

DAFTAR PUSTAKA

- Ailawadi, K.L., Pauwels, K. & Steenkamp, J.E.M. (2008). Private-Label Use and Store Loyalty.
- Alex S. Nitisemito.2002. Manajemen Personalia: Manajemen Sumber Daya Manusia. Jakarta : Ghalia Indonesia
- Anderson, E.W. & Sullivan , M. (1993), The Antecedents and Consequences of Customer Satisfaction for Firms, *Marketing Science* .
- Anderson, E.W. and Sullivan, M.W. (2013), “The antecedents and consequences of customer satisfaction for firms”, *Marketing Science*, Vol. 2 No. 2, pp. 125-43.
- Arief. (2007). Pemasaran Jasa Dan Kualitas Pelayanan – Bagaimana Mengelola Kualitas Pelayanan Agar Memuaskan Pelanggan. Edisi Pertama. PT.Bayumedia Publishing,Malang
- Astuti, D. (2007). Hubungan Antara Tingkat Kebahagiaan Authentik (Authentic Happiness) Dengan Tingkat Perilaku Inovasi Pada Wirausahawan Distro Di Surabaya, Sidoarjo, Dan Malang. Surabaya: Universitas Airlangga.
- Baker, D.A. and Crompton, J.L. (2010), “Quality, satisfaction and behavioral intentions”, *Annals of Tourism Research*, Vol. 27 No. 3, pp. 785-804.
- Banat, A., & Wandebori, H. S. T. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, Management and Behavioral Sciences.
- BasuSwastha DH dan Irawan, (1986), Manajemen Pemasaran Modern,Liberty, Yogyakarta
- Bateman, Thomas S., & Snell, Scott A. (2014). *Manajemen Kepemimpinan dan Kerja Sama dalam Dunia yang Kompetitif. Edisi ke 10.* Diterjemahkan oleh : Ratno Purnomo dan Willy Abdillah. Jakarta : Salemba Empat.

- Bei, L. T and Chiao, Y.C., 2001. An Integrated Model for The Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. No. 14. pp.125-140
- Berridge, K.C. The debate over dopamine's role in reward: the case for incentive salience. *Psychopharmacol.*, 2007
- Bhattacharya, C. B., C. J., & Sen, S. (2003).
- Bloemer, J., de Ruyter, K., Peeters, P., 1998. Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality and Satisfaction, *International Journal of Bank Marketing*
- Bridson, K., Evans, J., & Hickman, M. (2008) Assessing the Relationship Between Loyalty Program Attributes, Store Satisfaction, and Store Loyalty. *Journal of Retailing and Consumer Service*, 15, 364-374.
- Bruner, G. (1990). Music, Mood, and Marketing. *Journal of Marketing*, 54, 94-104.
- Castellanos, K. M., Hudson, J. A., Haviland-Jones, J., et al. (2010). Does exposure to ambient odors influence the emotional content of memories? *American Journal of Psychology*, 123, 269- 279.
- Coelho do Vale, R., Matos, P. V., & Caiado, J. (2016) The impact of private labels on consumer satisfaction. *Journal Of Marketing*.
- Darden WR, Babin BJ. Exploring the concept of affective quality: expanding the concept of retail personality. *Framework for Understanding Consumers' Relationship with Companies*.
- Gorn GJ. The effects of music in advertising on choice behavior: a classical conditioning approach. *J Mark (Winter) 1982;46:94 – 101*.
- Grönroos, C. (1990). *Service management and marketing: Managing the moments of truth in service competition*. Lexington, Mass: Lexington Books.

- Hansen, Don R., Maryanne M.Mowen. 2003. Edisi Keempat. Cost Management Accounting and Control. South Western: Thomson Learning.
- Hanzaee, K. H and Yazd, R. M. 2010. The Impact of Brand Class, Brand Awareness and Price on Two Important Consumer Behavior Factors; Customer Value and Behavioral Intentions. African Journal of Business Management. Vol, 4.No.17. pp. 3775-3784
- Hermawan Kertajaya.2002.Marketing Plus Siasat Memenangkan Persaingan Global. Jakarta : PT Erlangga
- Herrington, J. D., & Capella, L. M. (1994). Practical applications of music in service settings. *Journal of Services Marketing*, 8(3), 50- 65.
- Herz, R. S., Beland, S., & Hellerstein, M. (2004). Changing odor hedonic perception through emotional associations in humans. *International Journal of Comparative Psychology*, 17, 315-339.
- Hussain, Riaz & Ali, Mazhar. 2015. "Effect of Store Atmosphere on Consumer Purchase Intention". *International Journal of Marketing Studies*; Vol. 7, No. 2; 2015.
- Keni. 2000. "*Pentingnya Pengukuran Kepuasan Pelanggan Bagi Perusahaan*", *Jurnal Manajemen*, Jakarta: Fakultas Ekonomi Universitas Tarumanegara, Tahoo IV/02, Juni.
- Knox, S.D. dan Denison, T.J. (2000). Store Loyalty: Its Impact On Retail Revenue An Empirical Study of Purchasing Behaviour In The UK, *Journal of retailing and Consumer Service*, Vol. 7, January, pp. 33-45.
- Kotler, P. (1973), "Atmospherics as a marketing tool", *Journal of Retailing*,
- Kotler, P., & Armstrong, G. (2006). In P. Kotler, & G. Armstrong, *Principles of Marketing Management: An Asian Perspective*. Singapore: Pearson Education South Asia
- Kotler, Philip dan Keller, Kevin Lane. (2009). *Manajemen Pemasaran*.
- Lazarus RS. Emotion and adaptation. Oxford University Press; 1991.

- Linsen, M.A. (1975), "Like our music today Ms. shopper?" *Progressive Grocer*, October, p. 156
- Llosa, S., J.L. Chandon and C. Orsingher, 1998. An empirical study of SERVQUAL's dimensionality. *Service Indust. J.*, 18: 16-44.
- M. An experimental approach to making retail store environmental decisions. *J Retailing* 1992;68(4):445-60.
- Machleit KA, Eroglu SA. Describing and measuring emotional response to shopping experience. *J Bus Res* 2000;49(2):101-11.
- Martinez Caro L, Martinez García JA. Cognitive-affective model of consumer satisfaction: an exploratory study within the framework of asporting event. *J Bus Res* 2007;60: 108-14.
- Netemeyer, R., Lichtenstein, D., & Ridgway, N. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30, 234-245.
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*.
- Oliver, R.L. (1999), "Whence consumer loyalty?", *Journal of Marketing*, Vol. 63, pp.33-44.
- Oliver, R.L., 1997. *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill, Boston.
- Osman, M.Z (1993). A conceptual model of retail image influences on loyalty
- Osmar, O.E. *Retail Marketing*. England: Perason Education, 1999.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L., (1985). A Conceptual Model of Service Quality and Its Implication for Future Research, *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zethaml, V.A. dan Berry, L.L. 1988. SERVQUAL: a multiple scale for measuring consumer perceptions of service quality, *Journal of Retailing*, 64 No. 1, Spring.
- Paul, Peter J and Jerry C. Olson. *Consumer Behaviour and Marketing Strategy*.
- Roderick, B. dan Gregory, B. J. 2008. Investigating the service: A customer value perspective. *Journal of Business Research*. Vol 62. No 7, hal 345-355

- Russell JA. Measures of emotions. Plutchik R, Kellerman H, editors. Emotion: Theory, Research and Experience: The Measurement of Emotions (Vol. 4) Academic Press: New York, 1989.
- Santoso, Singgih. (2009). Store Image, Store Saatisfaction, dan Store Loyalty Dalam Kegiatan Belanja Konsumen. *Jurnal Manajemen & Bisnis*, Vol. 8, No. 1 (pp.32-45).
- Schiffman, Leon. G and Kanuk, Leslie Lazar.2004.Consumer Behavior 8th edition. Pearson Prentice Hall.Hal 14
- Schultz, Duane, P. dan Sydney Ellen Schultz. (2005). Theories of Personality Eight Edition. United States of America: Wadsworth, a division of Thomson Learning.
- Seligman, M. E. P. (2005) Authentic Happiness; Menciptakan Kebahagiaan dengan Psikologi Positif. Terjemahan. Bandung: PT Mizan Pustaka
- Smith, P.C. and Curnow, R. (1966), “ ‘Arousal hypothesis’ and the effects of music on purchasing behavior”, *Journal of Applied Psychology*.
- Spangenberg ER, Grohmann B, Sprott DE. It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting. *J Bus Res* 2005;58(11):1583–9.
- Stanton, William J. 1984. Fundamentals of Marketing. 8th Edition. Mc Graw Hill.
- Stevenson, R.J., 2001. Perceptual learning with odors: implications for psychological accounts of odor quality perception
- Theodoridis, P.K., Chatzipanagiotou, K.C., 2009. Store image attributes and customer satisfaction across different customer profiles within the supermarket sector in
- Tjiptono, Fandy. 2005. Pemasaran Jasa, Bayumedia Publishing, Malang
- Tjiptono, J., (2001). prinsip-prinsip totalquality service. Andi Offset, Yogyakarta.
- Westbrook RA, Oliver RL. The dimensionality of consumption emotion patterns and consumer satisfaction. *J Consum Res* 1991;8(1):84–91.

Wilson, A., Zeithaml, V.A., Bitner, M. & Gremler, D.D (2012). *Service marketing*: Xia L, Monroe KB, Cox JL. The price is unfair! A conceptual framework of price fairness perceptions. *J Mar* 2004;68:1-15.

Yoo, Sung Jin & Young Jae Chang. *An Exploratory Research on the Store Image Attributes Affecting Its Store Loyalty*. *Seoul Journal of Business*, Vol 11. No. 1, June, 2005.

Zeithaml, V. (1988). Consumer Perception of Price, Quality and Value: A Means End Model and Synthesis of Evidence. *Journal of Marketing*.

http://www.academia.edu/6259744/STARBUCKS_value_chain

<https://bursadesain.com/sejarah-dan-makna-logo-starbucks/>

<https://id.quora.com/Apa-makna-dan-cerita-di-balik-logo-Starbucks>

<https://ilmupengetahuanumum.com/10-negara-penghasil-kopi-terbesar-di-dunia/>

<https://kumparan.com/@kumparanbisnis/mengintip-bisnis-starbucks-di-indonesia>

<https://kumparan.com/@kumparanfood/starbucks-luncurkan-minuman-yang-dapat-berubah-warna>

<https://mix.co.id/marcomm/brand-insight/marketing-strategy/membangun-brand-ala-starbucks-indonesia>

<https://properti.kompas.com/read/2018/01/29/200000121/ada-apa-dengan-starbucks>

<https://swa.co.id/beritabca/bca/rahasia-kedai-kopi-starbucks-hingga-mampu-mendunia>

<https://swa.co.id/swa/business-strategy/langkah-ke-depan-starbucks>

https://www.bbc.com/indonesia/majalah-43772934_kopi

<https://www.liputan6.com/bisnis/read/3241130/starbucks-serap-50-ribu-ton-biji-kopi-asal-ri>

<https://www.scribd.com/doc/16800744/Pengaruh-Budaya-Pada-Bisnis-Kedai-Kopi-Modern-Starbucks-Case>

<https://www.suara.com/bisnis/2019/01/25/072716/penjualan-starbucks-gemilang-pada-kuartal-akhir-2018>

<http://www.starbucks.co.id/about-us/our-heritage/starbucks-in-indonesia>

<https://katadata.co.id/berita/2019/02/06/maxx-coffee-berencana-buka-30-gerai-baru-tahun-ini>

<http://excelso-coffee.com/about-us/>

<http://coffeetoffee.co.id/index.php/opportunity/u/franchise>

<https://asaro9.wordpress.com/2014/11/16/marketing-strategic-management-coffee-bean-and-tea-leaf-indonesia>