

DAFTAR PUSTAKA

- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the effect of social media on brand attitude and purchase intention: The case of Iran Khodro Company. *Procedia-Social and Behavioral Sciences*, 143, 822–826.
- Agyapong, G. K. (2011). The Effect of Service Quality on Customer Satisfaction in the Utility Industry – A Case of Vodafone (Ghana). *International Journal of Business and Management*, 6(5), 203–210.
- Alfin, M. R., & Nurdin, S. (2017). Pengaruh Store Atmosphere Pada Kepuasan Pelanggan Yang Berimplikasi Pada Loyalitas Pelanggan. *Jurnal Ecodemica*, 1(2).
- Anderson, E. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research*, 1, 5–17.
- Arikunto. (2007). *Prosedur penelitian suatu pendekatan praktik*. Rineka Aksara.
- Armstrong, G., & Kotler, P. (2009). *Marketing an Introduction* (Ninth Edition). Pearson Education International.
- Assael, H. (1998). *Consumer Behavior and Marketing Action* (6th Edition). South Western College Publishing.
- Avianty, V., & Waloejo, H. D. (2019). Pengaruh kualitas pelayanan, harga, dan keragaman produk terhadap kepuasan pelanggan cafe stove syndicate semarang. *Jurnal Ilmu Administrasi Bisnis*, 8(2), 67–72.
- Berman, B. , & Joel R. Evans. (2018). *Retail Management: A Strategic Approach* (Edisi 13). Pearson.
- Bodet, G. (2008). Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. *Journal of Retailing and Consumer Services*, 15(3), 156–162.
- Chua, B.-L., Lee, S., Kim, H.-C., & Han, H. (2019). Investigation of cruise vacationers' behavioral intention formation in the fast-growing cruise industry: The moderating impact of gender and age. *Journal of Vacation Marketing*, 25(1), 51–70.
- Dewa, C. B. (2018). Pengaruh Kualitas Pelayanan dan Promosi Penjualan Jasa Grabcar Terhadap Kepuasan Pelanggan (Studi Kasus Pada Wisatawan di Yogyakarta). *Perspektif: Jurnal Ekonomi Dan Manajemen Akademi Bina Sarana Informatika*, 16(1), 1–6.
- Durianto, D. (2011). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek* (Cetakan XX). PT. Gramedia Pustaka Utama.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (18th ed.).

- Erlyana, Y. (2019). Pengaruh Desain Kemasan Produk Lokal Terhadap Minat Beli Menggunakan Model VIEW: Studi Kasus Keripik Maicih. *SENADA (Seminar Nasional Manajemen, Desain Dan Aplikasi Bisnis Teknologi)*, 2, 302–308.
- F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.
- Famiyeh, S., Asante-Darko, D., & Kwarteng, A. (2018). Service quality, customer satisfaction, and loyalty in the banking sector: The moderating role of organizational culture. *International Journal of Quality & Reliability Management*, 35(8), 1546–1567.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (Edisi 5). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Han, B., Kim, M., & Lee, J. (2018). Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea. *Journal of Korea Trade*, 22(2), 86–104.
- Harminingtyas, R. (2014). Analisis Pengaruh Variabel Overall Customer Satisfaction Terhadap Loyalitas Konsumen Pada Produk Air Minum Dalam Kemasan Merek Aqua Di Kota Semarang. *Jurnal Stie Semarang (Edisi Elektronik)*, 6(2), 25–49.
- Hill, N., Roche, G., & Allen, R. (2007). *Customer Satisfaction: The Customer Experience Through the Customer's Eyes*.
- Hoe, L. C., & Mansori, S. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 3(1), 20.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.
- Irawan, H. (2009). *10 Prinsip Kepuasan Pelanggan*. Elek Media Komputindo.
- Iskandar, D., Nurmalina, R., & Riani, E. (2015). The effect of service, product quality, and perceived value on customer purchase intention and satisfaction. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 1(2), 51–62.
- Ismail, A., & Yunan, Y. S. M. (2016). Service Quality As A Predictor Of Customer Satisfaction And Customer Loyalty. *Logforum: Scientific Journal Of Logistics*, 12(4), 269–283.
- Iswayanti, I. P., & Dwiyanto, B. M. (2010). *Analisis Pengaruh Kualitas Produk, Kualitas Layanan, Harga, Dan Tempat Terhadap Keputusan Pembelian (Studi*

- Pada Rumah Makan "Soto Angkring Mas Boed" Di Semarang* [Doctoral Dissertation]. Universitas Diponegoro.
- Karmela, L., & Junaedi, J. (2009). Pengaruh store atmosphere terhadap minat beli konsumen pada Toserba Griya Kuningan. *Jurnal Equilibrium*, 5(9), 94–106.
- Katarika, D. M., & Syahputra, S. (2017). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Pada Coffee Shop di Bandung. *Jurnal Ecodemica: Jurnal Ekonomi Manajemen Dan Bisnis*, 1(2), 162–171.
- Kotler, P., & Armstrong, G. (2018). *Principle Of Marketing* (15th edition). Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2021). *Principle Of Marketing* (17e Global Edition). Pearson Education Limited.
- Lee, J., & Feick, L. (2001). The Impact of Switching Costs on the Customer Satisfaction-Loyalty Link: Mobile Phone Service in France. *Journal of Services Marketing*, 15, 35–48.
- Lefrid, M. (2021). Dining at gas stations: an analysis of nonconventional fast-food outlets from a consumer behavior perspective. *British Food Journal*, 123(12), 4347–4366.
- Levy, M., & Weitz, B. (2011). *Retailing Management* ((8th Ed.)). McGraw-Hill Education.
- Levy, M., & Weitz, B. A. (2007). *Retailing Management* (6th ed). McGraw-Hill.
- Lovelock, C., Wirtz, J., & Mussry, J. (2010). *Pemasaran Jasa* (7th ed., Vol. 1). PT. Gelora Aksara Pratama.
- Lusch, R. F., Vargo, S. L., & O'Brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal Of Retailing*, 83(1), 5–18.
- Maghfiroh, A., Arifin, Z., & Sunarti. (2016). Pengaruh Citra Merek Terhadap Minat Beli Dan Keputusan Pembelian (Survei pada Mahasiswa Program Studi Administrasi Binis Tahun Angkatan 2013/2014 Fakultas Ilmu Administrasi Universitas Brawijaya Malang Pembeli Indosat). *Jurnal Administrasi Bisnis*, 40(1), 132–140.
- Miswanto, M., & Angelia, Y. R. (2017). The influence of service quality and store atmosphere on customer satisfaction. *Jurnal Manajemen Dan Kewirausahaan*, 19(2), 106–111.
- Mooradian, T., Matzler, K., & Ring, L. (2014). *Strategic Marketing* (First Edition). Palgrave Macmillan.
- Mowen. (1995). *Perilaku Konsumen dan Komunikasi Pemasaran*. Pustaka Ilmu.
- Mowen, J. C. M. M. (2001). *Perilaku Konsumen*.

- Mutiah, D. (2018, November 24). *Fenomena Coffee Shop Sebagai Gejala Gaya Hidup Baru Kaum Muda*. Liputan6. <https://www.liputan6.com/lifestyle/read/3727318/memaknai-fenomena-menjamurnya-kedai-kopi-di-mana-mana>
- Nguyen, P. (2022). Service-DominantLogic: A Model of Service Satisfaction and Its Antecedents. *European Journal of Business and Management Research*, 7(3), 357–363.
- Ordanini, A., & Parasuraman, A. (2011). Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis. *Journal of Service Research*, 14, 3–23.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). Consumer-based brand equity and country-of-origin relationships: Some empirical evidence. *European Journal of Marketing*, 40(5/6), 696–717.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Putri, L. H., Kumadji, S., & Kusumawati, A. (2014). Pengaruh store atmosphere terhadap keputusan pembelian dan kepuasan pelanggan (Studi pada monopoli Cafe and Resto Soekarno Hatta Malang). *Jurnal Administrasi Bisnis*, 15(2).
- Rasmansyah. (2017). The effect of service quality and promotion to customer satisfaction and implication of customer loyalty in vehicle financing company in Jakarta Indonesia. *International Journal of Advanced Scientific Research*, 2(6), 22–30.
- Rezkisari, I. (2019, September 18). *Bukti Kopi Sudah Jadi Gaya Hidup Masyarakat Indonesia*. Republika. <https://ameera.republika.co.id/berita/py0gka328/bukti-kopi-sudah-jadi-gaya-hidup-masyarakat-indonesia>
- Rua, S., De Sousa Saldanha, E., & Amaral, A. M. (2020). Examining the Relationships between Product Quality, Customer Satisfaction and Loyalty in the Bamboo Institute, Dili, Timor-Leste. In *Journal of Business and Management* (Vol. 2). <https://tljbm.org/jurnal/index.php/tljbm>
- Sari, R. M., & Aprileny, I. (2020). *Pengaruh Kualitas Produk Dan Promosi Terhadap Kepuasan Pelanggan Dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Toko Rabbani)*.
- Satrya, M. A. R., & Telagawathi, N. L. W. S. (2021). Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan KFC. *Bisma: Jurnal Manajemen*, 7(2), 236–245.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour* (10th ed.). Pearson Prentice Hall.

- Sihite, J. D. R., Tulung, J. E., & Pandowo, M. H. C. (2023). The Influence Of Product Price And Store Atmosphere Towards Customer Satisfaction At Fellow Coffee. *Urnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(1), 158–165.
- Simanihuruk, P. (2015). Pengaruh Persepsi Kualitas dan Kepuasan terhadap Loyalitas Pelanggan pada Koperasi Kredit (Credit Union) Mandiri Cabang Medan (Studi Kasus : Pelanggan Koperasi Kredit (Credit Union) Mandiri Cabang Medan). *Jurnal Riset Akutansi Dan Keuangan*, 1(1), 73–97.
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(3), 15–32.
- Sugiyono. (2019). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis Dan Ekonomi* (33rd ed.). Pustaka Baru Press.
- Sunarto. (2006). *Analisis faktor-faktor yang memengaruhi loyalitas pelanggan dan dampaknya terhadap keunggulan bersaing: Studi pada tabungan BRITAMA BRI Kanca Kendal* . Universitas Diponegoro.
- Sunghyup Sean Hyun. (2010). Predictors of Relationship Quality and Loyalty in the Chain Restaurant Industry. *Cornell Hospitality Quarterly*, 51(2), 251–267.
- Tariq, M. I., Nawaz, M. R., Nawaz, M. M., & Butt, H. A. (2013). Customer perceptions about branding and purchase intention: a study of FMCG in an emerging market. *Journal of Basic and Applied Scientific Research*, 3(2), 340–347.
- Tjiptono, F. (2017). *Service Management Mewujudkan Layanan Prima* (2nd ed.).
- Tjiptono, F. (2019). *Service, Quality & Satisfaction*. Andi.
- Tunjungsari, S. V., Dh, A. F., & Mawardi, M. K. (2016). Pengaruh store atmosphere (suasana toko) terhadap emosi serta dampaknya pada keputusan pembelian (survei pada pembeli di Ria Djenaka Cafe dan Resto, Kota Batu). *Jurnal Administrasi Bisnis (JAB)*, 30(1), 1–7.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1–17.
- Vargo, S. L., & Lusch, R. F. (2008). Service-Dominant Logic: Continuing the Evolution. *Journal of the Academy of Marketing Science*, 36, 1–10.
- Walsh, G., Hennig-Thurau, T., Sassenberg, K., & Bornemann, D. (2010). Does relationship quality matter in e-services? A comparison of online and offline retailing. *Journal of Retailing and Consumer Services*, 17, 130–142.
- Whalley, A. (2010). *Strategic Marketing*.

Wijaya, I. P. S. A., & Nurcaya, I. N. (2017). Kepuasan Pelanggan Memediasi Kualitas Produk Dan Kewajaran Harga Terhadap Loyalitas Merek McDonalds Di Kota Denpasar. *Jurnal Manajemen Unud*, 6(3), 1534–1563.

Wijaya, R. A. (2020). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Di Kafe One Eighteenth, Siwalankerto–Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 11.

Zeithaml, V. A. (1998). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2–22.

Zygiaris, S., Hameed, Z., Alsubaie, M. A., & Rehman, S. U. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry. *Frontiers in Psychology*, 13, 1–9.

