



## The Impact of Brand Image, Food Quality, and Product Price Toward Customers Attraction in Restaurant Nelayan Medan

Amanda<sup>1</sup>, Charlie Huang<sup>2</sup>, Fellicia Hantanto<sup>3</sup>, Jennetha Laurensia<sup>4</sup>,  
ViancaTanata<sup>5</sup>

Universitas Pelita Harapan

**Corresponding Author:** Amanda [amanda@gmail.com](mailto:amanda@gmail.com)

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### ABSTRACT

A normality test will be performed to determine if the data for the variables follows a normal distribution. The purpose is to choose the appropriate statistical method for exploring the relationship between the variables (Rizki & Gustia, 2019). The normality of the data is tested using the sig Kolmogrov-Smirnov statistic. SPSS Statistics 29 was used to run the test, and a significance level of 0.05 was selected. Data can be assumed to be normally distributed if and only if the p-value is greater than 0.05. In contrast, an abnormal distribution of data is indicated if the value is smaller than 0.05

## **INTRODUCTION**

In this modern world, going to restaurants is more than tasting delicious food. Restaurant nowadays is more than a place or building that serves you food and drink (Khusnul & Ugie, 2018), a restaurant also serves you experience or lifestyle. A service may be defined as any action or activity that can be supplied by one party to another, despite the fact that it is essentially intangible and does not result in any ownership (Kotler, 2018). Restaurant provides good service to all consumers in the form of food or drinks. The restaurant business is growing fairly quickly as shown by the fact that more and more restaurants and fast food places are opening in the city, including in Medan city which are usually known to like going on culinary trips on weekends and holidays. Brand image of a restaurant is an important factor that affects how people describe the brand reputation and being the option to their decision. A positive brand image gives customers a good opinion, builds trust, and gives them a sense that the brand is reliable and consistent. When customers have a good impression of a restaurant's name, they are more likely to be drawn to it and choose it over its competitors.

Besides maintaining food quality, price is the next factor that needs to be considered when it comes to the strategy for attracting customers. According to Kotler and Armstrong (2016), price is the amount of money paid for a product or service or the entire amount of value that customers exchange for the advantages of possessing or utilizing the product or service. Product price is also a key factor in attracting customers. While considering the quality, the customers also tend to be more considerate of the price. The customers will expect to pay a specific amount of money in order to be satisfied with the reasonable portion, good experience, and affordability. The sets of Restaurant prices should be between giving customers good value for their money and keeping the business profitable.

Overall, the mentioned factors and the other relating factors can influence the customer experience including the attraction to the Restaurant. The more intense business competition, causing customers to have more alternative products, prices, and brands that make the brand images, food quality, and product price will give impact toward customer attraction. To be able to win trade competition, companies are required to always provide the best service to their customers. Companies will create loyal customers and companies must create something different and innovative that can attract customer interest.

paper will analyze Nelayan Restaurant, one of the well-developed restaurants in the city of Medan. Nelayan Restaurant has existed since the 1990's and has already become one of Medan's iconic restaurants. Restaurant always looks crowded either at lunch, dinner, weekends or any seasonal period, especially because most of the outlet located in public mall that people can easily pass-by restaurant and dine-in.

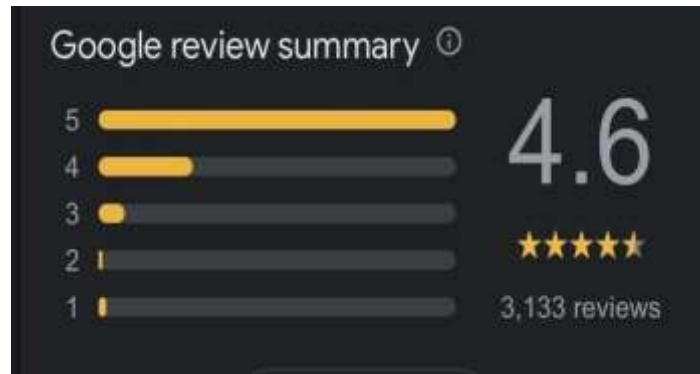


Figure 1. Google Review Summary on Sari Laut Nelayan  
Source: google.com (Cited from Newest Update on 20 June 2021)

According to the google review, the average rating given by the total 3.133 respondents for Sari Laut Nelayan is 4.6/5. It shows in Figure 1.1 that the majority of respondents give full stars according to the product and service from the restaurant, but the rest of respondents that gave lesser stars to the restaurant are complaining about several factors including price, taste, and service.



Figure 2. Price Complaint from Customer to Nelayan Restaurant  
Source: google.com (Cited from Newest Update on 20 June 2021)

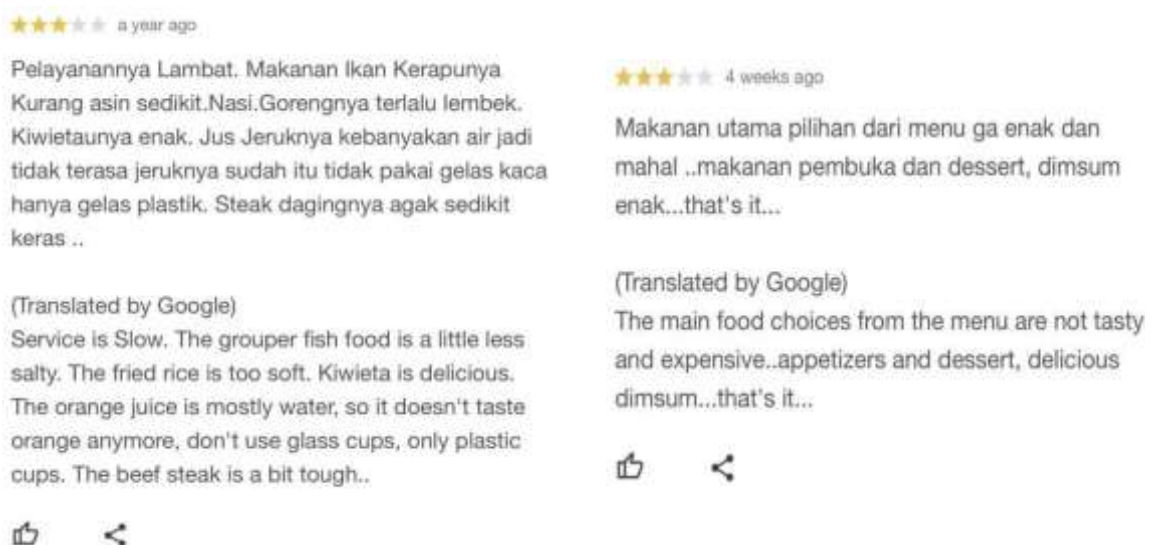


Figure 3. Food Quality Complaint from Customer on Nelayan Restaurant  
Source: google.com (Cited from Newest Update on 20 June 2021)

Based on the written review it shows that the frequent problem that occurs related with Nelayan Restaurant is about the perceived price of customers that is less than the expected and some of the customers felt it was not worth trying the products. Also by some customers, the taste of the Nelayan Product is not exceeding their taste preference or expectation, few reviews state that the taste of the product is basic and not worth compared with the price.

With this paper titled "The Impact of Brand Image, Food Quality, and Product Price Toward Customers Attraction In Restaurant Nelayan Medan", the Nelayan Restaurant will be analyzed.

## **LITERATURE REVIEW**

### **Theoretical Background**

To ensure terms are being understood by readers, this chapter will explain several point theories.

#### **Industry**

Hospitality is an industry that offers goods and services. According to Lee and Oktaliedyadi (2020), not just hotels and restaurants, the hospitality industry also has other institutions that provide a place to live, food or both for people who are far from home.

As pointed out in Peter Novak (2017) research, there are 4 segments of hospitality industry:

1. Food & Beverage
2. Travel and Tourism
3. Lodging
4. Recreation

#### **Characteristic of Hospitality Industry**

Each industry has different goals and objectives to operate. The character of each industry is different to distinguish the industry the business is in. For hospitality, Putri (2016) has written the characteristics of the hospitality industry as food and beverage providers (restaurant) and lodging service (hotel).

Restaurants in the hospitality industry must also pay attention to several things such as the number of seats must match the area of the restaurant, restaurants that are not located adjacent to the lobby, and must be equipped with separate public toilets for women and men. There are several types: Bistro, Canteen, Cafe, Cabaret or night club, Cafeteria, Coffee Shop, etc. Restaurants have standard facilities needed such as rooms, namely dining room, store room, receiving area, office space, show stage, kitchen area, and toilet, and furniture, such as guest tables, guest chairs, side boards/side stands, cashier counters, barcounters.

For the hotel, it is classified as a work that requires large capital and a large number of workers to operate. The hotel industry operates under the influence of changing circumstances, such as economic, social, cultural and political factors. The hotel industry can market and produce products simultaneously. The hotel industry typically operates 24 hours without days off, because hotels are a destination when people travel.

### **Brand Image**

Brand image is the perception, impression or the reputation that consumers have of a particular brand. A strong brand image is a brand that can communicate and create a specific meaning and feeling to the consumers (Wijaya, 2019). Brand is more than just a logo, name or trademark of the product, brand is promise and a relationship that involves trust from customers.

Brand image is important to a brand to stay and grow for a long time in the market. According to P. Kotler & Armstrong (2018), brand images are vital since its reflect the product's originality, uniqueness, benefit as well as the market positioning for the customer to see and remember them. As a result, developing a brand that is easy to remember and appealing due to its uniqueness is very important.

#### **Indicators of Brand Image**

Based on Rommy et al. (2018), the indicators of brand image are strength of brand association, favorability of brand association, and uniqueness of brand association.

- a. Strength of Brand Association.
- b. Favorability of Brand Association.
- c. Uniqueness of Brand Association

### **Food Quality**

Food quality is the important factor that can help customers make decisions whether they buy the product or not (Ernawati 2019). In the hospitality industry, especially restaurants, food quality is a basic thing that restaurants have to maintain before they start the business and sell their product. Restaurants have to make sure the quality of their product is good and they have to be responsible for their quality, keep it stable and good. Food quality is the most important factor to take into account while running a restaurant is the quality of the food because paying attention and serving high-quality food would benefit customers (Karjuni & Suliaswati, 2018).

#### **Indicators of Food Quality**

According to Jones in Gozali et al (2016) there are several factors or indicators that can affect food quality. The factors or indicators are: taste, color, appearance, portions.

1. Taste
2. Color
3. Appearance
4. Portions

### **Price**

Price is the sum of all the values that consumers consider to change for the benefit from the use or possession of goods or services (Hustic & Gregurec (2015). Price is considered as measurement of a good or service quality that can increase or decrease the attraction of a potential buyer. More specifically, the supply and demand of a good or service is measured by price, the small amount of price increase can have a negative impact on the potential buyer demand for a good or service because the price represents the customer's loss in a transaction

### **Indicators of Price**

There are four indicators of price according to Shartykarini et al., (2016): price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefit.

1. Price affordability
2. Price compatibility with product quality.
3. Price competitiveness
4. Price compatibility with benefits

### **Customer Attraction**

People tend to be attracted by the products from a brand while seeing the others consumed or using that product directly, or in other words the others' customer experience can lead to a customer attraction to have similar experience towards the related product. Customer attraction is the customer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use (Tjiptono, 2015).

### **Indicator of Customer Attraction**

Following Tjiptono (2014) indicators of customer attraction in the research, there are four indicators as: overall customer satisfaction, confirmation of expectation, repurchase interest, and willingness to recommend.

1. Overall Customer Satisfaction
2. Confirmation of Expectations
3. Repurchase Interest
4. Willingness to Recommend

## **METHODOLOGY**

There are two most common research designs, quantitative and qualitative. Quantitative data, according to Sugiyono (2018; 13) is a research methodology that is based on positivistic (concrete data). Research data is in the form of numbers that will be tested using statistics as a counting test instrument, related to the problem being examined to create a conclusion. Meanwhile quantitative data explained by Moleong (2017: 6) is a research that aims to comprehend phenomena regarding what research subjects experience, such as behavior, perceptions, motivations, actions, and others holistically and through descriptions in the form of words and language, in a specific natural context by utilizing a variety of natural methods.

This paper of research that the writer will conduct would be quantitative research, where writers will establish the connection between the independent and dependent variables, which are the main problems that would require analysis of each. Therefore, the variables X in this research include: Food Quality(X1), Brand Image (X2), and Price (X3) whether they will impact Customer Attraction (Y) in Nelayan Restaurant.

The totality of the population of each element which has the same characteristics that can be from the form of individuals from a group, events, or something to be studied (Handayani, 2020). Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to study and make conclusions (Sugiyono, 2019).

Sample is part of the number and characteristics possessed by the population, or a small part of the population members according to certain procedures that represent the population (Siyoto, 2015). A sample is a statistically significant subset of a larger population that has enough features with the population to be useful for generalizations about that population. Sampling methods aid researchers in making broad inferences about the population from samples.

This study will be conducted in the city of Medan. The people in Medan are the population for this study. Two distinct sampling methods are being distinguished. There are two types of sampling techniques often used: probability and non-probability.

## **RESULT AND DISCUSSION**

### **General View of "Research Object"**

#### **General Overview of Nelayan Restaurant**

Nelayan Restaurant is an Asian based restaurant in Medan city. Established in 1995, Nelayan restaurant opened a total of 18 outlets including the outlet that is located in Merak Jingga road. Beside their signature menu as dimsum and hotpot, Nelayan also expanded their menu variance to include a variety of culinary delights, ranging from various sushi options, a wide selection of bread and bakery items, delightful pastries, and even popular beverages such as boba, coffee, and tea. Over the years, Nelayan Restaurant Medan has become a famous destination for locals and tourists alike, attracting food enthusiasts, seafood lovers, and those eager to experience authentic Indonesian-Asian cuisine.

#### **Vision and Mission of Nelayan Restaurant**

The vision of Nelayan Restaurant is to be the best company internationally along with the purpose of the company. The mission of Nelayan Restaurant are to create the new innovation with the market trends, prioritize the quality of the best menu and give the professional services to gain the customer optional satisfaction, increase the insight, skills, knowledge of the human resources to boost the honest, professionalism, and responsible, strengthen the teamwork in facing and solving the company problem, maintain the company image to always be great in professional services, and also fixing and improve the management system and the company bureaucracy.

#### **Nelayan Restaurant Business Model**

Nelayan Restaurant is a company that uses B2C or business to consumer market, as it is defined as Nelayan Restaurant serves individual customers directly instead of dealing with other parties. In this model, the business aims to provide a personal and memorable experience for its customers. Nelayan Restaurant ensures that the food is of high quality and the service is excellent to make sure each customer has a satisfying and enjoyable visit. The restaurant offers its delicious food and dining experience to the general public, welcoming individuals who visit the establishment for their meals.

Their outlet is mostly located in public malls in Medan City, including Thamrin Plaza, Delipark Plaza, Sun Plaza, Centre Point Plaza. By offering its products and services directly to individual customers, Nelayan Restaurant

can create a personalized and engaging dining experience. The restaurant aims to deliver high-quality food and exceptional customer service, ensuring that each guest feels valued and satisfied during their visit, as they mentioned in their website.

**Nelayan Restaurant Core Values**

Nelayan Restaurant Medan is focusing on its success and unique identity in the culinary industry. As stated in their website, Nelayan Restaurant wants to become one of the leading culinary destinations in Medan offering premium dishes and the best service. Until now, Nelayan Restaurant has consistently educated and familiarized its staff with the concept of providing the best service, and it is renowned for its customer-oriented approach. From welcoming guests to serving the dishes, Nelayan prioritizes premium dining and excellent service as the key to its ongoing success. Nelayan will continue to expand and innovate to stay as a favorite culinary choice among the people of Indonesia in the future.

**Descriptive Statistic**

According to Bhandari (2022), descriptive statistics are a sort of statistics that are used to organize and summarize a set of data. The Writer has collected 126 respondent samples, where results will be based on their answer toward the questionnaires. There will be 15 questions in total with 3 questions for X1 (Brand Image), 4 questions for X2 (Food Quality), 4 questions for X3 (Price), and 4 questions for Y (Customer Attraction). For the Questionnaires, the author uses likert scale where the respondents can give answers by choosing one out of five available choices. The answers are based on strongly disagree (1) to strongly agree (5) with a score scale of 1-5.

Table 1. Descriptive Statistic of the Variables Statistics

	P1	P2	P3
N Valid	30	30	30
Missing	0	0	0
Mean	4.3667	4.1000	3.9667
Median	5.0000	4.0000	4.0000
Mode	5.00	5.00	5.00

Table 2. Descriptive Statistics Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
P1	30	1.00	5.00	4.3667	.88992	.792
P2	30	2.00	5.00	4.1000	.92289	.852
P3	30	2.00	5.00	3.9667	.99943	.999
Valid N (listwise)	30					

Source : Prepare by Writer (2021)

Here by the author would calculate the mean, median, mode, and interval class which can be seen below:

1. Brand Image Variable

The result from using SPSS in table 4.2.1 stated that the number of mean for brand image variable is 4.3667, thus when matched with Likert table, the result of the mean means Agree. That means respondents agree about the brand image variable in Nelayan Restaurant, Medan. The median of the brand image variable is 5.0000, which means that the middle value of the respondent answer strongly agrees on the brand image variable in Nelayan Restaurant, Medan.

2. Quality Variable

The result from using SPSS in table 4.2.1 stated that the number of mean for the brand image variable is 4.1000, thus when matched with Likert table, the result of the mean means Agree. That means respondents agree about the food quality variable in Nelayan Restaurant, Medan. The median of the food quality variable is 4.0000, which means that the middle value of the respondent answer agrees on the food quality variable in Nelayan Restaurant, Medan.

3. Price Variable

The result from using SPSS in table 4.2.1 stated that the number of mean for the brand image variable is 3.9667, thus when matched with Likert table, the result of the mean means Agree. That means respondents agree about the price variable in Nelayan Restaurant, Medan.

**Validity Test Result**

Validity test is conducted to ensure the questions that were going to be asked are valid for the research. The test will evaluate the quality of this research based on how well comfort accepted theories and other measurements of the same concept is used to evaluate it. In order to begin this test, questionnaires will be distributed to 30 respondents, all of whom had made purchases from Nelayan Restaurant. With 30 respondents, the degree of freedom for this test will be 28, and with a 5% level of significance, the value would be 0.361, according to the r table. The tables below show the outcome of the validity test for each variable.

**Reliability Test Result**

The main purpose of a reliability test is to determine how consistently the measurement results are obtained when the same specific symptoms are measured twice or more.

Table 3. Reliability Test for Brand Image Variable X  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.844	3

Prepared by Writer (SPSS, 2021)

Based on the result of Cronbach's Alpha, it can be seen that the value is 0.8440. The data can be said to be reliable if the Cronbach's Alpha value  $>$  limit value = 0.60. The table shows that  $0.844 > 0.60$ , it concluded that the brand image variable is reliable.

Based on the results of Cronbach's alpha, it can be seen that the value is

Table 4. Reliability Test for Food Quality Variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.842	4

Prepared by Writer (2021)

Based on the result of Cronbach's Alpha, it can be seen that the value is 0.842. The data can be said to be reliable if the Cronbach's Alpha value  $>$  limit value = 0.60. The table shows that  $0.842 > 0.60$ , it concluded that the brand image variable is reliable.

Table 5. Reliability Test for Customer Attraction Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.813	4

Prepared by Writer (2021)

Based on the result of Cronbach's Alpha, it can be seen that the value is 0.813. The data can be said to be reliable if the Cronbach's Alpha value  $>$  limit value = 0.60. The table shows that  $0.813 > 0.60$ , it concluded that the brand image variable is reliable.

### Classical Assumption Testing Result

- **Normality Test**

A normality test will be performed to determine if the data for the variables follows a normal distribution. The purpose is to choose the appropriate statistical method for exploring the relationship between the variables (Rizki & Gustia, 2019). The normality of the data is tested using the sig Kolmogrov-Smirnov statistic. SPSS Statistics 29 was used to run the test, and a significance level of 0.05 was selected. Data can be assumed to be normally distributed if and only if the p-value is greater than 0.05. In contrast, an abnormal distribution of data is indicated if the value is smaller than 0.05.

- **Linearity Test**

SPSS Statistics 29 was used to conduct a linearity test to determine whether or not the independent and dependent variables were linearly related. The significance level for the linearity test would similarly be set at 0.05, if the value was less than 0.05 it would indicate that the connection between the independent and dependent variables was linear

- **Heteroskedasticity Test**

The heteroskedasticity test will tell us if the independent variables' values have any effect on the variance of the regression errors. One technique to check for heteroskedasticity is with a Glejser test.

- **Multicollinearity Test**

Multiple correlations between independent and dependent variables are investigated by use of a multicollinearity test. Due to multicollinearity, results may be skewed. As a result, multicollinearity is undesirable in a good regression model.

- **Multi Linear Regression**

This research uses multiple linear regression testing because there is more than one independent variable. This analysis considers their connections to the study's outcome. An accurate estimate of the independent variable's impact on the dependent variable might be calculated using the data collected about it.

## CONCLUSION AND RECOMMENDATION

### Conclusion

In this chapter, the writers will summarize the research's findings and offer recommendations for readers and other researchers who might conduct future studies on brand image, food quality, product price, and customer attraction. The writer will determine the following conclusions from the research done and the data gathered:

- Through the data obtained from the distributed questionnaire for brand image it shows that most of the answers given by are above 3, and 5 has the greatest number of votes. This shows that most of the respondents who were once Nelayan restaurant customers agreed to the statements towards brand images that can attract customers and there are some who are neutral to certain statements, some strongly disagreed and disagreed to the statements. Since the most answer given is 5, This means that the brand image of a Nelayan restaurant is one of the indicators that can attract customers.

Depending on the data obtained from the distributed questionnaire for food quality it shows that most of the answers given by are above 3, and 4 has the greatest number of votes. It can be concluded that who were once Nelayan restaurant customers agreed to the statements towards food quality that can attract customers and there are some who are neutral to certain statements, some customers also disagreed to the statements. Since the most answer given is 4, This means, most of the respondents agreed regarding food quality of a Nelayan restaurant is one of the indicators that can attract customers. quality it shows that most of the answers given by are above 3, and 4 has the greatest number of votes. It can be concluded that who were once Nelayan restaurant customers agreed to the statements

towards food quality that can attract customers and there are some who are since the most answer given is 4, This means, most of the respondents agreed regarding food quality of a Nelayan restaurant is one of the indicators that can attract customers.

- Based on the data obtained from the distributed questionnaire for product price, it shows that most of the answers given by are above 3, and 4 has the greatest number of votes. However, there is one statement about price affordability where 3 has the greatest number of votes. It can be concluded that most of who
- Based on the data obtained from the distributed questionnaire for product price, it shows that most of the answers given by are above 3, and 4 has the greatest number of votes. However, there is one statement about price affordability where 3 has the greatest number of votes. It can be concluded that most of who
- Through the data obtained from the distributed questionnaire for customer attraction, it shows that most of the answers given by are above 3, in some statement 4 has the greatest number of votes. However, there are some statements where 5 has the greatest number of votes. It can be concluded that most of those who were once Nelayan restaurant customers agreed that customers have interest to repurchase, agreed to recommend Nelayan restaurants to others, and also satisfied with Nelayan restaurants.
- According to the research, the T-test accepts H1, implying that brand image has a positive influence on customer attraction at Nelayan restaurants. The T value for brand image is 5.328 and the significance value is  $<0.001$ . The criteria to accept a hypothesis are T Value  $>$  Table (2.048) and significance value  $<0.05$ . The significance level also demonstrates that brand image has an impact on customer attraction.
- According to the research, the T-test rejects H2, implying that food quality doesn't have a positive influence on customer attraction at Nelayan restaurants. The T value for food quality is 0.364 and the significance value is 0.719. The criteria to accept a hypothesis are T Value  $>$  T Table (2.048) and significance value  $<0.05$ . The significance level also demonstrates that price doesn't have an impact on customer attraction.
- According to the research, the T-test accepts H3, implying that product price has a positive influence on customer attraction at Nelayan restaurants. The T value for product price is 2.871 and the significance value is 0.008. The criteria to accept a hypothesis are T Value  $>$  T Table (2.048) and significance value  $<0.05$ . The significance level also demonstrates that product price has an impact on customer attraction.
- F-test is used to identify if brand image, food quality, and product price simultaneously influence customer attraction. The result of the test is F value 59.291, which is larger than the F table value 2.98 and significance value  $<0.001$  which is smaller than 0.05. Therefore, H3 is accepted, brand image, food quality and product price simultaneously influence customer attraction.

### **Recommendation**

Based on the results of the studies, the writers have several recommendations can be used as suggestions :

- Since Brand Image (X1) and Price (X3) have a positive influence on customer attraction, the writers recommend Nelayan restaurants to maintain a good Brand Image, and affordable prices because it allows buyers to enjoy well-known restaurants without the expensive prices.
- Food quality (X2) has no impact on Nelayan Restaurants customer satisfaction. The writers recommend Nelayan restaurants to create quality food that suits customers and makes customers interested in fishing restaurants.
- Since brand image, food quality, and product price account for 87.2% of all influence, and the remaining 12.8% are external factors not mentioned in this study, the author suggests that future researchers look into other factors that can affect purchase intention, such as service quality, cafe ambiance, and etc.

### **FURTHER STUDY**

This research still has limitations, so it is necessary to carry out further research related to the topic The Impact of Brand Image, Food Quality, and Product Price Toward Customers Attraction In Restaurant in order to perfect this research and add insight to readers

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