

DAFTAR PUSTAKA

- Akbar, M. M., & Parvez, N. (2009). Impact of service quality, trust, and customer satisfaction on customers loyalty. ABAC journal, 29(1).
- Ali, F., & Muqadas, S. (2015). The impact of brand equity on brand loyalty: The mediating role of customer satisfaction. Pakistan Journal of Commerce and Social Sciences (PJCSS), 9(3), 890-915.
- Ali, F., Omar, R., & Amin, M. (2013). An examination of the relationships between physical environment, perceived value, image and behavioural Intentions: A SEM approach towards Malaysian resort hotels. Journal of Hotel and Tourism Management, 27(2), 9-26.
- Aries Susanty, Eirene Kenny, (2015). The Relationship between Brand Equity, Customer Satisfaction, and Brand Loyalty on Coffee Shop: Study of Excelso and Starbucks.
- Armaya, R., Herawati, E., & Sucipto, T. (2013). Karakteristik Fisis dan Mekanis Papan Semen Bambu Hitam (*Gigantochloa Atrovilacea Widjaja*) dengan Dua Ukuran Partikel Physical and Mechanical Characteristics of Cement Board Bamboo Hitam (*Gigantochloa atrovilacea Widjaja*) Using Two Particle Sizes. Peronema Forestry Science Journal, 2(1), 9-15.
- Balaji, M. S., Roy, S. K., & Sadeque, S. (2016). Antecedents and consequences of university brand identification. Journal of Business Research, 69(8), 3023-3032.
- Bastian, D. A. (2014). Analisa pengaruh citra merek (brand image) dan kepercayaan merek (brand trust) terhadap loyalitas merek (brand loyalty) ades pt. ades alfindo putra setia. Jurnal Strategi Pemasaran, 2(1), 1-9.
- Basuki, T. I., & Kuntadi, S. (2015). Application Of Digital Marketing As An Improvement Of Organizational Performance Through Intellectual Capital In The Coffee Shops Industry, Bandung City. Sumber, 278(8), 6.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers’ relationships with companies. Journal of marketing, 67(2), 76-88.
- Cheng, H., Kotler, P., & Lee, N. R. (2011). Social marketing for public health. Eds: Cheng, H., Kotler, P., Lee RN, Social Marketing for Public Health (Global Trends and Success Stories), Jones and Bartlett Publishers, 1-30.

- Claudia, J. (2021). The impact of brand's name, product quality and product price to consumer's purchase intention at the coffee bean & tea leaf Summarecon Mall Serpong (Doctoral dissertation, Universitas Pelita Harapan).
- Coleman, D., De Chernatony, L., & Christodoulides, G. (2011). B2B service brand identity: Scale development and validation. *Industrial marketing management*, 40(7), 1063-1071.
- Elbedweihy, A. M., & Jayawardhena, C. (2014). Consumer-brand identification: A social identity based review and research directions. *The marketing review*, 14(2), 205-228.
- Ghodeswar, B. M. (2008). Building brand identity in competitive markets: a conceptual model. *Journal of product & brand management*.
- Grzeskowiak, S., & Sirgy, M. J. (2007). Consumer well-being (CWB): The effects of self-image congruence, brand-community belongingness, brand loyalty, and consumption recency. *Applied research in Quality of Life*, 2(4), 289-304.
- Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: the experiences of individual employees. *Managing Service Quality: An International Journal*.
- Hartini, S. (2012). Self-Image Congruity: Role In The Formation Of Consumer Attitudes. *Entrepreneur*, 3(1).
- Hosany, S. (2016). The effects of self-image congruence, tourists' experiences and satisfaction on behavioral intention.
- Hughes, D. E., & Ahearne, M. (2010). Energizing the reseller's sales force: The power of brand identification. *Journal of Marketing*, 74(4), 81-96.
- Kaynak, E., Salman, G. G., & Tatoglu, E. (2008). An integrative framework linking brand associations and brand loyalty in professional sports. *Journal of Brand Management*, 15(5), 336-357.
- Kristensen, K., Martensen, A., & Gronholdt, L. (1999). Measuring the impact of buying behaviour on customer satisfaction. *Total Quality Management*, 10(4-5), 602-614.
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *The TQM Journal*.
- Liliani, N., Nugraha, A. M., Diningrum, J. P., & Sulaksono, A. (2016). Impacts of the tensor couplings of ω and ρ mesons and Coulomb-exchange terms on superheavy nuclei and their relation to the symmetry energy. *Physical Review C*, 93(5), 054322.

- Marliawati, A., & Cahyaningdyah, D. (2020). Impacts the brand of experience and brand image on brand loyalty: Mediators brand of trust. *Management Analysis Journal*, 9(2), 140-151.
- Martiana, T., & Suarnianti, N. I. M. (2018). The determinants of Safety behavior in hospital. *Indian Journal of Public Health Research & Development*, 9(2), 147-153.
- Mohammadi, F., Hamid, T. A., Yazid, M. N., Othman, Z., & Mahmud, R. (2011). Lifestyle factors influencing bone mineral density in postmenopausal Malaysian women. *Life Science Journal*, 8(2), 132-9.
- Muhammad, M., & Artanti, Y. (2016). The impact of experiential marketing on word of mouth with customer satisfaction as a intervening variable. *JDM (Jurnal Dinamika Manajemen)*, 7(2), 182-190.
- Munandar, A., & Efawati, Y. (2020). Identification on Brand Loyalty. *International Journal Administration Business & Organization*, 1(1), 25-31.
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of tourism Research*, 38(3), 1009-1030.
- Nasir, A., Ahmed, M. A., Nazir, I., Zafar, H., & Zahid, Z. (2014). Impact of different determinants on customers satisfaction level (a case of fast food restaurant). *International Journal of Business and Management Invention*, 3(9), 32-40.
- Pinheiro, J., Alegria, C., Abreu, M., Gonçalves, E. M., & Silva, C. L. (2013). Kinetics of changes in the physical quality parameters of fresh tomato fruits (*Solanum lycopersicum*, cv. 'Zinac') during storage. *Journal of Food Engineering*, 114(3), 338-345.
- Pratama, H., & Suprapto, B. (2017). The effect of brand image, price, and brand awareness on brand loyalty: The rule of customer satisfaction as a mediating variable. *Global Journal of Business & Social Science Review*, 5(2), 52-57.
- Rangkuti, F. (2004). *The power of brands*. Gramedia pustaka utama.
- Rizqi Hammam Saputra, (2019). *The Influence Of Staff Behaviour, Brand Identification, And Lifestyle Congruence To Customer Satisfaction And Customer Loyalty On Go-food In Yogyakarta*.
- Robbins, T. L., Crino, M. D., & Fredendall, L. D. (2002). An integrative model of the empowerment process. *Human resource management review*, 12(3), 419-443.

- Rocio Carranza, Estrella Diaz, David Martin-Consuegra, (2018). The Influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust.
- Sahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. Procedia-Social and Behavioral Sciences, 24, 1288-1301.
- Sallam, M. A. (2014). The effects of brand image and brand identification on brand love and purchase decision making: the role of WOM. International business research, 7(10), 187.
- Santoso, D., & Prasastyo, K. W. (2021). Perceived Quality, Brand Awareness, Dan Brand Loyalty Terhadap Overall Brand Equity Pada Konsumen Luwak White Koffie Di Jakarta. E-Jurnal Manajemen Trisakti School of Management (TSM), 1(1), 9-18.
- Santoso, N. E., & Martini, N. N. P. (2020). Pengaruh Price, Physical Evidence Terhadap Customer Satisfaction Melalui Customer Loyalty. JSMBI (Jurnal Sains Manajemen Dan Bisnis Indonesia), 10(1), 36-49.
- Saputra, D., Indarini, I., & Margaretha, S. (2020). The Effect of Consumer-Based Brand Equity on Customer Satisfaction and Brand Loyalty in the Coffee Bean & Tea Leaf or Maxx Coffee.
- Setyawan, A. A., Kussudiyarsana, I., & Imronudin, I. (2015). Brand trust and brand loyalty, an empirical study in Indonesia consumers. British Journal of Marketing Studies, 4(3), 37-47.
- Sriyani, N. (2019). Effect Of Brand Equity And Marketing Mix On Customer Satisfaction And Impact On Customer Loyalty. EAJ (Economic and Accounting Journal), 2(3), 206-214.
- Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). The Rational Factors of Perceived Quality and Perceived Value as the Drivers of Customer Satisfaction and Brand Loyalty. Bisnis & Birokrasi: Jurnal Ilmu Administrasi dan Organisasi, 26(3), 4.
- Susanto, A. H. (2013). The influence of customer purchase decision on customer satisfaction and it's impact to customer loyalty. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 1(4).
- Tanasal, R., & Kojo, C. (2016). Analisis Beban Kerja, Perilaku Individu, Dan Persepsi Terhadap Kinerja Karyawan PT. Hasjrat Abadi Manado. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 4(3).

Underwood, R. L. (2003). The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of marketing theory and practice*, 11(1), 62-76.

<https://id.wikipedia.org/wiki/Barista>

<https://www.jiwagroup.com/>

<https://www.merdeka.com/jatim/barista-adalah-penyaji-kopi-profesional-kenali-tugas-dan-persyaratananya-kln.html>

