

REFERENCES

- Aini, T. N. (2020). Pengaruh kepuasan dan kepercayaan terhadap loyalitas pelanggan dengan komitmen sebagai variable intervening. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 1(2), 88–98. <https://doi.org/10.37631/e-bisma.v1i2.194>
- Ananta, A. L. (2024). Pengaruh Kualitas Pelayanan Dan Variasi Menu Terhadap Keputusan Pembelian Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Thirdbid Coffe Pati Jawa Tengah. *Jurnal Ilmiah Mahasiswa FEB*, 1–75. <http://ejournals.fkwu.uniga.ac.id/index.php/IJCE/article/view/98%0Ahttp://ejournals.fkwu.uniga.ac.id/index.php/IJCE/article/download/98/84>
- Annisa, F. F., Alfansi, L., Wiardi, A. H., Daulay, M. I., & Widiyanti, A. (2023). The Effect of Customer Experience on Customer Satisfaction and Loyalty of Generation Z at Coffee Shops in Bengkulu City. *Frontiers in Business and Economics*, 2(3), 154–163. <https://doi.org/10.56225/finbe.v2i3.293>
- Arviana, N., & Syah, T. Y. R. (2022). The Effect of Customer Experience on Customer Satisfaction by Creating Sustainable Profit. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(4), 31122–31134.
- Berliana, F., & Mashadi, M. (2022). Pengaruh Service Quality Dan Customer Satisfaction Terhadap Repurchase Intention Pada Restaurant Pochajjang Bogor Di Masa Pasca Pandemi Covid-19. *Jurnal Ilmiah Manajemen Kesatuan*, 10(2), 285–292. <https://doi.org/10.37641/jimkes.v10i2.1388>
- Chandra, S., & Augustinus, D. C. (2022). The Opportunity of Digital and Technology Disruption. *Proceeding National Conference Business, Management, and Accounting*, 2018, 442–459. <https://ojs.uph.edu/index.php/NCBMA/article/view/5838/0>
- Eltantian, Y. Y., Rangga, Y. D. P., & Meylano, N. H. (2023). Pengaruh Kualitas Produk dan Harga Terhadap Kepuasan Konsumen Di Cafe Rindu Lokaria. *Jurnal Projemen UNIPA*, 10(3), 91–103. <https://doi.org/10.59603/projemen.v10i3.153>
- Euodia Grace Maranatha, Endang Sulistya Rini, & Syafrizal Helmi Situmorang. (2023). Analysis of the Influence of Brand Image, Service Quality and Store Atmosphere on Customer Satisfaction Cafe Ruang Sarca Medan. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 3(4), 1165–1182. <https://doi.org/10.54443/ijeabas.v3i4.1001>
- Fahrezi, A., & Sukaesih, U. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Merek Aldo (Studi Kasus Di Pondok Indah Mall Jakarta). *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 2, 189–199. <https://doi.org/10.36441/snpk.vol2.2023.117>

- Fitri, A., Rahim, R., Nurhayati, Aziz, Pagiling, S. L., Natsir, I., Munfarikhatin, A., Simanjuntak, D. N., HUatgaol, K., & Anugrah, N. E. (2023). Dasar-dasar Statistika untuk Penelitian. In *Yayasan Kita Menulis*. [https://repository.unugiri.ac.id:8443/id/eprint/4882/1/Anisa %2C Buku Dasar-dasar Statistika untuk Penelitian.pdf](https://repository.unugiri.ac.id:8443/id/eprint/4882/1/Anisa%20Buku%20Dasar-dasar%20Statistika%20untuk%20Penelitian.pdf)
- Hasfar, M., Militina, T., & Achmad, G. N. (2020). Effect of Customer Value and Customer Experience on Customer Satisfaction and Loyalty Pt Meratus Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(01), 84–94. <https://doi.org/10.29040/ijebar.v4i01.909>
- Hikmawan, L. I., & Ismunandar. (2023). Pengaruh Persepsi Nilai Dan Kepuasan Konsumen Terhadap Keputusan Pembelian Ulang Pada Cafe Beeginning. *Jurnal Manajemen Dan Ekonomi Kreatif*, 1(4), 163–180. <https://doi.org/10.59024/jumek.v1i4.226>
- Iskandar, R. A., & Patmarina, H. (2024). The Role of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions on E-Commerce Shopee. *International Journal of Economic, Business and Innovation Research (IJEIR)*, 3(2), 872–885. <https://e-journal.citakonsultindo.or.id/index.php/IJEIR/article/view/797>
- Mruk, H. (2024). Coffee and Tea at the Service of the Consumers' Quality of Life. *College of Management and Psychology in Poznań*, 1(1).
- Ningsih, K. S. W., & Sutedjo, B. (2024). Pengaruh Customer Value Dan Customer Experience terhadap Purchase Intention Dan Terhadap customer Satisfaction (Study Pada Pelanggan Produk Fashion Di E-Commerceshoppee). *Pengaruh Customer Value Dan Customer Experience Terhadap Purchase Intention Dan Terhadap Customer Satisfaction (Study Pada Pelanggan Produk Fashion Di E-Commerce Shopee)*, 8(1), 339–352.
- Prastiwi, E. S., & Rivai, A. R. (2022). Pengaruh Kualitas Produk, Citra Merek, dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan. *SEIKO : Journal of Management & Business*, 5(1), 244–256. <https://doi.org/10.37531/sejaman.v5i1.1556>
- Priyatno, D. (2023). *SPSS : panduan mudah olah data bagi mahasiswa dan umum* (p. 230). Andi Offset.
- Putri, A. W., & Rochdianingrum, W. A. (2023). Pengaruh Citra Merek , Variasi Produk , Dan Customer Experience Terhadap Kepuasan Pelanggan Aadk Coffee & Eatery Wiyung. *Ilmu Dan Riset Manajemen*, 13(4), 2–15.
- Putri, L. T., Baharuddin, Y., & Nasir, M. (2024). Customer Satisfaction at RR Cafe Delima Pekanbaru Influenced by Facilities and Menu Variations. *International Journal of Society Reviews (INJOSER)*, 2(2), 364–375.
- Rafli, A. (2022). Pengaruh Variasi Menu, Cita Rasa, Dan Kualitas Pelayanan Terhadap Keberhasilan Usaha Pada Usaha Rumah 21 Coffee Kota Jambi.

Skripsi: Universitas Jambi. Jambi.

- Raharjo, T. W., & Rinawati, H. S. (2020). *Penguatan Strategi Pemasaran dan Daya Saing UMKM Berbasis Kemitraan Desa Wisata*. http://eprints.ubhara.ac.id/1489/1/Buku_Penguatan_Strategi_Pemasaran%28Triweda%29.pdf
- Rauf, A., Manullang, sardjana O., Ardiansyah, T. E., & Farah, D. (2021). *Digital Marketing Konsep dan Strategi* (p. 159). Yayasan Insan Shodiqin Gunung Jati. https://www.google.co.id/books/edition/Digital_Marketing_Konsep_dan_Strategi/nSU5EAAAQBAJ?hl=id&gbpv=0
- Sakina, B. (2020). Public Perception of the Development of Café Business and its Affect on the Sustainable Conservation District Images : The Case of Braga, Bandung - Indonesia. *Engineering, MAtematics and Computer Science (EMACS) Journal*, 2(2), 65–71. <https://doi.org/10.21512/emacsjournal.v2i2.6393>
- Salim, F. K., & Catherine. (2023). Pengaruh Customer Experience dan Kepercayaan Terhadap Kepuasan Konsumen. *Journal of Chemical Information and Modeling*, 1(1), 1689–1699.
- Sanjaya, N. L. P. M. U., Dharmanegara, I. B. A., & Sariani, N. K. (2024). The Influence of Menu Variations, Location, and Service Quality on Consumer Purchasing Decisions at Terrace Brasserie in Canggu, Badung Regency. *Loka: Journal Of Environmental Sciences*, 1(2), 50–55. <https://doi.org/10.38142/ljes.v1i2.159>
- Saputri, S. R., Krisnawati Setyaningrum, & Mochamad Ainan. (2023). The Influence Of Sanitation, Hygiene And Menu Variations On Guest Satisfaction At Kapolagha Restaurant Hotel Grandhika Pemuda Semarang. *International Conference on Digital Advance Tourism, Management and Technology*, 1(1), 346–350. <https://doi.org/10.56910/ictmt.v1i1.78>
- Senduk, D. C., Saerang, D. P. E., & Lambey, L. (2022). the Influence of Restaurant Ambience and Service Quality on Customers' Intention to Visit At Pondok Hijau Restaurant Manado. *Jurnal Berkala Ilmiah Efisiensi*, 16(3), 240–248.
- Suriani, N., Risnita, & Jailani, M. S. (2023). Konsep Populasi dan Sampling Serta Pemilihan Partisipan Ditinjau Dari Penelitian Ilmiah Pendidikan. *Jurnal IHSAN: Jurnal Pendidikan Islam*, 1(2), 24–36. <https://doi.org/10.61104/ihsan.v1i2.55>
- Yahya, A., Nuryakin, & Handayani, S. D. (2024). Brand Image: Theoretical Development and Practical Applications. *Asian Journal of Management Analytics*, 3(2), 271–282. <https://doi.org/10.55927/ajma.v3i2.8504>