

DAFTAR PUSTAKA

- Aaker, David, A. dan Alexander, L. Biel, (2011), *Brand Equity and Advertising: Advertising Role In Building Strong Brand*, Lawrence Erlbaum Associates, Inc., Hillsdale.
- A.Kaifi, e. a. B. (2012). *A Multi-Generational Workforce: Managing and Understanding Millennials*. International Journal of Business and Management, 7(24). doi: [10.5539/ijbm.v7n24p88](https://doi.org/10.5539/ijbm.v7n24p88)
- Anney, Vicent N. 2014. *Ensuring the Quality of Findings of Qualitative Research: Looking at Trustworthiness Criteria*. "Journal of Engineering Trends in Educational Research and Policy Studies" (JETERAPS) 5(2): 272-281 ISSN: 2141-6990.
- Ariyuni, Diana and Suhardi, Yusuf. 2020. *The Influence of Price Perception, Quality of Service and Word of Mouth on Purchase Decisions*. Sekolah Tinggi Ilmu Ekonomi Journal of Economics. Vol. 22, No. 11.
- Basu Swastha dan T. Hani Handoko. 2000. *Manajemen Pemasaran (Analisa Perilaku Konsumen)*. Yogyakarta: BPFE UGM
- Baxter, Pamela dan S. Jack. 2008. *Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers*. "The Qualitative Report". Vol. 13, No. 4, h. 544-559
- Betz, C. L. 2019. Generations X, Y, and Z. Journal of Pediatric Nursing, 44, A7–A8. <https://doi.org/10.1016/j.pedn.2018.12.013>
- Chariri, A. 2009. *Landasan filsafat dan metode penelitian kualitatif*. Workshop Metodologi Penelitian Kuantitatif Dan Kualitatif, Laboratorium Pengembangan Akuntansi (LPA), Fakultas Ekonomi Universitas Diponegoro Semarang, 31 Juli – 1 Agustus 2009.
- Childs, R. D., Robinson, P., McGovern, T.M., & Gingrich, G. 2015. *The millennial generation*. Transforming American Governance: Rebooting the Public Square, 307–321.
- Cresswell, John W. 2010. *Research Design: Pendekatan Kualitatif, Kuantitatif dan Mixed (Terj)*. Yogyakarta: Pustaka Pelajar.
- Cresswell, Jhon W. 2012. *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. New Jersey: Pearson Education, Inc.
- Cresswell, J. 2015. *Qualitative Inquiry and Research Design: Choosing among five traditions, Third Edition* (Third; Sage, Ed.). California.

- Denzin, Norman K., and Yvonna S. Lincoln. *The SAGE Handbook of Qualitative Research Fifth Edition*. California: SAGE Publications, Inc.
- Etikan, I. (2016). *Comparison of Convenience Sampling and Purposive Sampling*. American Journal of Theoretical and Applied Statistics, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Fandy, Tjiptono. 2000. *Manajemen Jasa*. Yogyakarta: Andi Yogyakarta.
- Gibbs, G.R. (2007). *Analyzing qualitative data*. Dalam U. Flick (Ed.). The Sage. Qualitative Research Kit. London: Sage.
- Kotler, Amstrong. 2016. *Principles of Marketing Sixteenth Edition Global Edition*. England: Pearson Education Limited
- Keller dan Kotler. 2016. *Marketing Management*. London: Person Education Limited.
- Kupperschmidt, B. (2000). *Multigeneration employees*. Journal The Health Care. Manager, 65-76.
- Lomboan, Riani dkk. 2020. *Gaya Hidup dan Harga Terhadap Keputusan Pembelian pada Starbucks Manado Town Square*. "Productivity" Vol 1, No. 3, e-ISSN h. 2723-0112 <https://books.google.co.id/books>
- Lusiah. 2019. *The Analysis of Determinants Affecting Consumer's Decision to Choose Starbucks*. Jurnal Manajemen. Vol. 13, No. 03, page 393-410 <http://dx.doi.org/10.24912/jm.v23i3.571>
- Neuman, W. Lawrence. (2003). *Social research methods: Qualitative and quantitative approaches*. Boston: Allyn and Bacon
- Novak, M. (2014). *The Effect Of Personal And General Unemployment On Subjective Well-Being*. Europan Scientific Journal. 1, 487-492.
- Nugrahani, Farida. 2014. *Metode Penelitian Kualitatif: dalam Penelitian Pendidikan Bahasa*. Surakarta
- Nurhandayani, Arum, Syarief, Rizal and Najib. 2019. *The Impact of Social Media Influencer and Brand Images to Purchase Intention*. Journal of Applied Management. Vol 17, No. 4. <http://dx.doi.org/10.21776/ub.jam.2019.017.04.09>
- Peter, J. P and Olson, J. C. (2000). *Consumer Behaviour and Marketing Strategy*. New York: McGraw-Hill
- Prakoso, Sena Oddy. 2020. *Studi Fenomenologi Keputusan Pembelian Produk Apple pada Generasi X Y Z*. Faculty of Economic and Business: Diponegoro University

- Rahardjo, Mudjia. 2018. *Studi Fenomenologi Itu Apa?*. Universitas Islam Malang. Malang. <http://repository.uin-malang.ac.id/2417>
- Rahmah, N. Aulia. And Pradana, Mahir. 2022. *The Influence of Brand Image and Product Price on Starbucks Coffee Purchase Decision*. e-Proceeding Management. Vol. 9, No. 1. ISSN 2355-9357
- Schiffman, Leon, & Kanuk, Leslie Lazar. 2008. *Consumer Behaviour 7th Edition (Perilaku Konsumen)*. Jakarta: PT. Indeks. Setiadi
- Sharon, Al. (2015). *Understanding the Millennial Generation*. *Journal of Financial Service Professionals*, 69(6), 11–14. Retrieved from <http://eds.a.ebscohost.com/laureatech.idm.oclc.org/eds/pdfviewer/pdfviewer?sid=0a0336d0-b8da-410d-a5b3-7e42fa4cbe86@sessionmgr4004&vid=1&hid=4210>
- Sinha, R. Kumar dkk. 2021. *The Influence of Brand Equity on Consumer Purchase Decisions at Starbucks*. "International Journal of Accounting & Finance in Asia Pacific". <https://www.researchgate.net/publication/349795034>
- Soeharno. 2009. *Teori Mikro Ekonomi*. Yogyakarta: Raja Grafindo Persada.
- Stake, Robert E. 2006. *Multiple Case Study Analysis*. New York: The Guilford Press.
- Stake, Robert E. 2010. *Qualitative Research: Studying How Things Work*. New York: The Guilford Press.
- Tjiptodjojo, K. Imasari. 2012. *Odd Price: Harga, Psikologi dan Perilaku Konsumen dalam Purchase Decision Making*. *Jurnal Manajemen* Vol.11, No.2
- Veblen, Thorstein. 1999. *The Theory of the Leisure Class*. Inggris: Oxford University Press
- Wynsberghe, R. Van. 2007. *Redifining Case Study*. "International Journal of Qualitative Methods". Vol. 2, No.6, h. 62-77