

DAFTAR PUSTAKA

- Anggraeni, A. R., & Soliha, E. (2020). *Kualitas produk, citra merek dan persepsi harga terhadap keputusan pembelian (Studi pada konsumen Kopi Lain Hati Lamper Kota Semarang)*. 6(3), 96–107.
<http://ejurnal.unida.gontor.ac.id/index.php/altijarah>
- Ashar, S. M. (2012). *Psikologi Industri dan Organisasi*. Penerbit Universitas Indonesia.
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect of Brand Image and Perception of Products on The Purchase Decisions of Matic Motorcycle in East Belitung. *Jurnal Administrasi Bisnis*, 9(1), 31–42.
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail Management a strategic approach* (12th ed (13th ed.). Pearson.
- Berman, & Evans. (2010). *Retail Management Upper Saddle River*. Upper Saddle River.
- Budiman, S., & Dananjoyo, R. (2021). The Effect of Cafe Atmosphere on Purchase Decision: Empirical Evidence from Generation Z in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 483–490.
<https://doi.org/10.13106/jafeb.2021.vol8.no4.0483>
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Consumer Behavior*. Harcourt College.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382. <https://doi.org/10.2307/3150980>
- Freddy, R. (2017). *Teknik Membedah Kasus Bisnis Analisis SWOT*. PT.Gramedia Pustaka Utama.
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0* (2nd ed.). Yoga Pratama .
- Hidayat, M. W., Haryanti, I., Tinggi, S., & Bima, I. E. (2023). Pengaruh Gaya Hidup dan Suasana Toko terhadap Keputusan Pembelian Konsumen di Sans Club Café. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 2(3), 578–587.
- Jombang Syamfaizal Akbar, & Tjahjaningsih, E. (2023). Influence Of Lifestyle, Price Perception And Store Atmosphere On The Purchase Decision (Study ON Zabo Coffee And Resto Jombang Consumers). In *Management Studies*

- and Entrepreneurship Journal* (Vol. 4, Issue 2).
<http://journal.yrpipku.com/index.php/msej>
- Kapirossi, B., & Prabowo, R. E. (2023). Pengaruh Kualitas Produk, Persepsi Harga, dan Citra Merek terhadap Keputusan Pembelian (Studi di Antariksa Kopi Semarang). *Ekonomis: Journal of Economics and Business*, 7(1), 66. <https://doi.org/10.33087/ekonomis.v7i1.929>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity, Global Edition* (4th ed.).
- Khan, R., Kulasiri, D., & Samarasinghe, S. (2023). Methodology for development of single cell dendritic spine (SCDS) synaptic tagging and capture model using Virtual Cell (VCell). *MethodsX*, 10, 102070. <https://doi.org/10.1016/j.mex.2023.102070>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed., Vol. 15). EducPearson Education, Incation Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Education Limited.
- Kurniawati, L., Silitonga, P., STEIN Jakarta, M., & STEIN Jakarta, D. (2021). Majalah Ilmiah Panorama Nusantara. *Jurnal Bisnis Dan Pembangunan*, 30(1).
- Lamb, C., Hair, J., & McDaniel, C. (2011). *Essentials of Marketing*. Cengage Learning.
- Levy, M., & Weitz, B. A. (2014). *Retailing Management Information Center*. Mc. Graw Hill.
- Mas'ud, F. (2004). *Survei Diagnosis Organisasional (Konsep dan Aplikasi)*. Badan Penerbit Universitas Diponegoro.
- Meldarianda, R., Lisan, H., Kristen, U., & Bandung, M. (2010). PENGARUH STORE ATMOSPHERE TERHADAP MINAT BELI KONSUMEN PADA RESORT CAFÉ ATMOSPHERE BANDUNG. *Jurnal Bisnis Dan Ekonomi (JBE)*, 17(2), 97–108.
- Mowen, J. C., & Minor, M. (2022). *Perilaku konsumen* (Cetakan 5). Erlangga.
- Ouwersloot, Hans, & Anamaria, T. (2008). *Integrated Marketing Communications*. McGraw-Hill.
- Riduwan. (2015). *Dasar-Dasar Statistika*. Alfabeta.
- Sari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of

- Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 01023. <https://doi.org/10.1051/shsconf/20207601023>
- Schiffman, L., & Kanuk, L. L. (2015). *Consumer Behavior* (10th ed.). Prentice Hall.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Syamsul Bachri, I. (2021). PENGARUH SUASANA TOKO TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA MR.DAV COFFEE SHOP PALU. *Jurnal Ilmu Manajemen*, 7(1), 30–038.
- Tjiptono, F., & Diana, A. (2020). *Strategi Pemasaran Prinsip dan Penerapan*. Andi.
- Turley, L. W., & Miliman, R. E. (2000). Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence. *Journal of Business Research*, 49(2), 193–211.
- Vicky. (2019). *PENGARUH BRAND IMAGE DAN STORE ATMOSPHERE TERHADAP PURCHASE DECISION PADA CAFE CALIBRE* (Vol. 7, Issue 2).
- Wowor, C., Lumanuw, B., Ogi, I., Wowor, C. A., Lumanauw, B., Ogi, I. W., Manajemen, J., & Ekonomi dan Bisnis, F. (2021). *PENGARUH CITRA MEREK, HARGA DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN KOPI JANJI JIWA DI KOTA MANADO THE INFLUENCE OF BRAND IMAGE, PRICE AND LIFESTYLE ON BUYING DECISION OF JANJI JIWA COFFEE IN MANADO CITY*. 9(3), 1058–1068.