

REFERENCE

- Akkucuk, U., & Esmaeili, J. (2016). The Impact of Brands on Consumer Buying Behavior: An Empirical Study on Smartphone Buyers. *Journal of Research in Business & Social Science*, 5(4).
- Albari, & Safitri, I. (2018). The influence of product price on consumers' purchasing decisions. *Review of Integrative Business and Economics Research*, 7(2).
- Altschwager, T., Conduit, J., Bouzdine-Chameeva, T., & Goodman, S. (2017). Branded marketing events: engaging Australian and French wine consumers. *Journal of Service Theory and Practice*, 27(2). <https://doi.org/10.1108/JSTP-04-2015-0108>
- Angkouw, P. J. P., & Rumokoy, F. S. (2016). Analysis of Consumer Behavior on Purchase Intention of Counterfeit Shoes in Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(1).
- Arifin, J. (2017). SPSS 24 Untuk Penelitian dan Skripsi. In *PT Gramedia*.
- Auty, S. (1992). Consumer choice and segmentation in the restaurant industry. *The Service Industries Journal*, 12(3). <https://doi.org/10.1080/02642069200000042>
- Cece, I. S. (2015). Pengaruh Brand Origin, Brand Ambassador dan Brand Image Terhadap Minat Beli Sepatu Macbeth di Sogo Galaxy Mall Surabaya. *Manajemen Kinerja*, 1(2), 101-110.
- Chi, H. K., Yeh, H. R., & Huang, M. W. (2009). The Influences of advertising endorser, brand image, brand equity, price promotion, on purchase intention-the mediating effect of advertising endorser. *The Journal of Global Business Management*, 5(1).
- Clancy, M. J. (1999). Tourism and development evidence from Mexico. *Annals of Tourism Research*, 26(1). [https://doi.org/10.1016/S0160-7383\(98\)00046-2](https://doi.org/10.1016/S0160-7383(98)00046-2)
- Copeland, B. R. (1991). International trade in waste products in the presence of illegal disposal. *Journal of Environmental Economics and Management*, 20(2). [https://doi.org/10.1016/0095-0696\(91\)90047-M](https://doi.org/10.1016/0095-0696(91)90047-M)
- Croes, R. (2014). The role of tourism in poverty reduction: An empirical assessment. *Tourism Economics*, 20(2). <https://doi.org/10.5367/te.2013.0275>

- Croes, R., & Vanegas, M. (2008). Cointegration and causality between tourism and poverty reduction. *Journal of Travel Research*, 47(1). <https://doi.org/10.1177/0047287507312429>
- Deviiz, S. (2017). *KUALITAS MOCKTAIL DI CELEBRATE CAFÉ BANDUNG*.
- Durrani, B. A., Godil, D. I., & Baig, M. U. (2015). Impact of Brand Image on Buying Behaviour Among Teenagers. *European Scientific Journal*, 11(5).
- Faradiba, & Astuti, S. R. T. (2013). Analisis Pengaruh Kualitas Produk, Harga, Lokasi, Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen (Studi pada Warung Makan “Bebek Gendut” Semarang). *Diponegoro Journal of Management*, 2(3).
- Ghozali, I. (2016). Ghozali, Imam. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23. Semarang: BPFE Universitas Diponegoro. *IOSR Journal of Economics and Finance*, 3(1).
- Ghozali, & Imam. (2012). “Aplikasi Analisis Multivariate dengan Program IBM SPSS 20”. Semarang: UNDIP. In *Aplikasi Analisis Multivariate dengan program SPSS*.
- Goodall, B. (1989). Tourist accommodation: a destination area perspective. *Built Environment*, 15(2).
- Haratua Pandjaitan, D. R. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City’s Online Transportation Service (Study on Y Generation Consumers). *KnE Social Sciences*, 3(10), 726–738. <https://doi.org/10.18502/kss.v3i10.3418>
- Hartini, S. (2012). Peran Inovasi: Pengembangan Kualitas Produk dan Kinerja Bisnis. *Jurnal Manajemen Dan Kewirausahaan*, 14(1). <https://doi.org/10.9744/jmk.14.1.83-90>
- Harwani, Y., & Fauziyah, F. (2020). Keputusan Pembelian Konsumen Gerai Makanan Cepat Saji Ditinjau dari Kualitas Produk, Persepsi Harga dan Iklan. *Business Economic, Communication, and Social Sciences (BECOSS) Journal*, 2(3). <https://doi.org/10.21512/becossjournal.v2i3.6659>
- Herrmann, A., Xia, L., Kent, M. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: An empirical test in the context of automobile purchases. *Journal of Product and Brand Management*, 16(1). <https://doi.org/10.1108/10610420710731151>
- Herwindo. (2017). *Menuju Kejayaan Rempah Indonesia*. Pusat Penelitian Dan Pengembangan Perkebunan.

- Hussain, R., & Ali, M. (2018). Effect of Store Atmosphere on Consumer Purchase Intention. *SSRN Electronic Journal*, 73. <https://doi.org/10.2139/ssrn.2588411>
- Hutama, C. S. W. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Mili Café & Restaurant Banyuwangi (Doctoral dissertation).
- Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011). The Effect of Brand Equity Components on Purchase Intention: *International Business and Management*, 2(2).
- Jufidar, J., Abbas, F., & Safwadi, I. (2019). Pengaruh Persepsi Kualitas Produk, Merek dan Layanan Purna Jual Terhadap Keputusan Pembelian Skuter Metik Merek Honda di Kota Banda Aceh. *Jurnal Humaniora : Jurnal Ilmu Sosial, Ekonomi Dan Hukum*, 3(1), 14–25. <https://doi.org/10.30601/humaniora.v3i1.237>
- Kawa, L. W., Rahmadiani, S. F., & -, S. K. (2013). Factors Affecting Consumer Decision-Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia. *The SIJ Transactions on Advances in Space Research & Earth Exploration*, 1(3). <https://doi.org/10.9756/sijasree/v1i3/0105420101>
- Keller, K.L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 2. Aufl., Upper Saddle River: Prentice-Hall. 2. Aufl., Upper Saddle River: Prentice-Hall.
- Keller, Kevin Lane. (2001). Building Customer-based cbrand equity. Creating brand resonance requires carefully sequenced brand building efforts. *Marketing Management . AMA*.
- Khan, M. (2006). *Consumer Behaviour and Advertising Management*. New Age International.
- Kim, D., Magnini, V. P., & Singal, M. (2011). The effects of customers' perceptions of brand personality in casual theme restaurants. *International Journal of Hospitality Management*, 30(2). <https://doi.org/10.1016/j.ijhm.2010.09.008>
- Klytchnikova, I., & Dorosh, P. (2013). Tourism sector in Panama: Regional economic impacts and the potential to benefit the poor. *Natural Resources Forum*, 37(2). <https://doi.org/10.1111/1477-8947.12019>
- Kotler, Philip. & Armstrong, G. (2008). Prinsip-Prinsip Pemasaran, Edisi 12, Jilid 1. In *Manajemen Pemasaran* (Vol. 7).
- Kotler & Armstrong. (2010). *Principles of Marketing*. Pearson Media Company.

- Kotler, P., & Keller, K. L. (2012). *Principles Of Marketing Kotler 14th Edition* Pearson. *Pearson Education Limited, Essex, England.*
- Kotler, Philip, & Armstrong, G. (2018). *Kotler & Armstrong, Principles of Marketing* | Pearson. In *Pearson*.
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management. Global Edition (Vol. 15E)*. <https://doi.org/10.1080/08911760903022556> *Marketing Management. In Global Edition (Vol. 15E, Issue 4)*.
- Küster, I., & Hernández, A. (2012). Brand impact on purchase intention. An approach in social networks channel. *Economics and Business Letters, 1(2)*. <https://doi.org/10.17811/ebl.1.2.2012.1-9>
- Lautiainen, T. (2015). *Factors affecting consumers ' buying decision in the selection of a coffee brand.*
- Lee, S., Illia, A., & Lawson-Body, A. (2011). Perceived price fairness of dynamic pricing. *Industrial Management and Data Systems, 111(4)*. <https://doi.org/10.1108/02635571111133533>
- Lempang, M. (2012). *Pohon Aren dan Manfaat Produksinya.* In *Info Teknis EBONI (Vol. 9, Issue 1)*.
- Leroi-Werelds, S., Streukens, S., Van Vaerenbergh, Y., & Grönroos, C. (2017). Does communicating the customer's resource integrating role improve or diminish value proposition effectiveness? *Journal of Service Management, 28(4)*. <https://doi.org/10.1108/JOSM-11-2015-0366>
- Liestianty, T., Subekti, S., & Endang Nikmawati, E. (2016). Manfaat Hasil Belajar "Membuat Minuman Non Alkohol" Sebagai Kesiapan Menjadi Bartender Siswa Smkn 9 Bandung. *Media Pendidikan, Gizi, Dan Kuliner, 5(1)*.
- Lin, N.-H., & Lin, B.-S. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Journal of International Management Studies, 2(2)*.
- Ling, Y. J., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Nawawi, I., & Ismail, K. (2014). Brand Personality, Brand Loyalty and Brand Quality Rating in the Contact Lens Perspective. *Review of Integrative Business and Economics Research, 3(2)*.

- Mahadevan, R., & Suardi, S. (2019). Panel evidence on the impact of tourism growth on poverty, poverty gap and income inequality. *Current Issues in Tourism*, 22(3). <https://doi.org/10.1080/13683500.2017.1375901>
- Mandasari, V., & Tama, B. (2011). Analisis Kepuasan Konsumen Terhadap Restoran Cepat Saji Melalui Pendekatan Data Mining: Studi Kasus XYZ. *Jurnal Generic*, 6(1), 25–28.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Noviyanti, S. (2019, July 8). Menyelisik Tren Bisnis Kopi di Masa Depan. KOMPAS.com. <https://money.kompas.com/read/2019/08/070800926/menyelisik-tren-bisnis-kopi-di-masa-depan>.
- Pandjaitan, D. H. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers). *KnE Social Sciences*.
- Perreau, F. (2014). The 5 stages of Consumer Buying Decision Process. In *The consumer factor*.
- Philip, K., & Lane, K. K. (2002). Manajemen Pemasaran Edisi Milenium. PT. Prenhalindo, Jakarta.
- Plummer, J. T. (1974). The Concept and Application of Life Style Segmentation. *Journal of Marketing*, 38(1). <https://doi.org/10.2307/1250164>
- Prasastono, N., & Pradapa, S. Y. (2012). Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Kentucky Fried Chicken Semarang Candi. *Program Studi D3 Perhotelan, Program Diploma Kepariwisata Universitas Stikubank Semarang ABSTRACT, XI*.
- Rahadian, T. (2015). *Analisis Pengaruh Daya Tarik Produk dan Mutu Pelayanan untuk Meningkatkan Minat Beli Konsumen (Studi pada Konsumen Furniture PT. ANDHITA SARI di Ungaran)*.
- Rangkuti, F. (2002). Measuring customer satisfaction: Teknik mengukur dan strategi meningkatkan kualitas pelanggan. *Edisi keempat, PT. Gramedia Pustaka Utama, Jakarta*.

- Rini, C., Putri, H., Anatomi, B., Kedokteran, F., Wijaya, U., & Surabaya, K. (2014). POTENSI DAN PEMANFAATAN Tamarindus indica DALAM BERBAGAI TERAPI THE POTENCY AND USE OF Tamarindus indica ON VARIOUS THERAPIES. In *Ilmiah Kedokteran* (Vol. 3).
- Saayman, M., Rossouw, R., & Krugell, W. (2012). The impact of tourism on poverty in South Africa. *Development Southern Africa*, 29(3). <https://doi.org/10.1080/0376835X.2012.706041>
- Saidani, B., & Arifin, S. (2012). Pengaruh kualitas produk dan kualitas layanan terhadap kepuasan konsumen dan minat beli pada ranch market. *Jurnal Riset Manajemen Sains Indonesia*, 3(1).
- Saludung, J. (2015). Sirup Kecambah Josani Aneka Rasa. In *Optimalisasi Hasil-Hasil Penelitian Dalam Menunjang Pembangunan Berkelanjutan*.
- Scheyvens, R. (2007). Exploring the tourism-poverty nexus. *Current Issues in Tourism*, 10(2–3). <https://doi.org/10.2167/cit318.0>
- Sekaran, U., & Bougie, R. (2016). Research methods for business : a skill-building approach / Uma Sekaran and Roger Bougie. In *Nucleic Acids Research*.
- Sumarwan, U. (2015). Perilaku Konsumen Teori Penerapannya Dalam Pemasaran Edisi Kedua. *Cetakan Ketiga. Bogor: Penerbit Ghalia Indonesia*.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2). <https://doi.org/10.1080/10641734.2004.10505164>
- Sumarauw, J., Oroh, S., & Kalele, B. (2015). PENGARUH WORD OF MOUTH, DAYA TARIK IKLAN, PERSEPSI HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI MOTOR SUZUKI Satria FU PADA PT. SINAR GALESONG MANDIRI. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(3). <https://doi.org/10.35794/emba.v3i3.9434>
- Supriyadi, S., Wiyani, W., & Nugraha, G. I. K. (2017). PENGARUH KUALITAS PRODUK DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Bisnis Dan Manajemen*, 4(1). <https://doi.org/10.26905/jbm.v4i1.1714>
- Syarif, P., Suryotomo, B., & Soeprapto, H. (2011). Deskripsi dan Manfaat Tanaman Obat di Pedesaan Sebagai Upaya Pemberdayaan Apotik Hidup (Studi Kasus di Kecamatan Wonokerto). In *Pena Jurnal Ilmu Pengetahuan dan Teknologi* (Vol. 21, Issue 1).

- Tajuddien, R., FERDINAND, A. T., & RAHARDJO, S. T. (2015). *ANALISIS PENGARUH DAYA TARIK PRODUK DAN MUTU PELAYANAN UNTUK MENINGKATKAN MINAT BELI KONSUMEN (Studi pada Konsumen Furniture PT. ANDHITA SARI di Ungaran)* (Doctoral dissertation, Diponegoro University).
- Taruh, F., & Tabuni, M. (1997). Uji Organoleptik Jus Alpukat (*Persea americana* Mill) Pada Penambahan Berbagai Takaran Gula Aren. In *Jurnal Creativity Informasi Teknologi Hasil Pertanian &* (Issue 1).
- Tasia, W. R. N., & Widyaningsih, T. D. (2014). Potensi Cincau Hitam Sebagai Minuman Herbal Fungsional. *Jurnal Pangan Dan Agroindustri*, 2(4), 128–136.
- Tih, S., & Lee, K. H. (2013). Perceptions and predictors of consumers' purchase intentions for store brands: Evidence from Malaysia. *Asian Journal of Business and Accounting*, 6(2).
- Tse, A. C. B., Sin, L., & Yim, F. H. K. (2002). How a crowded restaurant affects consumers' attribution behavior. *International Journal of Hospitality Management*, 21(4). [https://doi.org/10.1016/S0278-4319\(02\)00035-X](https://doi.org/10.1016/S0278-4319(02)00035-X)
- Tsiotsou, R. (2005). Perceived quality levels and their relation to involvement, satisfaction, and purchase intentions. *Marketing Bulletin*, 16(4).
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*, 30(2). <https://doi.org/10.1111/j.1470-6431.2005.00477.x>
- Utami, C. W. (2012). *Manajemen Ritel Strategi Dan Implementasi Ritel Modern*. In *Jakarta: Salemba Empat*.
- Vanegas, M., Gartner, W., & Senauer, B. (2015). Tourism and poverty reduction: An economic sector analysis for Costa Rica and Nicaragua. *Tourism Economics*, 21(1). <https://doi.org/10.5367/te.2014.0442>
- Vega Cyndra Ragatantya, H. S. (2016). Analisis Pengaruh Kualitas Produk Dan Brand Images Terhadap Behavioural Intention Pada Konsumen Antimo Di Kota Semarang. *DIPONEGORO JOURNAL OF MARKETING*, 5(2).
- Wayan Redi Aryanta, I. (2019). Manfaat Jahe Untuk Kesehatan. *Widya Kesehatan*, 1(2).
- Wu, P. C. S., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1). <https://doi.org/10.1016/j.ausmj.2010.11.001>

Zahra, M., Majid, E., & Manijeh, B. (2020). The Effect of Customer Experiences on Purchase Intention through Mediator Variables of Mental Engagement and Visual Perception. *Studies in Business and Economics*, 15(2). <https://doi.org/10.2478/sbe-2020-0033>

Zhang, Z. (2000). Developing a model of quality management methods and evaluating their effects on business performance. *Total Quality Management*, 11(1). <https://doi.org/10.1080/0954412007071>

