

Bibliography

- Alise, M., & Teddlie, C. (2010). A continuation of the paradigm wars? Prevalence rates of methodological approaches across the social/behavioral sciences. *Journal of Mixed Methods Research*.
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. PT Rineka Cipta.
- Bergin, T. (2014). Starbucks suffers first UK sales drop after tax criticism. *Reuters*.
- Boyer, K., & Hult, G. (2006). Customer behavioral intentions for online purchases: An examination of fulfillment method and customer experience level.
- Briscoe, P., & Tripp, G. (2012). *Introduction to Tourism and Hospitality*. Government of Canada.
- Busler. (2000). The match-up hypothesis: Physical Attractiveness, Expertise and The Role of Fit on Brand Attitude, Purchase Intent and Brand Belief. *Journal of Advertising*.
- Chen, S., & Lin, C. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*.
- Dunning, & John, H. (2008). *Multinational Enterprises and the Global Economy*.
- EIBN. (2017). *Introduction to The Indonesian Market*. EIBN.
- Fathoni, A., & Minarsih, M. (2016). Pengaruh Lokasi, Tingkat Suku Bunga dan Kualitas Pelayanan terhadap Keputusan Pengambilan Kredit (Studi Empiris pada BPR Arthanugraha Makmursejahtera). *Journal of Management*.
- Garza, G. (2010). The History of Starbucks. *Catalogs*.

- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. *Badan Penerbit Universitas Diponegoro*.
- Griethuijsen, V., Eijck, V., Haste, H., & Brok, P. (2014). Global Patterns in Students' Views of Science and Interest in Science. *Research in Science Education*.
- Guzman, F., & Iglesias, O. (2012). Challenges Facing Brand Managers Today. *Emerald Insight*.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Thousand Oakes*.
- Hair, J., Joe, F., Matthews, L., Matthews, R., & Sarstedt, M. (2017). PLSSEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*.
- Hair, J., Joseph, F., Babin, B., & Krey, M. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising. *Journal of Advertising*.
- Hair, J., Joseph, F., Black, W., Babin, B., & Anderson, R. (2014). Multivariate Data Analysis (Seventh Ed). *Pearson Education Limited*.
- Haskova, K. (2015). Starbucks Marketing Analysis. *CRIS - Bulletin of the Centre for Research and Interdisciplinary Study*.
- Henderson, J. (2009). Food tourism reviewed. *British Food Journal*.
- Henseler, J., Ringle, C., & Sarstedt, M. (2015). A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling. *Journal of The Academy of Marketing Science*.
- Irawan, & Handi. (2004). Indonesia Customer Satisfaction Index. *Frontier*.
- Kamenetz, A. (2013). Starbucks is too damn expensive, says Chinese media. *Fast Company*.
- Kasiram, M. (2008). Metodologi Penelitian. *UIN-Malang Pers*.

- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*.
- Kotler, P., & Keller, K. (2006). *Marketing Management*. Pearson Education.
- Lindemann, J. (2010). *The Economy of Brands*, Basingstoke: Palgrave Macmillan.
- Majeed, M. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*.
- Malhotra, N. (2012). *Basic Marketing Research Integration of Social Media*. Pearson.
- Narula, R., & Santangelo, G. (2012). Location and collocation advantages in international innovation. *Multinational Business Review*.
- Nasution, A., Mayendra, E., & Putri, R. (2020). Review Industri Makanan dan Minuman.
- Osiyo, A., & Semuel, H. (2018). PENGARUH GREEN MARKETING TERHADAP GREEN BRAND IMAGE DAN PURCHASE INTENTION PELANGGAN PADA STARBUCKS COFFEE MALANG. *Jurnal Manajemen Pemasaran*.
- Ray, A., Dhir, A., Bala, P., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*.
- Riduwan. (2010). *Skala Pengukuran Variabel-variabel Penelitian*. Alfabeta.
- Sarstedt, M., Ringle, C., & Hair, J. (2017). *Partial Least Squares Structural Equation Modeling*. Springer International Publishing.
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business*. In A Skill-Building Approach. Wiley.
- Sekaran, U., & Bougie, R. (2016). *Research Method For Business: A SkillBuilding Approach 17th Edition*. Wiley.

- Severi, E., & Ling, K. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science*.
- Shaughnessy, H. (2013). Starbucks Loses Reputation and McDonald's Gains, In Most Social Charts. *Forbes*.
- Sihombing, T. (2011). Studi Kelayakan Pengembangan Usaha Pengolahan Kopi Arabika (studi kasus PT. Sumatera speciality coffees). *Institut Pertanian Bogor*.
- Sileyew, K. J. (2020). Research Design and Methodology. *Cyberspace*.
- Sisodia, R., & Wolfe, D. (2007). Firms of Endearment: How World-Class Companies Profit from Passion and Purpose. *Wharton School Publishing*.
- Sugiyono. (2006). Metode Penelitian Bisnis. *Alfabeta*.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. *Alfabeta*.
- Sugiyono. (2017). Statika untuk Penelitian. *Alfabeta*.
- Suhud, U., Fardila, A., Annatasiah, F., & Meira, H. (2020). Investigasi Efek Perceived Quality, Perceived Equity, dan Perceived Value: terhadap Repurchase Intention Pelanggan Kedai Minuman Boba. *Jurnal Bisnis, Manajemen, Keuangan*.
- Sun, Q., Rajamma, R., Heisley, D., & Soliman, M. (2022). Examining scarcity in mobile promotion and purchase intention: the role of location. *Journal of Marketing Theory and Practice*.
- Tashakkori, A. (2003). Handbook of Mixed Methods in Social & Behavioral Research.
- Tjiptono, F. (2011). Pemasaran Jasa. *Bayu Media*.
- Van, E. H., Pieters, R., & Zeelenberg, M. (2009). When demand accelerates demand: Trailing the bandwagon. *Journal of Consumer Psychology*.

- Vranesevic, T. (2003). The Effect of The Brand on Percieved Quality of Products. *British Food Journal*.
- Widowati, S., & Santoso. (2011). Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi terhadap Keputusan Pembelian. *Jurnal Dinamika Sosial Budaya*.
- Wu, L., & Ye, Y. (2013). Understanding Impulsive Buying Behavior in Mobile Commerce. *PACIS*.
- Yang, Z., & He, L. (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*.
- Yussof, A., Peng, F., Razak, F., & Mustafa, W. (2020). Discriminant Validity Assessment of Religious Teacher Acceptance: The Use of HTMT Criterion. *Journal of Physics: Conference Series*.

