

DAFTAR PUSTAKA

- Almutlaq, H. (2016). Exploring the relationship between brand image and consumer purchasing decision: A Theoretical Framework. *Journal of American Science*, 12(5), 2016. <https://doi.org/10.7537/marsjas12051610>. Keywords
- Amron. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, 14(13).
- Aries, M., Sunarti, & Mawardi, M. K. (2014). Pengaruh Word Of Mouth Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian. Survei pada mahasiswa Administrasi Brawijaya Angkatan 2012 dan 2013. *Administrasi Bisnis Universitas Brawijaya*, 22(3).
- Badan Pusat Statistik. (2020). *Perkembangan Jumlah Kendaraan Bermotor Menurut Jenis*. Badan Pusat Statistik. <https://www.bps.go.id/linkTableDinamis/view/id/1133>
- Bulut, Z. A. (2015). Determinants Of Repurchase Intention In Online Shopping: A Turkish Consumer Perspective. International Journal Business And Social Science. Dokuz Eylul University. *International Journal of Business and Social Science*, 6(October 2015), 55–63. https://ijbssnet.com/journals/Vol_6_No_10_October_2015/5.pdf
- Chovanová, H. H., Korshunov, A. I., & Babčanová, D. (2015). Impact of Brand on Consumer Behavior. *Procedia Economics and Finance*, 34(15), 615–621. [https://doi.org/10.1016/s2212-5671\(15\)01676-7](https://doi.org/10.1016/s2212-5671(15)01676-7)
- Christopher, R. M., & Machado, F. S. (2019). Consumer response to design variations in pay-what-you-want pricing. *Journal of the Academy of Marketing Science*, 47(5), 879–898. <https://doi.org/10.1007/s11747-019-00659-5>
- Ghozali, I. (2014). *Structural Equation Modelling: Metode Alternatif dengan Partial Least Squares (PLS)*. Badan Penerbit Universitas Diponegoro Semarang.
- Hair, J., Black, W. C., Babin, J. B., & Andreson, R. E. (2014). Multivariate Data Analysis. In *Neuromarketing in India: Understanding the Indian Consumer* (7th ed.). Pearson Education Limited. <https://doi.org/10.4324/9781351269360>
- Hamzah, Y. I., Ibrahim, J. T., Baroh, I., & Mufriantie, F. (2020). Analisis Daya Saing Ekspor Kopi Indonesia Di Pasar Internasional. *Agriecobis (Journal of*

Agricultural Socioeconomics and Business), 3(1), 17–21.
<https://doi.org/10.24912/jmbk.v2i4.4863>

- Herawati, Prajanti, S. D. W., & Kardoyo. (2019). Predicted Purchasing Decisions from Lifestyle, Product Quality, and Price through Purchase Motivation. *Journal of Economic Education*, 8(1), 1–11.
- Hong, J. F. L., Zhao, X., & Stanley Snell, R. (2019). Collaborative-based HRM practices and open innovation: a conceptual review. *International Journal of Human Resource Management*, 30(1), 31–62.
<https://doi.org/10.1080/09585192.2018.1511616>
- Kasimin, S. (2017). Coffee Shop's Characteristic and Factors that Influence the Number of Visitors and Profit Level of Popular Coffee Shops in Banda Aceh City. *Journal Economics*, 1(1), 472–479.
- Kayak, Murat Kozak, Metin Moslehpour, M. (2012). How perceived global brands influence consumers ' purchasing behavior of Starbucks How Perceived Global Brands Influence Consumers ' Purchasing Behavior of Starbucks. *Academy of Marketing Science Review*, 5(1).
- Kementerian Pertanian. (2021). *Kopi pada Masa Pandemi Covid-19*.
<https://pse.litbang.pertanian.go.id/ind/index.php/covid-19/berita-covid19/668-ekspor-kopi-pada-masa-pandemi-covid-19>
- Kiling, C., & Tumewu, F. F. J. (2016). THE EFFECT OF BRAND EQUITY AND PRODCUT QUALITY TOWARD CONSUMER'S PURCHASE DECISION (CASE STUDY: J.CO DONUTS & COFFEE MANADO). *EMBA*, 5(1), 203–2012.
- Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21.
<https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Kotler, P., & Armstrong, G. (2018). Principles of Marketing. In M. O. Opresnik (Ed.), *Pearson Education Limited* (17th ed.). Pearson Education Limited.
- Kreitner, R., & Kinicki, A. (2014). *Perilaku Organisasi*. Salemba Empat.
- Lee, J. E., & Chen-Yu, J. H. (2018). Effects of price discount on consumers' perceptions of savings, quality, and value for apparel products: mediating effect of price discount affect. *Fashion and Textiles*, 5(1).
<https://doi.org/10.1186/s40691-018-0128-2>
- Mas'ud, F. (2010). *Survai Diagnosis Organisasional: Konsep dan Aplikasi*. Badan Penerbit Universitas Diponegoro Semarang.
- Melovic, B., Cirovic, D., Dudic, B., Vulic, T. B., & Gregus, M. (2020). The analysis

of marketing factors influencing consumers' preferences and acceptance of organic food products—recommendations for the optimization of the offer in a developing market. *Foods*, 9(3), 1–25. <https://doi.org/10.3390/foods9030259>

- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Nguyen, T. N., Phan, T. T. H., & Vu, P. A. (2015). The Impact of Marketing Mix Elements on Food Buying Behavior: A Study of Supermarket Consumers in Vietnam. *International Journal of Business and Management*, 10(10), 206–215. <https://doi.org/10.5539/ijbm.v10n10p206>
- Novansa, H., & Ali, H. (2011). Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, 2(5), 597–610. <https://doi.org/10.21276/sjhss>
- Oosthuizen, D., Spowart, J., & De Meyer-Heydenrych, C. (2015). The Relationship Between Perceived Price and Consumers' Purchase Intention of Private Label Wine Brands. *African Journal of Hospitality, Tourism and Leisure*, 4(2), 1–17.
- Paryani, K. (2012). Product quality, service reliability and management of operations at Starbucks. *International Journal of Engineering, Science and Technology*, 3(7), 1–14. <https://doi.org/10.4314/ijest.v3i7.1s>
- Pemerintah Kota Semarang. (2021). *Semarang Satu Data: Kategori Data Pariwisata & Budaya*. <https://data.semarangkota.go.id/data/list/4>
- Rahmawati, Y., & Nilowardono, S. (2018). The Effect of Product Quality, Brand Trust, Price and Sales Promotion on Purchase Decisions on Royal Residence Surabaya (Case Study in PT. Propnex Realti Visit). *International Journal of Integrated Education, Engineering and Business*, 1(2).
- Rismadi, K., Siagian, A., & Siregar, F. A. (2021). PENGARUH PENGHASILAN DAN GAYA HIDUP TERHADAP KEJADIAN HIPERTENSI PADA NELAYAN DI KOTA MEDAN. *Jurnal Health Sains*, 2(3). <http://jurnal.healthsains.co.id/index.php/jhs/article/view/133/189>
- Schiffman, L., & Kanuk, L. L. (2015). *Perilaku konsumen*. PT Indeks.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: a Skill-Building Approach. In SPi Global (Ed.), *Printer Trento Srl* (7th ed.). John Wiley & Sons. https://doi.org/10.1007/978-94-007-0753-5_102084
- Setiadi, N. J. (2013). *Perilaku Konsumen*. Kencana.

- Setiawan, R., & Achyar, A. (2013). Effects of Perceived Trust and Perceived Price on Customers' Intention to Buy in Online Store in Indonesia. *ASEAN Marketing Journal*, 4(1), 26–36. <https://doi.org/10.21002/amj.v4i1.2029>
- Singh, A. P., & Dangmei, J. (2016). Understanding the Generation Z: the Future Workforce. *South -Asian Journal of Multidisciplinary Studies*, 3(3).
- Tjiptono, F. (2014). *Manajemen Jasa*. Andi.
- Yu-lun, L. (2017). Discussion Consumers' Perceived Value, Quality and Risk on Purchase Decision-Making From the Perspective of Brand Image. *Journal of Management and Applied Science*, 3(7), 32–34.
- Zhang, Q., & Prasongsukarn, K. (2017). A relationship study of price promotion, customer quality evaluation, customer satisfaction and repurchase intention: a case study of Starbucks in Thailand. *International Journal of Management and Applied Science*, 3(9), 29–32. <http://www.ccsenet.org/journal/index.php/ijbm/article/view/39568>

