

REFERENCES

- American Marketing Association (2017). *Definitions of Marketing*.
<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Ansofino, et al. (2016). *Buku Ajar Ekonometrika*. Yogyakarta: Deepublish.
- Arifin, J (2017). *SPSS 24 Untuk Penelitian dan Skripsi*. Jakarta: PT Elex Media Komputindo.
- Barreto, A. M., & Ramalho, D. (2019). The impact of involvement on engagement with brand posts. *Journal of Research in Interactive Marketing, Vol. 13 No. 3*, 277–301. <https://doi.org/10.1108/JRIM-01-2018-0013/>
- Bellinda, B., et al. (2020). Kepuasan dan Loyalitas Pelanggan Aming Coffee: Experiential Marketing. *Jurnal Bisnis dan Akuntansi, Vol. 22, No. 2*, 335-346. <https://doi.org/10.34208/jba.v22i2.760/>
- Bungin, B. (2017). *Metodologi Penelitian Kuantitatif*. Edisi Kedua. Jakarta: Kencana Prenada Media.
- Buttle, Francis & Maklan, Stan. (2015). *Customer Relationship Management : Concepts and Technologies*. 3rd Edition. New York: Routledge.
- Daga, R. (2017). *Citra, Kualitas Produk dan Kepuasan Pelanggan*. Jakarta. Gramedia.
- Gadung, A., Zakaria, W. A. & Murniati, K. (2015). Customers Satisfaction and Loyalty to Coffee Powder of Sinar Baru Cap Bola Dunia in Bandar Lampung City. *Journal of Agribusiness Science, Vol. 3 No. 4*, 370-376.
<http://jurnal.fp.unila.ac.id/index.php/JIA/article/view/1086/>

- Gedalia, C. C. & Subagio, H. (2015). Pengaruh Kualitas Layanan dan Brand Image Terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus Monopole Coffee Lab Surabaya). *Jurnal Manajemen Pemasaran Petra*, Vol. 3, No. 1, 1-10. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/3351/3031/>
- Griffin, R. W. (2016). *Fundamentals of Management*. 8th Edition. Australia: Cengage Learning.
- Ghozi, S. & Sunindyo, A. (2016). *Statistik Deskriptif untuk Ekonomi*. Yogyakarta: Deepublish publisher.
- Hasan, Ali. (2018). *Marketing dan Kasus-kasus Pilihan*. Jakarta: Media Pressindo.
- Hassan, S. & Shamsudin, M. F. (2019). Measuring the effect of service quality and corporate image on student satisfaction and loyalty in higher learning institutes of technical and vocational education and training. *International Journal of Engineering and Advanced Technology*, Vol. 8 Issue-5C, 533 – 538. <https://doi.org/10.35940/ijeat.E1077.0585C19/>
- Hidayat, A., Adanti, P. A., Darmawan, A., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant, *International Journal of Marketing Studies*, Vol. 11 No. 3, 131-139. <https://doi.org/10.5539/ijms.v11n3p131>
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Edisi Pertama. Jakarta: Unitomo Press.
- Karya One. (2020, May 19). *Loyalitas, Pengertian, Indikator dan Cara*

Meningkatkan Loyalitas Pelanggan.

<https://www.karyaone.co.id/blog/loyalitas-pelanggan/#uw>

- Khan, N. J., Razzaque, M. A., & Hazrul, N. M. (2017). Intention of and commitment towards purchasing luxury products: A study of Muslim consumers in Malaysia. *Journal of Islamic Marketing, Vol. 8 No.3*, 476 – 495. <https://doi.org/10.1108/JIMA-12-2015-0091/>
- Kotler, P & Keller, K. (2016). *A Framework for Marketing Management*. 6th Edition. England: Pearson Education Limited.
- Kotler, P & Keller, K. (2016). *Marketing Management Global Edition*. England: Pearson Education Limited.
- Kotler, P., Kartajaya, H., Setiawan, I. (2017). *Marketing 4.0*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Kumalaningrum, F., Widajanti, E. & Sutarno. (2016). Analisis Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Moderasi (Studi pada Konsumen CS Kopi Tubruk Surakarta). *Jurnal Ekonomi dan Kewirausahaan Vol. 16 No. 2*, 226-233. <http://ejurnal.unisri.ac.id/index.php/Ekonomi/article/view/1282/>
- Kumar, R. (2019). *Research Methodology: A Step-by-Step Guide for Beginners*. 5th Edition. United Kingdom: SAGE Publications Ltd.
- Lepojević, V. & Đukić, S. (2018). Factors Affecting Customer Loyalty In The Business Market – An Empirical Study In The Republic of Serbia. *Journal of Economics and Organization Vol. 15 No. 3*, 245 – 256. <https://doi.org/10.22190/FUEO1803245L>

- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. New York: The Guilford Press.
- Mothersbaugh, D & Hawkins, D. (2016). *Consumer Behavior: Building Marketing Strategy*. 13th Edition. New York: McGraw-Hill Education
- Pradinata, J. (2017). Analisis Kepuasan dan Loyalitas Konsumen Kopi AAA di Kabupaten Kerinci. *Jurnal Ekonomi Islam*, (p-ISSN: 2087-2178, e-ISSN: 2579-6453) Vol. 8 No. 2, 168 – 182.
https://www.researchgate.net/publication/328024622_ANALISIS_KEPUASAN_DAN_LOYALITAS_KONSUMEN_KOPI_AAA_DI_KABUPATEN_KERINCI/fulltext/5bb36a2fa6fdccd3cb818a34/ANALISIS-KEPUASAN-DAN-LOYALITAS-KONSUMEN-KOPI-AAA-DI-KABUPATEN-KERINCI.pdf
- Sekaran, U. & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. 7th Edition. United Kingdom: John Wiley & Sons Ltd.
- Setyawan, F. E. B. (2017). *Pedoman Metodologi Penelitian (Statistika Praktis)*. Sidoarjo: Zifatama Jawara.
- Shah, M. H., Shah, M. W., & Gul, S. F. (2020). Employee Training on Customer Satisfaction: Mediating Role of Employee Performance and The Moderating Role of Job Autonomy. *Global Journal of Human Resource Management Vol.8, No.2*. 33 – 57. Online ISSN: 2053-5694 (Online)
- Siaran Pers Kemendag Indonesia. (2020). *Perluas Akses Pasar, Kemendag Lepas Ekspor 16,65 Ton Kopi ke Australia*.

https://www.kemendag.go.id/storage/article_uploads/lpkRNYQcUw4S1EhduLy7BDF1rv9MhMOM8qVJnr7S.pdf/

Smith, K & Hanover, D. (2016). *Experiential Marketing: Secrets, Strategies, and Success Stories from The World's Greatest Brands*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.

Sunyoto, Danang. (2015). *Perilaku Konsumen dan Pemasaran*. Yogyakarta : Centre of Academic Publishing Service.

Tjiptono, Fandy & Chandra, G. (2016). *Service Quality & Satisfaction*. 4th Edition. Yogyakarta. Andi.

Verhage, B. (2018). *Marketing Fundamentals*. 3rd Edition. The Netherlands: Noordhoff Uitgevers bv Higher Education Department.

Wahyuni, H. C., Sulistiyowati, H. & Khamim, M. (2015). *Pengendalian Kualitas: Aplikasi pada Industri Jasa dan Manufaktur dengan Lean, Six Sigma, dan Servqual*. Bandung: Graha Ilmu.

Williams, L. (2019). *Marketing Fundamentals*. Essex: Pearson Education Limited.