

DAFTAR PUSTAKA

- Angelopulo, R. B. and G. (2006). *Integrated Organisational Communication*.
- Arif Yusuf Hamali, S.S., M. M. (2016). *Pemahaman Strategi Bisnis & Kewirausahaan*.
- Austin, G. (1978). *Perspective on the History of Psychoactive Substance Use*. 50–55.
https://books.google.co.id/books?id=pDoGAQAAIAAJ&pg=PA61&dq=coffee+shop+history&hl=id&sa=X&ved=2ahUKEwiA3OP-h_3uAhVTWX0KHdMsCFsQ6AEwAHoECAAQAg#v=onepage&q=coffee shop history&f=false
- Badan Pusat Statistik. (n.d.). *Produk Domestik Bruto Indonesia Triwulan*.
- Bank Indonesia. (2020). *Dinamika Upaya Pengaturan Global atas Perdagangan Berbasis Elektronik (e-Commerce)*. 105–112.
- Barrows, Clayton W., Powers, Tom, and Reynolds, Dennis R (2011) *Introduction to the Hospitality Industry*, 8th ed, New Jersey: John Wiley & Sons, Inc
- Burhan Hanifudin Wijaya, H. D. U. and B. A. N. (2018). *No Title*.
- Clark, T., & Bryman, A. (2019). *How to Do Your Social Research Project Or Dissertation*. 171.
https://books.google.co.id/books?id=eZOwDwAAQBAJ&pg=PA170&dq=convenience+sampling&hl=id&sa=X&ved=2ahUKEwiysuSLn_buAhUFOSsKHYuWDDwQ6AEwA3oECAQQAg#v=onepage&q=convenience sampling&f=false
- CNN Indonesia. (2020). *Survei BPS: Pemasukan 84 Persen Usaha Kecil Turun Saat Corona*.
- Creswell, J. (2003). *Research design: Qualitative, quantitative and mixed methods approaches*. California : SAGE Publications.
- Fatihudin, D., & Anang Firmansyah. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan)*. DEEPUBLISH.
https://books.google.co.id/books?id=txyPDwAAQBAJ&pg=PA182&dq=bauran+pemasaran+7p&hl=id&sa=X&ved=2ahUKEwj-i4Kz_vzuAhW2yDgGHVIqCNAQ6AEwBnoECAkQAg#v=onepage&q=bauran pemasaran 7p&f=false

- Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Hair Jr., J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate data analysis*, 7th ed. New Jersey: Pearson Education.
- Hanief, Y. N., & Wasis. (2017). *Statistik Pendidikan*. DEEPUBLISH.
<https://books.google.co.id/books?id=jfZRDwAAQBAJ&pg=PA49&dq=teori+hipotesis+deskriptif&hl=id&sa=X&ved=2ahUKEwj49Ni0sP3uAhVN4nMBHYquBg0Q6AEwBnoECAyQAg#v=onepage&q=teori hipotesis deskriptif&f=false>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: Explored and explained. *Current Journal of Applied Science and Technology*, 396–403.
- Kotler, P., & Keller, L.K. (2007). *Manajemen Pemasaran*. Edisi kedua belas. Indeks : Jakarta
- Kotler, P., & Keller, L.K. (2009). *Manajemen Pemasaran*. Jilid I. Edisi ke-13. Jakarta : Erlangga
- Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Administration and policy in mental health and mental health services research*, 42(5), 533-544.
- Premadi, W. (2020). *The Rapid Selling: 31 Hari Belajar Jualan agar Cepat Laku* (1st ed.). Stiletto Indie Book.
<https://books.google.co.id/books?id=Fe74DwAAQBAJ&pg=PA39&dq=kotler+7p&hl=id&sa=X&ved=2ahUKEwiv9ZjguPvuAhVg63MBHcjRALcQ6AEwA3oECAMQAg#v=onepage&q=kotler 7p&f=false>
- Samsul Arifin. (2020). *Sales Management: Strategi Penjualan dengan Pendekatan Personal* (1st ed.). SALMA IDEA.
<https://books.google.co.id/books?id=sf30DwAAQBAJ&pg=PA3&dq=definisi+penjualan&hl=id&sa=X&ved=2ahUKEwie3eGcvvvuAhWibn0KHT4VCEkQ6AEwAnoECAUQAg#v=onepage&q=definisi penjualan&f=false>
- Saputra, A. D., Nurmala, R., & Cakrawala, A. P. (2018). Penerapan Strategi Pemasaran 8P Terhadap Peningkatan Omset Penjualan Pada Warung Marso Malang. *Eksekutif*, 15(1), 19–41.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Bussiness A Skill-Bulding Approach*, 1–447.
- Selang, C. A. . (2016). *BAURAN PEMASARAN (MARKETING MIX) PENGARUHNYA TERHADAP LOYALITAS KONSUMEN PADA FRESH MART BAHU MALL MANADO Oleh: Christian A.D Selang. 1(3)*, 71–80.

- Selang, Christian A. D, 2013. *Pengaruh Bauran Pemasaran. Jurnal EMBA Vol 1 No. 3. JUNI 2013*
- Sugiyono, P. (2015). *Metode penelitian kombinasi (mixed methods)*. Bandung : Alfabeta.
- Sugiyono. (2012). *Metode Penelitian Bisnis*. Bandung : Alfabeta.
- Clark, T., & Bryman, A. (2019). *How to Do Your Social Research Project Or Dissertation*. 171.
https://books.google.co.id/books?id=eZOwDwAAQBAJ&pg=PA170&dq=convenience+sampling&hl=id&sa=X&ved=2ahUKEwiysuSLn_buAhUFOSsKHYuWDDwQ6AEwA3oECAQQAg#v=onepage&q=convenience+sampling&f=false
- Cook, R. A., Cathy H. Hsu, & Joseph J. Marqua. (2014). *The Business of Hospitality and Travel* (5th ed.). Harlow Pearson Education.
- Dr. Ir. Sudarto. (2017). *Peluang Usaha IKM Kopi*.
- Fandry Nurcahyo. (2016). Pengaruh Bauran Pemasaran Terhadap Volume Penjualan Pada Restoran McDonald's Delta Plaza Surabaya. *Jurnal Ilmu Dan Riset Manajemen*.
- Fatihudin, D., & Anang Firmansyah. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan)*. DEEPUBLISH.
https://books.google.co.id/books?id=txyPDwAAQBAJ&pg=PA182&dq=bauran+pemasaran+7p&hl=id&sa=X&ved=2ahUKEwj-i4Kz_vzuAhW2yDgGHVIqCNAQ6AEwBnoECAkQAQAg#v=onepage&q=bauran+pemasaran+7p&f=false
- Freycinetia, F. (2020). Mandiri Institute: Kunjungan Ke Restoran di Jakarta Terjun Bebas Akibat PSBB Jilid II. *Bisnis.Com, 2*.
<https://ekonomi.bisnis.com/read/20201124/12/1321706/mandiri-institute-kunjungan-ke-restoran-di-jakarta-terjun-bebas-akibat-psbb-jilid-ii>
- Frida, C. V. O. (2020). *Kewirausahaan*. Garudhawaca.
<https://books.google.co.id/books?id=iRP5DwAAQBAJ&pg=PA265&dq=konsep+penjualan&hl=id&sa=X&ved=2ahUKEwj46qfy2oHvAhVMeH0KHSdhC40Q6AEwA3oECAkQAQAg#v=onepage&q=konsep+penjualan&f=false>
- Goeldner, C. R., & J.R. Brent Ritchie. (2012). *Tourism Principles, Practices, Philosophies* (12th ed.). John Wiley & Sons.
- Hanief, Y. N., & Wasis. (2017). *Statistik Pendidikan*. DEEPUBLISH.
<https://books.google.co.id/books?id=jfZRDwAAQBAJ&pg=PA49&dq=teori+hipotesis+deskriptif&hl=id&sa=X&ved=2ahUKEwj49Ni0sP3uAhVN4nMBHYquBg0Q6AEwBnoECAYQAQAg#v=onepage&q=teori+hipotesis+deskriptif&f=false>
- Jawa Post. (2020). COVID-19 Buat Omzet IKM Kopi Turun Hingga 90 Persen. *Jawa Post.Com*. <https://www.jawapos.com/ekonomi/23/04/2020/covid-19-buat-omzet-ikm-kopi-turun-hingga-90-persen/>

- Karim, D. (2014). Marketing Mix Pengaruhnya Terhadap Volume Penjualan Pada PT. Manado Sejati Perkasa Gorup. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akutansi*. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/4006>
- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2001). *Principles of Marketing* (4th ed.). Pearsons. <http://library.wbi.ac.id/repository/212.pdf>
- Lampengan, P., Massie, J. D. D., & Roring, F. (2019). Pengaruh Motivasi, Kepercayaan Dan Sikap Konsumen Terhadap Minat Beli Pengguna Online Shop Zalora Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Unsrat Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(4). <https://doi.org/10.35794/emba.v7i4.26449>
- Laucerano, S. F. (2020). Cara Kedai Kopi Bertahan di Tengah Pandemi Corona. *Detik Finance*. <https://finance.detik.com/berita-ekonomi-bisnis/d-4998941/cara-kedai-kopi-bertahan-di-tengah-pandemi-corona>
- Munir, A., & Dea, A. A. (2017). Jurnal Pengaturan Pajak Restoran. *Mimbar Yustitia*, 1(ISSN), 93.
- Natakusumah, F. A., & Yuliati, A. L. (2016). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian (Studi Pada Ina Cookies Bandung). *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 9(1), 34–49. <https://doi.org/10.20473/jmtt.v9i1.2785>
- Nirwana. (2004). *Prinsip-Prinsip Pemasaran Jasa*. Dioma. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=50042>
- Premadi, W. (2020). *The Rapid Selling: 31 Hari Belajar Jualan agar Cepat Laku* (1st ed.). Stiletto Indie Book. <https://books.google.co.id/books?id=Fe74DwAAQBAJ&pg=PA39&dq=kotler+7p&hl=id&sa=X&ved=2ahUKEwiv9ZjguPvuAhVg63MBHcjRALcQ6AEwA3oECAMQAg#v=onepage&q=kotler+7p&f=false>
- Ricky Martjiono, Santoso, S. P., Aprilia, A., & Remiasa, M. (2014). Analisa Pengaruh Bauran Pemasaran (7P) Terhadap Keputusan Pembelian di Rumah Makan Kakkk , Ayam Geprek !!! *Journal of Marketing, Surabaya*, 484–494.
- Samsul Arifin. (2020). *Sales Management: Strategi Penjualan dengan Pendekatan Personal* (1st ed.). SALMA IDEA. <https://books.google.co.id/books?id=sf30DwAAQBAJ&pg=PA3&dq=definisi+penjualan&hl=id&sa=X&ved=2ahUKEwie3eGcvvvuAhWibn0KHT4VCEkQ6AEwAnoECAUQAg#v=onepage&q=definisi+penjualan&f=false>
- Tulus Tambunan. (2020). *Politik Ekonomi UMKM dan Pariwisata di Masa Pandemi COVID-19*. LP3ES. <https://books.google.co.id/books?id=-kcFEAAQBAJ&printsec=frontcover&dq=pariwisata+di+covid-19&hl=id&sa=X&ved=2ahUKEwiM6qj9xvvuAhVwIbcAHSEfCW0Q6AEwAHoECAQQAg#v=onepage&q&f=false>
- Winardi, J. (2008). *Entrepreneur dan Entrepreneurship*. Jakarta Kencana. <https://onsearch.id/Record/IOS13401.INLIS000000000017977>

World Health Organization. (2020). *Report of WHO-China Joint Mission on Coronavirus Disease 2019 (COVID-19)*.

Yuliandri, M. T. (2015). *Evolusi Kedai Kopi*. *Otten Magazine*.
<https://majalah.ottencoffee.co.id/evolusi-kedai-kopi/>

Yunus, A., & Susilaningsih. (2018). *Panduan Pendirian Usaha Kedai Kopi*.

ZA, D. S., Putra, D. I., Sofyan, S., & Bimo, D. (2020). *Pedoman Umum Menghadapi Pandemi COVID-19 Bagi Pemerintah Daerah*.

Walker, John R. (2011). *The Restaurant: From Concept to Operation*, 6 th ed. United States: John Wiley & Sons, Inc

Williams, C. (2007). *Research methods*. *Journal of Business & Economics Research (JBER)*, 5(3).

Zangirolami-Raimundo, J., Echeimberg, J. D. O., & Leone, C. (2018). *Research methodology topics: Cross-sectional studies*. *Journal of Human Growth and Development*, 28(3), 356-360.

