

# THE INFLUENCE OF SERVICESCAPE AND BRAND IMAGE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN STARBUCKS AND MAXX COFFEE SUN PLAZA

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**Abstract:** *The influence of globalization has caused many business people to try hard to get market segments for their products and services. Today, a coffee shop is a comfortable place to enjoy cups of coffee. It is made in such a good design and attractive concept which makes customers not only enjoy their coffee but also get involved in a comfortable atmosphere. It can be concluded that people come to Starbucks and Maxx Coffee due to variant menu, comfortable places, and brand image which cause them always want to taste Starbucks and Maxx Coffee products. The objective of the research was to analyze the influence of Servicescape and Brand Image on Customer loyalty through Customer Satisfaction. The data were gathered by conducting interviews and questionnaires and analyzed by using SmartPLS 3.0 software. The research was done at Starbucks and Maxx Coffee Sun Plaza, Medan*

**Keywords:** *Servicescape, Brand Image, Customer Satisfaction, Customer Loyalty.*

## 1. INTRODUCTION:

The increased incomes lead to changes lifestyle of the millennial generation and it will be changed the lifestyle of people who life in the city. Recently hang out in the coffee shop becomes one of the millennial generation's lifestyles. The competition of coffee shop increased, it offers and creates the intimate atmosphere is also designed perfectly to make the customers enjoy and comfort to stay inside (not only enjoy with the coffee but also with the surrounding atmosphere.

The coffee shop should be more innovative to make the customer satisfied, it should find the strategic location and new concept to make the customers feel comfortable to stay and do their activity inside. Now, there are so many high competition among coffee shop to catch the attraction, coffee shop must have good physical environments such as floor plans, comfortable environment, temperature, air quality, the level of noise, music, decoration style, etc. Starbuck and Maxx Coffee are demanded to keep its quality brand image and giving good services to keep the taste and the fragrance of the coffee.

According to (Kotler & Keller, 2012), loyalty is a commitment to purchase or buy something (product or service) regularly. Loyalty made because customers desire to keep their togetherness by using the product or service regularly, to maintain long-term existential every company should behave their own goals one of them is customer desire (Anderson & Narus, 1990) says that high customers desire will be impact of customers loyalty towards the company. Olivers (1997) says that long-term satisfaction will be impacted by customer loyalty, customer satisfaction is the main key to create customer loyalty (Kotler & Amstrong, 2012).

In the customer's perceptions, competitive powers are the appeal of the product or service which makes them choose towards product and service available. Bitner (1992) says that services cape as fistic environment in services organization which influenced the customers. There are so many dimension which creates a company physical environment in a shop which especially restaurant, included ambient condition (something can feel from the environment). spatial layout and functionality (it be an important model because t can be influenced employee behavior and visitor/customer; sign, symbol, artifact) from these three dimensions of services cape influenced visitor decision to create satisfaction.

Herizon & Maylina (2003) explained that customer loyalty created by company image. Symbolic value contains the product identity or brand in another symbolic value which contain in the brand which image has influenced customers' satisfaction, brand image customers if the brand image good in customers brand it will give good feedback to the company and the customers will rebuy the product regularly.

## 2. LITERATURE REVIEW:

### A. *Services cape*

Servicescape dimensions refer to the "built environment" or "man-made" physical surroundings as opposed to the natural (social environment) (Bitner, 1992). According to Zeithaml et al. (2009), physical dimensions are also known as tangible cues that are associated with service quality where it includes all aspects of the service provider physical facilities exterior (eg; parking), facility interior (eg; décor) and other tangible (eg; website). Previous research falls into i) exterior attributes such as building exterior, signage, parking, waiting areas, lobby, admission office and landscape, and ii) interior attributes such as design, layout, equipment, and décor (Zeithaml et al, 2009; Bitner, 1992).

The three dimensions of servicescape used in this study as a yardstick to measure an exhibitors' satisfaction consistency of ambient conditions (The first element is something that can be felt from the surrounding environment. Humans can think about and respond to the services that are in place. Also, this aspect has the background characteristics of the surrounding environment such as temperature, lighting, noise, air quality, music, and color. Research from Milliman, 1982, 1986 explains that shopping centers without music can influence the tendency of visitors to decide how much time will be spent when they shop.), spatial layout and functionality (The second element of servicescape is important because it can affect the work behavior of employees and also the habits of visitor behavior in the building. This is very important to know especially when making a placement in a retail facility.) and sign, symbols, artifacts (The last element is the most often can be captured by our eyes. This symbol element is felt to be important to help visitors or employees in categorizing the room and communicating symbolically. For some companies some important objects will be placed in the most visible part, because the company wants to introduce the company's philosophy and can also be a hallmark of the building he uses.)

### **B. Brand Image**

According to Kertajaya (2010), a brand is referred to as an indicator of value because a brand can create and add value to products, companies, people or even countries, therefore brands become indicators of value offered to internal, external, and investor customers. According to Kotler & Keller (2012) "Brand Image describes the extrinsic properties of the product or service, including how the brand attempts to meet customers' psychological or social needs". Kotler & Armstrong (2013) definition of brand image "The set of belief held about a particular brand is known as brand image".

Kotler & Keller (2012) suggested the factor of brand image formation, product excellence is one of the determinants of brand image, where the product excels in competition. Because quality excellence (model and comfort) and characteristics that cause a product has its appeal for customers. The strength of this brand association is a function of the amount of information processing received in the encoding process. When a customer actively describes the meaning of information about a product or service, it creates a stronger association in the customer's memory. The uniqueness of a brand is that an association of a brand must inevitably be shared with other brands. Therefore, a competitive advantage must be created that can be used as a reason for customers to choose a particular brand.

### **C. Customer Satisfaction**

According to Irawan (2010) "customer satisfaction is a response from the accumulation of customer results in using products or services. Customers will be more satisfied if it is relatively easy, convenient, and efficient in getting products or services. According to Kotler & Keller (2013) "customer satisfaction is someone's happy or disappointed feelings that arise after comparing perceptions of performance below customer expectations. But, if performance exceeds expectations, customers are very satisfied and happy. If performance is below expectations, customers will feel disappointed, this satisfaction will certainly be felt after the customer concerned consumes the product. According to Kotler & Keller (2012), there are many methods to measure and monitor customer and competitor satisfaction, (1) Complaint and suggestion systems, (2) Ghost Shopping, (3) Analysis of Lost Customers, (4) Customer satisfaction surveys.

### **D. Customer Loyalty**

Today many companies invest heavily to find out who their customers and determine what strategies need to be implemented to make loyal customers and contribute further to the company. To increase customer loyalty, companies must pay attention to factors of satisfaction, and customer needs that are always changing. "Customer loyalty is strongly committed to repurchasing or categorizing products or services that are consistently favored in the future, despite the situational influence and marketing efforts that have the potential to cause switching behavior" Griffin (2012), According to Yang & Peterson (2006) dimensions of customer loyalty, (1) References, (2) Retention, (3) Repeat

**3. RESEARCH METHODS:**

Associative research, namely research that connects two or more variables. (Situmorang, 2017) The variables associated in this study are Servicescape and Brand Image on Customer Satisfaction and Customer Loyalty the relationship between the variables studied is exogenous (exogenous construct) or endogenous (endogenous construct). Exogenous variables act as independent variables, and endogenous variables act as dependent variables (Sugiyono, 2013). A five-point Likert-type scale was used for all statements in this section.

The present study was carried out on customers Starbuck and Maxx Coffee Sun Plaza Medan. Questionnaires were delivered to Starbucks and Maxx Coffee Sun Plaza Medan with Sample size 140 Respondents were selected with accidental sampling. Data screening and analysis This study practices partial least square (PLS) to test a hypothesis with the structural equation model (SEM). PLS is considered an approach that can provide much value for casual inquiry in communication-related and behavioral research fields (Hair, et al, 2013).

Besides, PLS is powerful in modeling which allows for complex models that include latent (unobserved) variables, formative variables, chains of effects (meditation), and multiple group comparisons of these more complex relationships. PLS can calculate t-values through a technique called bootstrapping if the data are normally distributed and samples are independent. EM "is particularly useful in testing theories that contain multiple equations involving dependency relationships" (Hair, et al, 2011). However, before the models were tested, a normal distribution assumption was checked because the maximum likelihood method was used in estimating both the measurement model and the structural model.

**4. RESEARCH RESULT:**

Table 1  
 Descriptive Statistics

	Frequency	Percent
<b>Gender</b>		
Man	59	42.1
Women	81	57.9
<b>Age</b>		
17-20 year	21	15.0
21-25 year	96	68.6
26-30 year	18	12.9
31-35 year	2	1.4
>35 year	3	2.1
<b>Profession</b>		
Student	73	52.1
Entrepreneur	18	12.9
Private employees	41	29.3
PNS	8	5.7
<b>Frequently visited coffee shop</b>		
Starbuckss	110	78.6
Maxx Coffee	30	21.4
<b>In 3 months how many times visited the coffee shop</b>		
3.00	75	53.6
4.00	24	17.1
5.00	41	29.3

Based on Table 1, this shows that female sex is more dominant than male respondents, this situation illustrates that the 21-25 year age group is the age group that most often visits Starbucks and Maxx Coffee Sun Plaza because this age group is productive age group and many inhabited by students. This is influenced by the lifestyle factor of students called hedonism which is a view that states that pleasure and enjoyment are a lifestyle, so they tend to look for a comfortable place to gather and indirectly show their lifestyle patterns. more customers visit Starbucks coffee shops. Because visitors easily get information about products from Starbucks through promotional media, it has a distinctive taste, a comfortable place, supporting facilities that are available for free. Almost every month customers visit Starbucks and Maxx Coffee Sun Plaza.

In a reflective construct, the indicator reliability testing is carried out using a loading factor. Each indicator is measured by its loading factor value on each construct. The loading factor value is expected to reach more than 0.7. However, in exploratory research, a value of more than 0.5 is considered sufficient (Ghozali, 2014). However, in exploratory research the value of composite reliability  $\geq 0.6$  is acceptable (Bagozzi and Yi, 1998). The outer validity of the model is done by using convergent validity and discriminant validity. Convergent validity assessment is done by looking at the average variance extracted (AVE) value in each construct. Hair et al. (2011) states that the AVE value for each good construct is at least 0.5.

Tabel 2  
 Validity and Reliability Constructs

	<b>Loading Factor</b>	<b>AVE</b>	<b>CR</b>
<b>Services cape</b>		0,527	0,930
<b>Ambient Condition</b>			
cool temperatures	0,817		
typical coffee fragrance	0,586		
proper lighting	0,769		
the color design it carries	0,762		
soothing music	0,643		
acceptable noise level	0,804		
<b>Spatial Layout</b>			
The layout of the furniture is very good	0,833		
Existing equipment is functioning properly	0,822		
Cleanliness of the appliance is very maintained	0,659		
<b>Sign, Symbol, Artifact</b>			
The logo is easy to recognize	0,662		
Very nice decoration	0,623		
Signs & symbols according to place	0,672		
<b>Brand Image</b>		0,520	0,914
<b>Brand Excellence</b>			
The name is easy to remember	0,740		
Have a different standard from other coffee products	0,679		
<b>Brand Strength</b>			
Has a tumbler product that gives go green benefits	0,730		
A suitable place for a meeting	0,723		
<b>Brand Uniqueness</b>			
Give special offers every day	0,739		
Give discounts for those who bring a personal tumbler	0,713		
<b>Customer Satisfaction</b>		0,727	0,855
<b>Product</b>			
I feel satisfied with the coffee products that are served	0,863		
I feel satisfied after consuming the coffee product that is served	0,895		
<b>Service</b>			
I am satisfied with the service of the Employees	0,899		
The speed of service is as expected.	0,745		
<b>Customer Loyalty</b>		0,500	0,866
<b>Repeat</b>			
I still buy other products offered	0,747		
I will buy back Coffee products	0,817		
<b>Referral</b>			
Tell positive things to others	0,506		
Inviting others to buy products	0,739		
<b>Retention</b>			
Not easily influenced by other similar competitors	0,683		
Expensive price I still buy coffee products	0,713		

Based on Table 2, all indicators stated represent Service Variable Variables (X1), Brand Image (X2), Customer Satisfaction (Z), and Customer Loyalty (Y), the conclusion that all indicators have met the reliability criteria of the indicators of each construct. Thus, the analysis of the external model is continued by looking at the reliability of the internal consistency of each construction. Composite reliability is quite good, each construct has fulfilled the external model reliability assessment criteria with a composite reliability value > 0.7. The AVE value in each construct dimension in the final model has reached > 0.5. Thus, the proposed structural equation model fulfills the convergent validity criteria.

Tabel 3  
 Path Coefficients

	Original Sample (O)	P Values
Brand Image -> Customer Satisfaction	0,541	0,000
Brand Image -> Customer Loyalty	0,418	0,000
Services cape -> Customer Satisfaction	0,240	0,018
Services cape -> Customer Loyalty	0,071	0,439
Customer Satisfaction -> Customer Loyalty	0,293	0,001
Brand Image -> Customer Satisfaction -> Customer Loyalty	0,158	0,009
Services cape -> Customer Satisfaction -> Customer Loyalty	0,070	0,027

## 5. ANALYSIS:

### Overview of Research Topics:

#### Effect of Servicescape on Customer Satisfaction

Based on Table 3 explains that the influence between Servicescape on Customer Satisfaction ( $p = 0.01 < 0.05$ ) then  $H_0$  is rejected  $H_1$  accepted, meaning that there is a positive and significant effect between Servicescape and Customer Satisfaction. Hypothesis  $H_1$ , there is the effect of Servicescape on Customer Satisfaction.

Based on the distribution of the answers Servicescape variable that has been distributed to 140 respondents, researchers found that more customers agreed with the statement that the decorations were very good, this shows that most respondents who chose to visit the coffee shop paid more attention to the decoration of the coffee shop. This is because most of the respondents who became this study were students, as is known to students, they tend to choose a coffee shop that generally has a comfortable place and has an attractive layout and is suitable as a place to take photos for students.

This finding supports the opinion of Bitner (1992) who said that: physical arrangement affects Customer Satisfaction for the services provided. For services, the use of creative physical design can support placement and segmentation strategies and strengthen specific marketing objectives such as Customer Satisfaction. Lupiyoadi (2013) explains that the emotional response of customers to the environment is divided into two dimensions, namely satisfaction and stimulation. Satisfaction is a subjective response to the environment based on whether you like it or not. While stimulation refers to the feelings of someone stimulated.

#### Effect of Servicescape on Customer Loyalty

Based on Table 3 explains that the effect between Servicescape on Customer Loyalty ( $p = 0.43 > 0.05$ ) then  $H_0$  is accepted  $H_1$  is rejected, meaning that there is a positive and insignificant effect between Servicescape and Customer Loyalty.  $H_2$  Hypothesis, there is no effect of Servicescape on Customer Loyalty. This is due to the store area that is not extensive, the distance from the tables and other chairs are too close, and many more dominant customers to buy take away result in visitors not being able to enjoy Servicescape served by Starbucks and Maxx Coffee.

These results are the same as those developed by Rondiyah (2018) finding evidence that Servicescape directly has a positive and not significant effect on customer loyalty in the banking industry in Yogyakarta (BCA, Mandiri, BRI, BNI, CIMB Niaga). These results are the same as the research of Yuniarti and Ariyanto (2018) that Servicescape directly has a positive and not significant effect on Customer Loyalty at Telkomsel Grapari in Jambi City.

#### Effect of Brand Image on Customer Satisfaction

Based on Table 3 explains that the influence between Brand Image on Customer Satisfaction ( $p = 0.00 < 0.05$ ) then  $H_0$  rejected  $H_1$  is accepted, meaning that there is a positive and significant influence between Brand Image and Customer Satisfaction. Hypothesis  $H_3$ , there is an influence of Brand Image on Customer Satisfaction.

Based on the research on the Brand Image variable that has been distributed to 140 respondents, researchers found that if customers assume that certain brands are different from competing brands, then the brand image will widen continuously so that it can form loyalty to the brand and can provide appropriate satisfaction with the expectations and needs of customers.

When customers believe in a brand, then the customer will show more positive attitudes and behaviors to a brand (Tjahyadi, 2006), customers satisfied with the performance of a brand will continue to buy the brand, use it and even tell others about the advantages of the brand based on experience customers in using the brand.

The results of the study are the following research previously found by Dewi et al. (2012), Evawati (2012), Lutfianadkk. (2013), Pramudyo (2012), Chen (2010) and Putri (2013) found that brand image had a positive and significant effect on customer satisfaction. It can be concluded that the more embedded the brand image/product embedded in the minds of customers, the higher the satisfaction felt by the customer.

### **Effect of Brand Image on Customer Loyalty**

Based on Table 3 explains that the influence between Brand Image on Customer Loyalty ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Brand Image and Customer Loyalty. Hypothesis  $H_4$ , there is an influence of Brand Image on Customer Loyalty.

Based on research on the Brand Image variable that has been distributed to 140 respondents, researchers found that one of the factors that influence customer loyalty lies in the desires and customer preferences (preference) for a brand is a customer's attitude. A good perception and customer trust in a particular brand will create repeat purchases and even increase customer loyalty to the product.

Pratiwi et al. (2014) states that the user's image is a collection of associations that customers perceive of users who use goods or services, including the user itself, lifestyle or personality and social status.

### **Effect of Servicescape on Customer Loyalty through Customer Satisfaction**

Table 3 shows the empirical evidence that Servicescape on Customer Loyalty through Customer Satisfaction. Thus, there is an indirect effect from Servicescape to Customer Loyalty through Customer Satisfaction is 0.070. The bootstrap results indicate that this indirect effect is significant. Evaluation of the contribution of the indirect effect on the total effect is 49.2%, which is classified as partial mediation. Servicescape can influence indirectly through Customer Satisfaction of Customer Loyalty with the fifth hypothesis being accepted.

Based on research on the variable Customer Satisfaction that has been distributed to 140 respondents, researchers found that thus the creation of an environment and a good atmosphere Coffee shop can be a focus that must be considered Coffee shop. By designing and designing the Coffee shop environment to be more attractive, it can maintain the desire to buy the product. Servicescape is rarely used in daily life, but this word is easily explained with words such as floor plans, decoration styles, environmental conditions, and more. This means that the senses in humans are used as responders and provide information about the room or the environment felt by customers. The results of this study are also following previous studies found by Ezeh & Harris (2007) and Oakes & North (2008) which state that good servicescape will result in customer satisfaction and affect customer loyalty.

### **Effect of Brand Image on Customer Loyalty through Customer Satisfaction**

Table 3 shows that the empirical evidence Brand Image can affect indirectly through Customer Satisfaction of Customer Loyalty with the fifth hypothesis being accepted. Brand Image of Customer Loyalty through Customer Satisfaction. Thus, there is an indirect effect from Brand Image to Customer Loyalty through Customer Satisfaction is 0.158. The bootstrap results indicate that this indirect effect is significant. Evaluation of the contribution of the indirect effect on the total effect is 27.4%, which is classified as partial mediation. Brand Image can influence indirectly through Customer Satisfaction of Customer Loyalty with the hypothesis Sixth accepted.

Based on research on the variable Customer Satisfaction that has been distributed to 140 respondents, researchers found that brand image has an important role in a plan unraveled in marketing. Building the right brand image can be achieved by strong marketing by highlighting the characteristics and advantages possessed by the product.

Kotler and Armstrong (2012) believe that customers are satisfied with the product purchased following what is desired and expectations of customers, if a certain brand has a good image perception, then there will be trust from customers to repurchase. This attitude will also affect customer loyalty to the product. According to Hasan (2013) brand image appears to be a determining factor for customer loyalty, at a higher level of customer satisfaction increases customer loyalty and they participate in raising/building a more positive company image. The results of this study support the findings of Setyawan (2013) and Susanti (2013).

### Effect of Customer Satisfaction on Customer Loyalty

Based on Table 3 explains that the influence between Customer Satisfaction on Customer Loyalty ( $p = 0.00 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Customer Satisfaction with Customer Loyalty. Hypothesis  $H_7$ , there is an influence of Customer Satisfaction on Customer Loyalty.

Based on research on the variable Customer Satisfaction that has been distributed to 140 respondents, researchers found that one of the factors that influence customer loyalty is service because customers always judge a service received by customer expectations. Service is the main factor affecting customer loyalty because customers who are satisfied with their values and experience a positive mood for service will have high loyalty to the brand.

The results of Pramudyo's research (2012) which says that customer-perceived satisfaction will lead to loyalty, the more often customers get satisfaction, the tendency of customers to be loyal. The research results of Bayuningrat, Handyo and Widayanto (2013) which said there is a reciprocal relationship between customer satisfaction and customer loyalty where if customer satisfaction is met then customer loyalty will be created.

### 6. CONCLUSIONS:

- Services cape has a positive and significant effect on Customer Satisfaction at Starbucks and Maxx Coffee Sun Plaza.
- Services cape has a positive and insignificant effect on Customer Loyalty at Starbucks and Maxx Coffee Sun Plaza.
- Brand Image has a positive and significant effect on Customer Satisfaction at Starbucks and Maxx Coffee Sun Plaza.
- Brand Image has a positive and significant effect on Customer Loyalty at Starbucks and Maxx Coffee Sun Plaza.
- Services cape has a positive and significant effect on Customer Loyalty through Customer Satisfaction at Starbucks and Maxx Coffee Sun Plaza.
- Brand Image has a positive and significant effect on Customer Loyalty through Customer Satisfaction at Starbucks and Maxx Coffee Sun Plaza.
- Customer Satisfaction has a positive and significant effect on Customer Loyalty at Starbucks and Maxx Coffee Sun Plaza.

### 7. RECOMMENDATIONS:

- Variable services cape significantly influences the satisfaction and loyalty of Starbucks and Maxx Coffee Sun Plaza customers. it is difficult for customers to accept. in this study most of them are students, so this becomes an important task for Starbucks and Maxx Coffee to further improve its services, students generally prefer unique and instagramable decorations because that is what makes most student customers satisfied.
- Variable brand image has a significant effect on customer satisfaction and loyalty of Starbucks and Maxx Coffee Sun Plaza, Starbucks brand image and Maxx Coffee have been very good because it has been very recognized by all customers, this has generally been one of the advantages of Starbucks and Maxx Coffee, what must be further improved is the superiority of each existing coffee shop in terms of both products and services provided so that customers become satisfied and loyal.
- For further researchers, it is necessary to expand the research so that more complete information is obtained, this research itself is only limited to Starbucks and Maxx Coffee research objects in Sun Plaza Medan, researchers can then develop in other coffee shops or Starbucks and Maxx Coffee which is elsewhere because of course there are differences in consumption between customers and different objects, so even with the variables studied may be developed with a wider variable variables such as Social Media Marketing, Customer Response. Likewise with the research methods techniques may be able to use the Mix Method technique.

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