DAFTAR PUSTAKA

- Apkrindo, A. P. (2020). Pertumbuhan Bisnis Kafe 15-20% Setiap Tahun.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 2-24.
- Hamid, N. (2022). Harlan + Holden's new Plaza Indonesia cafe/store is a great spot to broaden your cafeine horizons.
- Huang, L.-C., Gao, M., & Hsu, P.-F. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry. *Ekoloji*, 283-287.
- Indonesia, V. O. (2022). Bisnis Kafe dan Restoran Menapaki Kebangkitan.
- Ratasuk, A., & Gajesanand, S. (2020). Factors Influencing Brand Image and Customer Repurchase Intention: The Case of Coffee Chain Shops Located in Gas Service Stations in Bangkok. *University of the Thai Chamber of Commerce Journal Humanities and Social Sciences*, 171–188.
- Shen, Y., & Ahmad, R. (2022). The influence of brand image and favorability toward citizens in a product's country of origin on product evaluation: moderating effects of switching costs. *Frontiers in Psychology*, 1-15.

