

DAFTAR PUSTAKA

- Adam, I. (2021). Negative Tourist-to-Tourist Interactions, Value Destruction, Satisfaction, And Post Consumption Behavioral Intention. *Journal of Destination Marketing and Management*, 20. <https://doi.org/10.1016/j.jdmm.2021.100557>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi Dan Sampel Dalam Penelitian. *JURNAL PILAR: Jurnal Kajian Islam Kontemporer*, 14(1), 15–31.
- Anestia, C. (2021). Alpha JWC: Kota Tier 2 dan 3 Menjadi Kunci Lompatan Ekonomi Digital di Indonesia. *DailySocial.Id*. <https://dailysocial.id/post/alpha-jwc-kota-tier-2-dan-3-menjadi-kunci-lompatan-ekonomi-digital-di-indonesia>
- Anggraini, R., & Sumiati, S. (2022). Analisis Pengaruh Faktor Brand Image, Food Quality, Price dan E-Wom terhadap Repurchase Intention pada Oleh-Oleh Khas Kota Batam. *Customer Experience, Kepuasan Pelanggan Dan Repurchase Intention Pada E-Commerce Shopee*, 5(2), 1214–1226. <https://doi.org/10.36778/jesya.v5i2.715>
- Apritama, N. A., & Susila, I. (2023). Analisis Pengaruh Brand Image, Customer Service, Dan E-Wom Terhadap Repurchase Intention Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Media Wahana Ekonomika*, 20(1), 135–150. <https://jurnal.univpgri-palembang.ac.id/index.php/Ekonomika/index>
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction. *Administrative Sciences*, 13(5). <https://doi.org/10.3390/admsci13050118>
- Aryani, L., Shofwan, T., & Nastiti, H. (2021). Pengaruh Harga, Kualitas Produk, Dan Citra Merek Terhadap Keputusan Pembelian Motor Honda Beat.

Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi, 2(1), 362–376.

Baskara, R. F., Mardiatmi, B. D. A., & Argo, J. G. (2021). *Analisis Pengaruh Kualitas Pelayanan Terhadap Pembelian Ulang Melalui Kepuasan Pelanggan Pada Aplikasi Traveloka*. 2(1), 1645–1659.

Bernarto, I., Purwanto, A., Tulung, J. E., & Pramono, R. (2024). The Influence Of Perceived Value, And Trust On Wom And Its Impact On Repurchase Intention. *Revista de Gestao Social e Ambiental*, 18(4). <https://doi.org/10.24857/rgsa.v18n4-081>

Bithour. (2023). *5 Strategi Rahasia Fore, Brand Kopi Yang Bikin Gen Z Kasih Duitnya!* <https://bithourproduction.com/blog/5-strategi-rahasia-fore/>

Charviandi, A., Noviany, M. M. H., Suhartini, C. D. Y., Wijaya, M. M. A., Pd, S. I., Al, M. M. M., Abdullah, F., & Kom, S. (2023). *Manajemen Pemasaran (Perspektif Digital Marketing)*. EUREKA MEDIA AKSARA.

Chillakuri, B. (2020). Understanding Generation Z Expectations For Effective Onboarding. *Journal of Organizational Change Management*, 33(7), 1277–1296. <https://doi.org/10.1108/JOCM-02-2020-0058>

Devantha, K. K., & Ekawati, N. W. (2021). The Effect of EWOM and Brand Image on Perceived Value, and Its Impact on Repurchase Intention. *International Journal of Management and Commerce Innovations*, 8(2), 312–321. www.researchpublish.com

Driantami, N. A. I., & Prasetyo, A. (2022). Peran Store Image terhadap Repurchase Intention dengan Mediasi Customer Satisfaction. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(3), 427–438. <https://doi.org/10.20473/vol9iss20223pp427-438>

Ellitan, L., & Suhartatik, A. (2023). Increasing Repurchase Intention through Product Quality, Service Quality, and Customer Satisfaction. *International Journal of Research*, 10(10), 25–36. <https://doi.org/10.5281/zenodo.8434079>

- Fauji, R., Sihabudin, & Sari, F. I. (2023). Pengaruh Persepsi Harga dan Perilaku Konsumen Terhadap Keputusan Pembelian Produk Oriflame. *Buana Ilmu*, 7(2), 252–265.
- Fausta, M. F., Anderson, P., & Risqiani, R. (2023). Pengaruh Customer Experience, Customer Satisfaction, Terhadap Repurchase Intention Pada Restoran Cepat Saji. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, 20(1), 1–9. <https://journal.uniku.ac.id/index.php/Equilibrium>
- Ferdianto, R., & Hendar. (2022). The Role of Perceived Usefulness and Perceived Ease of Use in Increasing Repurchase Intention in the Era of the Covid-19 Pandemic. *Research Horizon*, 2(2), 313–329. <https://doi.org/http://dx.doi.org/10.54518/rh.2.2.2022.313-329>
- Fiansyah, R. (2024). Fore Coffee Sudah Buka 208 Outlet, Ini Rahasiannya. *IDX Channel*. <https://www.idxchannel.com/economics/fore-coffee-sudah-buka-208-outlet-ini-rahasiannya>
- Fore Coffee. (2024). *Pertama di Indonesia! Inovasi Minuman Kopi Beraroma Parfum Hadir dari Kolaborasi Fore Coffee & HMNS*. <https://fore.coffee/id/siaran-pers-pertama-di-indonesia-inovasi-minuman-kopi-beraroma-parfum-hadir-dari-kolaborasi-fore-coffee-hmns/>
- Ghozali, I., & Kusumadewi, K. A. (2021). *Partial Least Squares Konsep Teknik, Dan Aplikasi Menggunakan Program SmartPLS 4.0 Untuk Penelitian Empiris* (1st ed.). Yoga Pratama.
- Girsang, N. M., Rini, E. S., & Gultom, P. (2020). The Effect Of Brand Image And Product Quality On Re-Purchase Intention With Customer Satisfaction As Intervening Variables In Consumers Of Skincare Oriflame Users – A Study On Students Of North Sumatra University, Faculty Of Economics And Business. *European Journal of Management and Marketing Studies*, 5(1), 40–57. <https://doi.org/10.5281/zenodo.3627548>
- Guerra-Tamez, C. R., Dávila-Aguirre, M. C., Barragán Codina, J. N., & Guerra Rodríguez, P. (2020). Analysis of the Elements of the Theory of Flow and Perceived Value and Their Influence in Craft Beer Consumer Loyalty. *Journal*

of International Food and Agribusiness Marketing, 33, 1–31.
<https://doi.org/10.1080/08974438.2020.1823929>

Gultom, S. G. C., Listyorini, S., & Wijayanto, A. (2024). Pengaruh Brand Image, Brand Awareness, Dan Perceived Quality Terhadap Repurchase Intention Produk Makarizo (Pada Mahasiswa S1 Universitas Diponegoro Pengguna Produk Makarizo). *Jurnal Ilmu Administrasi Bisnis*, 13(3).
<https://doi.org/https://doi.org/10.14710/jiab.2024.42377>

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS - EIGHTH EDITION*. Annabel Ainscow.
www.cengage.com/highered

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*. SAGE Publications, Inc.

Hamdat, A., Arfah, Kusuma, A. M., Cahya, B. T., Sri, D., Sriwardiningsih, E., Astri, F., Salam, K. N., Islamiah, M. H., Mandey, N. H. J., Leni, P., Nabila, R., & Dwita, V. (2020). *Manajemen Pemasaran Dan Perilaku Konsumen*. CV.EUREKA MEDIA AKSARA.

Han, H., Lee, K. S., Song, H. J., Lee, S., & Chua, B. L. (2020). Role of coffeehouse brand experiences (sensory/affective/intellectual/behavioral) in forming patrons' repurchase intention: Impact of switching costs. *Journal of Hospitality and Tourism Insights*, 3(1), 17–35. <https://doi.org/10.1108/JHTI-03-2019-0044>

Hanggara, D. K., & Hussein, A. S. (2023). Pengaruh Product Quality, Service Quality, Dan Perceived Value Terhadap Repurchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(3), 660–674.
<https://doi.org/10.21776/jmppk>

Hasniati, Pratiwi Indriasari, D., & Sirajuddin, A. (2021). Pengaruh Customer Experience terhadap Repurchase Intention Produk Online dengan Customer Satisfaction sebagai Variable Intervening. *MARS Journal*, 1(2), 1–130.
<http://journal.ilrscentre.or.id/>

- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective Model of Brand Awareness on Repurchase Intention and Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Indriastuti, D., & Hidayat, A. (2021). The Importance of Service Experience, Trust, and Satisfaction on Banking Customer Loyalty. *European Journal of Business and Management Research*, 6(3), 92–98. <https://doi.org/10.24018/ejbmr.2021.6.3.864>
- Ismail, T., & Aldiansyah, M. W. (2024). Green Marketing and Purchase Intention for Fore Coffee Products. *Journal of Economics Research and Social Sciences*, 8(2), 172–183. <https://doi.org/10.18196/jerss.v8i2.23282>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024a). *Principles of Marketing (Nineteenth Edition)*.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024b). *Principles of Marketing NINETEENTH EDITION*. Pearson Education.
- Kumparan.com. (2023). Generasi Z: Si Kutu Lompat Minim Loyalitas Kerja. *Kumparan.Com*. <https://kumparan.com/farasifa-coirunissa/generasi-z-si-kutu-lompat-minim-loyalitas-kerja-21iswOpcKLu>
- Kumparan.com. (2024). Perilaku Konsumen Generasi Z di Era Digital, Seperti Apa? *Kumparan.Com*. <https://kumparan.com/pengetahuan-umum/perilaku-konsumen-generasi-z-di-era-digital-seperti-apa-235f076ndbh/full>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *MKTG Principles Of Marketing* (13th ed.). Cengage Learning, Inc.
- Lin, T. T., Yeh, Y. Q., & Hsu, S. Y. (2022). Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. *Sustainability*, 14, 1–19. <https://doi.org/10.3390/su142416546>
- Luo, R., Sriboonlue, U., & Onputtha, S. (2024). The Mediating Role of Perceived Value in the Relationship Between Brand Image and Repurchase Intention: A

- Case Study of the Chinese Tea Market. *Journal of Applied Data Sciences*, 5(2), 756–770. <https://doi.org/10.47738/jads.v5i2.227>
- Maf'idayu, N., & Vania, A. (2022). Pengaruh Service Quality Terhadap Repurchase Intention di Mediasi Oleh Customer Satisfaction. *REVITALISASI: Jurnal Ilmu Manajemen*, 11(1). <https://doi.org/http://dx.doi.org/10.32503/revitalisasi.v11i1.2502>
- Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022). The importance of mobile applications for companies' brand image: A study using structural equations. *Procedia Computer Science*, 214, 1128–1135. <https://doi.org/10.1016/j.procs.2022.11.287>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2021). The Influence Of E-Customer Satisfaction, E-Trust and Perceived Value On Consumer's Repurchase Intention in B2C E-Commerce Segment. *Asia Pacific Journal of Marketing and Logistics*, 10, 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Muhajir, Mohc. V., & Indarwati, T. A. (2021). The Effect of Corporate Social Responsibility (CSR), Food Quality, and Perceived Value on Repurchase Intention Through Customer Satisfaction as Intervening Variables in The Pandemi Covid-19 Era (Study On "Chatime" Bubble Drink Products). *Journal of Business and Behavioural Entrepreneurship*, 5(1), 60–77. <https://doi.org/10.21009/jobbe.005.1.04>
- Nguyen, L., Nguyen, T. H., & Tan, T. K. P. (2021). An Empirical Study of Customers' Satisfaction and Repurchase Intention on Online Shopping in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(1), 971–983. <https://doi.org/10.13106/jafeb.2021.vol8.no1.971>
- Padungyos, N., Nuangjamnong, C., & Dowpiset, K. (2020). Effects of Service Quality that Leads to Word of Mouth (WOM) A Case Study of Coffee Shop in Bangkok, Thailand. *SSRN Electronic Journal*, 1–11. <https://doi.org/10.2139/ssrn.3787560>

- Parahita, A. S., & Marwanti, S. (2022). Analisis Pengaruh Brand Image, Product Attribute, Service Quality, dan Perceived Value Terhadap Repurchase Intention Produk Getuk Eco, Dimediasi Oleh Customer Satisfaction. *Journal of Cooperative, Small and Medium Enterprise Development*, 1(1), 39–47. <https://doi.org/10.20961/cosmed.v1i1.65937>
- Putra, P. (2023). *MANAJEMEN PEMASARAN*. CV.EUREKA MEDIA AKSARA.
- Putri, N. H., Sari, N. S., & Rahmah, N. (2022). Faktor Yang Mempengaruhi Proses Riset Konsumen Target Pasar, Perilaku Pembelian Dan Permintaan Pasar (Literature Review Perilaku Konsumen). *Jurnal Ilmu Manajemen Terapan*, 3(5), 504–514. <https://doi.org/https://doi.org/10.31933/jimt.v3i5>
- Ramahdani, N. I., & Fairliantina, E. (2022). *Pengaruh Kualitas Produk, Promosi, dan Persepsi Harga Terhadap Keputusan Pembelian Fore Coffee*. 8(2). <https://doi.org/http://dx.doi.org/10.35908/jeg.v8i2.2945>
- Restuputra, M. D. P., & Rahanatha, G. B. (2020). Promosi Penjualan, Store Atmosphere, Dan Brand Image Berpengaruh Terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 3019–3039. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p07>
- Salesforce. (2022). *Salesforce Report: Nearly 90% Of Buyers Say Experience a Company Provides Matters as Much as Products or Services*.
- Saputra, I. G. M. D., & Ekawati, N. W. (2020). Mediating Role Customer Satisfaction Brand Image Effect on Repurchase Intention (A Case Study on Consumer Talib M.Aboe Shop in Tabanan City). *American Journal of Humanities and Social Sciences Research*, 4(3), 88–96. www.ajhssr.com
- Saragih, G. S. (2024). *Manajemen Pemasaran (Tradisional vs. Digital)*. Penerbit Lakeisha.
- Sari, P. D. R., Manggabarani, A. S., & Husniati, R. (2020). Pengaruh Brand Image, Harga, Dan Kualitas Layanan Terhadap Minat Beli Produk Fashion Secara Online Di Jakarta (Studi Pada Situs Belanja Online Zalora). *Business Management, Economic, and Accounting National Seminar*, 1, 727–738.

- Sarjana, N. P. N., Farida, N., & Hermani, A. (2022). Pengaruh Servicescape dan Perceived Value terhadap Repurchase Intention melalui Customer Satisfaction (pada Restoran Hello Taichan Kota Surakarta). *Jurnal Ilmu Administrasi Bisnis*, 11(3), 567–575. <https://doi.org/10.14710/jiab.2022.34865>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The Role of Social Media Marketing and Brand Image on Smartphone Purchase Intention. *International Journal of Data and Network Science*, 6(1), 185–192. <https://doi.org/10.5267/J.IJDNS.2021.9.009>
- Schiffman, Leon. G., & Wisenblit, J. (2015). *Consumer Behavior (Eleventh Edition)*. Pearson Education.
- Seren, & Christiani, R. (2023). Faktor Yang Mempengaruhi Repurchase Intention Pada Coffeshop Di Kota Batam Dengan Customer Satisfaction Sebagai Mediasi. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 7(2), 497–506. <https://doi.org/10.29408/jpek.v7i2.22539>
- Sezgin, A., & Rivet, N. S. (2023). Bilişsel Uyumsuzluk Kuramı Yaklaşımıyla Restoran Atmosferinin Tekrar Satın Alma Niyetine Etkisinde Algılanan Değerin Rolü (The Role of Perceived Value in the Effect of Restaurant Atmosphere on Repurchase Intention with Cognitive Dissonance Theory Approach). *Journal of Tourism and Gastronomy Studies*, 11(1), 758–779. <https://doi.org/10.21325/jotags.2023.1216>
- Sholihah, R. D., Ariyanto, A., Bangun, R., Rifqi, M., Indillah, M., Ferlina, A., Trenggana, M., Ariyanti, M., Widiati, E., Irawan, P., Ratih, S. D., Suryanti Ismail, R., Putra, S., Mulia Utama, A., Syahputra, J., & Budiman, B. (2023). *MANAJEMEN PEMASARAN*. Widina Bhakti Persada Bandung. www.freepik.com
- Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India. *Journal of Theoretical and Applied*

Electronic Commerce Research, 16, 1008–1024.
<https://doi.org/10.3390/jtaer16040057>

SPSS Indonesia. (2018). *Panduan Analisis Faktor dan Interpretasi dengan SPSS Lengkap*. <https://www.spssindonesia.com/2018/12/analisis-faktor-dan-interpretasi-spss.html>

Tong, M. (2022). Customers' craft beer repurchase intention: the mediating role of customer satisfaction. *International Journal of Food Properties*, 25(1), 845–856. <https://doi.org/10.1080/10942912.2022.2066122>

Tufahati, N., Barkah, C. S., Tresna, P. W., & Chan, A. (2021). The Impact Of Customer Satisfaction On Repurchase Intention (Surveys On Customer Of Bloomythings). *Journal of Business & Applied Management*, 14(2), 177–186. <http://journal.ubm.ac.id/>

Tunjungsari, H. K., Syahrivar, J., & Chairy, C. (2020). Brand Loyalty as Mediator of Brand Image-Repurchase Intention Relationship of Premium Priced, High-Tech Product in Indonesia. *Jurnal Manajemen Maranatha*, 20(1), 21–30. <https://doi.org/10.28932/jmm.v20i1.2815>

Usman, R. (2024). *Ekspansi Bisnis, Fore Coffee Targetkan Penambahan 70 Gerai di Tahun 2024*. <https://industri.kontan.co.id/news/ekspansi-bisnis-fore-coffee-targetkan-penambahan-70-gerai-di-tahun-2024>

Wicaksana, S., Dinda, Maria, Safira, Tesa, & Veronica. (2022). *Perilaku Konsumen: Kunci Memenangkan Bisnis*. Dd Publishing. <https://www.researchgate.net/publication/363473413>

Winosa, Y. (2024). Fore Coffee Siapkan Rp48-64 M Untuk Buka 50 Gerai di 2024. *Akurat*. <https://www.akurat.co/rill/1304679166/fore-coffee-siapkan-rp48-64-m-untuk-buka-50-gerai-di-2024>

Won, L., & Nuangjamnong, C. (2022). The Effect of Coffee-mix Experience and Experience Quality through Perceived Value, Satisfaction towards Repurchase Intention in Myanmar. *AU-GSB e-Journal*, 15(1). <http://www.assumptionjournal.au.edu/index.php/AU-GSB/index>

- Xu, A., Wei, C., Zheng, M., Sun, L., & Tang, D. (2022). Influence of Perceived Value on Repurchase Intention of Green Agricultural Products: From the Perspective of Multi-Group Analysis. *Sustainability*, *14*, 1–17. <https://doi.org/10.3390/su142215451>
- Yuliniar, Diyanti, S., & Suharyati. (2021). Customer Experience, Kepuasan Pelanggan Dan Repurchase Intention Pada E-Commerce Shopee. *Konfrensi Riset Nasional Ekonomi, Manajemen Dan Akuntansi*, *2*(1), 677–689.