

REFERENCES

- Abin, D. G., Mandagi, D. W., Pasuhuk, L. S., Ekonomi, F., & Bisnis, D. (2022). Enrichment: Journal of Management Influence of brand image on customer attitude, intention to purchase and satisfaction: the case of start-up Brand Pomie Bakery. In *Enrichment: Journal of Management* (Vol. 12, Issue 5).
- Adedoyin, O. B. (2020). *Quantitative Research Method*.
- Amanda, L., Yanuar, F., & Devianto, D. (2019). *Uji Validitas Dan Reliabilitas Tingkat Partisipasi Politik Masyarakat Kota Padanh*.
<http://jmua.fmipa.unand.ac.id/index.php/jmua/article/view/423/409>
- Apriliana, & Sukaris. (2022). *ANALISA KUALITAS LAYANAN PADA CV. SINGOYUDHO NUSANTARA*.
- Arianto, N., & Octavia, B. D. A. (2021). Pengaruh Kualitas Pelayanan dan Distribusi terhadap Keputusan Pembelian. *Jurnal Disrupsi Bisnis*, 4(2), 98.
<https://doi.org/10.32493/drb.v4i2.9867>
- Arikunto, S. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Ashirwadani W, J. J. (2014). *Communication Research Methods Methods of Data Analysis*. http://en.wikipedia.org/wiki/Narrative_inquiry
- Bernarto, I., Purwanto, A., & Masman, R. R. (n.d.). *Bernarto, Purwanto, and Masman: The Effect of Perceived Risk The Effect of Perceived Risk, Brand Image and Perceived Price Fairness on Customer Satisfaction*.
<https://doi.org/10.24912/jm.v26i1.833>
- Buku Pemasaran Produk dan Merek*. (n.d.).
- cham, T. H., Liat Cheng, B., Low, M. P., & Cheok Jason Boon Chuan. (2020). *Brand image as the competitive edge for hospitals in medical tourism*.
<http://eprints.sunway.edu.my/1821/1/Brand%20Image.pdf>
- dari Pemangku Kepentingan dan Pelaku Bisnis di Indonesia, D. (2020). *INSIGHTFUL DATA*.
- databoks. (2018). *2021-konsumsi-kopi-indonesia-diprediksi-mencapai-370-ribu-ton*.
- databoks. (2022). *10 Restoran dengan jumlah gerai terbanyak di Indonesia (2022)*.
Databoks. <https://databoks.katadata.co.id/datapublish/2023/10/12/kalahkan-kopi-kenangan-janji-jiwa-punya-gerai-terbanyak-di-indonesia-pada-2022>
- Dong, Y. (2023). Descriptive Statistics and Its Applications. In *Highlights in Science*,

Engineering and Technology AMMMP (Vol. 2023).

- Dr. Anoop Kumar Singh. (2020). *Experimental or Causal Research Design*.
- DWI SUSIANTI, N. (2021). *Pengaruh Brand Image dan Kualitas Pelayanan*.
- Eka Erlinda, U., Purnama, S., & Tamzil, F. (2022). The Effect Of Service Quality, Product Quality, And Chatime Product Promotion On Customer Satisfaction (Case Study Of Chatime Customers In The Central Jakarta Region). *APTISI Transactions on Management (ATM)*, 6(1), 42–51. <https://doi.org/10.33050/atm.v6i1.1680>
- Eva, E., & Widya, R. (2021). *Pengaruh Kesadaran Merek Dan Citra Merek Terhadap Minat Masuk Calon Mahasiswa Baru Di Institut Shanti Bhuana*. <https://journal.unimma.ac.id>
- Faridah, U., Kusumawati, D., Rahayu, S., & Wahab, D. (2021). *HUBUNGAN KEBIASAAN MENGGONSUMSI KOPI DENGAN GEJALA GANGGUAN TIDUR PADA LANSIA DI DESA TEMPURAN DEMAK 2018*.
- Fitri Sejati. (2023). The effect of burnout, emotional intelligence and extrovert personality types on teacher performance in senior high school 13 Padang, Indonesia. *World Journal of Advanced Research and Reviews*, 18(3), 1112–1122. <https://doi.org/10.30574/wjarr.2023.18.3.1137>
- Handayani, M. T. K., & Nani, D. A. (2021). *FRAUD DALAM PROSES AKADEMIK PADA PERILAKU MAHASISWA*.
- Ihsan Mu, ab, & Setiawan Slamet, A. (2019). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen (Studi Kasus Pada Coffee Shop di Kota Bogor) The Effect of Product Quality and Service Quality on Costumer Satisfaction (A Case Study of Coffee Shops in Bogor City). *Jurnal Manajemen Dan Organisasi (JMO)*, 10(2), 118–132. www.databook.kadata.co.id

- Indrasari Meithiana. (n.d.). *Pemasaran & kepuasan pelanggan 2019*. Retrieved August 16, 2023, from <http://repository.unitomo.ac.id/2773/1/PEMASARAN%20DAN%20KEPUASAN%20PELANGGAN.pdf>
- Irshad, M., Fahim, S. M., & Ghias, S. (2022). *Factors Affecting Customer Satisfaction: A Case Study of Food Panda*. <https://www.researchgate.net/publication/359998793>
- Isaac, E. (2023). *Convenience and Purposive Sampling Techniques: Are they the Same?* www.seahipaj.org
- Jasin, M., Sesunan, Y. S., Aisyah, M., Fatimah, C. E. A., & Azra, F. E. A. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, 11(2), 673–682. <https://doi.org/10.5267/j.uscm.2023.1.013>
- Jurusan, R. S., Politeknik, P., & Balikpapan, N. (2023). *Pengaruh kualitas pelayanan terhadap tingkat kepuasan konsumen*.
- Khalikussabir, & Waris, A. (2021). The Impact of Utilitarian Value, Hedonic Value, and Brand Image of Modern Coffee Shop City of Malang on Customer Satisfaction. *Jurnal Ekonomi & Bisnis JAGADITHA*, 8(2), 172–178. <https://doi.org/10.22225/jj.8.2.2021.172-178>
- Kusuma, W., & Marlina, N. (2021). PENGARUH KUALITAS LAYANAN DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN JASA TRANSPORTASI GO-JEK DI KOTA SURABAYA. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9.
- Kuswibowo, C., Enggar Tyasti, A., & Febrianto, D. (n.d.). THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION (STUDIES ON CUSTOMERS AT STARBUCKS COFFEE MARGONDA DEPOK). In *Jakarta Selatan* (Vol. 34). www.kumparan.com,
- Kuswibowo, C., Enggar Tyasti, A., & Febrianto, D. (2020). THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER

- SATISFACTION (STUDIES ON CUSTOMERS AT STARBUCKS COFFEE MARGONDA DEPOK). In *Jakarta Selatan* (Vol. 34). www.kumparan.com,
- Laili Kumrotin Evil. (2021). *PENGARUH KUALITAS PRODUK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA CAFE KO.WE.COK DI SOLO*. <https://ojs.unimal.ac.id/jmi/article/view/4870/2667>
- M. Trihudyatmanto2. (2021). *MEMBANGUN LOYALITAS PELANGGAN MELALUI KEPUASAN YANG DIPENGARUHI OLEH KUALITAS PRODUK, BRAND IMAGEDAN EXPERIENTIAL MARKETING*. <https://uby.ac.id/ejournal/index.php/ekobis/article/view/487/177>
- Mahsyar, S., & Surapati, U. (2020). EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND LOYALTY. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 4. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Maiti, S. (2022). *What is Marketing Management?*
- Mazhar, S. A. (2021). Methods of Data Collection: A Fundamental Tool of Research. *Journal of Integrated Community Health*, 10(01), 6–10. <https://doi.org/10.24321/2319.9113.202101>
- Mehek, A. (2020). Marketing Management: Influences the Business Pattern in an Organization. *International Journal for Research in Applied Science and Engineering Technology*, 8(7), 308–311. <https://doi.org/10.22214/ijraset.2020.7051>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Mujid, A., & Ekonomi Universitas Bhayangkara Jakarta Raya, F. (n.d.). *STRATEGI CITRA MEREK, KUALITAS PELAYANAN, DAN HARGA TERHADAP MINAT MELANJUTKAN SEKOLAH*.

- Nasse, T. B. (2022). Customer Satisfaction and Repurchase: Why Fair Practices in African SMEs Matter. *International Journal of Social Sciences Perspectives*, 10(1), 26–33. <https://doi.org/10.33094/ijssp.v10i1.545>
- Nasution, A. E., & Syahputra, I. (2022). Building Customer Satisfaction Through Promotion And Service Quality To Gojek Service Users In Medan. *Journal of International Conference Proceedings*, 5(2), 545–551. <https://doi.org/10.32535/jicp.v5i2.1717>
- Novia, M. A., Semmaila, B., & Manajemen, M. (2020). *TATA KELOLA Pengaruh kualitas Layanan Dan KuaLitas Produk Terhadap Kepuasan Pelanggan*.
- Nuruddin Mahmud. (2021). *PENGARUH HARGA, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI TRANSMART SETIABUDI SEMARANG*.
- Oktavia, F., & Indriyani, S. (2022). PERCEPTION OF VALUE AND QUALITY OF SERVICE TO CUSTOMER SATISFACTION AT COFFEE SHOP IN BANDAR LAMPUNG. In *PERADABAN JOURNAL OF ECONOMIC AND BUSINESS* (Vol. 1, Issue 1). <http://jurnal.peradabanpublishing.com/index.php/PJEB>
- Putra, M. B. P., & Wimba, G. A. (2021a). *Pengaruh Store Atmosphere, Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen Pizza Hut Cabang Gatot Subroto Denpasar* (Vol. 1, Issue 2).
- Putra, M. B. P., & Wimba, G. A. (2021b). *Pengaruh Store Atmosphere, Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen Pizza Hut Cabang Gatot Subroto Denpasar* (Vol. 1, Issue 2).
- Ramadhan, A. S. (2022). Strategic Marketing: The Key to Success in Maximizing Event Management. *Jurnal Publikasi Ilmu Manajemen (JUPIMAN)*, 1(2).
- Raphael Wijaya Zaffanya. (n.d.). *PENGARUH CUSTOMER EXPERIENCE, LOCATION DAN PRODUCT DIVERSITY TERHADAP REPURCHASE INTENTION. 2021*.
- Rivai, J., & Author, C. (n.d.). *Journal of Business and Management Studies (JBMS) The Role of Purchasing Decisions Mediating Product Quality, Price Perception,*

- and Brand Image on Customer Satisfaction of Kopi Janji Jiwa.*
<https://doi.org/10.32996/jbms>
- Rosenthal, S., & Address, E. (2017). *Title Regression Analysis, linear Your Name.*
- Safitri, S. T., Kusumawardani, D. M., Wiguna, C., Supriyadi, D., & Yulita, I. (2020). MEASUREMENT OF VALIDITY AND RELIABILITY OF CUSTOMER SATISFACTION QUESTIONER in E-BOARDING APPICATIONS. *Jurnal Pilar Nusa Mandiri*, 16(1), 1–6. <https://doi.org/10.33480/pilar.v16i1.1069>
- Satish prakash shukla. (2020). Concept of population and sample. *Research Gate.*
- Sawitri, H., Studi Kedokteran, P., Kedokteran, F., Malikussaleh, U., & Artikel Sejarah artikel, I. (2021). GENDER DAN KEBIASAAN MINUM KOPI PADA MAHASISWA PROGRAM STUDI KEDOKTERAN UNIVERSITAS MALIKUSSALEH. *Jurnal Ilmiah Kesehatan Diagnosis*, 16, 2302–2531. <https://doi.org/10.11.2021>
- Sembiring, V. A. (2021). EFFECT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION IN KOPI GOWO LIPPO KARAWACI, TANGERANG SELATAN. *TRJ Tourism Research Journal*, 5(2), 106. <https://doi.org/10.30647/trj.v5i2.116>
- Semuel, H., & Wibisono, J. (n.d.). *BRAND IMAGE, CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY JARINGAN SUPERMARKET SUPERINDO DI SURABAYA.* [https://doi.org/10.9744/pemasaran.13.1.27–34](https://doi.org/10.9744/pemasaran.13.1.27-34)
- Setyawan, J., & Nurafiah, S. (2023). THE INFLUENCE OF SERVICE QUALITY, PRICE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT THE SOUL PROMISE COFFEE SHOP IN THE NORTH JAKARTA AREA. In *IJME JOURNAL* (Vol. 2, Issue 2).
- Singaraj, M. A. A., Phil, M., Awasthi, D. K., India, U. P., Bhoi, T., Ramya, M. N., & Dharanipriya, K. (2019). *SERVICE QUALITY AND ITS DIMENSIONS* Chief Editor Editor *EDITORIAL ADVISORS SERVICE QUALITY AND ITS DIMENSIONS* A Kowsalya 2. <https://www.researchgate.net/publication/333058377>

- Smedegård, O. Ø., Jonsson, T., Aas, B., Stene, J., Georges, L., & Carlucci, S. (2021). The implementation of multiple linear regression for swimming pool facilities: Case study at Jøa, Norway. *Energies*, *14*(16). <https://doi.org/10.3390/en14164825>
- Songgigilan, C., Tampi, J. R. E., Walangitan, O. F. C., Administrasi, J. I., & Bisnis, A. (2023). *Pengaruh Brand Image dan Harga terhadap Keputusan Pembelian Produk Kopi Kenangan di Kawasan Mega Mall* (Vol. 4, Issue 1).
- Sri Marti Pramudena, M. G. G. (2019). *Analisis Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian dan Implikasinya pada Kepuasan Pelanggan PT. Wilo Pumps Indonesia*. <https://media.neliti.com/media/publications/353498-analisis-kualitas-produk-dan-citra-merek-93608834.pdf>
- Sukmawati, Salmia, & Sudarmin. (2023). *Population, Sample (Quantitative) and Selection of Participants/Key Informants (Qualitative)* (Vol. 7, Issue 1).
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Issue 2). www.elvedit.com
- Top, C., & Ali, B. J. (2021). Customer satisfaction in online meeting platforms: Impact of efficiency, fulfillment, system availability, and privacy. *Revista Amazonia Investiga*, *10*(38), 70–81. <https://doi.org/10.34069/ai/2021.38.02.7>
- Tran, T., & Khuc, Q. (2021). *Primary data*. <https://osf.io/f25v7>
- Tri Wahyudi, A., Oetarjo, M. S., Komala Sari, D., Lilik Indayani, D., Program Studi Manajemen, M., & Bisnis, F. (2023). *The Effect of Service Quality, Product Quality, and Brand Image on Customer Satisfaction in the PT.Babarafi Indonesia Franchise, Depo Sidoarjo Branch (Pengaruh Kualitas Layanan, Kualitas Produk, Dan Citra Merek Terhadap Kepuasan Pelanggan Pada Waralaba PT.Babarafi Indonesia Cabang Depo Sidoarjo)*.
- Winoto Tj, H., & Desy Purnama, E. (2021). The Effect Of Price Policy And Experiential Marketing On Repurchase Intention Mediated By Customer Satisfaction (Study At PT. Maybank Indonesia Finance Regional Jakarta). In *International Journal of Science*. <http://ijstm.inarah.co.id>

- Yanti, T. D., Hayu, R. S., Anggarawati, S., Manajemen, M., Corresponding, U. B., & Id, R. A. (2022). *PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK DAN BRAND IMAGE TERHADAP LOYALITAS PELANGGAN DI CAFE WELL THE FOOD (WTF) BENGKULU*.
- Yunita, R., Shihab, M. S., Jonas, D., Haryani, H., & Anggraini Terah, Y. (2021). Analysis of The Effect of Servicescape and Service Quality on Customer Satisfaction at Post Shop Coffee Tofee in Bogor City. *Aptisi Transactions on Technopreneurship (ATT)*, 4(1), 66–74. <https://doi.org/10.34306/att.v4i1.222>
- Yunus, M., Fauzi, A., & Rini, E. S. (2021). the Effect of E-Service Quality and Customer Satisfaction on Repurchase Intention Through Online Consumer Review as Intervening Variables in the Marketplace Shopee. *Journal Research of Social, Science, Economics, and Management*, 1(6), 669–679. <https://doi.org/10.36418/jrssem.v1i6.75>