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The Effect Of Customer Experience And Service Quality On Customer Satisfaction At Pasteurise Coffeeshop (A Case Study Of The Menu Preference Application)

Annisa Naia Putri Ardhana
Pariwisata Culinary Business, Universitas Ciputra

Corresponding Author: anaiaputri@student.ciputra.ac.id

Abstract

This study used a quantitative approach with a causal research design to examine how Customer Experience and Service Quality influence Customer Satisfaction among customers of Pasteurise Coffeeshop Gresik. The population in this study included customers who had purchased products and used the interactive menu recommendation tablet available at the coffeeshop. Because the total number of customers was not clearly identified, the study selected respondents through non-probability sampling by using a purposive sampling approach. Respondents were selected based on specific criteria. They had to be at least 17 years old and had used the interactive tablet feature at least once. The sample size followed the SEM-PLS guideline which recommends 5 to 10 respondents for each indicator. Since the study used 21 indicators the total sample was set at 210 respondents. Primary data were collected through closed-ended questionnaires distributed both directly and online to respondents who met the research criteria. Each questionnaire item used a five-point Likert scale from strongly disagree to strongly agree. Customer Experience was measured through 7 indicators related to entertainment, education, esthetics, and escapism. Service Quality was assessed using 10 indicators taken from the SERVQUAL model. These indicators cover five main aspects of service which are physical evidence, reliability, responsiveness, assurance, and empathy. Customer Satisfaction was assessed using four indicators that reflected the alignment between customer expectations and perceived service performance. The collected data were processed with the SEM-PLS method using SmartPLS 4.0. The study examined how the measurement model was tested and how the structural model was assessed as part of the hypothesis testing process. The measurement model was examined to determine the validity and reliability of the indicators, while the structural model was used to evaluate R-Square, f-Square, Q-Square, and the magnitude of relationships among

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variables. Hypothesis testing was conducted by reviewing the path coefficient, t-statistic, and p-value.

Keywords: Customer experience; Service quality; Customer satisfaction; SERVQUAL; Menu preference application.

INTRODUCTION

The development of the food and beverage industry encourages restaurant and café business operators to provide services that are not only oriented toward product quality but also toward customer experience. Today, customers evaluate services based on speed, comfort, ease of ordering, personalization, and the use of technology in the service process. This condition makes service digitalization one of the key strategies for culinary businesses to improve competitiveness, including cafés that combine dining, working, and social spaces.

Based on food and beverage service statistics, the growth of food service activities indicates broader opportunities for culinary business development, including in regions such as Gresik (Badan Pusat Statistik, 2023). Increasing purchasing power and changes in people's lifestyles have encouraged the need for more efficient, accurate, and personalized restaurant and café services. In this regard the integration of interactive tablet applications at customer tables offers one type of innovation for this which should help the ordering process and offer menu suggestions that take into account the sensorial taste, texture, aroma, and presentation of things (Silaban et al., 2024).

Customer experience is a key concept in this investigation, as it stems from interactions with the service at all times from direct and indirect customer interactions. Kandampully et al. (2023) define service experience as a holistic customer perception from the experience of service consumption with staff, atmosphere, technology, and service systems. Gahler et al. (2023) further argue that customer experience is the customer's internal and subjective response from the time the customer interacts with a service organization's personnel, involving emotional, sensory, cognitive and social experiences. This experience at Pasteurise Coffeeshop is realised through the installation of the menu recommendation tablets located within the café, café ambiance, staff, and convenient ordering experience.

Customer satisfaction is also strongly shaped by service quality and not only by the experience felt by customers. According to the SERVQUAL model, service quality is understood through five aspects: physical appearance, dependable service, quick help, customer trust, and

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personal attention. Alemu (2023) service quality is a measure of the extent to which satisfaction of customer service is attained or surpassed by the service provider. In technology-based services, the quality of service is determined not only by how friendly the staff is, but also by ease of use of systems and digital platform, readability of menu information, speed of ordering, transaction safety, as well as the accuracy of the recommendations provided.

Satisfaction of customers comes about when customers evaluate how good the service did versus what they expected from the service. Kotler & Keller (2021) claim that customer satisfaction is built up when a product or service does a good or exceeding customer's expectations. In Pasteurise Coffeeshop case, users will be happy when the tablet application is user friendly, the recommended menu fits his preference, orders are taken accurately, and service process goes fast. This satisfaction is vital as it can lead to returning visits to the service area (and/or recommendations) & positive images of the café in general.

This study aims to examine how customer experience and service quality affect customer satisfaction among Pasteurise Coffeeshop Gresik customers. This study is academically relevant because it discusses customer experience, service quality, and customer satisfaction in a coffee shop service that uses technology to support customer interaction. In practice, the study is anticipated to offer information for the management of Pasteurise Coffeeshop to ensure the delivery of digital services that are more robust, customization-focused and customer-based.

LITERATURE REVIEW

Customer Experience

Customer experience is a general perception created or acquired through the consumer/provider relationship with a provider of a service, which involves either direct or indirect interactions. The experience incorporates emotional, sensory, cognitive, social and behavioral components in connection with usage of some type of service. Gahler et al. (2023) explain customer experience is an internal and subjective response that derives from customer contact with a service organization. As far as the culinary industry goes, the customer experience is closely associated with the food and drinks, atmosphere, service as well as ease of ordering and innovations in technology.

With Pasteurise Coffeeshop, the customer experience is created by a dynamic tablet, which allows customers to select menus by senses such as taste, texture, aroma, and food presentation. You can see this experience through entertainment, educational, esthetic, and escapist experiences (Cassel et al., 2021). The dimensions above are all the dimensions of the

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enjoyment aspect of ordering when the tablet makes the order process more interesting, informative (to users), visually and personally comfortable (to the user). The more positive the experience, the chances are that customers will rate the service positively and are satisfied with the service process overall (Kandampully et al., 2023).

Service Quality

Service quality can be understood as how well a service is delivered in line with what customers need and expect from it. In service marketing, service quality is a key consideration, being associated with satisfaction, loyalty and reputation. The SERVQUAL model explains service quality through five main parts that can be seen in physical facilities, service consistency, speed in responding to customers, customer trust, and personal attention given by service providers. Alemu (2023) suggests that service quality refers to the degree by which the company is able to supply a service in respect of customer's expectation and requirements.

Here, service quality is not just the level of service provided by the staff, but also is a digital service quality through the use of interactive tablets. Tangible dimension will be reflected on device looks and digital menu; reliability is reflected on how well recommended products can accurately record orders; responsiveness on order promptness and staff assistance measures; assurance is reflected on the customer feeling safe and comfortable using the system; and empathy is reflected on personalized menu suggestions. A high service quality can enhance customers' favorable perceptions of Pasteurise Coffeeshop and may enhance customer's satisfaction.

Customer Satisfaction

Schiebler et al. (2025) explain that customer satisfaction appears when customers compare what they expected before receiving a service with the real service performance they experience. Customers tend to feel satisfied when the service matches or goes beyond their expectations. They may feel disappointed when the service does not meet what they expected. According to Kotler and Keller (2021), customer satisfaction can be understood as the feeling that appears when the service or product received by customers is compared with what they expected before using it.

In Pasteurise Coffeeshop, customer satisfaction is formed when menu suggestion tablets are simple to use, the recommendations correspond to customer´s preferences, order data is accurate, and service procedure is quick. This sense of satisfaction is crucial because people may

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come back again and recommend the café more often, resulting in a desirable image of the café. Thus customer satisfaction is being presented as the dependent variable influenced by customer experience and service quality in this study.

Relationships among Variables and Hypotheses

Customer experience is related to service quality because customers' experiences during service use can influence their evaluation of service quality. When customers feel that the ordering process through the tablet is interesting, easy, informative, and personal, they tend to perceive the café's service as higher in quality. A better customer experience can help customers view the service as more reliable and valuable so it is expected to improve service quality (Sitorus et al., 2020).

Customer experience has a direct connection with customer satisfaction because customers tend to feel more satisfied when their overall experience with the service is pleasant, easy, and matches their expectations. A pleasant experience makes customers feel assisted, appreciated, and more comfortable in choosing menus. In the menu preference application, personalized recommendations become an added value that can increase customer satisfaction. In addition, service quality is also considered an important factor in building customer satisfaction because fast, accurate, secure, and responsive service will strengthen customer satisfaction (Widya & Rahmawati, 2023).

Based on the discussion above, the hypotheses of this study are as follows:

H1: Customer experience has a positive effect on service quality.

H2: Customer experience has a positive effect on customer satisfaction.

H3: Service quality has a positive effect on customer satisfaction.

RESEARCH METHOD

A quantitative method with a causal research design is used in this study to examine the influence of customer experience and service quality on customer satisfaction. This design allows the researcher to measure the connection among the variables in a clear way and explain the results based on the responses given by the participants. The research focuses on customers of Pasteurise Coffeeshop Gresik who have used the interactive tablet application to select menus based on sensory preferences.

The population covers all Pasteurise Coffeeshop customers who have purchased products and used the menu recommendation tablet. The exact number of customers is not known so this

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population is treated as an unlimited population. The researcher selected the sample through non-probability sampling by using a purposive sampling method that followed certain criteria prepared for the study. Respondents must be at least 17 years old and must have used the interactive tablet at least once.

According to Hair et al. (2021), the number of respondents in a SEM-PLS study can be set by looking at the total indicators used in the research. A common guideline is to use five to ten respondents for each indicator. Since this study has 20 indicators, the suitable sample size is between 100 and 200 respondents.

Research data were gathered using a structured questionnaire with fixed answer choices. The questionnaire items were prepared based on the indicators of each research variable. Respondents answered each statement using a five-point Likert scale that ranged from strongly disagree to strongly agree. Customer experience was measured through entertainment, education, esthetic, and escapist aspects. Service quality was measured through SERVQUAL aspects such as tangibles, reliability, responsiveness, assurance, and empathy. Customer satisfaction was evaluated based on the degree to which customer expectations were fulfilled and how customers perceived the service performance.

According to Ghozali (2021), SEM-PLS can be used when a study needs to test the connection between concepts that cannot be measured directly and must be explained through several indicators. This study applies SEM-PLS using SmartPLS for data processing. The analysis is carried out through three stages: measurement model assessment, structural model assessment, and hypothesis testing. The measurement model checks whether the questionnaire items can be trusted and are suitable for use in the study. This stage looks at the outer loading value, AVE, Cronbach's Alpha, and Composite Reliability. The structural model explains how strong the connection is between one variable and another. This part is reviewed through the R-Square, f-Square, and Q-Square values. Hypothesis testing is done by examining the path coefficient, t-statistic, and p-value. A hypothesis is considered supported when the t-statistic is above 1.96 and the p-value is lower than 0.05.

RESULT

This study involved 210 respondents who were customers of Pasteurise Coffeeshop Gresik. Based on gender, most respondents were female, with 116 respondents or 55.2%, while male respondents accounted for 94 respondents or 44.8%. drinks, selected by 78 respondents or 37.1%.

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Most of respondents are aged between 17–25 age group of 118 total or 56.2%, followed by 26–35 age group of 52 or 24.8%. This means that the respondents were predominantly younger customers they are generally more accustomed to digital-based services.

Most participants had a bachelor's degree, with 86 respondents or 41.0%, followed by senior high school or vocational high school graduates, with 72 respondents or 34.3%. Occupationwise, the most common group were students (82 or 39.0%) and then private employees (58 or 27.6%). These features indicate that Pasteurise Coffeeshop is frequented by young and educated customers, in particular students and employees who visit the café either to eat, socialize, study or work.

In regards to visit frequency, most respondents had visited Pasteurise Coffeeshop once to twice, accounting for 74 respondents, equivalent to 35.2%, after which those who go three to five times to reach 62 respondents, equivalent to 29.5%. There was a 74.3% of 156 respondents (54 respondents (25.7%) who had used the menu preference tablet or application that confirmed (app). Casual dining or drinking (86, 41.0%) was the most frequent use for visiting, while coffee drinks (78, 37.1%) were also the most ordered menu category.

Inferential analysis in this study used the Structural Equation Modeling-Partial Least Squares method to examine the relationships between the variables in the research model. The evaluation of the measurement model found that every indicator kept in the model had an outer loading value above 0.70. The smallest value was 0.753 and the largest value was 0.886. Customer The reliability test showed strong results for all variables. Experience had a Cronbach's Alpha score of 0.875. Customer Satisfaction reached 0.889. Service Quality showed the highest score at 0.935. These scores mean that the research items were consistent and reliable for measuring each variable. The Composite Reliability value was 0.876 for Customer Experience. Customer Satisfaction reached 0.894 and Service Quality reached 0.937. The AVE value was 0.727 for Customer Experience. Customer Satisfaction obtained 0.749 and Service Quality obtained 0.659. The results show that all variables in this study have reached the required standards for convergent validity and reliability. This means that the indicators used in the research are considered suitable for measuring each variable and the data can be trusted for further analysis.

Table 1. Results of Convergent Validity and Construct Reliability Test

Variabel	Indikator	Outer Loading	Cronbach's alpha	Composite reliability	AVE
Customer	CE1	0.885	0.875	0.876	0.727

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Experience	CE2	0.841			
	CE3	0.846			
	CE4	0.839			
Customer Satisfaction	CS1	0.847	0.889	0.894	0.749
	CS2	0.866			
	CS3	0.886			
	CS4	0.863			
Service Quality	SERVQUAL1	0.753	0.935	0.937	0.659
	SERVQUAL10	0.753			
	SERVQUAL2	0.857			
	SERVQUAL4	0.798			
	SERVQUAL5	0.829			
	SERVQUAL6	0.852			
	SERVQUAL7	0.806			
	SERVQUAL8	0.868			
	SERVQUAL9	0.782			

The HTMT test showed that each value was below 0.90, so the variables in the model can be seen as clearly different from one another. The HTMT value for Customer Experience and Customer Satisfaction was 0.741. The value for Customer Experience and Service Quality was 0.862. The value for Customer Satisfaction and Service Quality was 0.815. All constructs were shown to meet the discriminant validity standard based on the HTMT criterion. A slightly different result appeared in the Fornell-Larcker test because the square root of AVE for Service Quality was lower than its correlation with Customer Satisfaction. This condition shows that Service Quality and Customer Satisfaction were closely connected in the data used in this study.

Table 2. Results of Discriminant Validity Test

Discrimant Validity	Variabel	Customer Experience	Customer Satisfaction	Service Quality
HTMT	Customer Experience			
	Customer	0.741		

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	Satisfaction			
	Service Quality	0.862	0.815	
Fornel-Larcker	Customer Experience	0.853		
	Customer Satisfaction	0.659	0.866	
	Service Quality	0.783	0.845	0.812

The structural model evaluation found that Customer Experience was not able to influence Customer Satisfaction because its f-square value was 0.000. This result shows that the experience felt by customers when using the menu preference application was still not strong enough to shape their satisfaction. Service Quality was found to have a very strong effect on Customer Satisfaction because the f-square value reached 0.983. This means that customers felt more satisfied when the service was clear and reliable as well as easy to use. Customer Experience also showed a strong influence on Service Quality with an f-square value of 1.586. This finding explains that a better customer experience can help improve the quality of service felt by customers.

The R-square values of 0.715 and 0.613 indicate that the model is able to explain the endogenous variables at a strong enough level. The Q^2 values of 0.520 and 0.383 also show that the model has a good ability to predict the related variables in this study.

Table 3. Results of Structural Model Testing

Path/Jalur	f-square	R-square	R-square adjusted	Q^2
Customer Experience -> Customer Satisfaction	0.000	0.715	0.712	0.000
Service Quality -> Customer Satisfaction	0.983	0.613	0.611	0.520
Customer Experience -> Service Quality	1.586			0.383

The hypothesis test results indicate that Customer Experience strongly improved Service Quality in a positive way. This result can be seen from the coefficient value of 0.783 and the t-statistic value of 14.821 with a p-value of 0.000. These results mean that H1 was accepted. Customer Experience did not give a significant effect on Customer Satisfaction. This result was

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shown by the coefficient value of -0.008 and the t-statistic value of 0.109 with a p-value of 0.913. Based on this finding, H2 was rejected. Service Quality showed a strong positive influence on Customer Satisfaction. The result can be seen from the coefficient value of 0.852 and the t-statistic value of 12.568 as well as the p-value of 0.000. These numbers show that better service quality can increase customer satisfaction. Based on this result, H3 was accepted.

Table 4. Results of Hypothesis Testing

Hipotesis		Koefisien	T hitung	P values
H1	Customer Experience -> Service Quality	0.783	14.821	0.000
H2	Customer Experience -> Customer Satisfaction	-0.008	0.109	0.913
H3	Service Quality -> Customer Satisfaction	0.852	12.568	0.000

The SEM-PLS structural model shows that Customer Experience has a strong effect on Service Quality. Better customer experience in using the menu preference application can make customers view the service as more reliable and easier to use. Service Quality also has a strong effect on Customer Satisfaction because customers tend to feel more satisfied when the service is fast, clear, accurate, and helpful. The menu preference application was used by customers but it did not directly make them feel satisfied with Pasteurise Coffeeshop. This result means that customer satisfaction is not only formed from the experience of using the application. Customer satisfaction is more likely to increase when the experience is supported by good service quality at Pasteurise Coffeeshop.

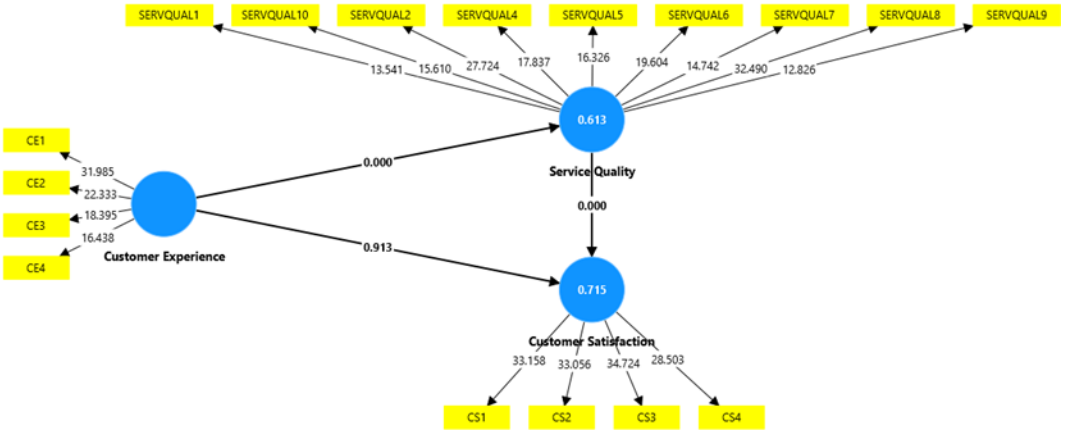


Figure 1. Structural SEM-PLS Model Diagram

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DISCUSSION

The test results show that a good customer experience when using the menu preference application at Pasteurise Coffeeshop can help customers see the service quality in a more positive way. The test results show a coefficient value of 0.783. The T-statistic reached 14.821 and the p-value was 0.000. This value is lower than 0.05. H1 is accepted because the relationship between the variables is statistically proven. This finding means that customers who have a better experience when using the application tend to view the service quality more positively. Nasution and Adiwijaya (2024) similarly found that user experience in mobile coffee shop applications has a significant impact on e-service quality and customer satisfaction.

This relationship occurs because the menu preference application becomes the first medium through which customers interact with the service. When the application is perceived as user-friendly, informative, responsive, and suitable for customer needs, it can create a favorable impression of the service quality. Lin et al. (2023) stated that food ordering applications may reflect service quality at the pre-purchase stage, since customers start assessing the service when they open the application, explore menu information, and submit their orders. At Pasteurise Coffeeshop, the menu preference application is not only used to support ordering activities, but also forms part of the service experience that influences how customers evaluate service quality.

This relationship can be explained by the role of the menu preference application as the first channel of interaction between customers and the service. When customers find the application easy to operate, informative, responsive, and relevant to their needs, it can build a positive impression of the service quality. Lin et al. (2023) noted that food ordering applications may represent service quality before purchase, because customers begin evaluating the service when they access the application, look for menu details, and complete their orders. In Pasteurise Coffeeshop, the menu preference application is not merely an ordering support system, but also part of the service encounter that contributes to customers' evaluation of service quality.

The test result shows that Customer Experience did not have a significant effect on Customer Satisfaction. The coefficient value was -0.008 and the T-statistic was 0.109 while the p-value reached 0.913. Since this p-value is above 0.05, the second hypothesis in this study was not supported. The extremely low negative coefficient suggests that the experience of using the application has not directly contributed to customer satisfaction in a substantial way. Syamsuddin et al. (2024) also reported that User Experience did not show a significant partial effect on Customer Satisfaction in online service settings.

These findings suggest that customer satisfaction in a coffee shop is shaped by more than

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digital experience alone. Customers may evaluate other aspects such as service quality, order accuracy, beverage taste, café atmosphere, comfort, and staff interaction. Meeprom and Kokkhangplu (2025) also found that the link between customer experience and customer satisfaction is not always significant in specialty coffee café contexts. In this case, the menu preference application at Pasteurise Coffeeshop appears to function more as a supporting element in the service process rather than as the primary determinant of customer satisfaction.

The test results indicate that Service Quality has a strong and important effect on Customer Satisfaction. This can be seen from the coefficient value of 0.852, the T-statistic of 12.568, and the p-value of 0.000. Since the p-value is below 0.05, H3 is accepted. These results show that customers feel more satisfied when the service is easy to understand, dependable, quick, and supported by helpful staff. Better service quality can make customers feel more comfortable with the overall service experience. Kurniawan et al. (2024) also found that service quality needs continuous attention and improvement in the hospitality sector because it is closely related to customer satisfaction.

The above result suggests that service quality is a stronger route to satisfaction than customer experience directly. For menu preference application use, service quality also can include digital menu clarity, speed, accuracy of orders, staff help for customers who have problems, and a sense of security when the system is used. Lin et al. (2023) found that an increase in dimensions of application service quality (e.g., efficiency, fulfillment, contact, and billing) can enhance user satisfaction. Thus, the customer satisfaction at Pasteurise Coffeeshop is explained more by the level of service of the application rather than just by experiencing using the application.

CONCLUSION

The study examined how Customer Experience and Service Quality affect Customer Satisfaction among Pasteurise Coffeeshop Gresik customers through the use of the menu preference application. SEM-PLS results indicate that Service Quality is shaped in a positive and significant way by Customer Experience. When the application feels simple to use and helps customers place their orders more easily, the quality of service is seen as better by customers.

Customer Experience did not directly increase Customer Satisfaction in a meaningful way. This result implies that the use of the menu preference application by itself is insufficient to directly generate customer satisfaction. Satisfaction may also depend on order accuracy, staff responsiveness, product quality, café atmosphere, and overall service performance.

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Customers felt more satisfied when they received good service quality through clear information, fast response, accurate orders, reliable assistance, and a comfortable service experience. This result shows that customers at Pasteurise Coffeeshop feel more satisfied when the service they receive is clear, reliable, fast, and helpful. Quick and dependable service, accurate order processing, clear menu information, secure system use, and supportive staff assistance can contribute to higher customer satisfaction.

The study findings suggest that the menu preference application should be implemented also as part of the service quality strategy instead of a mere online ordering tool. Pasteurise Coffeeshop needs to improve the usability, clarity, accuracy, and personalization of its application; at the same time, it needs direct service support from staff. This study recommends that future research should look at Service Quality as a possible link between Customer Experience and Customer Satisfaction. The study also suggests that future researchers should include other factors such as food quality and perceived value as well as digital convenience and customer trust so the results can give a fuller picture of customer satisfaction.

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