

## DAFTAR GAMBAR

Gambar 1. 1 Breakdown of the different types of coffee drinkers in Indonesia as at October 2019.....	4
Gambar 1. 2 Leading reasons for consumers to go to a <i>coffee shop</i> in Indonesia as of October 2019 .....	8
Gambar 1. 3 Review Google <i>Coffee Shop</i> .....	12
Gambar 2. 1 Kerangka Penelitian .....	39
Gambar 3. 1 Tahapan Penelitian .....	48
Gambar 3. 2 Garis Kontinum Kriteria Penilaian .....	53
Gambar 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin .....	59
Gambar 4. 2 Karakteristik Responden Berdasarkan Usia.....	60
Gambar 4. 3 Karakteristik Responden Berdasarkan Pekerjaan .....	60
Gambar 4. 4 Karakteristik Responden Berdasarkan Pekerjaan .....	61
Gambar 4. 5 Garis Kontinum Variabel <i>Sensory Marketing</i> .....	65
Gambar 4. 6 Garis Kontinum Variabel <i>Service Quality</i> .....	71
Gambar 4. 7 Garis Kontinum Variabel <i>Customer Satisfaction</i> .....	73
Gambar 4. 8 Garis Kontinum Variabel <i>Customer Loyalty</i> .....	76
Gambar 4. 9 <i>Path Diagram Outer Model</i> .....	76
Gambar 4. 10 <i>Inner Model</i> .....	81