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## **The Influence of Price Perception, Service Quality, Taste on Customer Satisfaction at Mie Gacoan in Bandar Lampung**

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### **Abstract**

This study aims to determine whether price perception, service quality, and taste affect consumer satisfaction of Mie Gacoan in Bandar Lampung (survey on Gen Z consumers in Bandar Lampung). The type of research used in this study is explanatory research. This study uses a quantitative approach with the obtained using a purposive sampling technique and data collection is carried out by distributing questionnaires to 100 respondents, namely Gen Z consumers in Bandar Lampung. The data were analyzed using descriptive statistics and structural equation model analysis using SmartPLS 4.0 software. The data analysis techniques used are outer model tests, inner models, and hypothesis tests. The results of this study indicate that price perception and taste have a positive effect on consumer satisfaction. However, this service quality variable does not affect consumer satisfaction, this is because consumers have higher expectations of service quality than those given and consumers focus more on price and taste. Furthermore, simultaneously the variables of price perception, service quality, and taste have a positive effect on consumer satisfaction. Suggestions for further research are to add product quality variables, place atmosphere and facilities, and other variables that can affect consumer satisfaction. Then practitioners to be able to improve the quality of service that can affect the level of consumer satisfaction. by understanding the elements of service quality that are valued by consumers, such as employee environment, fast and responsive in serving consumers and employee appearance.

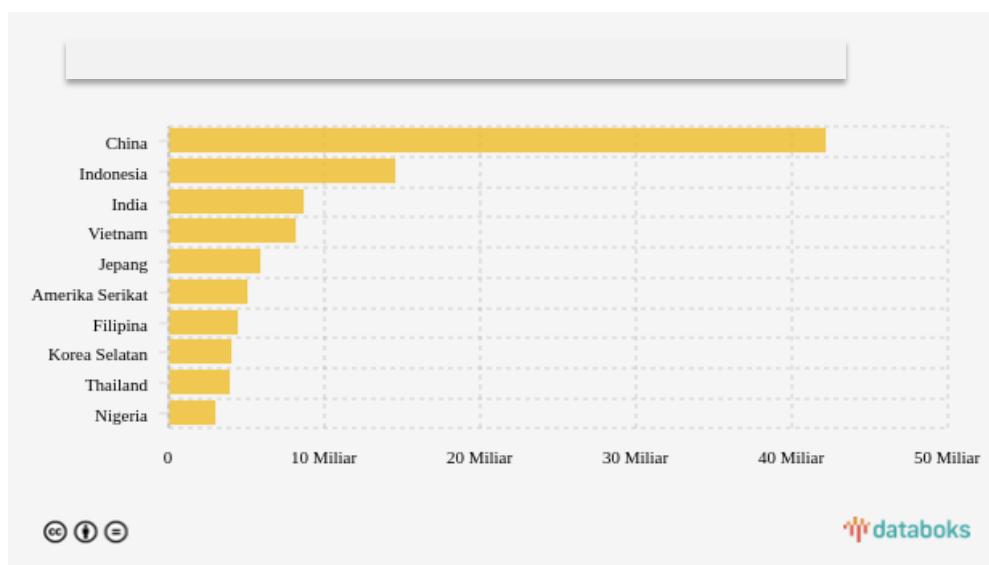
**Keywords:** Price Perception, Service Quality, Taste, Customer Satisfaction.

### **Introduction**

In the modern era, the development of the culinary industry is increasingly rapid and has changed people's lifestyles, especially in the business world (Nasution et al., 2022). The rapid growth of the culinary sector poses challenges for producers, who must present various product innovations to attract consumer interest. Therefore, business actors are required to

continue to be aware of current market trends that continue to change, in order to find out what products are expected by consumers (Widiani, 2024). According to Anwar Taufik, (2022) One type of culinary that is very popular among people today is ready-to-eat food made from noodles. In Indonesia, various types of culinary use noodles as the main ingredient, ranging from regional specialties to different variations. As seen in figure 1.1 below, the data of the 10 countries with the largest instant noodle consumption in 2023.

### 10 Countries with the Largest Instant Noodle Consumption in 2023



**Figure 1.** Data on 10 Countries with the Largest Instant Noodle Consumption in 2023

Based on the information displayed in Figure 1.1, Indonesia is recorded as the country with the second highest level of instant noodle consumption in the world in 2023, with total consumption reaching 14.54 billion servings. According to the World Instant Noodles Association, this shows that instant noodles have become an integral part of the daily lives of Indonesian people, especially after the Covid-19 pandemic which caused a drastic increase in instant noodle consumption (Yonatan, 2024). As the number of instant noodle consumers increases, many business actors are taking the opportunity to open business opportunities made from noodles. This is due to several factors, first, the high demand for practical and fast food, especially in the midst of increasing daily busyness. Second, innovations in the presentation and flavor variants of instant noodles that continue to grow and allow entrepreneurs to offer products that are more attractive and in accordance with local tastes. One prominent example is Mie Gacoan.

Mie Gacoan is a trademark of the most popular spicy noodle restaurant in Indonesia managed by PT. Pesta Pora Abadi was established in 2016. ([miegacoan.co.id](http://miegacoan.co.id)). Mie Gacoan is known for its concept of a modern place to eat at a pocket-friendly price, making it a favorite place for students, students, and families. This can be seen from the high enthusiasm of the community who welcomed the opening of the Mie Gacoan branch in Bandar Lampung on September 9, 2023, which was immediately invaded by consumers both directly and through online motorcycle taxi applications especially generation Z. With an attractive spicy noodle concept and affordable prices, Mie Gacoan managed to attract the attention of generation Z,

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who then stormed the outlet to taste the menu offered. This shows that Mie Gacoan has succeeded in meeting the needs and satisfaction as well as culinary preferences of generation Z by offering a modern and delicious culinary experience.

The strategy used by the Mie Gacoan outlet is a strategy of price perception, service quality, and taste quality to establish stable sales. Based on a previous research survey by Pebriantika *et al.*, (2022) it is known that the increase in the number of good sales owned by Mie Gacoan outlets is due to the implementation of affordable price perceptions, good service, and tastes that suit the consumer's tongue. This condition is in accordance with previous research which states that consumer satisfaction can be influenced by price perception, service quality and taste quality (Arbiantoro *et al.*, 2018).

The definition of price perception refers to the consumer's view of price, that is, how consumers assess prices that are considered high, low, or reasonable. This perception has a significant influence on purchase decisions as well as the level of satisfaction obtained from the purchase process (Kanuk & Suryani, 2013). To provide satisfaction to consumers, gacoan noodles provide the best price to quality in their class with prices ranging from 10,000. According to the perception of some consumers, the price of gacoan noodles is relatively cheap to meet their needs (Hana, 2023). The strategy of setting the right price perception has proven effective in increasing the popularity of Mie Gacoan. Affordable prices are one of the main factors that encourage high consumer interest, especially from students and students or you can say generation Z. This not only provides satisfaction and profits for consumers, but also has a positive impact on the Mie Gacoan business.

In addition to price, service quality is a crucial factor in achieving consumer satisfaction. According to Mutiara *et al.*, (2020), good service quality is reflected in reliability, responsiveness, assurance, and courtesy in providing services. The restaurant's ability to fulfill service promises, respond quickly, provide clear information, and create a comfortable atmosphere will greatly affect consumer perception. The quality of service at Mie Gacoan plays a role in influencing consumer perception of the buying experience of Mie Gacoan. Consumer satisfaction is the main indicator of the extent to which consumer expectations and needs are met by the services provided.

Furthermore, in addition to low prices and good service quality can affect customer satisfaction, taste is also the most important thing for business people because taste is one of the key factors in consumer satisfaction. According to Restu Ningsih, (2022) Overall, high-quality taste will have a positive impact on consumer satisfaction. As is the case, the gacoan noodle outlet has a spicy taste, which is the hallmark of the gacoan noodles themselves, they provide flavors with different levels of spiciness according to the desires of the consumer, the level offered, starting from level 0 to 8.

In this case, of course, the diversity of the level of spiciness not only attracts spicy food lovers, but also provides satisfaction for consumers who prefer a lower level of taste. Thus, Mie Gacoan has succeeded in meeting the tastes of various consumer groups.

## **Literature Review**

### **Marketing**

According to Kotler, P., & Keller, (2016) Marketing is a series of strategic steps taken by an organization to create products or services that are valuable to consumers, then convey information about the product effectively, and ultimately provide the product to consumers in a way that is beneficial to both the organization and other related parties. Meanwhile, according to Tjiptono and Diana (2020) marketing is the process of creating distribution, promotion, and pricing for products, services, and ideas. The purpose of this process is to facilitate a satisfying exchange of relationships between the company and customers, as well as to build and maintain positive relationships with various stakeholders in the context of an ever-changing environment.

### **Consumer Behavior**

According to Ardani, (2022) Consumer behavior refers to the mental processes and real actions that individuals take when they consider, choose, buy, use, and dispose of products or services. Consumer decisions are influenced by various elements, such as basic needs, more specific desires, influences from the social environment, and the availability of relevant information. In this context, Subianto (2016) argues that in the business world, the main goal of a marketer is to be able to understand consumer needs and desires, so that they can design the right strategy to fulfill them. Thus, the marketing efforts made will be more relevant and able to achieve the desired goals.

### **Price Perception**

According to Kanuk & Suryani, (2013). The definition of price perception refers to consumers' views on prices, namely how consumers assess prices that are considered high, low, or reasonable. This perception has a significant influence on purchasing decisions and the level of satisfaction obtained from the purchasing process. According to Jiang (2015) perception is a process experienced by individuals in selecting, organizing, and interpreting the information received, so as to form a complete picture. This perception has a significant impact on purchasing decisions and consumer satisfaction, one aspect that influences consumers is the perception of price.

### **Service Quality**

Service quality is seen from the gap between customer expectations and the reality of the service provided. According to Fandy Tjiptono (2017) in (Tamaya and Mulyono, 2023). service quality or service quality as a measure of how well the level of service provided is able to meet consumer expectations. In addition, according to Hermawan (2018) Service quality is a series of integrated activities with the aim of providing added value to consumers by fulfilling consumer needs and desires. In this case, direct interaction between consumers and service providers is often the determinant of service quality. Differences in employee attitudes and competencies between one company and another are significant differentiating factors in providing a satisfying experience to customers.

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## **Taste**

According to Kusumaningrum and Supradewi, (2019) taste is an assessment given by consumers to food or beverage products, which involves the sensation of stimulation and stimuli originating from external and internal factors, which are then felt through the mouth. Meanwhile, according to Melda *et al.*, (2020) taste is included in the category of beverage attributes which include appearance, aroma, taste, texture, and temperature. In addition, according to Yuliana and Pratiwi, (2024) taste is the result of collaboration between the five human senses, namely taste, smell, civilization, sight, and hearing. The taste itself is the result of the tasting process that occurs on the tongue, cheeks, throat, and roof of the mouth, which are integral parts of taste.

## **Customer Satisfaction**

The main goal of every business is to achieve customer satisfaction, which is measured by the extent to which the products or services provided can meet or even exceed customer expectations. According to Kotler & Armstrong (2017) Customer satisfaction is the key to building a mutually beneficial relationship between consumers and companies. This is important to maintain and develop customer loyalty and company value. Meanwhile, according to Oktaviani & Hernawan, (2018) Customer satisfaction is the feeling of satisfaction felt by consumers towards the goods and services they buy.

This satisfaction plays a significant role in maintaining competitiveness and market position. Satisfaction is a person's feeling after comparing the performance or results they experience with their expectations (Lubis and Andayani, 2018). According to Kotler and Keller (2016) in their book entitled Marketing Management, consumer satisfaction is a feeling of pleasure or disappointment that arises after consumers compare the products they receive with the expectations they have set. This comparison is the basis for consumers to evaluate their experiences, which ultimately influences their decisions to buy in the future.

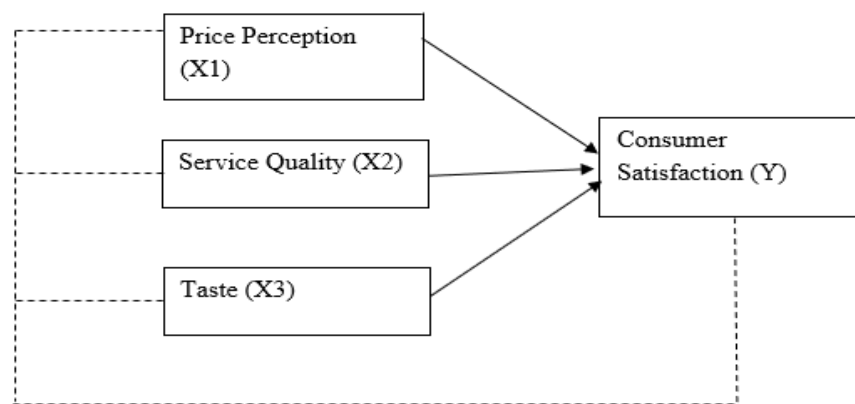
## **Research Method**

### **Type of Research**

The type of research used in this study is explanatory research, which is a type of research that examines the causal relationship of one or more phenomena (Radjab, 2017). Using a quantitative approach. Quantitative methods can be understood as a research approach based on the philosophy of positivism, which is used to examine a particular population or sample. In this study, data collection was carried out through predetermined research instruments, and data analysis was carried out statistically. The purpose of this study is to describe and test the previously formulated hypotheses (Sugiyono, 2018). Related to the topic of discussion, this study aims to determine the relationship between variables, namely, Price Perception (X1), Service Quality (X2), and Taste (X3) on Consumer Satisfaction (Y).

## Population and Sample

The population in this study were consumers of Mie Gacoan in Bandar Lampung. The sampling technique of this study used the nonprobability sampling method with the purposive sampling technique. The nonprobability sampling method is a sampling technique that does not provide equal opportunities or chances for each element or member of the population selected as a sample (Sugiyono, 2019). Purposive sampling is a sampling technique based on certain criteria or considerations (Sugiyono, 2019). The sampling in this study was, Consumers who had made dine-in or take-away purchases at the Mie Gacoan Bandar Lampung outlet and Consumers domiciled in Bandar Lampung, Gen Z consumers starting from the age of 17 and willing to be respondents in this study. The following is the conceptual framework in this study.



**Figure 2.** Conceptual Framework

- Ha<sub>1</sub>:** Price perception has a positive effect on consumer satisfaction of Mie Gacoan in Bandar Lampung
- H<sub>01</sub>:** Price perception does not have a positive effect on consumer satisfaction of Mie Gacoan in Bandar Lampung
- Ha<sub>2</sub>:** Service quality has a positive effect on consumer satisfaction of Mie Gacoan in Bandar Lampung
- H<sub>02</sub>:** Service quality does not have a positive effect on consumer satisfaction of Mie Gacoan in Bandar Lampung
- Ha<sub>3</sub>:** Taste has a positive influence on consumer satisfaction of Mie Gacoan in Bandar Lampung
- H<sub>03</sub>:** Taste does not have a positive influence on consumer satisfaction of Mie Gacoan in Bandar Lampung
- Ha<sub>4</sub>:** Perception of price, service quality and taste simultaneously influence consumer satisfaction of Mie Gacoan in Bandar Lampung
- H<sub>04</sub>:** Perception of price, service quality and taste do not have a simultaneous effect on consumer satisfaction of Mie Gacoan in Bandar Lampung

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### **Result**

Based on the results of the validity test on the loading factor, it can be said to be valid if the value is  $> 0.7$ . Furthermore, the reliability test shows a composite reliability value of  $> 0.7$  and Cronbach's alpha with a minimum limit that is still acceptable even though it is below 0.7. Thus, all items in each variable meet the requirements as a measuring instrument. Furthermore, the determination coefficient test is carried out with the aim of how far the model's ability to describe the influence of independent variables simultaneously on the dependent variable, which can be seen through the R-Square value. This R-Square value provides an overview of how much proportion of variation in the dependent variable can be explained by the independent variables. The results of the R-Square calculation in this study can be explained as follows:

**Table of Square Values**

<b>Variabel</b>	<b>R Square adjusted</b>
Consumer Satisfaction (Y)	0,384

Based on the analysis results listed in the table, the coefficient of determination (R-Square) for the consumer satisfaction variable (Y) was recorded at 0.384 or equivalent to 38.4%. This figure shows that variables such as price perception, service quality, and taste together are able to explain or influence consumer satisfaction up to 38.4%. However, the remaining 61.6% is influenced by other factors not explained in this study, which may involve external elements or other variables not covered in this analysis.

Next, the path coefficients analysis, the value in the range of 0 to 1 indicates a positive influence between variables, while the range of 0 to -1 means that the influence can be said to be negative. After meeting the requirements of the outer model and inner model tests, this research model has met the criteria for further hypothesis testing. The results of the hypothesis test analysis carried out using SmartPLS software were obtained as follows:

**Hypothesis Test Results Table**

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T-statistics ( O/STDEV )</i>	<i>P values</i>
PH → KK	0,254	0,258	0,090	2,823	<b>0,005</b>
KP → KK	0,188	0,183	0,100	1,890	0,059
CR → KK	0,390	0,399	0,086	4,558	<b>0,000</b>

### **Hypothesis 1: Price perception has a positive effect on consumer satisfaction of Gen Z Mie Gacoan in Bandar Lampung.**

Based on the table above, it shows that price perception has a significant effect with a positive relationship direction on consumer satisfaction with the results of the T-Statistic value of  $2.823 > 1.96$  and p-values of  $0.005 < 0.05$  and the original sample value of 0.254 or 25.4%

(positive). So it can be stated that  $h_1$  is accepted, meaning that with the suitability of the price, consumer satisfaction can increase.

**Hypothesis 2: Service Quality does not have a positive effect on consumer satisfaction of Gen Z Mie Gacoan in Bandar Lampung.**

Based on the information contained in the table above, it can be seen that the path coefficient describing the direct influence between the service quality variable on customer satisfaction shows a T-statistic value of 1.890, which is smaller than the critical number of 1.96, and a p-value of 0.059, which is greater than 0.05. In addition, the original sample value was recorded at 0.188 or 18.8% (positive). Based on these results, it can be concluded that the  $H_{a2}$  hypothesis is rejected because the values obtained do not meet the established criteria. Thus, it can be concluded that service quality does not have a significant influence on customer satisfaction..

**Hypothesis 3: Taste has a positive effect on consumer satisfaction of Gen Z Mie Gacoan in Bandar Lampung**

Based on the table above, it shows that taste has a significant effect with a positive relationship direction on consumer satisfaction with the results of the T-Statistic value of  $4.558 > 1.96$  and p-values of  $0.000 < 0.05$  and the original sample value of 0.390 or 39.0% (positive). So it can be stated that  $h_3$  is accepted, which means that increasing the variety of tastes can increase consumer satisfaction.

## **Discussion**

### **1. Price Perception Influences Consumer Satisfaction**

Price perception often influences the perceived value of a service (Laela, 2021). If customers feel that the quality of the food they get is comparable to or even better than the price they pay, they tend to have a positive and more satisfied view of the product. Therefore, offering attractive and affordable prices can be a determining factor for Mie Gacoan outlets to retain consumers from switching to other restaurants. The more competitive the price set, the greater the opportunity for Mie Gacoan to attract more customers and maintain existing market share.

This is in line with research conducted by Hanim (2022), which found that price perception has a positive influence on consumer satisfaction at Mie Gacoan, and shows that when prices are considered reasonable, consumers are more likely to feel satisfied and make repeat purchases. Furthermore, Tusiffa's (2022) research also emphasized that good price perception contributes to consumer satisfaction, which can ultimately increase consumer loyalty. In the context of Mie Gacoan, the attraction of affordable prices is one of the main factors that makes generation Z choose this place over other competitors.

### **2. Service Quality Does Not Affect Customer Satisfaction**

Service quality has no effect on consumer satisfaction. This shows that although improvements in service quality can have a positive impact, the effect is not strong enough to produce significant changes in consumer satisfaction levels. According to research conducted



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by Kumat et al., (2009) also stated that good service quality can increase consumer satisfaction, but factors such as consumer expectations and previous experiences also influence the results. In marketing theory, service quality is one of the key elements that can influence consumer satisfaction. According to Kotler and Keller (2016), service quality consists of several dimensions, such as reliability, responsiveness, assurance, and physical evidence. Although this study shows that the effect is not significant, this could be due to high consumer expectations of the services provided. Good service quality is expected to meet or even exceed consumer expectations, which will ultimately increase their satisfaction. This is in line with research conducted by Fatmawati and Mariah, (2023) which found that service quality has no influence on consumer satisfaction.

### **3. Taste Has a Positive Effect on Consumer Satisfaction**

The taste offered in the form of aroma and taste is well perceived, meaning that the taste is able to stick in the minds of consumers. Food that has a distinctive aroma and taste will attract new consumers in large numbers. According to research conducted by (Nurhamidah et al., 2024) also said that taste has a positive effect on consumer satisfaction. Consistent taste quality and meeting consumer expectations are the main factors in creating high customer loyalty. This not only increases consumer satisfaction, but can also play an important role in forming long-term preferences for the products offered. the importance of taste in influencing consumer satisfaction is very much in line with the marketing mix, especially the product element. Taste, as a sensory attribute of a food product, can directly influence how consumers perceive its quality and desires (Surahman Bambang, 2021). This is in line with research conducted by Permata et al., (2024) which found that the taste variable has a positive and significant effect on consumer satisfaction.

### **4. Perception of Price, Service Quality, and Taste Influence Consumer Satisfaction**

The R-Square value obtained in this study was 0.384 or 38.4%, which indicates that this research model is at a moderate level of influence. This means that this model can explain 38.4% of the variation that occurs in consumer satisfaction, while the rest, namely 61.6%, is influenced by other factors not covered in this study. This study also found that perceptions of price, service quality, and taste simultaneously have a significant influence on consumer satisfaction at the Mie Gacoan Bandar Lampung outlet. Based on these results, the Ha4 hypothesis is accepted, which is in line with the findings in the study of Hutapea et al. (2024) which states that perceptions of price, service quality, and taste simultaneously influence the level of consumer satisfaction..

Based on this study, Mie Gacoan is a well-known brand in the community, with a brand logo that describes the brand name according to the characteristics of its processing. This provides consumer attraction to know more about the products offered by the Mie Gacoan outlet. Mie Gacoan outlets have a variety of menus, of course this has an impact on employees who must know and understand the menus served by the outlet. A good understanding of these menus can increase consumer satisfaction, because employees are able to provide clear information and provide menu choices that suit consumer preferences, the ability of employees

to provide the right recommendations can help consumers make more satisfying purchasing decisions, which will ultimately increase.

## **Conclusion**

Based on the results of research conducted on Gen Z Mie Gacoan consumers in Bandar Lampung related to price perception, service quality, and taste towards consumer satisfaction, it can be concluded that price and taste perception have a positive influence on Gen Z consumer satisfaction at Mie Gacoan Bandar Lampung. On the other hand, service quality does not show a significant positive influence on the level of consumer satisfaction. This finding indicates that price and taste factors are more decisive in influencing consumer satisfaction compared to service aspects.. This shows that Mie Gacoan provides prices that are in accordance with the pockets of students or called generation z. so with this appropriate price, consumers will feel more satisfied. In addition, the taste provided by the Mie Gacoan outlet also suits the tastes of consumers, so consumers feel satisfied. The perception of price, service quality, and taste simultaneously have a positive impact on consumer satisfaction, because the strategy implemented by Gerai Mie Gacoan relies on these three factors. Through this approach, Gerai Mie Gacoan is able to maintain sales stability and even experience an increase in sales volume. This is achieved thanks to affordable pricing, adequate service, and taste that suits consumer preferences. Thus, a strategy that prioritizes harmony between price, service quality, and appetizing taste plays an important role in attracting consumer attention and strengthening their loyalty to the products offered.

However, the company can improve some elements especially in service quality. One effort that can be done is to provide training to employees to be friendly to consumers, fast in service, and dress appropriately and neatly. The main objective of this study is to provide companies with an in-depth understanding of effective and relevant business strategies, focusing on three key elements, namely price perception, service quality, and taste. Through this study, it is expected that companies can obtain useful information in formulating a more appropriate approach to managing these factors, in order to improve consumer satisfaction information and strengthen competitiveness in the market, but there are some suggestions for further research development, namely adding new variables such as product quality, atmosphere of the place and facilities and other variables that can affect consumer satisfaction.

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