

The Effect of Product Diversification on Consumer Satisfaction of Bapak N'dut Pandeglang Roasted Coffee

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The habit of Indonesians who love to engage in conversations about various topics from work, daily life, to personal updates has made coffee shops a favorite gathering place. This phenomenon is further supported by the comfortable atmosphere created by soothing background music, along with the implementation of *work from anywhere* policies by several companies. As a result, drinking coffee has now become part of a modern lifestyle. One place that has successfully embraced this trend is Kopi Bakar Bapak N'dut in Pandeglang. This coffee shop is quite popular among tourists for its distinctive, strong, and flavorful coffee that helps relieve fatigue after a long day. Unlike modern coffee shops that serve *espresso*, *macchino*, or *Americano*. The identified problems include the limited variety of food and beverage products offered by Kopi Bakar Bapak N'dut Pandeglang, as well as the slow service perceived by customers. The research method used in this study is a quantitative approach. This study aims to verify the issues stated in the problem formulation, namely to describe and analyze the influence of product diversification on customer satisfaction at Kopi Bakar Bapak N'dut Pandeglang. Kopi Bakar Bapak N'dut maintains its traditional authenticity by offering local coffee variants such as Cofielamure, Nampuyak Kopi, and Baliung Kopi. All of these beverages are prepared manually using traditional brewing techniques passed down through generations, giving customers an authentic and nostalgic coffee experience. This study focuses on three main research questions: (1) How is product diversification implemented at Kopi Bakar Bapak N'dut Pandeglang? (2) How satisfied are customers with the products offered? and (3) To what extent does product diversification influence customer satisfaction?. The results show that the average score for respondents' responses regarding Product Diversification is 2.85, which falls under the good category. Meanwhile, the average score for Customer Satisfaction is 2.81, also classified as good. Based on statistical analysis, the correlation between the two variables reached 86.4%, indicating that product diversification significantly influences customer satisfaction at Kopi Bakar Bapak N'dut Pandeglang. Thus, it can be concluded that the more diverse and creative the products offered, the higher the level of customer satisfaction. The remaining 13.6% is influenced by other factors not examined in this study, such as price, service quality, location, or atmosphere. These findings suggest that Kopi Bakar Bapak N'dut's strategy of preserving traditional flavors while diversifying its product offerings has proven effective in attracting and retaining customers amid the increasingly competitive coffee industry.

Keywords: Product Diversification and Consumer Satisfaction.

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1. Introduction

The Indonesian coffee industry is increasingly fragrant, with this potential demonstrated by the increasing level of coffee consumption among various social groups. This has led to an eagle-eyed business owner seizing the opportunity for coffee shops, leading to a proliferation of coffee shops with various concepts across the country. A coffee shop is a business establishment that serves coffee drinks. It's not uncommon for coffee shops or coffee shops to also serve a variety of other beverages and accompanying food, ranging from bread to main courses. The coffee shop business in Indonesia is growing, with coffee shops becoming known as establishments that serve coffee drinks while offering a comfortable concept and atmosphere (Andre and Widioatmodjo 2024). According to Toffin's research, since 2013, coffee consumption has shifted from prestige to curiosity about coffee production methods, leading to the emergence of artisan

coffee producers with sophisticated coffee machines. Fast forward to 2016, a glass of iced coffee, once notoriously expensive, has become more affordable thanks to the emergence of various contemporary coffee shops. (Aurel et al. 2024). Coffee can easily be enjoyed at aesthetically pleasing outlets with trendy brews like palm sugar coffee and literan coffee (Mustapa, Taan, and Isa 2025).

Coffee consumption in Indonesia continues to increase annually, making it no longer just a seasonal luxury but a daily necessity. The Coordinating Minister for Economic Affairs even stated that the Indonesian coffee industry has grown by 250% over the past 10 years (Ummul and Bogor 2025). The high level of coffee consumption is certainly supported by increasingly accessible coffee shops. From 2016 to 2019 alone, the number of coffee shops tripled. Furthermore, the number of coffee shops is expected to increase even further in the 2020s (Sandy and Susilowibowo 2024). Indonesians' love of chatting about various topics and life updates while sipping drinks keeps coffee shops busy. The comfortable atmosphere created by the music playing has made drinking coffee a new lifestyle. This is especially true with new regulations from several companies that often allow working from anywhere, making working from cafes a new workplace trend (Umar, Juanna, and Pidu 2024).

For those of us who love authentic coffee, the aroma of authentic coffee is irresistible, no matter where we are. But for those traveling to Pandeglang Regency, don't forget to stop by to unwind after a long day of activities (Nasution, Siregar, and Melia 2025). At the edge of Pandeglang Square, there's a roasted coffee shop (Kopbak) run by Mr. Endut. Gin Kamawiguna, affectionately known as Gin, is the man behind Mr. Endut's roasted coffee, a response to the longing of Pandeglang residents to enjoy authentic local coffee. Mr. Endut's delicious blend of roasted coffee didn't just emerge, but is a legacy passed down through generations of Gin's family (Budiman, Yunia, and Badrotusabila 2022).

The brand "Bapak Endut" has its own philosophy, named after Gin's father, affectionately known as Bapak Endut. According to Gin, his father enjoyed roasting coffee for his own consumption. Based on this philosophy, Gin finally ventured into the Kopi Bakar business in 2014 in Cibaliung, Pandeglang. Thanks to perseverance and the spread of social media, Gin's blended coffee has gradually become more well-known and piqued the curiosity of many (Tremblay et al. 2016). They offer two types of roasted coffee: Robusta and Arabica. Robusta is native to Cibaliung, while Arabica is a blend of Garut coffee, as Arabica is not native to Pandeglang. Pak Endut's roasted coffee is quite popular among tourists. Its strong, delicious coffee can relieve fatigue. Furthermore, the roasted, traditionally blended coffee beans can be used as a stamina booster. Drinking this roasted coffee is said to boost energy and ward off fatigue. At this coffee shop, coffee lovers shouldn't expect to sample packaged coffee like espresso, mochaccino, or even Americano. In addition to their signature roasted coffee, the shop also offers traditional coffees like Cofielamure, Nampuyak, and Baliung. All are hand-brewed using traditional techniques. However, the coffee's flavor is guaranteed to be delicious.

Based on temporary observations made by the author, the author saw several problems related to consumer satisfaction at Kopi Bakar Bapak N'dut Pandeglang, including the following: a. Kopi Bakar Bapak N'dut Pandeglang's food and beverage offerings are incomplete. b. The service provided by Kopi Bakar Bapak N'dut Pandeglang is perceived as slow. c. Inadequate facilities at Kopi Bakar Bapak N'dut Pandeglang. d. Limited raw material stock at Kopi Bakar Bapak N'dut Pandeglang.

In the Big Indonesian Dictionary (KBBI), the term "diversification" is defined as differences, classifications, and diversification. This term is often encountered in the business world. In economics, diversification is associated with diversifying businesses to avoid dependence on a single product, service, or investment

activity (Collins et al. 2021), the definition of product diversification is the effort to find and develop new products or markets in order to pursue growth and increase sales.

Product diversification refers to a company's strategy to provide various types, sizes, and forms of products to meet the diverse needs and preferences of consumers. (Bima 2025), product variation may include differences in size, price, appearance, and availability. (Badaru, Niode, and Juanna 2024). emphasize that product diversification can be measured through several indicators such as product variety, packaging, and product size. In general, the indicators of product diversification consist of (1) product brand, which identifies and differentiates a product; (2) product price, which represents its monetary value; and (3) product size, which reflects the physical capacity of the product offered. Product diversification not only covers the variety of goods and services produced by manufacturers but also includes the diversity of products and services offered by distributors to attract and satisfy consumers.

Customer satisfaction is an important concept widely applied in consumer behavior research. Essentially, satisfaction arises when consumers compare their expectations before purchase with the performance or outcomes they experience after consuming a product or service. According to (Gailea, Akil, and Sastrawati 2014), satisfaction is defined as the consumer's response to the fulfillment of needs. It reflects the consumer's evaluation of the characteristics, uniqueness, or performance of a product or service that has been consumed. Hawkins and Lonney, as cited in (Gailea, Akil, and Sastrawati 2014), explain that customer satisfaction is formed by several main attributes, namely: 1. Expectation Conformity. This refers to the degree of alignment between the consumer's expectations and the actual performance received covering product quality, service, and supporting facilities. Consumers feel satisfied when the performance meets or exceeds their expectations. 2. Repurchase or Revisit Intention. This is the consumer's willingness to repurchase or reuse the same product or service. Such intention usually emerges from a positive experience, satisfying service, and the perceived value or benefit obtained after consumption. 3. Willingness to Recommend. This represents the consumer's readiness to recommend the product or service to others, such as friends or family. Recommendations are generally made when consumers are pleased with the quality, supporting facilities, or benefits of the product or service they have experienced. Overall, customer satisfaction reflects how effectively a company fulfills or exceeds customer expectations, which ultimately contributes to consumer loyalty and trust toward the offered product or service.

The study by Budiman, B., Yunia, N., and Badrotusabila, B. shows a clear distinction from the present research, particularly in terms of the year of implementation, problem formulation, and study location. Meanwhile, the research conducted by Muhammad Haris Afandi and Parjono (2015) examined the effect of product diversification on consumer satisfaction at UD. Dewi Rosalinda in Sidoarjo, focusing on diversification aspects such as design, color, variation, and product size. This research is unique because it investigates Kopi Bakar Bapak N'dut in Pandeglang, which differs from the Sidoarjo setting in Afandi and Parjono's study, and offers a new perspective on a local coffee-based business in the Banten region an area that has not been widely explored. Its uniqueness lies in the specific context of a roasted-coffee business, which has not been discussed in previous studies, thereby filling a knowledge gap related to the dynamics of small coffee enterprises in Pandeglang. This research is not a direct recommendation from prior studies; rather, it is an independent development aimed at examining similar variables in a new setting to strengthen the generalization of previous findings. The main objective of this study is to analyze the factors that influence consumer satisfaction or consumer decisions at Kopi Bakar Bapak N'dut in Pandeglang, emphasizing contextual differences from earlier research to provide more relevant marketing strategy recommendations for the local business.

2. Method

This study employs a quantitative research method with an associative approach, which aims to determine the relationship between two or more variables (Nurdin and Hartati 2019). The approach is used to analyze the effect of product diversification (X) on consumer satisfaction (Y) at Kopi Bakar Bapak N'dut Pandeglang. According to (Nurdin and Hartati 2019), a research method is a scientific way to obtain data with specific purposes and uses. It must be rational, empirical, and systematic, meaning that every research activity should be based on logical reasoning, observable evidence, and structured procedures. Therefore, this study is designed systematically to ensure the research process is clear and scientifically accountable. The population in this research consists of all consumers of Kopi Bakar Bapak N'dut Pandeglang, whose total number is unknown. The sample used in this study includes 100 respondents, selected from consumers who have purchased and consumed the coffee products. This research uses primary data obtained through observation, interviews, and questionnaires, complemented by secondary data from literature studies and documentation. Observation. Observation is conducted by directly observing the research object without asking questions. This method aims to obtain more accurate and comprehensive data about real conditions in the field. Literature Study The literature study involves reviewing various theoretical sources, references, and scientific works related to the research topic. This step serves as the theoretical foundation and guideline for analyzing data and drawing conclusions. Questionnaire The questionnaire is used to collect data from respondents through a set of written questions or statements. This technique is effective for reaching a large number of respondents and helps measure research variables clearly and systematically. Documentation. The documentation method is used to obtain supporting data in the form of archives, reports, images, and other written materials relevant to the study. This technique complements the observation and interview results to ensure that the research data are valid and reliable.

Data analysis was carried out by measuring the correlation level between the variables of product diversification and consumer satisfaction at Kopi Bakar Bapak N'dut Pandeglang. The statistical analysis techniques used in this study are as follows:

1. Validity Test

According to Sugiyono (2019:8), a valid instrument is one that is able to measure what it is intended to measure. The validity test is conducted to determine the accuracy of the measurement instrument. To determine the validity of the research instrument, the Product Moment Correlation formula is used (Sugiyono, 2019:8). Items that have a positive correlation with the criterion (total score) and high correlation values indicate that the item has high validity.

2. Reliability Test

According to Sugiyono (2021:94), reliability refers to the extent to which the measurement results remain consistent when applied to the same object at different times. This study uses the Cronbach's Alpha method, which correlates the total scores of odd-numbered items with even-numbered items, followed by statistical testing using the Cronbach's Alpha formula. The items are randomly divided into odd and even groups.

3. Descriptive Analysis

Sugiyono (2020:61) explains that the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. With the Likert scale, variables are broken down into indicators that become the basis for developing instrument items in the form of statements. Each item on the Likert scale has a response range from very positive to very negative, with each response given a corresponding score.

4. Correlation Coefficient Analysis

Several analytical techniques can be used to determine whether a relationship exists between variables. The technique used in this study is correlation analysis. Correlation analysis examines the relationship between variables using statistical methods to determine the strength and direction of the relationship.

5. Simple Linear Regression Analysis

To determine the influence between variables, the researcher employed simple linear regression analysis. This technique is used to identify changes in the dependent variable (Y) based on the known values of the independent variable (X). Simple linear regression measures how much the dependent variable changes as the independent variable changes. After obtaining the values of *a* and *b*, these values are inserted into the simple linear regression equation to determine predicted changes in Y based on X. This equation is useful for forecasting the average value of Y when X is known and estimating the average change in Y for each change in X.

6. Coefficient of Determination Analysis

The coefficient of determination is used to determine how much the product diversification variable contributes to or influences consumer satisfaction at Kopi Bakar Bapak N'dut Pandeglang.

7. Hypothesis Test (t-test)

According to Ghozali (2021:95), the t-test is used to partially test the hypothesis to determine the individual effect of each independent variable on the dependent variable. To verify the hypothesis, the formulation of the hypotheses must first be established, and the classifications are prepared accordingly.

3. Results And Discussion

Validity Test of the Product Diversification Variable

Table 1.1 Validity Test of the Product Diversification Variable (Variable X)

No Quiz	r-Count	r-Table	Desc
1	0,571	0.361	Valid
2	0,714	0.361	Valid
3	0,852	0.361	Valid
4	0,606	0.361	Valid
5	0,680	0.361	Valid
6	0,823	0.361	Valid
7	0,649	0.361	Valid
8	0,723	0.361	Valid
9	0,755	0.361	Valid
10	0,636	0.361	Valid

Source: 2024 Data Processing Results

Based on table 1.1 above, it can be seen that the results of the validity test for each statement item that has been given to the respondents, the calculated r value of the Product Diversification variable item (X) has a value above 0.361. So it can be concluded that the statement items in the Product Diversification variable are declared valid.

Customer Satisfaction Validity Test

Table 1.2 Customer Satisfaction Validity Test (Variable Y)

No Quiz	r-Count	r-Table	Desc
1	0,567	0.361	Valid

No Quiz	r-Count	r-Table	Desc
2	0,857	0.361	Valid
3	0,759	0.361	Valid
4	0,582	0.361	Valid
5	0,668	0.361	Valid
6	0,836	0.361	Valid
7	0,643	0.361	Valid
8	0,641	0.361	Valid
9	0,723	0.361	Valid
10	0,760	0.361	Valid

Source: 2024 Data Processing Results

Based on table 4.2 above, the results of the validity test for each statement item given to the respondents can be seen. The calculated r value for the Customer Satisfaction variable (Y) item has a value above 0.361. Therefore, it can be concluded that the statement items in the Customer Satisfaction variable are declared valid.

The next step in the research instrument testing is reliability testing, which aims to determine the consistency or regularity of an instrument's measurement results. A reliable instrument means that it is good enough to produce reliable data. This instrument's reliability test uses a split-half test, grouping the scores of odd-numbered items into one half and the scores of even-numbered items into the second half using the Spearman-Brown.

Recapitulation of the Average Score of Respondents' Answers to Statement on Variable X (Product Diversification)

Table 1.3 Recapitulation of the Average Score of Respondents' Answers to Statement on Variable X (Product Diversification)

No	Question	$M = \sum fx/n$	Average	Criteria
Size Variation				
1	The availability of Kopi Bakar Bapak N'dut Pandeglang products	2,88	2,87	Good
2	Kopi Bakar Bapak N'dut Pandeglang offers a variety of coffee products.	3,23		Not Good
3	Kopi Bakar Bapak N'dut Pandeglang offers food and beverage products in packaged form	2,50	2,94	Not Good
4	The prices of products at Kopi Bakar Bapak N'dut Pandeglang are much cheaper compared to other coffee shops	2,86		Good
5	Kopi Bakar Bapak N'dut Pandeglang offers product promotions at certain events	3,03	2,82	Good
6	The products served by Kopi Bakar Bapak N'dut Pandeglang have an attractive and aesthetic appearance	2,75		Good
7	Consumers buy coffee products with elegant and simple packaging designs	2,89	2,82	Good
	Availability			Good

No	Question	$M = \sum fx/n$	Average	Criteria
Size Variation				
8	Local and international coffee and food products are available at Kopi Bakar Bapak N'dut Pandeglang	2,45		Not Good
9	Kopi Bakar Bapak N'dut Pandeglang menjual beberapa varian produk kopi local yang tidak dijual di toko lain	3,02	2,80	Good
10	Kopi Bakar Bapak N'dut Pandeglang sells several local coffee product variants that are not sold in other shops	2,94		Good
	Rata-rata penafsiran	2,85	Good	Good

Source: 2024 Data Processing Results.

From the table above, it can be seen that the average response of respondents to the statements regarding Product Diversification is 2.85, which indicates a good criterion. The highest-rated statement is Item No. 2, namely *"The coffee products offered by Kopi Bakar Bapak N'dut Pandeglang are varied,"* with a score of 3.23. Meanwhile, the lowest-rated statement is Item No. 8, *"Kopi Bakar Bapak N'dut Pandeglang provides both local and international coffee and food products,"* with a score of 2.45, which indicates a poor criterion.

Recapitulation of the Average Score of Respondents' Answers to Statement of Variable Y (Customer Satisfaction)

Table 1.4 Recapitulation of Average Respondents' Answer Scores for Statement Y (Customer Satisfaction)

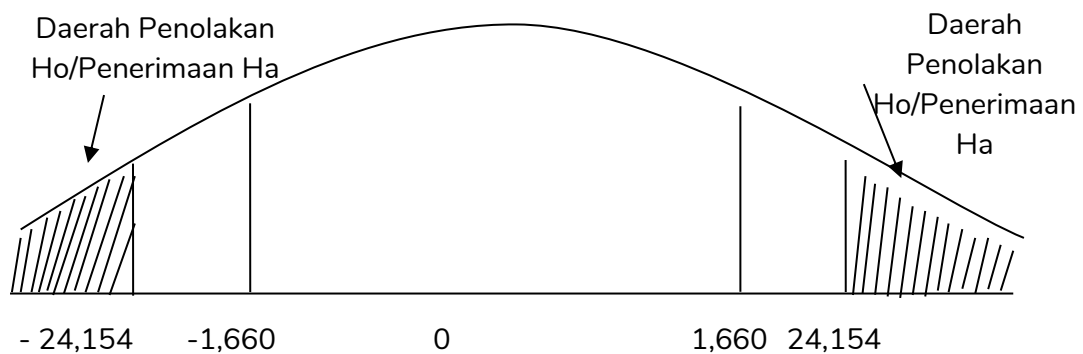
No	Question	$M = \sum fx/n$	Average	Criteria
Matching Expectation				
1	In dealing with consumers, the Admin of Kopi Bakar Bapak N'dut Pandeglang provides good service and responds quickly to every request from Kopi Bakar Bapak N'dut Pandeglang consumers	2,79		Good
2	Waiter/Barista of Mr. N'dut Pandeglang's Roasted Coffee in providing service, according to consumer requests from Mr. N'dut Pandeglang's Roasted Coffee	2,50	2,63	Not Good
3	Mr. N'dut Pandeglang's Roasted Coffee in serving consumers, Mr. N'dut Pandeglang's Roasted Coffee provides several supporting facilities (Example: Wifi, Live Music, Photo Spot, Toilet).	2,45		Not Good
4	Mr. N'dut Pandeglang's Roasted Coffee in providing rates to consumers of Mr. N'dut Pandeglang's Roasted Coffee, provides rates/prices that are able to compete with several competing Coffee Shops.	2,81		Good
5	Hope to Visit Again Mr. N'dut Pandeglang's Roasted Coffee in dealing with consumers, has provided satisfactory service	3,04		Good
6	Consumers of Mr. N'dut Pandeglang Roasted Coffee directly experience the value and benefits of the presence of Mr. N'dut Pandeglang Roasted Coffee in the Pandeglang area	2,69	2,86	Good

No	Question	$M = \frac{\sum fx}{/n}$	Average	Criteria
Matching Expectation				
7	Kopi Bakar Bapak N'dut Pandeglang provides convenience and adequate facilities in serving Kopi Bakar Bapak N'dut Pandeglang consumers.	2,87		Good
Willingness to Recommend				
8	Consumers will recommend Kopi Bakar Bapak N'dut Pandeglang to friends or relatives after receiving or getting satisfactory service from Kopi Bakar Bapak N'dut Pandeglang	2,87		Good
9	Consumers will recommend Kopi Bakar Bapak N'dut Pandeglang to friends or relatives with supporting facilities from Kopi Bakar Bapak N'dut Pandeglang	3,21	3,00	Good
10	Consumers will recommend Kopi Bakar Bapak N'dut Pandeglang to friends or relatives after getting value or benefits from the existence of Kopi Bakar Bapak N'dut Pandeglang	2,92		Good
Average Interpretation		2,81		Good

Source: 2024 Data Processing Results.

From the table above, it can be seen that the average response of respondents to the statements regarding Customer Satisfaction is 2.81, which indicates a good criterion. The highest-rated statement is Item No. 9, namely “Customers would recommend Kopi Bakar Bapak N'dut Pandeglang to friends or relatives due to the supporting facilities provided by the café,” with a score of 3.21. Meanwhile, the lowest-rated statement is Item No. 3, “In serving its customers, Kopi Bakar Bapak N'dut Pandeglang provides several supporting facilities (e.g., Wi-Fi, live music, photo spot, toilet),” with a score of 2.45, which indicates a poor criterion.

Figure 4.1 Significance Test Graph with a Two-tailed Test



Based on the graph above, it can be concluded that H0 is rejected and Ha is accepted, this means that there is a significant influence between Product Diversification and Consumer Satisfaction

4. Conclusion

Based on the research findings, it can be concluded that the hypothesis is accepted. The analysis results indicate that Product Diversification has a significant influence on Customer Satisfaction at Kopi Bakar Bapak N'dut Pandeglang. The average respondent's score for Product Diversification is 2.85, categorized as good, while Customer Satisfaction received an average score of 2.81, also categorized as good. The correlation coefficient of 86.4% demonstrates that Product Diversification strongly affects customer

satisfaction, whereas the remaining 13.6% is influenced by other factors not examined in this study. Future researchers are encouraged to expand the study by including a larger number of respondents or by examining multiple similar businesses to obtain more comprehensive and generalizable findings. Researchers may consider exploring other variables that may influence consumer satisfaction, such as service quality, brand image, price perception, customer loyalty, or digital marketing strategies.

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