

FACTOR ANALYSIS OF CUSTOMER PURCHASE DECISION AT ESSPECTO COFFEE MANADO*ANALISIS FAKTOR TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI ESSPECTO COFFEE MANADO*

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Abstract: This research was conducted at the Esspecto Coffee Manado. This study aims to analyze the factors that influence the customers purchase decision. This research used quantitative method. The data used are primary and secondary. The sample studied was 100 respondents. The number of variables studied was 20 variables. After the data is processed by using factor analysis there is only 18 variables that can be analyzed further. The scale used is 7 points Likert scale. The data obtained from the respondents were processed using SPSS 20. The results showed that of the 18 factors analyzed by the factor analysis model, the factors influence by consumers in purchase decision at Esspecto Coffee Manado. These factors consist of 4 factors, namely Service Quality Index, Ambience and Amenities Rating, Facility and Value Perception, and Offering Quality and Brand Appeal.

Keyword: Customer Purchase Decision, Factor Analysis

Abstrak: Penelitian ini dilakukan di Esspecto Coffee Manado. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen. Penelitian ini menggunakan metode kuantitatif. Data yang digunakan adalah data primer dan data sekunder. Sampel yang diteliti sebanyak 100 responden. Jumlah variabel yang diteliti sebanyak 20 variabel. Setelah data diolah dengan menggunakan analisis faktor hanya tersisa 18 variabel yang dapat dianalisis lebih lanjut. Skala yang digunakan adalah skala likert 7 poin. Data yang diperoleh dari responden diolah menggunakan SPSS 20. Hasil penelitian menunjukkan bahwa dari 18 faktor yang dianalisis dengan model analisis faktor, faktor-faktor tersebut mempengaruhi konsumen dalam keputusan pembelian di Esspecto Coffee Manado. Faktor-faktor tersebut terdiri dari 4 faktor yaitu Service Quality Index, Ambience and Amenities Rating, Facility and Value Perception, serta Offering Quality and Brand Appeal.

Kata Kunci: Keputusan Pembelian Pelanggan, Analisis Faktor

INTRODUCTION

Research Background

Due to the large amount of coffee production and consumption in Indonesia, a business opportunity has emerged for most people to open a coffee shop business. According to Metelka (1991), a coffee shop is a commercial business that offers various types of drinks or snacks at relatively low prices to guests with service in an informal atmosphere without following standard service rules. Atmodjo (2005) states that it is a place (tavern) that serves various coffee preparations and small snacks. Along with its development, apart from providing coffee and snacks as the main products, coffee shops have now added a variety of non-coffee menus and moreover also provide heavy meals to meet human needs.

From a cultural observation, coffee shops are mostly places where people have social interactions. A place to gather with friends or family to exchange stories or joke around, or a place for meetings to discuss business with clients is often done in coffee shops because it has a relaxed concept. Being part of a busy gathering place

for people, coffee shops are certainly a big source of income for business owners. This increases the number of new coffee shops established in various places and it is easy to find them, it is because coffee already become a part of lifestyle (Setiadi, 2010). Lifestyle is defined as, a way of life that is defined by how people spend their time, what they think about themselves and also the world around them, and in this research author want to do a research that connected that the way of people live their productive live by taking a cup of coffee to keep up with their work.

The results of Toffin's research with Mix Magazine show that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets, an increase of almost three times compared to 2016 which was only around 1,000. The real figure for the number of coffee shops could be higher because the coffee shop census only includes chain outlets in big cities, not including modern and traditional independent coffee shops in various regions (insight.toffin.id, 2020). Manado City, as one of the main cities in eastern Indonesia, has experienced rapid growth in recent years. Apart from significant economic growth, changes in the lifestyle and consumption culture of people in Manado have also experienced a striking shift. One of the striking trends in consumption culture is the increasing public interest in coffee shops.

The development of coffee shops in the city of Manado occurred because of the habit of hanging out which has now become a lifestyle for the current generation. Apart from selling coffee and snacks, another role of coffee shops is that they have become a popular place to relax, work or gather with friends. The hobby or habit of hanging out that many of the current generation do has produced positive results for the coffee shop itself, the large number of visitors has become an attraction for the people of Manado city to come to the coffee shop and taste the coffee products they sell, so that visitors can feel the experience of being in a coffee shop. the. Especially if the coffee shop is in a new location and is trending on social media.

According to Kotler and Keller (2016), Responsiveness, namely the willingness of employees and entrepreneurs to help customers and provide services quickly as well as hearing and resolving consumer complaints. In this regard, responsiveness in handling orders and friendliness of employees in a coffee shop is an added value for customers in terms of service satisfaction. In line with that, the feeling of comfort felt from a place and good service is one of the determining factors for customers in deciding which place they will visit. Therefore, it is no surprise that coffee shops in Manado City already have loyal visitors, who are satisfied with the existing service.

Esspecto Coffee is a coffee shop located on Jalan Flamboyant in Manado City. Esspecto Coffee was founded in 2016 and is located in Tondano, Minahasa. By seeing a promising business opportunity, Esspecto Coffee opened a new branch in the center of Manado City. Jalan Flamboyant has become a new hangout place for young people in Manado City, where this street was previously only a residential area for residents and has now become a coffee shop business area which is very busy with visitors. The efforts made by the owner of Esspecto Coffee to support the public's appeal are by carrying out various kinds of promotions through social media, not only that, the coffee shop owner also provides facilities such as having interesting games for customers, an indoor room with full AC (non-smoking area) and outdoor, providing sockets for cell phone charging and often holding local youth events such as: music events or other local youth community activities, so that it becomes an interesting thing in their coffee shop.

However, in the midst of increasingly fierce competition in the coffee shop industry, especially the distance between coffee shops that are close together on Jalan Flamboyant often makes customers confused in choosing which coffee shop they will visit. Therefore, coffee business owners in Manado City, especially Especto Coffee on Jalan Flamboyant, need to understand what factors influence consumer purchasing decisions. Several factors that can influence consumer purchasing decisions at coffee shops include coffee quality, price, atmosphere, customer service and promotions. So by understanding these factors, Esspecto Coffee owners can take strategic steps to increase customer attraction and satisfaction, which in turn can improve business performance, especially consumens purchasing decisions at Esspecto Coffee shops include coffee quality, price, atmosphere, customer service and promotions. So by understanding these factors, Esspecto Coffee owners can take strategic steps to increase customer attraction and satisfaction, which in turn can improve business performance, especially consumens purchasing decisions at Esspecto Coffee Based on this introduction, the author wants to know what factors influence consumer purchasing decisions towards one of the coffee shops in the city of Manado which will be summarized in the title of Factors Analysis of Customers Purchase Decision at Esspecto Coffee Manado.

Research Objective

To identify the factors that influence customer purchase decision at Esspecto Coffee Manado

THEORETICAL FRAMEWORK

Marketing

According to The American Marketing Association in Kotler and Keller (2016), marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for costumers, clients, partners and society at large. The definition of marketing as put forward by Kotler (2009) is "a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging products and value with other parties."

Marketing Mix

According to Kotler (2009:15), "marketers use numerous tools to elicit the desired responses from their target market. These tools constitute a marketing mix. Marketing mix is the set of marketing tools that the company uses to pursue its marketing objectives in the target market. The term Marketing Mix was first introduced in 1953 by Neil Borden when giving a speech at the American Marketing Association (AMA), a leading marketer, E Jerome McCarthy, proposed the Four P classification in 1960, which has been widely used throughout the world. The Four P elements in the Marketing Mix are:

1. Products are goods or services produced by the manufacturing industry or service industry. Every product (goods/services) has a product life cycle. To maintain product competitiveness in the market, product differentiation is needed, so the strategy for product differentiation must be carried out by marketing management.
2. Price is the amount paid by consumers for a product (goods/services). A competitive pricing strategy must also be carried out by marketing management.
3. Promotion represents all forms of communication used by marketers in communicating their products in the market. Promotion has four different elements, namely: advertising, public relations, personal selling and sales promotion.
4. Place is a way to obtain a product or how to access products by consumers.

Purchase Decision

Purchasing Decisions are part of consumer behavior, consumer behavior is the study of how individuals, groups and organizations choose, buy and use, and how goods, services, ideas or experiences satisfy their needs and desires (Kotler and Armstrong, 2016). Alma (2013) stated purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. According to Pakpahan (2016), the purchasing decision is a buyer's decision which is also influenced by his/her personality characteristics, including age, occupation, economic situation.

Price

Price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services (Kotler and Armstrong, 2016)

Social Media Marketing

Social Media Marketing is the use of social media as a promotional medium in the form of products or services. In the skill of creating interesting content, it is able to make website visitors learn about and be interested in an online product or service that is displayed and offered (Novila, 2019).

Brand Menu Variety

Menu variety is every variation of coffee and snacks (products) that are provided and listed by coffee shop and can be chosen by consumers based on their preferences. Menu also functions as a communicating and selling tool (Kincaid and Corsun, 2003).

Taste and Ingredients

Taste and smell are the body's principal mechanism for assessing the chemical composition of foods, for both nutrients and toxicity (Morini, 2007). Hoyer and Stokburger-Sauer (2011) stated that taste of a product plays a crucial role in increasing the intention of purchase, though, almost every item is purchased and then tasted, but people encouraged by their senses have a history of buying products repeatedly.

Product Origin

Product origin refers to the country of manufacture, production or growth where an article or product comes from. Product origin can play significant roles in consumer purchasing decisions, as they can influence perceptions of quality, authenticity, and trustworthiness. The quality of coffee and food are the most important aspects of branded coffee shops whether for locally or for international brands (Burge, 2013).

Appearance and Presentation

Food Presentation or food display, or also referred to as the visualization is the art of processing, arranging and decorating food dishes on a plate to be able to increase the attractiveness. Customers' interest in a meal starts from their eyes first before finally eating the dish (Spence et al., 2016).

Cleanliness

The responsibility and ability of staff to keep any environment clean from any rubbish especially when offering products or services in coffee shops. Cleanliness is a determining factor for consumers in choosing a place to visit. Restaurant cleanliness was evaluated as the overall images of the restaurant (Jang and Liu, 2009).

Appealing Aroma

Aroma is one of the important aspects of the consumer buying decision. Customers get influenced due to the aromatic environment whether in the shop or having heard from a peer about the aroma, hence, aroma as a factor is important for a seller (Bhumiratana et al., 2011)

Adequate Lighting

Adequate lighting is the availability of natural lighting, the color and reflective qualities of the finish materials, and the type of artificial lighting illuminating the space that offered by the coffee shop. Adequate lighting in a restaurant may result in customers having more positive experiences and perceptions on this space (Ariffin et al., 2010).

Comfortable Furniture

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 and Han, 2010).

View to Linger

The habit of gathering with friends and the willingness of consumers to stay longer can increase purchasing decisions at coffee shops. The intentions of a customer to purchase are determined by their willingness to stay in the store, their inclination towards making a repurchase and their willingness to recommend the store to others (Hightower et al., 2002).

View to Outside

The views 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 and Zube, 1987).

Trust

Trust is the mental state of an individual to willingly depend on the capability of the company to produce the intended product or services (Lee et al., 2012).

Service Staff Behavior

Quite to the contrary, consumers' brand impressions may be shaped in at least the same extent by the employee's non-verbal behaviors (Martin et al., 2008).

Lifestyle

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

Location

Location is one of the factors that influences the customer to purchase. Location is a place of a business to distribute their product directly to customers. With the perfect business location will determine the success of the business itself (Suwarman, 2004),

Appealing Décor

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 and Edvardsson, 2012).

Payment Method

Payment method is our method or way of paying for something. There is we can choose several types of payment methods, cash or non-cash. The use of tools Widespread non-cash payments have implications for reducing the demand for money against money issued by the central bank (De Grauwe and Storti, 2001)

Appealing Music

Appealing music is the background music that is played in the coffee shop by a speaker or instrument in a live band performance for entertainment so consumers can feel comfort and relax by being there while enjoying their beverages and snacks. Slow music on the other hand has positive affect and can increase customer's willingness to buy and spend money (Musinguzi, 2010).

Wifi Connection

Wi-Fi connection is a technology that connects electronic devices to access internet networks and is highly sought after in public places, especially of coffee shop consumers. Said (2012) stated 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.

Empirical Studies

Bura et al. (2023) aimed to determine the factors that influence consumer purchasing decisions on coffee shops in Tomohon City by conducting a case study at Elmonts Coffee & Roastery Tomohon. The method used in this research is a qualitative case study method. Data collection techniques are carried out by in-depth interviews, observation, and documentation. The data validity technique used is source triangulation and triangulation techniques with data analysis techniques namely Miles and Huberman model analysis techniques. The results showed 6 factors that influenced purchasing decisions at a coffee shop in Tomohon City, namely product, atmosphere, social, promotion, location, and brand.

Fahimah et al. (2015) determined and explained the effect of the Store Atmosphere which is including by variables of Visual Communication, Lighting, Color, Music and Scent simultaneously and partially on the Purchase Decision Process and to know the dominant variable that influence the Purchase Decision Process. This research use is explanatory research. The population in this study are all consumers who purchase and enjoy a meal in Madam Wang Secret Garden Cafe Malang with a sample of 118 people. The analysis of the data used is descriptive analysis, classical assumption test and multiple linear regression analysis using the software SPSS for windows version of 16.0. The results showed that the variables of Visual Communication, Lighting, Color, Music and Scent have a significant effect simultaneously and partially on the Purchase Decision Process. Scent becomes the dominant variable affecting the Purchase Decision Process.

Yuliawan and Kurniawan (2020) analyze d the factors that consumers consider in choosing a coffee shop. The data used areprimary. The sample studied was 100 respondents. The number of variables studied was20 variables. The data is processed by using factor analysis as many as 20 variables that can be analyzed further. The data obtained from the respondents were processed using SPSS 24. The results showed that of the 20 factors analyzed by the factor analysis model, the factors considered by consumers in choosing Kedai Peyox coffee shops. These factors consist of 5 factors, namely the comfort factor of the place, the food price factor, the waiter factor, the consumer factor, the physical evidence factor.

Conceptual Framework

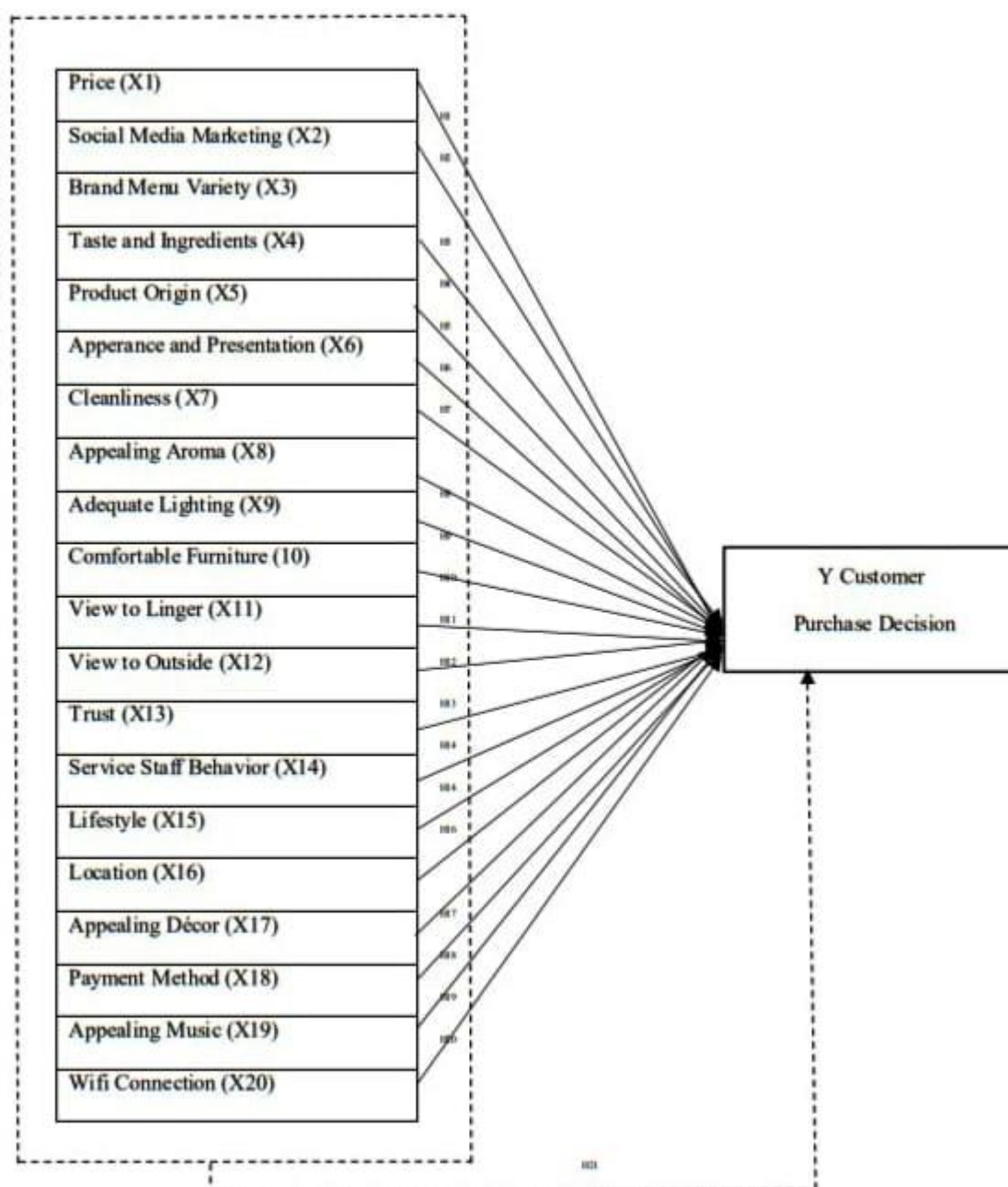


Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD

Research Approach

This research used a quantitative method. According to Sugiyono (2018), quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion.

Population, Sample, and Sampling Technique

Sugiyono (2018) said that population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions. Arikunto (2019) states that a sample is a portion or representative of the population to be studied. The sample of

this research are 100 respondents and it took from Esspecto Coffee Manado 2.0 who have visited and consumed products from Esspecto Coffee Manado 2.0. Non-probability sampling is used in this research as the sampling method which is a sampling technique that does not provide an equal opportunity for each member of a population to be selected as a sample member, because it is selected based on certain criteria. (Sugiyono, 2018).

Data Collection Method

Hasan (2002) said primary data is data obtained or collected directly in the field by the person conducting the research or the person concerned who needs it. Primary data is obtained from informant sources, namely individuals or individuals as the results of interviews conducted by researchers. Questionnaires were used as a data collection technique in this research which were obtained by researchers by distributing them to Esspecto Coffee customers. According to Umar (2013: 42), secondary data is primary data that has been processed further and presented either by the primary data collector or by other parties for example in the form of tables or diagrams. The secondary data is taken from journals, books, and relevant literature from the library and the internet.

Factor Analysis

Factor analysis is an analysis that tries to find the relationship (interrelationship) between a number of variables that are initially independent of one another, to make one or several sets of variables that are less than the initial number of variables (Santoso, 2016). Hair et al (2010) suggested that Confirmatory Factor Analysis (CFA) is part of SEM (Structural Equation Modeling) to test the way a measured variable or indicator is good in describing or representing a number of a factor. There are 20 variables used in this study, and it will reduced into smaller factors through factor analysis

RESULT AND DISCUSSION

Result

Validity and Reability Test

Validity test is done by comparing the calculated r value with r table, using Cronbach Alpha. R table is obtained from the calculation of degrees of freedom (df), namely $df = n - 2$ (n means the number of samples). In this study, researchers took 100 samples so that the result $df = 100 - 2 = 98$. We use Alpha 0.05 so that the r table obtained from (df) 98 with Alpha 0.05 is 0.1654 (r table). In this study, researcher is using Cronbach's Alpha statistical test through SPSS calculation to do the reliability test. The construct is reliable if the Cronbach Alpha values shows >0.60 .

Factor Analysis

KMO and Bartlett's Test

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.883
Bartlett's Test of Approx Chi-Square	1321.871
Sphericity	
Df	190
Sig	.000

Source: Data Processed, 2024

The table above shows that the KMO value is 0.883, value is greater than 0.5, so it can be concluded that the variables used in this study are predictable and can be analyzed further. Barlett the test produces a significance value of $0.000 < 0.05$ which shows that the indicators used in this research correlate with each other and are suitable for use in factor analysis.

Anti Image Correlation

Table 2. Anti Image Matrix

No.	Indicator	MSA	Result
1.	Price (X1)	0.868	Valid
2.	Social Media Marketing (X2)	0.919	Valid
3.	Brand Menu Variety (X3)	0.907	Valid

4.	Taste and Ingredients (X4)	0.846	Valid
5.	Product Origin (X5)	0.818	Valid
6.	Appereance and Presentation (X6)	0.911	Valid
7.	Cleanliness (X7)	0.912	Valid
8.	Appealing Aroma (X8)	0.869	Valid
9.	Adequate Lighting (X9)	0.843	Valid
10.	Comfortable Furniture (10)	0.893	Valid
11.	View to Linger (X11)	0.921	Valid
12.	View to Outside (X12)	0.855	Valid
13.	Trust (X13)	0.856	Valid
14.	Service Staff Behavior (X14)	0.890	Valid
15.	Lifestyle (X15)	0.912	Valid
16.	Location (X16)	0.872	Valid
17.	Appealing Décor (X17)	0.923	Valid
18.	Payment Method (X18)	0.877	Valid
19.	Appealing Music (X19)	0.908	Valid
20.	Wi-fi Connection (X20)	0.818	Valid

Source: Data Processed, 2024

The Anti-Image Matrics table serves to see the correlation between variables by taking into account the MSA (Measure of Sampling Adequacy) value. The MSA value ranges from 0 to 1, with the following conditions: a) $MSA = 1$, the variable can be predicted without error by other variables. b) $MSA > 0.5$, the variable can still be predicted and can be analyzed further. c) $MSA < 0.5$, the variable cannot be predicted and cannot be analyzed further, or excluded from other variables.

Communalities

Table 3. Communalities

	Initial	Extraction
Price (X1)	1.000	0.690
Social Media Marketing (X2)	1.000	0.616
Brand Menu Variety (X3)	1.000	0.707
Taste and Ingredients (X4)	1.000	0.712
Product Origin (X5)	1.000	0.719
Appearance and Presentation (X6)	1.000	0.680
Cleanliness (X7)	1.000	0.681
Appealing Aroma (X8)	1.000	0.759
Adequate Lighting (X9)	1.000	0.657
Comfortable Furniture (10)	1.000	0.622
View to Linger (X11)	1.000	0.662
View to Outside (X12)	1.000	0.783
Trust (X13)	1.000	0.664
Service Staff Behavior (X14)	1.000	0.711
Lifestyle (X15)	1.000	0.682
Location (X16)	1.000	0.690
Appealing Décor (X17)	1.000	0.616
Payment Method (X18)	1.000	0.707
Appealing Music (X19)	1.000	0.712
Wifi Connection (X20)	1.000	0.719

Source: Data Processed, 2024

The table 3 shows that the communality value of the 20 indicators is greater than 0.5, this indicates that the factors

formed can explain at least 50% of the diversity of the origin variable data, namely factors considered for the research.

Determination the Number of Factor

From the Total Variance Explained Table below, it is useful to determine how many possible factors can be formed.

Table 4. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.694	47.896	47.896	8.694	47.896	47.896
2	1.834	8.930	56.826	1.834	8.930	56.826
3	1.095	5.476	62.302		5.476	62.302
4	1.059	5.296	67.598		5.296	67.598
5	.897	4.485	72.083			
6	1.178	4.189	76.271	1.178		
7	.729	3.643	79.914			
8	.583	2.914	82.828			
9	.546	2.730	85.558			
10	.434	2.169	87.726			
11	.411	2.057	89.783			
12	.386	1.929	91.713			
13	.311	1.557	93.270			
14	1.532	1.395	94.665	1.532		
15	.234	1.168	95.833			
16	.233	1.166	96.999			
17	.187	.937	97.935			
18	.166	.832	98.767			
19	.130	.651	99.418			
20	.116	.582	100.000			

Source: Data Processed, 2024

Based on Table 4, it shows that there are only 4 factors that have a total Eigenvalue > 1. The first factor has an Eigenvalue of 8.694, the second factor has an Eigenvalue of 1.834, the third factor has an Eigenvalue of 1.178, and the fourth factor has an Eigenvalue of 1.523. So from the 20 existing variables, only 4 factors are formed that represent it.

Component Matrix

The component matrix table shows the magnitude of the correlation of each variable in the factors formed. Correlation coefficient values between 60 variables and factors formed (loading factor). After we know that the maximum factor that can be formed is 4, then we determine that each independent variable will enter into factor 1, factor 2, factor 3, or factor 4. The way to determine this is by looking at the Component Matrix table as follows:

Table 5. Component Matrix

	Component			
	1	2	3	4
Price	.578	-.466	.296	.226
Social Media Marketing	.721	-.143	.245	-.399
Brand Menu Variety	.707	-.238	.472	-.064
Taste and Ingredients	.749	.147	.403	-.266
Product Origin	.596	-.425	-.180	-.058
Appereance and Presentation	.797	-.130	-.016	.106
Cleanliness	.724	.338	-.043	.268
Appealing Aroma	.693	.376	-.021	-.015

Adequate Lighting	.677	.198	.239	.327
Comfortable Furniture	.651	-.203	-.031	.490
View to Linger	.733	-.313	-.008	-.210
View to Outside	.758	-.201	-.254	-.001
Trust	.727	-.039	.007	-.215
Service Staff Behavior	.502	.654	.176	-.094
Lifestyle	.704	.246	-.200	.139
Location	.725	-.169	-.223	.230
Appealing Décor	.702	-.175	-.306	-.255
Payment Method	.715	.440	.001	.071
Appealing Music	.710	-.029	-.120	.051
Wifi Connection	.602	.233	-.420	-.310

Source: Data Processed, 2024

These four factors produce a matrix loading factor whose values are the correlation coefficients between the variables and these factors. Based on the variables that correlate with each factor, it turns out that the resulting Factor Loading has not been able to give the meaning as expected. Therefore, these factors cannot be interpreted clearly, so it is necessary to rotate with the varimax method.

Factor Rotation

The rotation process in the results of this study aims to obtain factors with factor loading that are clear enough to be interpreted. Rotated Component Matrix is a correlation matrix that shows a clearer and more real distribution of variables than the Component Matrix. At the factor rotation stage there is a limiting number rule (cut off point), so that a variable can enter into a factor. The limiting figure is 0.50. According to Ghozali (2002), if a certain variable has the highest factor loading value on a certain factor among other factors but the value of the factor loading is less than 0.50 then this variable cannot be included in any factor or in other words the variable must be excluded from the research models.

Table 6. Rotated Component Matrix

	Component			
	1	2	3	4
Price	-.040	.138	.643	.506
Social Media Marketing	.237	.426	.082	.718
Brand Menu Variety	.198	.149	.387	.756
Taste and Ingredients	.516	.205	.089	.706
Product Origin	-.050	.581	.391	.282
Appereance and Presentation	.331	.435	.502	.338
Cleanliness	.698	.227	.408	.085
Appealing Aroma	.683	.301	.155	.200
Adequate Lighting	.577	.020	.500	.281
Comfortable Furniture	.232	.226	.767	.114
View to Linger	.109	.572	.295	.504
View to Outside	.226	.639	.418	.214
Trust	.335	.490	.179	.438
Service Staff Behavior	.814	.025	-.099	.214
Lifestyle	.589	.400	.327	.043
Location	.262	.496	.574	.112
Appealing Décor	.187	.742	.178	.254
Payment Method	.760	.247	.209	.170
Appealing Music	.357	.456	.373	.219
Wifi Connection	.464	.683	-.079	.038

Source: Data Processed, 2024

Based on table 6, the results obtained from this study, there are 18 variables that can be used for further analysis because the correlation value is high. Meanwhile, two other variables, namely Trust X13 (0.490) and

Appealing Music X19 (0.456) must be eliminated because the extraction value is below the value of 0.5.

Table 7. Formed Factors

Factor	Variable	Factor loading
1	Cleanliness (X7)	0.698
	Appealing Aroma (X8)	0.683
	Adequate Lighting (X9)	0.577
	Service Staff Behavior (X14)	0.814
	Lifestyle (X15)	0.589
	Payment Method (X18)	0.760
2	Product Origin (X5)	0.581
	View to Outside (X11)	0.572
	View to Linger (X12)	0.639
	Appealing Decor (X17)	0.742
	Wifi Connection (X20)	0.683
3	Price (X1)	0.643
	Appearance and Presentation (X6)	0.502
	Comfortable Furniture (X10)	0.767
	Location (X16)	0.574
4	Social Media Marketing (X2)	0.718
	Brand Menu Variety (X3)	0.756
	Taste and Ingredients (X4)	0.706

Source: Data Processed, 2024

In the following, it will be explained which factors will enter a variable, which:

1. Price (X1), the biggest loading factor is factor 3 with a value of 0.643, which means that Price is on factor 3.
2. Social Media Marketing (X2), the biggest loading factor is factor 4 with a value of 0.718, which means that Social Media Marketing is on factor 4.
3. Brand Menu Variety (X3), the biggest loading factor is factor 4 with a value of 0.756, which means that Brand Menu Variety is on factor 4.
4. Taste and Ingredients (X4), the biggest loading factor is factor 4 with a value of 0.706, which means that Taste and Ingredients is on factor 4.
5. Product Origin (X5), the biggest loading factor is factor 2 with a value of 0.581, which means that Appearance and Presentation is on factor 2.
6. Appearance and Presentation (X6), the biggest loading factor is factor 3 with a value of 0.502, which means that Cleanliness is on factor 3.
7. Cleanliness (X7), the biggest loading factor is factor 1 with a value of 0.698, which means that Appealing Aroma is on factor 1.
8. Appealing Aroma (X8), the biggest loading factor is factor 1 with a value of 0.683, which means that Adequate Lighting is on factor 1.
9. Adequate Lighting (X9), the biggest loading factor is factor 1 with a value of 0.577, which means that Comfortable Furniture is on factor 1.
10. Comfortable Furniture (X10), the biggest loading factor is factor 3 with a value of 0.767, which means that View to Linger is on factor 3.
11. View to Outside (X11), the biggest loading factor is factor 2 with a value of 0.572, which means that View to Outside is on factor 2.
12. View to Linger (X12), the biggest loading factor is factor 2 with a value of 0.639, which means that Trust is on factor 2.
13. Service Staff Behavior (X14), the biggest loading factor is factor 1 with a value of 0.814, which means that Service Staff Behavior is on factor 1.
14. Lifestyle (X15), the biggest loading factor is factor 1 with a value of 0.589, which means that Lifestyle is on factor 1.
15. Location (X16), the biggest loading factor is factor 3 with a value of 0.574, which means that Location is on factor 3.
16. Appealing Décor (X17), the biggest loading factor is factor 2 with a value of 0.742, which means that Appealing Décor is on factor 2.

17. Payment Method (X18), the biggest loading factor is factor 1 with a value of 0.760, which means that Appealing Décor is on factor 1.
18. Wifi Connection (X20), the biggest loading factor is factor 2 with a value of 0.683, which means that Wifi Connection is on factor 2.

New Factor

After the variables to be studied are in accordance with the group of factors, then the naming of the factors is carried out based on the characteristics that match the items. In this study, there are 18 variables which will be divided into 4 new factors, as shown in the table below.

Table 8. Formed Factors

Factor	Independent Variable	New Factor
1	Cleanliness (X7) Appealing Aroma (X8) Adequate Lighting (X9) Service Staff Behavior (X14) Lifestyle (X15) Payment Method (X18)	Service Quality Index
2	Product Origin (X5) View to Linger (X11) View to Outside (X12) Appealing Décor (X17) Wifi Connection (X20)	Ambiance & Amenities Rating
3	Price (X1) Appereance and Presentation (X6) Comfortable Furniture (X10) Location (X16)	Facility and Value Perception
4	Social Media Marketing (X2) Brand Menu Variety (X3) Taste and Ingredients (X4)	Offering Quality and Brand Appeal

Source: Data Processed, 2024

- Factor 1 Members of this factor are the variables Cleanliness (X7), Appealing Aroma (X8), Adequate Lighting (X9), Service Staff Behavior (X14), Lifestyle (X15), Payment Method (X18). By generalizing the six variables, factor 1 will be named the Service Quality Index.
- Factor 2 Members of this factor are the variables Product Origin (X5), View to Linger (X11), View to Outside (X12), Appealing Décor (X17), Wifi Connection (X20). By generalizing the seven variables, factor 2 will be named as the Ambiance & Amenities Rating.
- Factor 3 The members of this factor are Price (X1), Appereance and Presentation (X6), Comfortable Furniture (X10), Location (X16) variables. By generalizing the four variables, factor 3 will be called the Facility and Value Perception.
- Factor 4 Members of this factor are Social Media Marketing (X2), Brand Menu Variety (X3), Taste and Ingredients (X4) variables. By generalizing the three variables, factor 4 will be named as the Offering Quality and Brand Appeal.

Discussion

Factor 1: Service Quality Index Factor

Cleanliness (X7): Cleanliness is critical for creating a positive first impression and ensuring customer comfort, encompassing the tidiness of tables, floors, restrooms, and overall environment. It enhances perceived quality and hygiene standards, significantly impacting customer satisfaction and loyalty. Metrics such as cleanliness audits and customer feedback on sanitation can gauge its effectiveness.

Appealing Aroma (X8): The aroma of coffee and complementary scents plays a crucial role in creating a welcoming atmosphere, influencing customer mood and satisfaction. A pleasant aroma stimulates customers' senses positively, encouraging longer stays and repeat visits. Feedback on aroma quality, customer comments, and sales of aromatic products are indicators of its impact.

Adequate Lighting (X9): Lighting affects ambiance, visibility, and mood within the coffee shop,

contributing to a comfortable and inviting environment. Proper lighting levels enhance the dining experience, influencing customer perception of cleanliness, mood, and comfort. Assessing lighting against customer feedback, ambiance ratings, and energy efficiency metrics provides insights into its effectiveness.

Service Staff Behavior (X14): Staff behavior directly influences customer interactions and service quality perceptions. Friendly, attentive, and knowledgeable staff contribute positively to customer satisfaction and loyalty. Positive interactions build trust and encourage repeat business through word-of-mouth recommendations and online reviews. Mystery shopping, customer surveys, and employee training assessments are methods to measure and improve service quality.

Lifestyle (X15): Understanding and catering to customer lifestyles and preferences ensure the coffee shop resonates with its target demographic. Alignment with customer lifestyles fosters a sense of belonging and enhances customer loyalty. Analyzing customer segments, feedback on lifestyle-related offerings, and demographic trends informs adjustments to better meet customer expectations.

Payment Method (X18): Offering convenient payment options enhances transaction efficiency and customer satisfaction. Various payment methods accommodate diverse customer preferences, contributing to a seamless payment experience. Analysis of payment method usage, transaction times, and customer feedback on payment convenience guides improvements in service quality and operational efficiency.

In summary, integrating these factors into a Service Quality Index (SQI) provides a comprehensive assessment of the coffee shop's ability to meet customer expectations across different aspects of their experience. Continuous monitoring, feedback integration, and improvement efforts based on SQI insights can significantly enhance overall service quality and customer satisfaction levels. Both elements enhance customer convenience and satisfaction. In conclusion, integrating these insights into a comprehensive Service Quality Index (SQI) can help coffee shops create a superior customer experience by focusing on factors that truly matter to their patrons

Factor 2: Ambiance & Amenities Rating Factor

Product Origin (X5): The origin and quality of coffee and other products significantly contribute to the Ambiance & Amenities Rating (AAR), reflecting the shop's commitment to offering high-quality and authentic goods. Customers appreciate knowing the origins and sourcing practices behind their purchases, which enhances their overall experience and satisfaction.

View to Linger (X11): Providing inviting spaces that encourage customers to linger enhances the shop's AAR. Whether through comfortable seating arrangements, cozy corners, or attractive interior layouts, these elements create a welcoming environment that encourages extended stays and repeat visits.

View to Outside (X12): A pleasant view to the outside environment adds to the coffee shop's ambiance, providing customers with a sense of connection to the surroundings. Views that incorporate natural elements, cityscapes, or other attractive sights contribute positively to the overall AAR, enhancing the customer's experience.

Appealing Décor (X17): The décor and aesthetic appeal of the coffee shop play a crucial role in shaping its AAR. Stylish furniture, artwork, color schemes, and thematic elements contribute to creating a visually pleasing environment that complements the overall ambiance. Well-curated décor enhances customer comfort and enjoyment, influencing their perception of the coffee shop's ambiance and amenities.

Wifi Connection (X20): Offering reliable and fast wifi connectivity enhances the coffee shop's AAR by meeting the digital needs of customers. Whether for work, socializing, or leisure activities, a strong wifi connection contributes to customer satisfaction and convenience. Monitoring connection speed, reliability, and customer feedback on wifi services helps maintain and improve this amenity.

In summary, the Ambiance & Amenities Rating (AAR) integrates these factors to assess how well a coffee shop creates a desirable environment that enhances customer satisfaction and loyalty. Each factor contributes uniquely to the overall ambiance and amenities offered, influencing the overall customer experience positively when well-managed and maintained.

The discussion on Ambiance and Amenities Rating (AAR) highlights the significance of product origin, inviting spaces to linger, outside views, appealing décor, and reliable wifi in creating a welcoming and enjoyable coffee shop environment that enhances customer satisfaction and loyalty. Integrating these insights, a coffee shop should address both ambiance and transactional aspects to enhance customer satisfaction comprehensively. By creating an inviting atmosphere through appealing décor, good lighting, and reliable wifi, while also offering attractive discounts, high-quality products, and convenient cashless payment options, a coffee shop can provide a holistic and satisfying experience that fosters customer loyalty and boosts sales

Factor 3: Facility and Value Perception Factor

Price (X1): The pricing strategy of coffee and other products directly influences Facility and Value Perception, impacting how customers perceive the affordability and value they receive. Competitive pricing that aligns with quality and customer expectations enhances perceived value, fostering customer satisfaction and repeat business.

Appearance and Presentation (X6): The visual presentation of products and the overall aesthetic appeal of the coffee shop contribute significantly to Facility and Value Perception. Eye-catching displays, attractive packaging, and well-presented food and beverages create a positive first impression, signaling quality and attention to detail.

Comfortable Furniture (X10): Comfortable seating and well-chosen furniture enhance the coffee shop's Facility and Value Perception by providing a pleasant environment for customers to relax and enjoy their visit. Ergonomic chairs, cozy seating areas, and ample space between tables contribute to customer comfort, enhancing their overall experience and satisfaction.

In summary, Facility and Value Perception integrates these factors to assess how well a coffee shop creates a perceived value proposition through pricing, appearance, and comfort. Each factor plays a crucial role in shaping customers' perceptions of the coffee shop's facilities and the value they receive, influencing satisfaction levels and customer loyalty.

The discussion on Facility and Value Perception highlights the crucial role of competitive pricing, appealing appearance, and comfortable furniture in shaping customer perceptions of value and satisfaction. These factors collectively enhance the perceived value of a coffee shop's offerings and contribute to a positive overall experience. Integrating these insights, a coffee shop should address both physical factors—such as pricing, presentation, and comfort—and digital factors—like effective social media marketing—to create a comprehensive strategy that enhances customer trust, satisfaction, and loyalty. This balanced approach ensures that both the tangible and intangible aspects of the customer experience are optimized to drive repeat business and positive perceptions.

Factor 4: Offering Quality and Brand Appeal Factor

Social Media Marketing (X2): Effective social media marketing enhances Offering Quality and Brand Appeal by increasing visibility, engaging customers, and building brand recognition. Engaging content, regular updates, and interaction with followers contribute to a positive brand image and attract new customers who resonate with the coffee shop's online presence.

Brand Menu Variety (X3): A diverse and appealing menu selection enhances Offering Quality and Brand Appeal, catering to different tastes and preferences. A well-curated menu that includes a variety of beverages, snacks, and food options reflects the coffee shop's commitment to quality and customer satisfaction, attracting a broader customer base.

Taste and Ingredients (X4): The quality of taste and ingredients used in the coffee shop's products is crucial for Offering Quality and Brand Appeal. Fresh, flavorful ingredients and attention to taste consistency contribute to a positive dining experience, reinforcing the coffee shop's brand reputation for quality and excellence.

In summary, Offering Quality and Brand Appeal integrates these factors to assess how well a coffee shop enhances its brand image and attracts customers through effective marketing, diverse menu offerings, and high-quality taste experiences. Each factor plays a pivotal role in shaping customer perceptions and loyalty, ultimately contributing to the coffee shop's success and competitive edge in the market.

The conclusions highlight that Offering Quality and Brand Appeal is crucial for a coffee shop's success, emphasizing the importance of effective social media marketing, a diverse menu, and high-quality taste experiences in building brand recognition and attracting customers. Combining these factors provides a comprehensive approach to attracting and retaining customers, ensuring a strong competitive edge in the market.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the final analysis of the research, there are 18 variables that influence customer purchase decision at Esspecto Coffee Manado. These 18 variables are formed or divided into four factors or groups. The first factor is called Service Quality Index that consist of six variables which are Cleanliness, Appealing Aroma, Adequate Lighting, Service Staff Behavior, Lifestyle, and Payment Method. The second factor is called Ambiance

& Amenities Rating consist of five variables which are Product Origin, View to Linger, View to Outside, Appealing Décor and Wi-fi Connection. The third factor which Facility and Value Perception consist of four variables which are Appearance and Presentation, Comfortable Furniture and Location. And the fourth factor is scaled Offering Quality and Brand Appeal consist of three variables which are Social Media Marketing, Brand Menu Variety and Taste and Ingredients.

Recommendation

1. Maintain cleanliness with regular cleaning schedules and high standards. Ensure a pleasant aroma with quality coffee beans and thoughtful scent management. Create a cozy ambiance with adjustable lighting and natural light. Train staff to be friendly, knowledgeable, and customer-focused. Tailor decor and seating to match customer preferences, and offer convenient payment options.
2. Source products from reputable suppliers and share their stories. Provide comfortable seating and amenities like reading materials. Optimize seating for pleasant views and maintain attractive decor. Offer reliable wifi with clear signage and support.
3. Source products from reputable suppliers and share their stories. Provide comfortable seating and amenities like reading materials. Optimize seating for pleasant views and maintain attractive decor. Offer reliable wifi with clear signage and support.
4. Maintain an active social media presence with engaging content. Update the menu regularly with diverse and seasonal options. Use fresh ingredients and gather customer feedback for consistent quality.

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