

DAFTAR REFERENSI

- (Daisy) Lyu, J., Krasonikolakis, I., & Vrontis, D. (2022). A systematic literature review of store atmosphere in alternative retail commerce channels. *Journal of Business Research*, 153, 412–427.
<https://doi.org/10.1016/j.jbusres.2022.08.050>
- Aditya, M. D., Saidani, B., & Febrilia, I. (2021). Pengaruh service quality dan trust terhadap customer loyalty dengan customer satisfaction sebagai intervening pada aplikasi jasa kesehatan X. *Jurnal Bisnis, Manajemen, Dan Keuangan-JBMK*, 2(3), 844–858.
- Afriana, A. E., & Sulistyawati, L. (2023). Pengaruh Store Atmosphere Terhadap Loyalitas Pelanggan Pada Ludic Café (Studi Pada Pelanggan Ludic Café Kendangsari, Surabaya). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(2), 1614–1627.
- Agarwal, R., & Dhingra, S. (2023). Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, 9(4), e15177. <https://doi.org/10.1016/j.heliyon.2023.e15177>
- Al-haj, E., Alamoush, S., & Darwish, M. M. (2024). Service Quality of Amman BRT Based on User's Perceptions: A Structural Equation Modeling Approach. *KSCE Journal of Civil Engineering*, 28(8), 3506–3519.
<https://doi.org/10.1007/s12205-024-0175-8>
- Ali, D., Alam, M., & Bilal, H. (2021). The Influence of Service Quality, Price, and Environment on Customer Loyalty in the Restaurant's Industry: The Mediating Role of Customer Satisfaction. *Journal of Accounting and*

- Finance in Emerging Economies*, 7(1), 143–154.
- Ali, B., Gardi, B., Othman, B. J., & Ahmed, S. A. (2021). Hotel service quality: the impact of service quality on customer satisfaction in hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28. <https://doi.org/10.22161/ijebm.5.3.2>
- Ali, D., Alam, M., & Bilal, H. (2021). The Influence of Service Quality, Price, and Environment on Customer Loyalty in the Restaurant's Industry: The Mediating Role of Customer Satisfaction. *Journal of Accounting and Finance in Emerging Economies*, 7(1), 143–154.
- Almanwari, H. S. A., Md Saad, N. H., & Zainal, S. R. M. (2024). The influence of environment & location, personal motivation, and fee & price on satisfaction, attituding and behavioural loyalty among international students in Oman. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100285. <https://doi.org/10.1016/j.joitmc.2024.100285>
- Amelia, N. D. (2022). Keputusan Pembelian Ditinjau Dari Kualitas Pelayanan, Citra Merek Dan Lifestyle (Studi Pada Konsumen Starbucks Coffee The Park Mall Solo Baru). *Universitas Islam Batik Surakarta*. Perpustakaan UNIBA.
- Anderson, S., & Sin, L. G. (2020). The influence of store atmosphere on purchasing decisions and customer satisfaction: A case study at the Pacific Restaurant, Blitar. *Journal of The Community Development in Asia*, 3(3), 70–78.
- Baba, A. (2018). Pengaruh Strategi Promosi Dan Harga Jual Terhadap Nilai

- Penjualan Pada PT Trans Coffee Bean Kota Makassar. *Jurnal Bisnis Dan Kewirausahaan*, 7(2).
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Redi, A. A. N. P. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 116.
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Redi, A. A. N. P. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 116.
- Basu, R., Paul, J., & Singh, K. (2022). Visual merchandising and store atmospherics: An integrated review and future research directions. *Journal of Business Research*, 151, 397–408.
- Beaumais, O., & Sourd, R. C. D. (2024). Modeling quality and price perception in the choice of drinking water in france : a hybrid choice model approach. *Water Resources Research*, 60(2), 1–20.
<https://doi.org/doi.org/10.1029/2023WR034803>
- Bergel, M., Frank, P., & Brock, C. (2019). The role of customer engagement facets on the formation of attitude, loyalty and price perception. *Journal of Services Marketing Ahead-of-Print*, 33(7), 890–903.
- Biswas, D., Lund, K., & Szocs, C. (2018). Sounds like a healthy retail atmospheric strategy: effects of ambient music and background noise on food sales. *Journal of the Academy of Marketing Science*, 41(5), 501–624.

<https://doi.org/10.1007/s11747-018-0583-8>

Borishade, T. T., Ogunnaike, O. O., Salau, O., Motilewa, B. D., & Dirisu, J. I. (2021). Assessing the relationship among service quality, student satisfaction and loyalty: the Nigerian higher education experience. *Heliyon*, 7(4), 1–8.

<https://doi.org/10.1016/j.heliyon.2021.e07590>

Bruckberger, G., Fuchs, C., Schreier, M., & Osselaer, S. M. J. Van. (2023). Retailing Groundedness: How to improve customer experience, brand perceptions, and customer loyalty through feelings of groundedness. *Journal of Retailing*, 99(4), 594–604. <https://doi.org/10.1016/j.jretai.2023.11.004>

Cankül, D., Kaya, S., & Kızıltaş, M. Ç. (2024). The effect of gastronomic experience on restaurant image, customer perceived value, customer satisfaction and customer loyalty. *International Journal of Gastronomy and Food Science*, 36, 100908. <https://doi.org/10.1016/j.ijgfs.2024.100908>

Chao, S.-L., Yu, M.-M., & Sun, Y.-H. (2023). Ascertaining the effects of service quality on customer loyalty in the context of ocean freight forwarders: An integration of structural equation modeling and network data envelopment analysis. *Research in Transportation Business & Management*, 47, 100955.

<https://doi.org/10.1016/j.rtbm.2023.100955>

Chen, Q., Lu, Y., Gong, Y., & Xiong, J. (2023). Can AI chatbots help retain customers? Impact of AI service quality on customer loyalty. *Internet Research*, 33(6), 2205–2243.

Czarniecka-Skubina, E., Pielak, M., Sałek, P., Korzeniowska-Ginter, R., & Owczarek, T. (2021). Consumer choices and habits related to coffee

- consumption by poles. *International Journal of Environmental Research and Public Health*, 18(8), 3948.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593.
- Darmansah, A., & Yosepha, S. Y. (2020). Pengaruh citra merek dan persepsi harga terhadap keputusan pembelian online pada aplikasi shopee di wilayah Jakarta Timur. *Jurnal Inovatif Mahasiswa Manajemen*, 1(1), 15–30.
- Databoks.katadata.co.id. (2023). *Produksi Kopi Indonesia Meningkat, Capai 794 Ribu Ton pada 2022*.
- Dewi, P. S. A., & Suprapti, N. W. S. (2018). Membangun loyalitas pelanggan melalui kepuasan yang dipengaruhi oleh kualitas produk, persepsi harga dan citra merek (studi pada produk smartphone merek Oppo). *Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 87.
- 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.
- Dinova, V., & Tuti, M. (2022). Pengaruh Suasana Toko (Store Atmosphere), Kualitas Produk Dan Media Sosial Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Di Starbucks Setiabudi One. *Culinaria*, 4(1).
- Dwiyanti, A. Y., & Arifiansyah, R. (2023). Pengaruh Kualitas Produk, Persepsi harga, dan word of mouth terhadap keputusan pembelian di coffe shop sudut timur. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*,

- 3(2), 605–616.
- Effendi, E. F., & Besra, E. (2019). Analisis Keterkaitan Store Image, Customer Satisfaction Dan Repurchase Intention (Survei Pada Pelanggan Sjs Plaza). *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 4(1), 184–196.
- Emiten.kontan.co.id. (2024). *Mitra Adiperkasa Tbk (MAPI)*.
<https://emiten.kontan.co.id/>
- Fahira, Y. A., Hendratmoko, S., & Widuri, T. (2022). Pengaruh Gaya Hidup, Kualitas Layanan, Persepsi Harga Terhadap Keputusan Pembelian Mata Hati Cafe Kediri. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 1(3), 150–161.
- Febrianti, R., & Sutrisna, E. (2024). Pengaruh Store Atmosphere, Penetapan Harga Dan Pelaksanaan Promosi Terhadap Keputusan Pembelian Pada Warung Six Pekanbaru. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 4326–4344.
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of service quality on customer loyalty and customer satisfaction in Islamic banks in the Sultanate of Oman. *Sage Open*, 10(2), 2158244020919517.
- Firmansyah, R., Hardian, M. R. P., Hidayah, S. N., Deanova, A., Hidayat, T., Arifin, I., & Mulyanti, K. (2024). Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian di Kopi Kenangan Bekasi Timur. *Musytari: Jurnal Manajemen, Akuntansi, Dan Ekonomi*, 6(12), 11–20.
- Francioni, B., Savelli, E., & Cioppi, M. (2018). Store satisfaction and store loyalty: The moderating role of store atmosphere. *Journal of Retailing and Consumer Services*, 43, 333–341.

<https://doi.org/10.1016/j.jretconser.2018.05.005>

Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The structural relationship among perceived service quality, perceived value, and customer satisfaction-focused on starbucks reserve coffee shops in Shanghai, China. *Sustainability*, 13(15), 8633.

Gibson, S., Hsu, M. K., & Zhou, X. (2022). Convenience stores in the digital age: A focus on the customer experience and revisit intentions. *Journal of Retailing and Consumer Services*, 68, 103014.

<https://doi.org/10.1016/j.jretconser.2022.103014>

Golara, S., Dooley, K. J., & Mousavi, N. (2021). Are Dealers Still Relevant? How Dealer Service Quality Impacts Manufacturer Success. *Production and Operations Management*, 30(10), 3560–3578.

<https://doi.org/10.1111/poms.13450>

Griffin, J. (2002). *Customer loyalty: How to earn it, how to keep it*. John Wiley & Sons.

Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44.

Grönroos, C. (2017). On value and value creation in service: a management perspective. *Journal of Creating Value*, 3(2), 125–141.

Guritno, S., & Rahardja, U. (2011). *Theory And Application of IT Research: Metodologi Penelitian Teknologi Informasi*. Penerbit Andi.

Hair, J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. *In*

- Angewandte Chemie International Edition*, 6(11), 951–952.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
- Hallencreutz, J., & Parmler, J. (2019). Important drivers for customer satisfaction—from product focus to image and service quality. *Total Quality Management and Business Excellence*, 32(5–6), 501–510.
<https://doi.org/10.1080/14783363.2019.1594756>
- Handayani, R. Y., Yakub, N. F., Rizal, M., & Mufidah, S. (2024). Analysis Analysis of the Utilization of Digital Marketing as a Business Strategy in Cafes and Restaurantsof the Utilization of Digital Marketing as a Business Strategy in Cafes and Restaurants: Analisis Pemanfaatan Pemasaran Digital Sebagai Strategi Bisni. *Al-Muhasabah: Jurnal Ekonomi, Manajemen, Akuntansi Dan Keuangan*, 1(1), 141–156.
- Himawan, M. P., Listyorini, H., Trenggono, T., Putra, D. T., & Putri, J. A. (2023). Model Pengembangan Agrowisata Berbasis Kopi Sebagai Daya Tarik Wisata Desa Wisata Colo Kudus. *Gemawisata: Jurnal Ilmiah Pariwisata*, 19(2), 104–120.
- Hitsch, G. J., Hortacsu, A., & Lin, X. (2021). Prices and promotions in US retail markets. *Quantitative Marketing and Economics*, 19(3), 289–368.
- Hride, F. T., Ferdousi, F., & Jasimmudin, S. M. (2022). Linking perceived price fairness, customer satisfaction, trust, and loyalty: A structural equation modeling of Facebook-based e-commerce in Banglades. *Global Business and*

- Organizational Excellence*, 31(3), 41–54.
- Indriastuty, N., Hadiyatno, D., & Juwari, J. (2018). Store atmosphere mempengaruhi keputusan pembelian pada retailer giant ekstra Balikpapan. *UNEJ E-Proceeding*, 269–283.
- International Coffee Organization. (2023). Coffee Report and Outlook. *International Coffee Organization ICO*, 1(1), 1–39.
- Ismanto, I. (2018). Budaya Selfie Masyarakat Urban Kajian Estetika Fotografi, Cyber Culture, dan Semiotika Visual. *Rekam: Jurnal Fotografi, Televisi, Animasi*, 14(1), 67–76.
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 787–811.
<https://doi.org/10.1080/19368623.2020.1715317>
- Kasmad, K. (2022). Analysis of Purchase Decision Estimates Based on Store Atmosphere and Affordable Prices. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 27–34.
- Kedutaan, B. R. I. (2018). *Ekonomi*. Kementerian Luar Negeri Republik Indonesia.
- Khaerat, M. U., Musa, C. I., & Parinsi, W. K. (2022). Pengaruh suasana restoran (store atmosphere) terhadap keputusan pembelian (studi pada konsumen restoran warunk ropang cabang perintis kota Makassar). *Jurnal Economix*, 10(2), 198–209.

- Kim, J. J., Steinhoff, L., & Palmatier, R. (2021). An emerging theory of loyalty program dynamics. *Journal of the Academy of Marketing Science*, 49(6), 71–95.
- Kotler dan Amstrong, G. (2012). *Principles Of Marketing*. New Jersey: Prentice-Hall Published.
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing*. *Journal of Retailing*, 49(4), 48–64.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (ke-15). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (ke-16). Harlow : Pearson Education.
- Larasati, R., Supinardi, B., & Fadhilah, M. (2024). Analisis Kualitas Pelayanan dan Pengaruhnya terhadap Loyalitas Pelanggan: Studi Kasus pada PT Pos Indonesia (Persero) Kantor Pos Sleman. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 585–594.
- Liu, X. (2022). Exploring the Future Value of Starbucks. *2022 2nd International Conference on Enterprise Management and Economic Development (ICEMED 2022)*, 793–800.
- Manik, C. M., & Siregar, O. M. (2022). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian pada Konsumen Starbucks di Kota Medan. *Journal of Social Research*, 1(7), 694–707.
- Manullang, A., Nainggolan, D. C., Aurani, K., Stiffanny, N., Alim, S., & Adlina, H. (2023). Strategi Ekspansi Global Pada Perusahaan Starbucks Dalam Bisnis Internasional. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 2(3),

25–40.

- Manullang, A., Nainggolan, D. C., Aurani, K., Stiffanny, N., Alim, S., & Adlina, H. (2023). Strategi Ekspansi Global Pada Perusahaan Starbucks Dalam Bisnis Internasional. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 2(3), 25–40.
- Marso, M., & Idris, R. (2022). The impact of store atmosphere on customer loyalty through perceived quality and satisfaction: An evidence from boutique industry in Tarakan. *Petra International Journal of Business Studies*, 5(2), 186–197.
- Mimoun, L., & Gruen, A. (2021). Customer work practices and the productive third place. *Journal of Service Research*, 24(4), 563–581.
- Muawanah, I. (2019). *Fenomena maraknya coffee shop sebagai gejala gaya hidup anak muda di kota metro (studi pada mahasiswa iain metro)*. IAIN Metro.
- Muhamad, N. (2023). *10 Restoran dengan Jumlah Gerai Terbanyak di Indonesia pada 2022*.
<https://databoks.katadata.co.id/Index.Php/Infografik/2023/10/16/10-Restoran-Dengan-Jumlah-Gerai-Terbanyak-Di-Indonesia-Pada-2022>
- Mukhsinuddin, M., Rohana, S., & Hamsa, A. (2023). Strategi Komunikasi Bisnis Warung Kopi Sebagai Metode Dakwah. *Bidayah: Studi Ilmu-Ilmu Keislaman*, 189–211.
- Munawaroh, M., & Simon, Z. Z. (2023). The Influence of Store Atmosphere, Service Quality, Product Quality, and Price on Customer Satisfaction. *Research of Business and Management*, 1(1), 35–44.

Nakamori, T., Newell, S. J., Han, B. T., & Leingpibul, T. (2024). The impact of in-store sales personnel's altruistic behaviors on store image: a cross-category study in Japan. *International Review of Retail, Distribution and Consumer Research*, 34(1), 33–51.

<https://doi.org/10.1080/09593969.2023.2198252>

Ndengane, R. M., Mason, R. B., & Mutize, M. (2021). The influence of store atmospherics on customers' satisfaction at selected South African retail outlets. *Innovative Marketing*, 17(1), 26.

Ningrum, P. J. C., Nurhayati, & S. (2024). Analisis faktor yang mempengaruhi loyalitas pelanggan asuransi kesehatan. *Jurnal Ekonomi Trisakti*, 4(1), 795–804.

Nugraha, P. S., & Nisa, P. C. (2023). Pengaruh kualitas layanan dan promosi terhadap kepuasan pelanggan. *Jurnal Ekonomi Manajemen Dan Bisnis*, 24(1), 75–89. <https://doi.org/doi.org/10.30640/jumma45.v1i1.184>

Nurjaya, N., Erlangga, H., Jasmani, J., Sunarsi, D., Rifuddin, B., & Mujahidin, M. (2020). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Konsumen Pada Starbucks Di Wilayah Cianjur. *Jurnal Ekonomi Efektif*, 2(4), 637–643.

Pesoa, J. A., Kristyanto, B., & Dewa, P. K. (2020). Customer loyalty in coffee shop: Literature review and condition for the future. *International Journal of Industrial Engineering and Engineering Management*, 2(2), 61–76.

Pranata, I. Y. I. (2022). *Pengaruh promosi dan harga terhadap keputusan pembelian pada e-commerce lazada Indonesia*. Universitas Sriwijaya.

- Prasyanti, P. A., Ningrum, N. R., & Basri, A. I. (2021). Pengaruh Store Atmosphere, Kualitas Produk, Kualitas Pelayanan, dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Equilibrium: Jurnal Ilmu Manajemen*, 1(1), 16–23.
- Pratiwi, R. W., & Awang, D. (2022). Perception of youth in Surabaya about coffee shop as lifestyle of urban community. *The Commercium*, 5(2), 238–249. <https://doi.org/doi.org/10.26740/tc.v5i2.47850>
- Prihanada, A. V., Muttawakkil, I., Paramita, A., Permatasari, D., Afkarina, F., Alamsyah, A., HW, D. S. P., Anam, S., Muhar, A. C., & Hidayat, N. (2022). *Montrase Ngopi Anak Muda*. CV Penta Sari Media.
- Purwadi, P., Devitasari, B., & Darma, D. C. (2020). Store Atmosphere, SERVQUAL and Consumer Loyalty: Case Study of Excelso Coffee Shop. *SEISENSE Journal of Management*, 3(4), 21–30.
- Purwanto, A., & Sudargini, Y. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research : a literature review. *Journal of Industrial Engineering & Management Research*, 2(4), 115–122.
- Purwoharsojo, P., Devitasari, B., & Darma, D. C. (2020). Store atmosphere, servqual and consumer loyalty. *SEISENSE Journal of Management*, 3(4), 21–30. <https://doi.org/10.33215/sjom.v3i4.385>
- Putri, A., Hasnah, H., Paloma, C., & Yusmarni, Y. (2021). Perilaku Konsumen dalam Membeli Kopi di Masa Pandemi Covid-19 pada Coffee Shop Kota Padang. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 5(4), 1308–1321.

- Ramadhana, A. W. S., Aulia, A. D., & Ulum, T. (2024). Keunggulan Komparatif Ekspor Kopi di Indonesia. *Journal of Economics, Business, Accounting and Management*, 2(1), 110–123.
- Ramanta, T. H., Massie, J. D. D., & Soepeno, D. (2021). Analisis faktor-faktor yang mempengaruhi loyalitas pelanggan produk mebel di CV. Karunia Meubel Tumiting. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(1).
- Ratnasari, A. D., & Harti, H. (2016). Pengaruh Kualitas Produk, Harga, Lokasi, Dan Kualitas Layanan Terhadap Keputusan Pembelian Di Djawi Lanbistro Coffee and Resto Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 3(3), 1–11.
- Ren, G., Chen, Y., & Yang, M. (2024). Customer perception, integration behavior, and loyalty of internet of things enterprises. *Technology in Society*, 78, 102600. <https://doi.org/10.1016/j.techsoc.2024.102600>
- Ridaryanthi, M., Ahmad, A. L., & Dwityas, N. A. (2022). Coffee Culture in Indonesia: A Symbolic Interactionism Point of View. *Jurnal Komunikasi: Malaysian Journal of Communication*, 38(2), 215–230.
- Riyadin, R. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Keluarga Berencana Di Kecamatan Pekalongan Kabupaten Lampung Timur (Studi Kasus Pada Desa Pekalongan). *Jurnal Simplex*, 2(1).
- Rizaldi, R. (2015). Ekspansi MNC Starbucks Coffee di Asia (Studi Kasus: Cina). *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, 2(1).
- Rodríguez, A., Alcalde-Heras, H., & Iñigo, E. A. (2024). Exploring coopetition

- and value-based networks in business models for sustainability—A case study of the specialty coffee industry in Colombia. *Business Strategy and the Environment*, 33(7), 7305–7320.
- Salsabillah, F. F., & Wardani, N. I. K. (2023). Pengaruh Brand Image dan Promosi Online terhadap Keputusan Pembelian (Studi Kasus: Starbucks Coffee Surabaya MERR). *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 442–449.
- Santika, E. F. (2023). *Sempat Jatuh Rp186 Triliun, Ini Tren Nilai Pasar Starbucks Sedekade*.
<https://databoks.katadata.co.id/pasar/statistik/118a254eb3572bd/sempat-jatuh-rp186-triliun-ini-tren-nilai-pasar-starbucks-sedekade>
- Saputra, D. (2021). Analisis kinerja dan prospek komoditas kopi Indonesia di pasar domestik dan internasional. *Jurnal Bisnis, Ekonomi, Dan Sains*, 1(2), 87–95.
- Saputra, M. H., Pangestu, M. G., Margaretha, C., Rivaldo, M., Christian, M., & Vauzan, Z. R. (2024). Strategi Peningkatan Kepuasan Pelanggan di Café Kopi Ketje, Kota Jambi: Evaluasi Harga, Kualitas Pelayanan, dan Kualitas Produk. *Jurnal Ilmiah Manajemen Dan Kewirausahaan (JUMANAGE)*, 3(1), 284–295.
- Sari, Y. M. (2023). *Ini 6 Menu Starbucks Rekomendasi Barista yang Enak Untuk Dicoba*. <https://food.detik.com/info-kuliner/d-6543436/ini-6-menu-starbucks-rekomendasi-barista-yang-enak-untuk-dicoba/2>
- Sarstedt, M., Hair, J. F., Pick, M., Lienggaard, B. D., Radomir, L., & Ringle, C. M.

- (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing*, 39(5), 1035–1064.
- Sasongko, S. R. (2021). Faktor-faktor kepuasan pelanggan dan loyalitas pelanggan (literature review manajemen pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(1), 104–114.
- Satria, A. P., & Anggrainie, N. (2023). Pengaruh Store Atmosphere, Citra Merek, Kualitas Produk, Persepsi Harga, Gaya Hidup Dan Promosi Terhadap Keputusan Pembelian Produk Kosmetik Halal. *Neraca: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 1(1), 240–253.
- Sejati, B. S. A. (2016). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Terhadap Keputusan Pembelian Pada Starbucks Coffee Cabang Galaxy Mall Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, 5(3), 1–19.
- Sepehrian, A. H., Mirzazadeh, Z. S., & Aghaei Shahri, M. S. (2023). Effect of price transparency on the perception of fair price and satisfaction with the purchase of sports products. *Journal of Revenue and Pricing Management*, 22(5), 327–337. <https://doi.org/doi.org/10.1057/s41272-022-00391-w>
- Serhan, M., & Serhan, C. (2019). The impact of food service attributes on customer satisfaction in a rural university campus environment. *International Journal of Food Science*, 2019(1), 2154548.
- Setiawan, E., Wati, S., Wardana, A., & Ikhsan, R. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095–1102.

- Setyaputri, S. A., & Haryantini. (2024). Pengaruh kualitas produk dan harga terhadap loyalitas pelanggan pada restoran keude mie aceh 46 villa reni pamulang di kota Tangerang Selatan. *Journal of Research and Publication Innovation*, 2(1), 417–427.
- Shen, C., & Yahya, Y. (2021). The impact of service quality and price on passengers' loyalty towards low-cost airlines: The Southeast Asia perspective. *Journal of Air Transport Management*, 91, 101966.
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347.
- Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297–318.
- Starbucks.Co.Id. (2024). *Tentang Starbucks Indonesia*.
- Starbucks Coffee Company. (2014). *Starbucks Fiscal 2014 Annual Report*. 100.
- Starbucks Reserve. (2025). *About Starbucks Reserve*.
- Sugiyono. (2020). *Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods) (edisi revisi)*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sumiati, S., & Mujanah, S. (2018). Persepsi Kualitas Produk, Persepsi Harga dan Promosi Terhadap Keputusan Pembelian Tas Sophie Paris pada Mahasiswa. *AMAR (Andalas Management Review)*, 2(2), 1–10.

- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. . . *Cogent Business & Management*, 8(1), 1937847.
- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. *Cogent Business & Management*, 8(1), 1937847.
- Suryajaya, I., & Sienatra, K. B. (2020). Kualitas produk dan persepsi harga ditinjau dampaknya terhadap keputusan pembelian produk wear it. *Jurnal Manajemen Dan Start-Up Bisnis*, 5(3), 176–184.
- Suzana, A. J., Hariyono, B., Masita, T. E., & Najmudin. (2022). The Mediation Role Of Customer Satisfaction On The Influence Of Price Perception, Product Quality, And Service Quality To Customer Loyalty. *EPRA International Journal of Multidisciplinary Research (IJMR)-Peer Reviewed Journal*, 8(9), 144–153. <https://doi.org/https://doi.org/10.36713/epra11191>.
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Hock, R. L. T., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63, 102721.
- Vidayanti, R.A. ,& Yassin, F. A. (2022). Pengaruh Segmenting, Targeting dan Positioning Terhadap Keputusan Pembelian. *DigitalBisnis:Jurnal Publikas Ilmu Manajemen Dan E-Commerce*, 2(3), 333–349.
- Vilnai-Yavetz, I., Gilboa, S., & Mitchell, V. (2021). Experiencing atmospherics:

- The moderating effect of mall experiences on the impact of individual store atmospherics on spending behavior and mall loyalty. *Journal of Retailing and Consumer Services*, 63, 102704.
- Wardana, I. F. B., & Astutiningsih, S. E. (2022). Faktor Yang Mempengaruhi Loyalitas Pelanggan (Kepuasan Pelanggan Sebagai Variabel Moderating) Perspektif Ekonomi Islam. *Jurnal Ilmiah Ekonomi Islam*, 8(3), 2626–2640.
- Wardhana, D. I., Assadam, A., Nalawati, A. N., & Murwanti, R. (2022). Produksi gula pereduksi dari kulit kopi robusta dengan metode hidrolisis asam. *Agrointek J. Teknol. Ind. Pertan*, 16(2), 164–170.
- Wibowo, A. (2020). Perilaku Konsumen & Hubungan Masyarakat. *Penerbit Yayasan Prima Agus Teknik*, 1–174.
- Yum, K., & Yoo, B. (2023). The impact of service quality on customer loyalty through customer satisfaction in mobile social media. *Sustainability*, 15(14), 11214.
- Zeithmal, V. A., & Bitner, M. J. (2000). *Services marketing: Integrating customer focus across the firm* (ke-2). McGraw-Hill.
- Zeithmal, V. A., Bitner, M. J., & Grempler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (ke-7). McGraw-Hill Education.
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460.
- Zygiaris, S., Hameed, Z., Ayidh Alsubaie, M., & Ur Rehman, S. (2022). Service

quality and customer satisfaction in the post pandemic world: A study of Saudi auto care industry. *Frontiers in Psychology*, 13, 842141.

