

## BIBLIOGRAPHY

- Achmad, G., Nisha, A., Yusniar, Y., & Ridwan, M. (2021). *SERVICE QUALITY, BRAND IMAGE AND PRICE FAIRNESS IMPACT ON THE CUSTOMER SATISFACTION AND LOYALTY TOWARDS GRAB BIKE*. 5. <https://doi.org/10.29040/IJEBAR.V5I3.2880>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-ghifari, A., & Fachira, I. (2021a). The Influence Of Servicescape And Service Quality On Customer Satisfaction And Repurchase Intention At One Eighty Café In Bandung. *Jurnal Ilmu Sosial Politik Dan Humaniora*, 4, 19–27. <https://doi.org/10.36624/jisora.v4i1.91>
- Al-ghifari, A., & Fachira, I. (2021b). The Influence Of Servicescape And Service Quality On Customer Satisfaction And Repurchase Intention At One Eighty Café In Bandung. *Jurnal Ilmu Sosial Politik Dan Humaniora*, 4, 19–27. <https://doi.org/10.36624/jisora.v4i1.91>
- Ali, B., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). *Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality*. <https://doi.org/10.22161/IJEBM.5.3.2>
- Artuğer, S., Sayin, K., & Şahin, S. K. (2024). The effect of social servicescape on price fairness and customer trust: a study in coffee shops. *British Food Journal*. <https://doi.org/10.1108/bfj-01-2024-0059>
- Bakti, I., Sumaedi, S., Astrini, N., Rakhmawati, T., Yarmen, M., & Damayanti, S. (2020). Applying the Theory of Planned Behavior in Functional Food Purchasing: a Young Consumers Perception. *IOP Conference Series: Materials Science and Engineering*, 722. <https://doi.org/10.1088/1757-899X/722/1/012024>
- Baral, B. (2023, May 18). (17) How Coffee was discovered in Ethiopia made journey to Nepal? / LinkedIn. <https://www.linkedin.com/pulse/how-coffee-discovered-ethiopia-made-journey-nepal-binod-baral/>
- Beyari, H., & Garamoun, H. (2024). The Impact of Online Word of Mouth (e-WOM) on End-User Purchasing Intentions: A Study on e-WOM Channels' Effects on the Saudi Hospitality Market. *Sustainability*. <https://doi.org/10.3390/su16083163>
- Brüssow, H. (2022). On the role of hypotheses in science. *Microbial Biotechnology*, 15(11), 2687–2698. <https://doi.org/10.1111/1751-7915.14141>

- Diliarosta, S., Muttaqin, A., & Ramadhani, R. (2021). Consumer Behavior Model Based on Integration of Food Safety and Health Consciousness in Padang City. *Pharmacognosy Journal*, 13, 212–216. <https://doi.org/10.5530/PJ.2021.13.30>
- Furquim, T. S. G., Veiga, C., Veiga, C., & Silva, W. (2022). The Different Phases of the Omnichannel Consumer Buying Journey: A Systematic Literature Review and Future Research Directions. *J. Theor. Appl. Electron. Commer. Res.*, 18, 79–104. <https://doi.org/10.3390/jtaer18010005>
- Garvin, D. (2021). The Italian coffee triangle: From Brazilian colonos to Ethiopian colonialists. *Modern Italy*, 26, 291–312. <https://doi.org/10.1017/mit.2021.26>
- Gunawan, F., Wilujeng, F., Rembulan, G., & Tannady, H. (2020). SERVICE QUALITY ANALYSIS OF SMEs TEMPE IN PROVINCE OF JAKARTA, INDONESIA. *Technology Reports of Kansai University*, 62, 3827–3833.
- Gupta, N. (2020). A study on factors affecting consumer Behaviour. *International Journal of Applied Research*, 6, 327–333. <https://consensus.app/papers/a-study-on-factors-affecting-consumer-behaviour-gupta/8445bc5dad4a5dbd8a3ac7114cfed9f5/>
- Hair, J., Hult, G. T. M., Ringle, C., Sarstedt, M., Danks, N., Ray, S., & St, C. (2022). *Book Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. <https://doi.org/10.1007/978-3-030-80519-7>
- Halim, E. A., Hebrard, M., Laurent, C., & Kurniawan, Y. (2022). The Impact of Customer Satisfaction and Customer Trust to Repurchase Intention in Purchasing Digital Product at the Marketplace. *2022 International Seminar on Intelligent Technology and Its Applications (ISITIA)*, 181–186. <https://doi.org/10.1109/ISITIA56226.2022.9855299>
- Hopfinger, T. L. (2023, August 26). *What Is Coffee? History, Types, & More / Tim's Coffee*. <https://timscoffee.com/blog/what-is-coffee/>
- Joana, I., & Martok, Y. (2023). THE INFLUENCE OF SERVICE QUALITY, CAFÉ ATMOSPHERE, AND E-WOM TOWARD CUSTOMER LOYALTY AT PILASTRO SIGNATURE MEDAN. *Jurnal MAKBIS (Mahkota Bisnis)*.
- Kim, M. G., & Moon, J. (2025). The Impact of Nutritional Value on Consumer Attitudes and Repurchase Intentions: Price Fairness as a Moderator in the Cereal Market. *Foods*, 14(6). <https://doi.org/10.3390/foods14060938>
- Kojongian, A. S. C., Tumbel, T. M., Walangitan, O., Studi, P., Bisnis, A., & Administrasi, J. I. (2022). *Pengaruh Variasi Produk dan Promosi Terhadap Keputusan Pembelian Careofyou.id pada Media Sosial Instagram* (Vol. 3, Issue 2).

- Lee, K.-Y., Wei, C. Y., Wu, M.-H., & Hsieh, C.-M. (2020). Determinants of the Public Health Promotion Behavior: Evidence from Repurchasing Health Foods for Improving Gastrointestinal Tract Functions. *International Journal of Environmental Research and Public Health*, 17. <https://doi.org/10.3390/ijerph17207604>
- M. Sayuti, K., & Amin, H. (2020). Integrating the effects of price fairness and Islamic altruism with the TPB model. *International Journal of Housing Markets and Analysis*, 13(5), 791–807. <https://doi.org/10.1108/IJHMA-07-2019-0077>
- Moriuchi, E., & Murdy, S. (2024). Consumer Reactions to Drip Pricing: The Moderating Effect of Price Fairness in the Sharing Economy Accommodation. *Cornell Hospitality Quarterly*. <https://doi.org/10.1177/19389655241271328>
- Moslehpoor, M., Dadvari, A., Nugroho, W., & Ben-Roy. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-07-2019-0442>
- Munawara, R., & Fathony, A. (2021). The Role of Excellence Service in Creating Customer Loyalty (Case Study D'warung Sepakat Nikmat Kuta Bali). In *Jurnal Mantik* (Vol. 4, Issue 4). <https://iocscience.org/ejournal/index.php/mantik>
- Munte, Y. S., Ginting, P., & Sembiring, B. (2022). The Influence of Trust and Sales Promotion on Repurchase Intention Through Consumer Satisfaction in Doing Online Shopping in Medan City. *International Journal of Research and Review*. <https://doi.org/10.52403/ijrr.20220826>
- Mushagalusa, N. C., Kanyurhi, E. B., Akonkwa, D. B. M., & Cubaka, P. M. (2021). Measuring price fairness and its impact on consumers' trust and switching intentions in microfinance institutions. *Journal of Financial Services Marketing*. <https://doi.org/10.1057/S41264-021-00102-3>
- Nguyen, T.-M., & Malik, A. (2022). Impact of knowledge sharing on employees' service quality: the moderating role of artificial intelligence. *International Marketing Review*, 39(3), 482–508. <https://doi.org/10.1108/IMR-02-2021-0078>
- Novita, L., Manajemen, S. P., Yani, M. JI., Pabelan, K., Kartasura, K., Sukoharjo, Padmantyo, S., Prodi, D., & Manajemen. (2023). The Effect Of Customer Experience On Repurchase Intention With Customer Engagement As An Intervening Variable. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*. <https://doi.org/10.35870/jemsi.v9i2.1075>
- Nurdiana, F., & Oktafani, F. (2021). *PENGARUH SATISFACTION DAN TRUST TERHADAP MINAT BELI ULANG KONSUMEN STARBUCKS BUAH BATU BANDUNG.*

- Nurhilalia, N., & Saleh, Y. (2024). The Impact of Consumer Behavior on Consumer Loyalty. *Golden Ratio of Mapping Idea and Literature Format*. <https://doi.org/10.52970/grmilf.v4i2.357>
- Octaviani, O. C., Rizan, M., & AgungKresnamurtiRivai, P. (2021). THE EFFECT OF E-SERVICE QUALITY AND PERCEIVED PRICE FAIRNESS ON CUSTOMER LOYALTY WHICH CUSTOMER SATISFACTION AS INTERVENING STUDY ON ONLINE SHOPPING SITE IN INDONESIA. *JURNAL DINAMIKA MANAJEMEN DAN BISNIS*. <https://doi.org/10.21009/jdmb.04.1.7>
- Pradadamara, D., & Sejarah, L. (2018). Coffee Economy in Late Colonial Netherlands East Indies: Estates and Capital, 1890–1940. *Lembaran Sejarah*, 13(1), 5–27. <https://jurnal.ugm.ac.id/lembaran-sejarah/article/view/33509>
- Reza Jalilvand, M., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice. *Internet Research*, 22(5), 591–612. <https://doi.org/10.1108/10662241211271563>
- Ripandi, I. (2023, September 29). *Setelah Malaysia, Kopi Kenangan Lanjut Go International di Singapura / Narasi TV*. [https://narasi.tv/read/narasi-daily/setelah-malaysia-kopi-kenangan-lanjut-go-international-di-singapura#google\\_vignette](https://narasi.tv/read/narasi-daily/setelah-malaysia-kopi-kenangan-lanjut-go-international-di-singapura#google_vignette)
- Robilliard, G. (2022). Novel, popular, fashionable and partisan: making coffeehouses ‘burgherly’ spaces in early modern Hamburg. *Urban History*, 51, 146–170. <https://doi.org/10.1017/S0963926822000311>
- Rusdian, S., Sugiat, J., & Tojiri, Y. (2024). Understanding Consumer Behavior in Marketing Management: A Descriptive Study and Review of Literature. *Golden Ratio of Marketing and Applied Psychology of Business*. <https://doi.org/10.52970/grmapb.v4i2.416>
- Sarstedt, M., Ringle, C., & Hair, J. (2021). *Partial Least Squares Structural Equation Modeling* (pp. 1–47). [https://doi.org/10.1007/978-3-319-05542-8\\_15-2](https://doi.org/10.1007/978-3-319-05542-8_15-2)
- Selan, D., & Bessie, J. (2020). PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN (Studi Pada Hotel Timor Megah Kota SoE, TTS). *Journal of Management : Small and Medium Enterprises (SMEs)*. <https://doi.org/10.35508/JOM.V10I3.2003>
- Severesia, C., Utomo, P., & Natalia, F. (2022). INVESTIGATING FACTORS INFLUENCING REPURCHASE INTENTION: CASE STUDY IN BEVERAGE MANUFACTURING INDUSTRY. *BUSINESS EXCELLENCE AND MANAGEMENT*. <https://doi.org/10.24818/beman/2022.12.1-02>
- Sharif, S., Rehman, S., Ahmad, Z., Albadry, O. M., & Zeeshan, M. (2023). Consumer quality management for beverage food products: analyzing

- consumer' perceptions toward repurchase intention. *The TQM Journal*. <https://doi.org/10.1108/tqm-01-2022-0012>
- 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, 297–318. <https://doi.org/10.1108/ijqss-10-2019-0114>
- Son, J., & Jin, B. E. (2019). When do high prices lead to purchase intention? Testing two layers of moderation effects. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1516–1531. <https://doi.org/10.1108/APJML-07-2018-0271>
- Sun, S., Law, R., & Schuckert, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*. <https://doi.org/10.1016/J.IJHM.2019.102331>
- Supana, S., Mohamed, M., Yusliza, M., Saputra, J., Muhammad, Z., & Bon, A. T. (2021). A Review of Determinant Factors that Affect Consumer Purchase Decision and Satisfaction Literature. *Proceedings of the International Conference on Industrial Engineering and Operations Management*. <https://doi.org/10.46254/an11.20210723>
- Tannady, H., Aditia, A., Bhadra, B., & Cung, C. (2023). Analysis of Service Quality to Increase Customer Satisfaction of Libro Café. *Journal of Applied Business, Taxation and Economics Research*, 2(3), 311–318. <https://doi.org/10.54408/jabter.v2i3.175>
- Tasriastuti, N. A., Harminingtyas, R., & Widowati, M. (2024). THE INFLUENCE OF PRICE, ELECTRONIC WORD OF MOUTH (E-WOM), AND BRAND IMAGE ON PURCHASING DECISIONS IN SHOPEE E-COMMERCE PLATFORM. *Jurnal Ilmiah Ekonomi*, 19(01). <http://ejournal.stiepena.ac.id/index.php/fe>
- Thomas, T. (2024). *The effect of service quality, food quality, and cafe atmosphere on customer satisfaction at The Brewing Space Cafe Medan*.
- Thomson, J. (2023, July 12). "Penny Universities": How coffeehouses changed the world - Big Think. <https://bigthink.com/the-past/penny-universities-coffeehouse/>
- Thongkruer, P., & Wanarat, S. (2023). The Relationship between Air Travel Service Quality and Factors of Theory of Planned Behavior: Evidence from Low-Cost Airlines in Thailand. *Sustainability (Switzerland)*, 15(11). <https://doi.org/10.3390/su15118839>
- Wandoko, W., & Panggati, I. E. (2022). The Influence of Digital Influencer, e-WOM and Information Quality on Customer Repurchase Intention toward Online Shop in e-Marketplace during Pandemic COVID-19: The Mediation Effect of Customer Trust. *Journal of*

*Relationship Marketing*, 21(2), 148–167.  
<https://doi.org/10.1080/15332667.2022.2035198>

Wijaya, L., & Rizka, L. A. (2021). *STUDI BRAND POSITIONING TOKO KOPI KEKINIAN DI INDONESIA*. 8.  
<https://doi.org/10.34308/EQIEN.V8I1.177>

Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electron. Commer. Res. Appl.*, 41, 100980.  
<https://doi.org/10.1016/j.elerap.2020.100980>