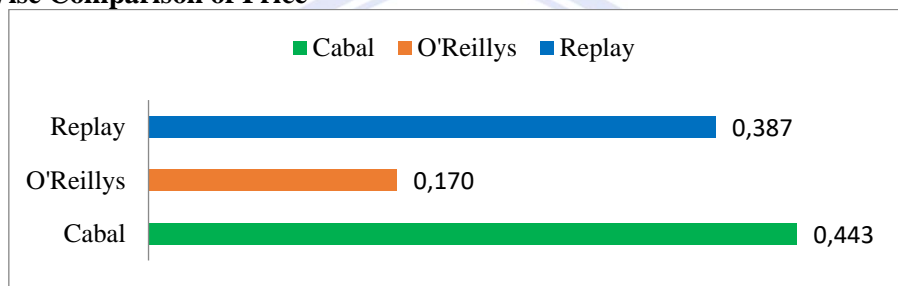


Figure 5. Result of Pair Wise Comparison of Price

Source: Data Processed (2021)

In Figure 5 about price shows that Cabal is the most preferred café and bar by respondents (0.443), followed by Replay (0.387) and O’Reillys with score 0.17, and the overall inconsistency for result of price is 0.01578, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Service Quality

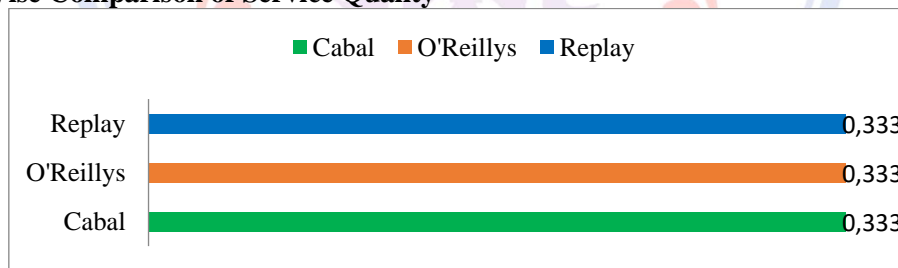


Figure 6. Result of Pair Wise Comparison of Service Quality

Source: Data Processed (2021)

In Figure 6 about service quality shows that Cabal, O’Reillys and Replay have the same score 0.333, and the overall inconsistency for result of service quality is 0, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Store Atmosphere

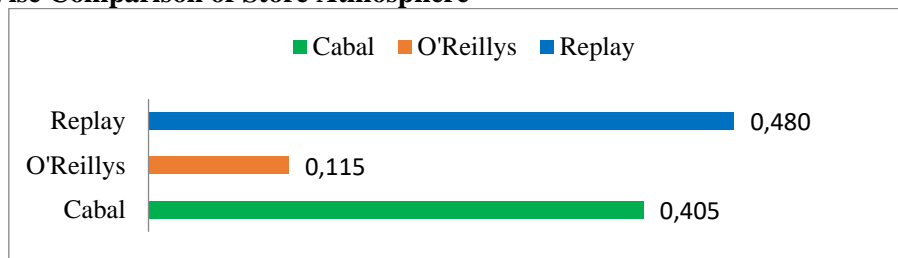


Figure 7. Result of Pair Wise Comparison of Store Atmosphere

Source: Data Processed (2021)

In Figure 7 about store atmosphere shows that Replay is the most preferred café and bar by respondents (0.48), followed by Cabal (0.405) and O'Reillys with score 0.115, and the overall inconsistency for result of service quality is 0.02511, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Variety of Menu

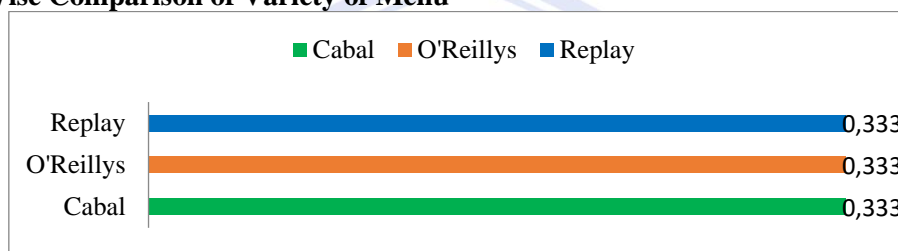


Figure 8. Result of Pair Wise Comparison of Variety of Menu

Source: Data Processed (2021)

In Figure 8 about variety of menu shows that Cabal, O'Reillys and Replay have the same score 0.333, and the overall inconsistency for result of variety of menu is 0, it means the data comparison by respondents is valid and consistent.

Result of the Most Preferred Café and Bar at Kawasan Megamas Manado

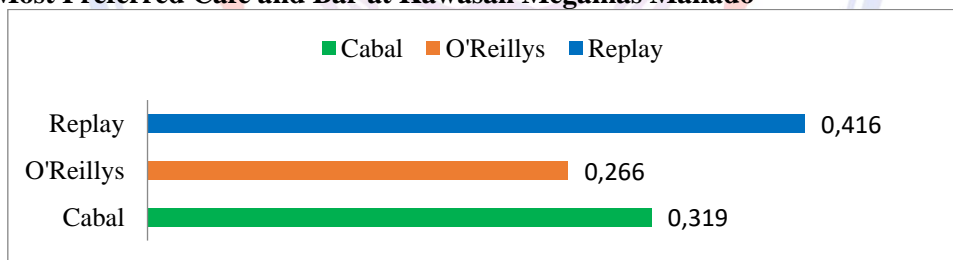


Figure 9. Result of the Most Preferred Café and Bar at Kawasan Megamas Manado

Source: Data Processed (2021)

Based on Figure 9, this research shows that respondents choose Replay as the most preferred café and bar for them among the other alternatives. Replay have the highest score with 0.416, in the second position is Cabal with score 0.319, and followed by O'Reillys in the last position with score 0.266. In this result the overall inconsistency indicated = 0.015, it shows that the comparison of data in this research is valid and consistent.

Discussion

Pair Wise Comparison for the Main Criteria Analysis

Firstly, for the overall of main criteria (cleanliness, food quality, price, service quality, store atmosphere, variety of menu), based on result, the most important criteria that influence customer is cleanliness. One of the most crucial factors to the success of any culinary business is its cleanliness. When choose a café and bar, people must give an attention about the cleanliness, because it concerns with the people life. Not only about a hygienic food, customers also pay attention the cleanliness of the shop staff, which is how they dress and smell. The first

impression that the consumer seek is the cleanliness of the cafe and bar. Second is store atmosphere. Store atmosphere includes all the tangible things inside the cafe and bar. To improve the store atmosphere, the cafe and bar have to spend a heavy amount on the interior designing such as decoration, floor and accessories, but these expenditures are investment in their nature. The amount spend will increase the assets and also attract customers towards the cafe and bar. Third is price. Have low price does not mean that the cheap one do not have good quality, so customers look goods with low price and have good quality. At least the price is worth for the value for the cafe and bar. Fourth is food quality. Talking about the shop place which is provides food, automatically it related with food quality. Consumer will come again to that cafe and bar if they had a good quality of food. Otherwise, if the cafe and bar had a bad taste, the consumer will not come back to that cafe and bar. Fifth is service quality. Discuss about cafe and bar, not only about the food quality, but it also related with the service quality, if the cafe and bar have a good service, it will satisfy the consumer. The customer will satisfy when the cafe and bar have a friendly, polite, and helpful staff. When the consumer feel satisfy, they will come back to the cafe and bar and also will recommended to their friend or family. The last position is variety of menu. Variety of menu is become one of an important factor that influence the consumer revisit intention. The variety of menu in this research is about the foods (appetizers, main courses, desserts) and also the beverages (non-alcoholic drinks, alcoholic drinks).

Result of Analytical Hierarchy Process of Customer Revisit Intention in Cafe and Bar in Manado City

In criteria of cleanliness Replay become the most preferable by the customers, second is O'Reillys, and third is Cabal. It means that Replay really taking care about the cleanliness (food, spoon, fork, tables, and floors), so the consumers can feel comfortable enjoying their food and stay longer in the cafe and bar. Not only about the physical things at the cafe an bar, the cleanliness also about the employees' looks and dressing. But, it doesn't mean the other two are did not clean. It just shows that the customers are think that Replay is cleaner than O'Reillys and Cabal.

In criteria of food quality criteria, O'Reillys is the most preferable by respondents compare to the other two cafe and bars. It means that O'Reillys has a good quality of food. Cabal is in the middle, it means the food quality of Cabal is also good. Replay became the one with the lowest score. It is not because Replay has a bad quality of food, but the other two cafe and bars have a better food quality based on respondents.

In criteria of price, Cabal is the most preferable by respondents compare to the other two cafe an bars. Cabal has the highest score in this criterion because they have a cheapest price among others. Cabal has the most affordable price compare to O'Reillys and Replay. Cabal and Replay has similar price. But based on the respondents, O'Reillys has the expensive price compare to Cabal and Replay.

In criteria of service quality, Cabal, O'Reillys and Replay have a same score. It means, three of them (Cabal, O'Reillys and Replay) are tied in criteria of service quality. Three of the cafe and bars's employees' attitude and the way the employee service the customer are the same.

In criteria of store atmosphere, Replay is the most preferable by respondents compare to the other two cafe and bars. It because the place is very comfortable, the arrangement is presentable. The place in Replay is wider than Cabal and O'Reillys. Second position is Cabal. The place of Cabal is open spaces, so the air circulatuion of Cabal is better in there. The store atmosphere of O'Reillys is not bad, but the place is too crowd and in enclosed place.

In criteria of variety of menu, Cabal, O'Reillys and Replay have a same score. It means, three of them (Cabal, O'Reillys and Replay) are tied in criteria of variety of menu. Three of the cafe and bars's menu, whether the foods and the beverages and the other menu are the same. Based on the overall data, the customer choose Replay as the most customer revisit intention café and bar in Manado City compares to the rest of alternatives. This result already shown

The Result of the Most Preferred Café and Bar at Kawasan Megamas Manado shows that after the customers went to cafe and bar, they choose Replay as the most preferred cafe and bar among the other alternatives. In all the criterion on this research, cleanliness is the most important criteria that influence preference in choosing cafe and bar. Replay become the most customer revisit intention cafe and bar in Manado City, it supported by the data above that the cafe and bar are dominated and win in two criteria (cleanliness and store atmosphere), which are the two important criteria when the customer want to decide a revisit intention in the cafe and bar. Second place is Cabal. Cabal win price criteria, which is the third criterion that influence the customer to revisit intention. The last position is O'Reillys. It doesn't mean that O'Reillys is the worse, but compare to the other alternatives, O'Reillys has the lowest score based on the respondents.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, then two conclusions can be purposed.

1. Based on six criteria (cleanliness, food quality, price, service quality, store atmosphere and variety of menu), there are top three criteria that has the most influence for consumer of cafe and bar in Manado city. In the first place and got the highest total score goes to cleanliness. According to the data comparison that developed in pairwise comparison of Analytical Hierarchy Process (AHP), cleanliness became the most influenced criteria for consumer when they decide to revisit the cafe and bar in Manado city. One of the most crucial factors to the success of any culinary business is its cleanliness. When choose a café and bar, people must give an attention about the cleanliness, because it concerns with the people life. Second position of the highest score goes to store atmosphere. Third position is for price. The data shows that cleanliness, store atmosphere and price are the most important thing that influence consumer to do a revisit a cafe and bar. The rest criteria that are food quality, service quality, and variety of menu are not the main things that influence the consumers.
2. Based on the overall result that developed using Analytical Hierarchy Process (AHP), shows that Replay become the most customer revisit intention to café and bar in Manado City by the consumer with score 0.416, followed by Cabal (0,319) and O'Reillys in the last place with score 0,266. Replay is the newest cafe and bar from these three cafe and bars. Replay concern about the cleanliness and have good atmosphere, which are two from three criteria that influence the most when customer want to choose a cafe and bar.

Recommendation

There are several recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Cleanliness, store atmosphere and price are the most important thing that influence the customer to revisit a cafe and bar particularly in Manado. Therefore, every cafe and bar in Manado needs to pay attention seriously toward these factors. Customer will seek a clean place, good atmosphere of the store, and also with an affordable price.
2. In this research, O'Reillys became the last choice when the consumers want to revisit the cafe and bar. O'Reillys only superior in food quality criteria beside Cabal and Replay. But overall, O'Reillys have low score in the other criteria. So, O'Reillys should improve their cafe and bar, especially for the criteria which are influenced the customer the most. Cleanliness, store atomosphere, price, make the customers feel comfortable when they gathering with family or friends and also with an affordable price.
3. Cabal and Replay should keep the quality of the cafe and bar, still maintains the comfort of the place, and also maybe can consider to improve the taste of the foods and provide more unique foods and beverages, so the customers will be more interest to do a revisit in that cafe and bars.

REFERENCES

- Ajzen, I. (2005). *Attitudes, Personality, and Behavior*, 2nd Edition. Berkshire: Open University Press.
- Chun, S.H., and Ochir, A.N. 2020. The Effects of Fast Food Restaurant Attributes on Customer Satisfaction, Revisit Intention, and Recommendation Using DINESERV Scale. *Journal of Sustainability*, Vol. 12 No. 18. Retrieved from <https://www.mdpi.com/2071-1050/12/18/7435/htm>. Accessed on June 2021.
- Forgas-Coll, S., Palau-Saumell, R., Sánchez-García, J., and Callarisa-Fiol, L. (2012). Urban Destination Loyalty Drivers and Cross-National Moderator Effects: The Case of Barcelona. *Tourism Management*, Volume 33 No, 6. Retrieved from <https://ideas.repec.org/a/eee/touman/v33y2012i6p1309-1320.html>. Accessed on May 2021.
- Kotler, P., and Armstrong, G. (2010). *Principles of Marketing*. 13th Edition. Upper Saddle River: Prentice-Hall.
- Lin, L.H. (1993). Consumer Product Classification, Innovation Type and New Product Marketing Strategy. *National Cheng Chi University Department of Business Administration of Ph.D Thesis*. Accessed on April 2021.

Sofia, A., Pangaribuan, C.H., and Sitinjak, M.F. (2020). Factors of Coffee Shop Revisit Intention and Word-Of-Mouth Mediated By Customer Satisfaction. *Journal of Management and Business*, Vol 19, No. 1. Retrieved from <https://www.journalmabis.org/mabis/article/view/418>. Accessed on March 2021.

Rajput, A., and Gahfoor, R.Z. 2020. Satisfaction and Revisit Intentions at Fast Food Restaurants. *Future Business Journal*, Vol. 6 No.3. Retrieved from <https://fbj.springeropen.com/articles/10.1186/s43093-020-00021-0>. Accessed on April 2021.

Reichheld, T., and Sancher, D. (1990). *The Trends in Customer Retention*. New Jersey: McGraw-Hill.

Saaty, T. L. (1980). *The Analytic Hierarchy Process*. New Jersey: McGraw-Hill.

Saaty, T. L. (2008). Decision Making with the Analytic Hierarchy Process. *International Journal Service Science*, Vol 1. No. 1. Retrieved from <https://doi.org/10.1504/IJSSCI.2008.017590>. Accessed on May 2021.

Schiffman, L.G., and Kanuk, L. L. (2004). *Consumer Behavior*. 9th Edition. New Jersey: Prentice Hall.

Zikmund, W.G. (2003). *Business Research Methods*. 7th Edition, Ohio: Cengage Learning.

