

## DAFTAR PUSTAKA

- Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>
- Abdurrahman, M. F., Daryanto, A., & Nuraisyah, A. (2021). Coffee to Go Marketing Mix (7P) Analysis to Improve Customer Satisfaction (Case Study Katuhu Coffee). *Business Review and Case Studies*. <https://doi.org/10.17358/brcs.2.2.70>
- Abuthahir, S. B. S., & Krishnapillai, G. (2018). How does the Ambience of Cafe Affect the Revisit Intention among its Patrons? A S on the Cafes in Ipoh, Perak. *MATEC Web of Conferences*, 150. <https://doi.org/10.1051/matecconf/201815005074>
- Adi, P., Dhiaulhaq, M., & Novandari, W. (2019a). *Customer Satisfaction As The Moderating Variable Of Customer Loyalty*.
- Adi, P., Dhiaulhaq, M., & Novandari, W. (2019b). *Customer Satisfaction As The Moderating Variable Of Customer Loyalty. Customer Satisfaction As The Moderating Variable Of Customer Loyalty*.
- Alawadhi, A., & Yoon, S. Y. (2016). Shopping Behavioral Intentions Contributed by Store Layout and Perceived Crowding: An Exploratory Study Using Computer Walk-Through Simulation. *Journal of Interior Design*, 41(4), 29–46. <https://doi.org/10.1111/joid.12077>
- Allameh, S. M., Pool, J. K., Jaber, A., Salehzadeh, R., & Asadi, H. (2015). Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 27(2), 191–207. <https://doi.org/10.1108/APJML-12-2013-0159>
- Alonso Dos Santos, M., Calabuig Moreno, F., Prado Gascó, V., & Cuevas Lizama, J. (2021). The effect of quality and leverage on the image transfer model: the moderating role of involvement. *International Journal of Sports Marketing and Sponsorship*, 22(2), 353–368. <https://doi.org/10.1108/IJSMS-12-2019-0149>
- Anggraeni, Y., Retnoningsih, D., & Wahib Muhammin, A. (2019). The influence of satisfaction on consumer loyalty of Sumawe Coffee Malang. *Agricultural Social Economic Journal*, 19(01), 19–25. <https://doi.org/10.21776/ub.agrise.2019.019.1.3>

- Annur, C. (2023). *Produksi Kopi Indonesia Meningkat, Capai 794 Ribu Ton pada 2022*. Databoks.Katadata.Co.Id.  
<https://databoks.katadata.co.id/datapublish/2023/03/13/produksi-kopi-indonesia-meningkat-capai-794-ribu-ton-pada-2022>
- Aqila, H., Syarmimi, I., Adawiyah, H., Akhtar, I., Alhesainan, M. S., & Fahad Altayyar, L. (2022). Customer Satisfaction Act upon the Brand's Fame: A Case Study of Nestle. *International Journal of Applied Business and International Management (IJABIM)*, 7(2), 59–71.  
<https://doi.org/10.32535/ijabim.v7i2.162>
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction. *Administrative Sciences*, 13(5).  
<https://doi.org/10.3390/admsci13050118>
- Arlina Laras. (2023, June 15). *Strategi Bisnis Toko Kopi Tuku, Sukses Tanpa Kemitraan*. <Https://Entrepreneur.Bisnis.Com/>.
- Bae, J. H., & Jeon, H. M. (2022). Exploring the Relationships among Brand Experience, Perceived Product Quality, Hedonic Value, Utilitarian Value, and Brand Loyalty in Unmanned Coffee Shops during the COVID-19 Pandemic. *Sustainability (Switzerland)*, 14(18).  
<https://doi.org/10.3390/su141811713>
- Baek, E., Choo, H. J., Oh, H., & Yoon, S. Y. (2018). How consumers “see” a visually warm store: Differences between affective and cognitive processors. *Journal of Consumer Behaviour*, 17(2), 149–160.  
<https://doi.org/10.1002/cb.1698>
- Bimaruci, H., Havidz, H., Rizky Mahaputra, M., & Ilhamalimy, R. R. (2021). *Model of Purchasing Decisions and Customer Satisfaction: Analysis of Brand Image and Product Quality (Marketing Management Literature Review)*. 1(6). <https://doi.org/10.38035/dijefa.v1i6>
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>
- Chmielecki, M. (2020). Cognitive Biases in Negotiation - Literature Review. *Journal of Intercultural Management*, 12(2), 31–52.  
<https://doi.org/10.2478/jiom-2019-0037>
- Darwin, M., Mamondol, M., Sormin, S., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, M., Prasetyo, B., Vianitati, P., & Gebang, A. (2021). *Metode penelitian pendekatan kuantitatif*.  
<https://www.researchgate.net/publication/354059356>

- de Aguiar Neves, S., Jucá de Queiroz, M., Steffanoni Bernardes de Queiroz, R., & Fernando Ascenção Guedes, L. (2020). The importance of the atmosphere of the environment in Brazilian physical retail in 2030: A importância da atmosfera do ambiente no varejo físico brasileiro em 2030. *Edição Especial XX ENGEMA*, 12, 2019–1279. <https://doi.org/10.5902/19834659>
- Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>
- Fatmarani, S. (2022). *Aroma Segar Bisnis Kopi Indonesia Dari Hulu ke Hilir – UKM Indonesia*. Ukmindonesia.Id. <https://ukmindonesia.id/baca-deskripsi-posts/aroma-segar-bisnis-kopi-indonesia-dari-hulu-ke-hilir>
- Fibriyanti, N. A., & Hukama, L. D. (2021). Niat beli ulang mahasiswa terhadap kopi berkonsep coffee-to-go shop. *Jurnal Manajemen Maranatha*, 20(2), 185–196. <https://doi.org/10.28932/jmm.v20i2.3574>
- Fiedler, K., & Von Sydow, M. (2015). *Heuristics and biases: Beyond Tversky and Kahneman's (1974) judgment under uncertainty*. <https://www.researchgate.net/publication/280981235>
- Gathut, H., & Purnamaningsih, P. (2021). *Analisis Faktor-Faktor yang Mempengaruhi Behavioral Intention Aplikasi Delivery Service Food & Beverage* (Vol. 13, Issue 1).
- Gumilang, M. F., Yuliati, L. N., Dikky Indrawan, R., & Fajar Gumilang, M. (2021). Repurchase Intention of Millennial Generation in Coffee Shop with the Coffee-To-Go Concepts. *International Journal of Research and Review (Ijrrjournal.Com)*, 8(2), 347.
- Hafez, M. (2018). Measuring the impact of corporate social responsibility practices on brand equity in the banking industry in Bangladesh: The mediating effect of corporate image and brand awareness. *International Journal of Bank Marketing*, 36(5), 806–822. <https://doi.org/10.1108/IJBM-04-2017-0072>
- Hair, J., Hult, T., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.
- Handayani, P. T., Kepramaren, P., & Kusuma, I. G. A. E. T. (2022). The Analysis of the Quality of the Physical Environment, Service and Product on Revisit Intention through Customer Satisfaction at a Coffee Shop in Kintamani-Bali. *European Journal of Business and Management Research*, 7(6), 115–119. <https://doi.org/10.24018/ejbmr.2022.7.6.1621>
- Haryeni, H., Agus, T., & Yendra, N. (2022). Pengaruh Kualitas Produk, Brand Image Dan Kepuasan Konsumen Terhadap Loyalitas Pelanggan Kartu Tri.

- Jurnal Ekonomika Dan Bisnis (JEBS), 2(1), 18–27.*  
<https://doi.org/10.47233/jebs.v2i1.58>
- Hilal, M. I. M. (2022). Store Environmental Cues and Repurchase Intention in Retail Supermarkets in Sri Lanka: Mediating Role of Store Image. *Asian Journal of Management Studies, 2(2)*, 115–128.  
<https://doi.org/10.4038/ajms.v2i2.52>
- Huang, C., & Nuangjamnong, C. (2022). *Analyzing Factors Influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee, Taiwan Global Scientific and Academic Research Journal of Multidisciplinary Studies ISSN: 2583-4088 (Online) Global Scientific and Academic Research Journal of Multidisciplinary Studies Analyzing Factors Influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee, Taiwan.*  
<https://www.researchgate.net/publication/366529313>
- Javeed, A., Aljuaid, M., Khan, Z., Mahmood, Z., & Shahid, D. (2022). Role of Extrinsic Cues in the Formation of Quality Perceptions. *Frontiers in Psychology, 13*. <https://doi.org/10.3389/fpsyg.2022.913836>
- Kartono, R., & Wildan Tamami, A. (2020). The Determinant Factors of KAI Access Awareness in PT. Kereta Api Indonesia from Millennial Generation Perspective. *The Winners, 21(2)*. <https://doi.org/10.21512/tw.v21i2.6781>
- Keller, K. L., & Swaminathan, V. (2020). *Building, Measuring, and Managing Brand Equity Strategic Brand Management.*
- Khan, L., Khan, L. M., & Ahmed, R. (2012). A Comparative Study of Consumer Perception of Product Quality: Chinese versus Non-Chinese Products. *Pak. j. Eng. Technol. Sci, 2(2)*, 118–143. <http://pkmofcom.gov.cn>
- Kim, B. (2018). The role of dedication-based and constraint-based mechanisms in consumers' sustainable outcomes in the coffee chain industry. *Sustainability (Switzerland), 10(8)*. <https://doi.org/10.3390/su10082636>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (Vol. 15e).
- Kusumah, A., & Lee, , Cheng-Wen. (2020). *Do Green Marketing and Green Brand Awareness Influence Customer Satisfaction? An Empirical Study.*
- Lee, H. J. (2022). A Study on the Effect of Customer Habits on Revisit Intention Focusing on Franchise Coffee Shops. *Information (Switzerland), 13(2)*.  
<https://doi.org/10.3390/info13020086>
- Lewis, S. (2015). Qualitative Inquiry and Research Design: Choosing Among Five Approaches. In *Health Promotion Practice* (Vol. 16, Issue 4, pp. 473–475). SAGE Publications Inc. <https://doi.org/10.1177/1524839915580941>
- Litty, N. (2018). *The rise of Indonesia's modern concept of coffee shops - TLD by MW | DO.* Thelowdown.Momentum.Asia.

- <https://thelowdown.momentum.asia/indonesias-rise-of-modern-new-concept-of-coffee-shops/>
- Loa, & Berlianto. (2022). Drivers Of Purchase Intention And Willingness To Pay Microtransactions In Mobile Legends. *Jurnal Manajemen*, 26(3), 567–590. <https://doi.org/10.24912/jm.v26i3.1022>
- Mahmudan, A. (2022, June 9). *Berapa Konsumsi Kopi Indonesia pada 2020/2021?* <Https://Dataindonesia.Id/>. <https://dataindonesia.id/sektor-riil/detail/berapa-konsumsi-kopi-indonesia-pada-20202021>
- Maria, S., Permadi Hakim, Y., & Caisar Darma, D. (2020). Perceptions of Service Quality and Corporate Image Against Satisfaction and Customer Loyalty. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i3.6371>
- Mone, R. (2023, September 7). *Kopi Fest Indonesia 2023, Ajang Berkumpulnya UMKM dan Pecinta Kopi.* <Https://Mnews.Co.Id/Read/Fokus/Kopi-Fest-Indonesia-2023-Ajang-Berkumpulnya-Umkm-Dan-Pecinta-Kopi/#:~:Text=Asosiasi%20Pengusaha%20Kopi%20dan%20Cokelat,Diperkirakan%20akan%20mencapai%20Rp80%20triliun.>
- Musika, Y. A. (2022, December 2). *Tantangan Industri Kopi 2023: Proyeksi Kecenderungan Peminum Kopi.* [Ottencoffee.Co.Id.](https://ottencoffee.co.id/majalah/industri-kopi-2023) <https://ottencoffee.co.id/majalah/industri-kopi-2023>
- Nabilah Muhamad. (2023, October 16). *10 Restoran dengan Jumlah Gerai Terbanyak di Indonesia pada 2022.* <https://databoks.katadata.co.id/infografik/2023/10/16/10-restoran-dengan-jumlah-gerai-terbanyak-di-indonesia-pada-2022>
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1796249>
- Novianty, A., Dedy Ansari Harahap, & Moch. Malik Akbar Rohandi. (2022). Pengaruh Brand Ambassador terhadap Buying Decision dengan Brand Awareness sebagai Variabel Intervening. *Bandung Conference Series: Business and Management*, 2(2). <https://doi.org/10.29313/bcsbm.v2i2.2596>
- Sari, J. P. M., Hardini, R., & Digidowiseiso, K. (2023). Influence Brand Awareness, Product Variations and Word of Mouth Towards Customer Satisfaction at Coffee Shop Tuku Cipete Branch, South Jakarta. *Jurnal Syntax Admiration*, 4(1), 164–177. <https://doi.org/10.46799/jsa.v4i1.802>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business.* [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)

- Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Accounting & Marketing*, 06(01). <https://doi.org/10.4172/2168-9601.1000223>
- Su, J., Iqbal, M. A., Haque, F., & Akter, M. M. K. (2023). Sustainable apparel: a perspective from Bangladesh's young consumers. *Social Responsibility Journal*. <https://doi.org/10.1108/SRJ-01-2022-0035>
- Su, Y., Ma, Z., Yin, X., Zhao, Y., & Qu, Y. (2022). Research on the Impact of Live Commerce on Starbucks Consumer Satisfaction - Based on the Moderating Effect of Supervision Strength. *Journal of Asian Business Strategy*, 12(2), 115–138. <https://doi.org/10.55493/5006.v12i2.4657>
- Syahputro, P., Zulkifli Amanda, M., Ristanti, K. A., Surya, J. L., No, K., & Selatan -Banten, P. T. (2022a). *JIMF (Jurnal Ilmiah Manajemen Antecedents of Customer Loyalty Using Social Exchange Theory in Building Customer Loyalty in the Coffee Shops PRODI MAGISTER MANAJEMEN & FORKAMMA UNPAM)*. 5(3).
- Syahputro, P., Zulkifli Amanda, M., Ristanti, K. A., Surya, J. L., No, K., & Selatan -Banten, P. T. (2022b). *JIMF (Jurnal Ilmiah Manajemen Antecedents of Customer Loyalty Using Social Exchange Theory in Building Customer Loyalty in the Coffee Shops PRODI MAGISTER MANAJEMEN & FORKAMMA UNPAM)*. 5(3).
- Tecoalau, M., Tj, H. W., & Ferdian, F. (2021). Effect of price perception and brand awareness on service quality mediated by purchasing decisions. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(4), 183–195. <https://doi.org/10.51715/husocpument.v1i4.127>
- Thaichon, P., Quach, S., & Ngo, L. V. (2022). Emerging Research Trends in Marketing: A Review of Australasian Marketing Journal. In *Australasian Marketing Journal* (Vol. 30, Issue 3, pp. 214–227). SAGE Publications Ltd. <https://doi.org/10.1177/14413582221110450>
- Ting, H., Lau, W. M., Cheah, J. H., Yacob, Y., Memon, M. A., & Lau, E. (2018). Perceived quality and intention to revisit coffee concept shops in Malaysia: A mixed-methods approach. *British Food Journal*, 120(5), 1106–1119. <https://doi.org/10.1108/BFJ-08-2017-0452>
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*, 30(2), 207–217. <https://doi.org/10.1111/j.1470-6431.2005.00477.x>
- Vety, S., Achmad, T., Dh, F., & Kholid Mawardi, M. (2016). Pengaruh Store Atmosphere (Suasana Toko) Terhadap Emosi Serta Dampaknya pada Keputusan Pembelian (Survei pada Pembeli di Ria Djenaka Cafe dan Resto,

- Kota Batu). In *Jurnal Administrasi Bisnis (JAB)* | Vol (Vol. 30, Issue 1).  
[www.wartaekonomi.co.id](http://www.wartaekonomi.co.id)
- Widjaja, A., & Kusuma, B. H. (2015). *Widjaja and Kusuma: The Study of The Antecedents of Retail Shoppers' ... The study of the antecedents of retail shoppers' repatronage intentions: An empirical study.*
- Won, L., & Nuangjamnong, C. (2022). The Effect of Coffee-mix Experience and Experience Quality through Perceived Value, Satisfaction towards Repurchase Intention in Myanmar. In *Chompu Nuangjamnong / AU-GSB e-Journal* (Vol. 15). <http://www.assumptionjournal.au.edu/index.php/AU-GSB/index>
- Wulandari, G. A., Suryaningsih, I. B., & Abriana, R. M. (2021). Co-Shopper, Mall Environment, Situational Factors Effects on Shopping Experience to Encourage Consumers Shopping Motivation. *Universitas Brawijaya. Journal of Applied Management (JAM)*, 19(3).  
<https://doi.org/10.21776/ub.jam.2021.019>
- Yocevina, S., Rumapea, P., Pasandaran, C., & Juliadi, R. (2022). *Social Network Analysis About Brand Awareness of Shopee Indonesia on Twitter.*  
<http://ejournal.unitomo.ac.id/index.php/jkp>
- Yu, J., Lee, K., & Hyun, S. S. (2021). Understanding the influence of the perceived risk of the coronavirus disease (COVID-19) on the post-traumatic stress disorder and revisit intention of hotel guests. *Journal of Hospitality and Tourism Management*, 46, 327–335.  
<https://doi.org/10.1016/J.JHTM.2021.01.010>
- Zikmund, Babin, Caee, & Griffin. (2010). *Business Research Method.*  
<http://www.dreambeancontest.com>