

## REFERENCES

- Abin, D. G., Mandagi, D. W., & Pasuhuk, Lefrand. S. (2022). Influence of Brand Image on Customer Attitude, Intention to Purchase and Satisfaction: the Case of Start-Up Brand Pomie Bakery. *Enrichment: Journal of Management*, 12(5), 3907–3917. <https://doi.org/10.35335/enrichment.v12i6.960>
- Adhinda, E. G., Arief, M. Y., & Soeliha, S. (2022). HARGA DAN SUASANA TOKO (STORE ATMOSPHERE) DALAM MENENTUKAN KEPUASAN KONSUMEN DENGAN KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA COFFEE SHOP TITIK KUMPUL CAPORE SITUBONDO. *Jurnal Mahasiswa Entrepreneurship (JME)*, 1(3), 508–522. <https://doi.org/10.36841/jme.v1i3.1986>
- Afni, R. (2022). (PDF) Pelatihan Manajemen Perhotelan Bagi Mahasiswa Akademi Pariwisata Medan Hotel School. ResearchGate. [https://www.researchgate.net/publication/366967323\\_Pelatihan\\_Manajemen\\_Perhotelan\\_Bagi\\_Mahasiswa\\_Akademi\\_Pariwisata\\_Medan\\_Hotel\\_School](https://www.researchgate.net/publication/366967323_Pelatihan_Manajemen_Perhotelan_Bagi_Mahasiswa_Akademi_Pariwisata_Medan_Hotel_School)
- Akdemir, D. M., & Bulut, Z. A. (2024, October). (PDF) *Business and Customer-Based Chatbot Activities: The Role of Customer Satisfaction in Online Purchase Intention and Intention to Reuse Chatbots*. ResearchGate. [https://www.researchgate.net/publication/385312086\\_Business\\_and\\_Customer-](https://www.researchgate.net/publication/385312086_Business_and_Customer-)

Based Chatbot Activities The Role of Customer Satisfaction in Online Purchase Intention and Intention to Reuse Chatbots

- Alfiyani, &#38; Sari, K. D. C. (2024, February). INFLUENCE BRAND AMBASSADOR, BRAND IMAGE, AND MOTIVATION IN THE INTEREST IN BUYING OF TOKOPEDIA ONLINE RETAIL CONSUMERS. ResearchGate.
- Alifia, S. (2023, May 14). *the influence of instagram social media, brand image, and store atmosphere on customer purchasing intention at Sippin Indonesia Dr Mansyur branch Medan*. Universitas Pelita Harapan Institutional Repository. <http://repository.uph.edu/57706/>
- Andita, F. D. A., & Hermawan, D. (2023). The role of product knowledge on purchase intention: Case study of agriculture biological product. *International Journal on Social Science, Economics and Art*, 12(4), 207–220. <https://doi.org/10.35335/ijosea.v12i4.173>
- Apriyani, H. (2018). Influence of Promotion Through Social Media Instagram, Brand Awareness, Brand Equity, Brand Loyalty to Purchasing Decisions. ResearchGate.  
[https://www.researchgate.net/publication/330427066\\_Influence\\_of\\_Promotion\\_Through\\_Social\\_Media\\_Instagram\\_Brand\\_Awareness\\_Brand\\_Equity\\_Brand\\_Loyalty\\_to\\_Purchasing\\_Decisions](https://www.researchgate.net/publication/330427066_Influence_of_Promotion_Through_Social_Media_Instagram_Brand_Awareness_Brand_Equity_Brand_Loyalty_to_Purchasing_Decisions)
- Apriyani, M. (2021). ANALISIS DIGITAL MARKETING PADA HOTEL KILA DI KABUPATEN LOMBOK BARAT TERHADAP KEPUASAN

KONSUMEN. *Jurnal Visionary : Penelitian Dan Pengembangan Dibidang Administrasi Pendidikan*, 9(1), 22–32.

Asman &#38; Apriliani. (2020). Pengaruh Harga dan Promosi Terhadap Keputusan Pembelian... Google Scholar.

[https://scholar.google.co.id/scholar?q=Pengaruh+Harga+dan+Promosi+Te+rhadap+Keputusan+Pembelian+Sim+Card+Axis&#38;hl=en&#38;as\\_sdt=0&#38;as\\_vis=1&#38;oi=scholart](https://scholar.google.co.id/scholar?q=Pengaruh+Harga+dan+Promosi+Te+rhadap+Keputusan+Pembelian+Sim+Card+Axis&#38;hl=en&#38;as_sdt=0&#38;as_vis=1&#38;oi=scholart)

Asrul. (2023). Pengaruh Store Atmosphere, Price dan Service Quality terhadap Minat Beli Konsumen Pada Cooffee Shop Kopi. *Jurnal Informatika Ekonomi Bisnis*, 299–305. <https://doi.org/10.37034/infeb.v5i1.246>

Atli, H. F. (2024, February). Digital marketing in the agricultural sector and digital transformation in agricultural marketing. ResearchGate. [https://www.researchgate.net/publication/378076294\\_Digital\\_marketing\\_i\\_n\\_the\\_agricultural\\_sector\\_and\\_digital\\_transformation\\_in\\_agricultural\\_mar\\_keting](https://www.researchgate.net/publication/378076294_Digital_marketing_i_n_the_agricultural_sector_and_digital_transformation_in_agricultural_mar_keting)

Desai, V. (2019, March). (PDF) *Digital Marketing: A Review*. ResearchGate. [https://www.researchgate.net/publication/333709419\\_Digital\\_Marketing\\_A\\_Review](https://www.researchgate.net/publication/333709419_Digital_Marketing_A_Review)

Ghanad, A. (2023, August). (PDF) *An Overview of Quantitative Research Methods*. ResearchGate. [https://www.researchgate.net/publication/373370007\\_An\\_Overview\\_of\\_Q\\_uantitative\\_Research\\_Methods](https://www.researchgate.net/publication/373370007_An_Overview_of_Q_uantitative_Research_Methods)

Ghozali, Iman. (2021), Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 edisi ke-10. . Badan Penerbit Universitas Diponegoro. Universitas Diponegoro.

Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). PENGANTAR MANAJEMEN HOSPITALITY. [https://books.google.co.id/books/about/PENGANTAR MANAJEMEN HOSPITALITY.html?id=WxAzEAAAQBAJ&#38;redir\\_esc=y](https://books.google.co.id/books/about/PENGANTAR_MANAJEMEN_HOSPITALITY.html?id=WxAzEAAAQBAJ&#38;redir_esc=y)

Ilham, S., Silaningsih, E., Kartini, T., & Gemina, D. (2024). (PDF) *PENINGKATAN KEPUASAN PELANGGAN MELALUI STRATEGI STORE ATMOSPHERE.* ResearchGate. [https://www.researchgate.net/publication/381399617\\_PENINGKATAN\\_KEPUASAN\\_PELANGGAN\\_MELALUI\\_STRATEGI\\_STORE\\_ATMOSPHERE](https://www.researchgate.net/publication/381399617_PENINGKATAN_KEPUASAN_PELANGGAN_MELALUI_STRATEGI_STORE_ATMOSPHERE)

Inbounmi, V. (2024, October). (PDF) *The Influence of Brand Trust, Brand Image, and Brand Experience on Lao Product Brand Decision among Consumers in Pakse City, Champasack Province.* ResearchGate. [https://www.researchgate.net/publication/384681027\\_The\\_Influence\\_of\\_Brand\\_Trust\\_Brand\\_Image\\_and\\_Brand\\_Experience\\_on\\_Lao\\_Product\\_Brand\\_Decision\\_among\\_Consumers\\_in\\_Pakse\\_City\\_Champasack\\_Province](https://www.researchgate.net/publication/384681027_The_Influence_of_Brand_Trust_Brand_Image_and_Brand_Experience_on_Lao_Product_Brand_Decision_among_Consumers_in_Pakse_City_Champasack_Province)

James, G., Witten, D., Hastie, T., & Tibshirani, R. (2023, June 21). *An Introduction to Statistical Learning.* An Introduction to Statistical Learning. <https://www.statlearning.com/>

Jedeejit, P., Khositkanin, S., & Diawtrakul, J. (2024, June). (PDF) *Perception of Brand Image Regarding to Brand Shopping Bags of Designers Brand Products*. ResearchGate.

[https://www.researchgate.net/publication/381748151\\_Perception\\_of\\_Brand\\_Image\\_Regarding\\_to\\_Brand\\_Shopping\\_Bags\\_of\\_Designers\\_Brand\\_Products](https://www.researchgate.net/publication/381748151_Perception_of_Brand_Image_Regarding_to_Brand_Shopping_Bags_of_Designers_Brand_Products)

Kaban, L., & Khong, R. (2022). DAMPAK KUALITAS, PERSEPSI KONSUMEN DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK ENDORSEMENT. *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 5(1), 909–919. <https://doi.org/10.36778/jesya.v5i1.667>

Khanday, S. A., & Khanam, D. (2023, February). (PDF) *THE RESEARCH DESIGN*. ResearchGate.

[https://www.researchgate.net/publication/368257495\\_THE\\_RESEARCH\\_DESIGN](https://www.researchgate.net/publication/368257495_THE_RESEARCH_DESIGN)

Kusuma, D. F., & Sugandi, S. (2019, April). (PDF) *Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts*. ResearchGate.

[https://www.researchgate.net/publication/334052352\\_Strategi\\_Pemanfaatan\\_Instagram\\_Sebagai\\_Media\\_Komunikasi\\_Pemasaran\\_Digital\\_Yang\\_Dilakukan\\_Oleh\\_Dino\\_Donuts](https://www.researchgate.net/publication/334052352_Strategi_Pemanfaatan_Instagram_Sebagai_Media_Komunikasi_Pemasaran_Digital_Yang_Dilakukan_Oleh_Dino_Donuts)

Lenaini, I. (2021). TEKNIK PENGAMBILAN SAMPEL PURPOSIVE DAN SNOWBALL SAMPLING. *Historis: Jurnal Kajian, Penelitian Dan*

*Pengembangan Pendidikan Sejarah*, 6(1), 33–39.  
<https://doi.org/10.31764/historis.v6i1.4075>

Lieviera, C. (2024, June 12). *The influence of cafe atmosphere, product quality, and service quality towards repurchase intention in Warung Kopi Srikandi Cemara Asri*. Universitas Pelita Harapan Institutional Repository.  
<http://repository.uph.edu/64438/>

Mashadi, M., Mekaniwati, A., & Mulyana, M. (2024, June). (PDF) *Sustainable Digital Marketing*. ResearchGate.  
[https://www.researchgate.net/publication/381121183\\_Sustainable\\_Digital\\_Marketing](https://www.researchgate.net/publication/381121183_Sustainable_Digital_Marketing)

Mudjiyanti & Sholihah. (2022, March). (PDF) *The Effect of Cafe Atmosphere on Loyalty through Customer Satisfaction*. ResearchGate.  
[https://www.researchgate.net/publication/362825123\\_The\\_Effect\\_of\\_Cafe\\_Atmosphere\\_on\\_Loyalty\\_through\\_Customer\\_Satisfaction](https://www.researchgate.net/publication/362825123_The_Effect_of_Cafe_Atmosphere_on_Loyalty_through_Customer_Satisfaction)

Musnaini, N. A., Astuti, S. W., Sukoco, B. M., & Yacob, S. (2020). *Digital Marketing*. *Research Gate*, 19(4), 497.  
[https://www.researchgate.net/publication/344163047\\_DIGITAL\\_MARKETING](https://www.researchgate.net/publication/344163047_DIGITAL_MARKETING)

Naomi, I. P., & Ardhiyansyah, A. (2021, June). *PENGARUH BRAND AMBASSADOR TERHADAP BRAND IMAGE PADA E-COMMERCE INDONESIA*.  
<http://prosiding.senmabis.nusaputra.ac.id/index.php/prosiding/article/view/22/25>

- Normawati, R., & Anna Widayani. (2021, January). (PDF) *4157-Article Text-18460-1-10-20210219 RANI DIGITAL MARKETING*. ResearchGate.  
[https://www.researchgate.net/publication/351804045\\_4157-Article\\_Text-18460-1-10-20210219\\_RANI\\_DIGITAL\\_MARKETING](https://www.researchgate.net/publication/351804045_4157-Article_Text-18460-1-10-20210219_RANI_DIGITAL_MARKETING)
- Nugraha, R., Natsir, M., & Supriadi, B. (2024, October). (PDF) *Purchase Intention Role as Mediation between Social Media, Brand Image and Service Quality towards Purchase Decision at INSPIRED27 Distro, Malang City*. ResearchGate.  
[https://www.researchgate.net/publication/384910306\\_Purchase\\_Intention\\_Role\\_as\\_Mediation\\_between\\_Social\\_Media\\_Brand\\_Image\\_and\\_Service\\_Quality\\_towards\\_Purchase\\_Decision\\_at\\_INSPIRED27\\_Distro\\_Malang\\_City](https://www.researchgate.net/publication/384910306_Purchase_Intention_Role_as_Mediation_between_Social_Media_Brand_Image_and_Service_Quality_towards_Purchase_Decision_at_INSPIRED27_Distro_Malang_City)
- Pandey, M. (2024, January 29). Brand Resonance 101: What it is and Why You Should Pay Attention to it in 2024. Artwork Flow.  
<https://www.artworkflowhq.com/resources/brand-resonance-why-it-matters>
- Pandey, N., Nayal, P., & Rathore, A. S. (2020). Digital marketing for B2B organizations: structured literature review and future research directions. *Journal of Business & Industrial Marketing*, 35(7), 1191–1204.  
<https://doi.org/10.1108/JBIM-06-2019-0283>
- Princes, E., Manurung, A. H., So, I. G., & Abdinagoro, S. B. (2020, May). (1) (PDF) *The Next Level of Purchase Intention*. ResearchGate.

[https://www.researchgate.net/publication/341651124\\_The\\_Next\\_Level\\_of\\_Purchase\\_Intention](https://www.researchgate.net/publication/341651124_The_Next_Level_of_Purchase_Intention)

Putri, O. M., Azmiyah, U., & Muzdalifah, L. (2023). PENGARUH STORE ATMOSPHERE TERHADAP NIAT BELI KONSUMEN MELALUI POSITIVE EMOSION SEBAGAI VARIABEL MEDIASI DI CAFEMERCI SIDOARJO. *Journal of Student Research*, 1(1), 356–371.  
<https://doi.org/10.55606/jsr.v1i1.1037>

Raghav, A. (2020). INTRODUCTION TO HOSPITALITY MANAGEMENT. BABASAHEB AMBEDKAR OPEN UNIVERSITY.  
[https://baou.edu.in/assets/pdf/BBAATR\\_101\\_slm.pdf](https://baou.edu.in/assets/pdf/BBAATR_101_slm.pdf)

Rana, J., Gutierrez, P. L. L., & Oldroyd, J. (2021, June). (PDF) Quantitative Methods. ResearchGate.  
[https://www.researchgate.net/publication/352356475\\_Quantitative\\_Methods](https://www.researchgate.net/publication/352356475_Quantitative_Methods)

Rooroh, C. A. M., Moniharapon, S., & Loindong, S. S. R. (2020). PENGARUH SUASANA CAFE, KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN (STUDI PADA CAFE CASA DE WANEA MANADO). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 8(4).  
<https://doi.org/10.35794/emba.v8i4.30599>

Sabandar, M. J., & Ayuningsih, S. F. (2021). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Menginap di Park Hotel Jakarta. *Destinesia : Jurnal*



Hospitaliti Dan Pariwisata, 2(2), 92–100.  
<https://doi.org/10.31334/jd.v2i2.1412.g726>

Shukla, S. (2020, June). (pdf) *Concept of Population and Sample*. ResearchGate.

[https://www.researchgate.net/publication/346426707\\_CONCEPT\\_OF\\_POPULATION\\_AND\\_SAMPLE](https://www.researchgate.net/publication/346426707_CONCEPT_OF_POPULATION_AND_SAMPLE)

Solikhah, A. N., & Krishernawan, I. (n.d.). (PDF) PENGARUH CELEBRITY ENDORSER, DAYA TARIK IKLAN, DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN DI E-COMMERCE SHOPEE (STUDI KASUS PADA PENGGUNA E-COMMERCE SHOPEE DI UNIVERSITAS MAYJEN SUNGKONO MOJOKERTO). ResearchGate.

Syahputri, A., & Budiarti, L. (2024, September). (PDF) *THE INFLUENCE OF STORE ATMOSPHERE AND LIFESTYLE ON IMPULSE BUYING AT MINISO MALL OLYMPIC GARDEN KOTA MALANG*. ResearchGate.

[https://www.researchgate.net/publication/384024410\\_THE\\_INFLUENCE\\_OF\\_STORE\\_ATMOSPHERE\\_AND\\_LIFESTYLE\\_ON\\_IMPULSE\\_BUYING\\_AT\\_MINISO\\_MALL\\_OLYMPIC\\_GARDEN\\_KOTA\\_MALANG](https://www.researchgate.net/publication/384024410_THE_INFLUENCE_OF_STORE_ATMOSPHERE_AND_LIFESTYLE_ON_IMPULSE_BUYING_AT_MINISO_MALL_OLYMPIC_GARDEN_KOTA_MALANG)

Syahza, A. (2021). Metodologi Penelitian, Edisi Revisi. *UNRI*, 12(1), 106–116.

<https://doi.org/10.1108/jstpm-06-2019-0059>

Tanata, V. (2023, November 7). The influence of brand image, instagram social media marketing and servicescape toward customer purchase decision in

One O One cafe and bistro, Medan. Universitas Pelita Harapan Institutional Repository. <http://repository.uph.edu/62201/>

Triutami, A. (2022, February 3). *Preferensi Konsumen dalam Memilih Cafe di Kota Malang Menggunakan Analisis Konjoin*.

<http://repository.unisma.ac.id/handle/123456789/4300>

Ubay, N. N. (2023). PENGARUH PEMASARAN DIGITAL, CITRA MEREL, DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN DALAM MEMILIH COFFEE SHOP DI YOGYAKARTA. DSPACE. <https://dspace.uin.ac.id/bitstream/handle/123456789/48132/20311127.pdf?sequence=1&isAllowed=y>

Wati, E. P. (2019). PENGARUH SUASANA TOKO (STORE ATMOSPHERE) TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI SURYA SWALAYAN BUNGKAL PONOROGO . *Etheses.Iainponogoro*.

WebstaurantStore. (2023). Types of Restaurant <https://www.webstaurantstore.com/article/353/types-of-restaurants.html>

Worden, E. (2021, November 23). *The Factors Affecting Brand Image*. CoFounder. <https://www.cofmag.com/the-factors-affecting-brand-image>