

DAFTAR PUSTAKA

- Aaker, D. (2014). *Aaker On Branding 20 Principles That Drive Success*. Morgan James Publishing.
- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif*. Aswaja Pressindo.
- Adil. (2023, February 28). *Analisis Marketing Mix Starbucks, Strategi Meningkatkan Penjualan dan Membangun Loyalitas Pelanggan*. Bithourproduction.Com.
- Afandi, D. R., Wahyono, D., Widyastuti, Nugraha, A. R., & Novita, Y. (2024). Pengaruh Social Media Marketing, Harga dan Brand Image Terhadap Minat Beli. *Jurnal EMT KITA*, 8(2), 650–658. <https://doi.org/10.35870/emt.v8i2.2324>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Arif Wicaksono. (2023, December 9). *Riset: Generasi Milenial dan Gen Z Punya Pola Belanja Berbeda di Era Ekonomi Digital*. Medcom.Id.
- Astuti, M., Dewi, F. I. R., Mardiatmi, A. B. D., & Ruhjatini, D. (2023). *E-Marketing Konsep Dan Transformasi Digital*. Deepublish.
- Brigitta, K. P., Mandey, S. L., & Ch Raintung, M. (2023). The Influence Of Electronic WORD Of Mouth, Location dan Price On Purchase interest At R-Zone Cafe Langowan. In *312 Jurnal EMBA* (Vol. 11, Issue 1).
- Broto, F. S. W. W., Karnalim, T., & Anastasia, M. (2024). The Influence of Viral Marketing and Brand Awareness on Consumer Purchase Intentions for Mixue Beverage Products in Malang. *International Journal of Business and Applied Economics*, 3(4), 749–766. <https://doi.org/10.55927/ijbae.v3i4.10350>

- Budiono, S., Purba, J. T., & Adirinekso, G. P. (2021). *Measurement of Purchase Intention through Brand Awareness, Perceived Quality, Brand Loyalty: An Experience from Indonesia*.
- ByoungHo, J., & Cedrola, E. (2017). *Palgrave Studies in Practice: Global Fashion Brand Management*. <http://www.springer.com/series/14598>
- Christy, A., Dumatri, A., & Surabaya, U. N. (2021). Pengaruh Viral Marketing dan Brand Awareness Terhadap Niat Beli Pada Burger King Indonesia. In *Jurnal Ilmu Manajemen* (Vol. 9). www.shukanbunshun.com,
- Claudia Vanessa, Y., Astuti, M., Beli, M., & Merek, C. (2023). Pengaruh Website Quality, EWOM, dan Brand Image terhadap Purchase Intention Penggunaan Website Sociolla. *JIIP (Jurnal Ilmiah Ilmu Pendidikan)* (EISSN: 2614-8854), 6, 10957. <https://doi.org/https://doi.org/10.54371/jiip.v6i12.2932>
- Coyle, J. R., & Thorson, E. (2001). The effects of progressive levels of interactivity and vividness in web marketing sites. *Journal of Advertising*, 30(3), 65–77. <https://doi.org/10.1080/00913367.2001.10673646>
- Daengs, A. G., Pramono, B., Istanti, E., & Bramastyo, R. K. (2023). Impact of Social Media Marketing and Brand Awareness on Purchase Intention in Coffee Shop Culinary in Surabaya. *International Journal of Entrepreneurship and Business Development*, 06.
- Deandra, M., Putri, P., & Sharif, O. O. (2023). The Influence Of Electronic Word Of Mouth (E-Wom) On Tiktok's Social Media Platform On Starbucks Indonesia's Purchase Intention. *Jurnal Ekonomi*, 12(03), 2023. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Dewi Aminatuz. Z. (2019, August 8). *Strategi Starbucks Hadapi Panasnya Kompetisi Bisnis Kopi di Indonesia* . *Ekonomi.Bisnis.Com*.
- Dewi Retia Kartika, N. R. S. (2022, September 21). *Sejarah Starbucks, dari Jualan Kopi Kini Miliki Ribuan Franchise Artikel ini telah tayang di Kompas.com dengan judul "Sejarah Starbucks, dari Jualan Kopi Kini Miliki Ribuan Franchise*. *Kompas.Com*.

Dodi Ria Atmaja. (2024, October 14). *Generasi Digital: Membedah Perilaku Konsumen Milenial dan Gen Z*. Kompasiana.Com.

Firmansyah, M. A. (2018). *Perilaku Konsumen*. deepublish. <https://www.researchgate.net/publication/329587407>

Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. C.V Penerbit Qiara Media.

Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS) dilengkapi software Smartpls 3.0 XIstat 2014 dan WarpPLS 4.0 Edisi 4*.

Guan Yu, C. (2021). Impact of Service Quality on Customers Satisfaction of Starbucks's Consumers in the City of Johor Bahru, Malaysia. In *Journal of Arts & Social Sciences* (Vol. 5).

Guzmán Valle, M. de los Á., Arbulú Ballesteros, M. A., Guzmán Valle, C. A., Montes Ninaquispe, J. C., Pantaleón Santa María, A. L., Ruiz Chacón, S. V., Lamadrid Aldana, M., & Castro Muñoz, W. T. (2024). Potential Impact of Sustainable Business Practices: Brand Equity in Fast Food and Millennials' Purchase Intentions. *Sustainability (Switzerland)*, 16(9). <https://doi.org/10.3390/su16093768>

Habib Hidayat. (2023, September 15). *Memanfaatkan Purchase Intent demi Kampanye Marketing yang Lebih Efektif*. Myrobin.Id.

haddad, S. (2024, January 25). *25 Contoh Iklan Pemasaran yang Memukau Konsumen*. Upgraded.Id.

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

Hanif Nasution, H., & Nobelson. (2022). *Pengaruh Strategi Promosi Media Sosial Instagram, Citra Merek, Dan Gaya Hidup Terhadap Keputusan Pembelian Produk Hito Coffee Bekasi*.

- Hasna, S., & Irwansyah, D. (2019). Electronic Word Of Mouth Sebagai Strategi Public Relation Di Era Digital. In *Jurnal Ilmu Komunikasi* (Vol. 8, Issue 1).
- Hosfiar, C. R., Astuti, M., & Iswanto, A. H. (2021). Pengaruh Citra Merek, Kesadaran Merek dan E-Wom Terhadap Minat Beli Obat Jamu Masuk Angin Bejo Jahe Merah Di Indonesia. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 6(10), 4920. <https://doi.org/10.36418/syntax-literate.v6i10.4351>
- hoyer, wayne, & macInnis, deborah. (2021). *Behaviour Consumers 2nd Asia-Pacific Edition*.
- Ilham Pratama, F., & Iriani, S. (2023). *The Influence of Social Media Influencers and Brand Image on Purchase Intention (A Study on Menantea Tea Beverage Products)*.
- Ismagilova, E., Dwivedi K yogesh, Slade, E., & Williams d, M. (2017). *Springer Briefs In Business Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions*. <http://www.springer.com/series/8860>
- Kenny, A., Purba, J. T., Budiono, S., & Adirinekso, G. P. (2021). *Social Media Effect, Brand Image and Motivation on Fast Food and Beverage Purchase Intention of Mcdonald's St Mark Square Karawaci*.
- Kholik, A., Maulida, S., Dadan Suganda, A., Hanika, I. M., Ismainar, H., Muniarty, P., Marlina, H., Febrianty, Y. A., Merung, H., & Nufus, N. (2020). *Perilaku Konsumen (Ruang Lingkup Dan Konsep Dasar)*. www.penerbitwidina.com
- kingsnorth, simon. (2016). *Digital Marketing Strategy*.
- Komang, I., Prayoga, W., Nyoman, N., Yasa, K., Kunci, K., Ekonomi, F., & Bisnis, D. (2023). *Peran Brand Image Memediasi Electronic Word Of Mouth (E-WOM) Terhadap Purchase Intention (Studi Pada Calon Konsumen Kedai Fore Coffee Di Kota Denpasar)*. 12(12). <https://ojs.unud.ac.id/index.php/EEB/>

- Kompasiana. (2023, May 18). *Pola Konsumsi Fast Food di Indonesia: Tantangan dan Dampaknya*. Kompasiana. <https://www.kompasiana.com/a63610/646642ab08a8b532af1a5152/pola-konsumsi-fast-food-di-indonesia-tantangan-dan-dampaknya#:~:text=BerdasarkandadariKementerianPertanian,konsumsifastfoodmenyumbang>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). *Principles of Marketing Global Edition*. <https://support.pearson.com/getsupport/s/contactsupport>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Manik, C. M., & Siregar, O. M. (2022). *Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian Pada Konsumen Starbucks Di Kota Medan*.
- Maulita, E. D., Handayanto, E., & Lestari, N. P. (2023). The Effect of Electronic Word-of-mouth Perception on Purchase Intention Mediated by Brand Image. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 3(03), 277–285. <https://doi.org/10.22219/jamanika.v3i03.29490>
- Miftar Putra. (2024, May 21). *6 Strategi Promosi Starbucks untuk Meningkatkan Loyalitas Pelanggan*. Toffeedev.
- Muthiatur Rohman. (2024, April 27). *5 Contoh Studi Kasus Social Media Marketing Brand Terkenal*. Dibimbing .Id.
- Narimawati, U., & Sarwono, J. (2017). *Structural Equation Modeling (Sem) berbasis kovarian dengan lisrel dan amos untuk riset skripsi, tesis, dan disertasi*. <http://www.jonathansarwono.info>.
- Naufal, M. H., & Syaefulloh, S. (2023). Pengaruh E-Word of Mouth dan Brand Image Terhadap Purchase Intention melalui Costumer Satisfaction Food and Beverage (FNB) di Kota Pekanbaru. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 17(6), 3876. <https://doi.org/10.35931/aq.v17i6.2818>

- Noor, J. (2014). (2014). *Analisis Data Penelitin Ekonomi & Manajemen (2nd ed.)*. PT Grasindo.
- Nurita Maha, Nurbaiti, & Muhammad Ikhsan. (2024). Pengaruh Harga, Brand Awareness, dan Kualitas Produk Terhadap Minat Beli Teh Gambir (Studi Kasus Kabupaten Pakpak Bharat). *Jurnal Ekonomi Bisnis Dan Manajemen*, 2(2), 183–199. <https://doi.org/10.59024/jise.v2i2.689>
- Nursalim, H., & Eka Setianingsih, R. (2023). The Influence of Viral Marketing and Brand Awareness on Consumers Purchase Intention of Mixue Beverage Products in Jakarta. *Journal of International Conference Proceedings*, 6(1), 100–111. <https://doi.org/10.32535/jicp.v6i1.2258>
- Putri, Z. F. (2020). *Konsumerisme Anak Muda dalam Budaya Nongkrong*.
- Rachmad Subiyanto. (2024, September 14). *Membuka Akses Informasi dan Peluang Global dengan Akses Internet*. Teknologi.Bisnis.Com.
- Rayyana, L. N. (2024). Analisis Sentimen Negatif Terhadap Brand Starbucks Akibat Pemboikotan Melalui Media Sosial X (Periode 14 Februari - 15 Maret 2024). *INNOVATIVE: Journal Of Social Science Research*.
- Ryan, Damian. (2014). *The best digital marketing campaigns in the world II: mastering the art of customer engagement*. Kogan Page.
- Sandra Santoso, S., Junaedi, S., Bisnis dan Ekonomika, F., & Atma Jaya, U. (2021). *Pengaruh Sosial Media Marketing Instagram Terhadap Niat Beli Konsumen Pada Kopi Janji Jiwa* (Vol. 14, Issue 3).
- Sandro Gatra. (2024, October 2). *Menatap Jakarta Menuju Kota Global*. Kompas.Com.
<https://megapolitan.kompas.com/read/2024/10/02/05574611/menatap-jakarta-menuju-kota-global#:~:text=Jakartamemilikibeberapakarakteristikyangberpotensimenjadikannyakota,pesatdenganberbagaistartupdanperusahaandigitalbesar>.
- Saputra, A. D. (2024, November 5). *Pengertian Logo: Manfaat, Jenis, Ciri-ciri & Contohnya!* Skillacademy.Com.

- Satriyo, B., Indriana, Y., & Ridlo, M. (2021). Pengaruh Social Media Marketing, E-Service Quality, dan Review Content Terhadap Minat Beli Pada UMKM Produk Organik. In *Jurnal Ilmu Manajemen* (Vol. 9).
- Shakila Puja Meisye, & Andi Hidayat Muhmin. (2023). The Influence of Electronic Word of Mouth and Brand Image on Purchase Intention in Tuku Coffee Shops the Tangerang Area. *Formosa Journal of Sustainable Research*, 2(4), 887–898. <https://doi.org/10.55927/fjsr.v2i4.3923>
- Sitorus, D., & Pandrianto, N. (2022). *Daniel Sitorus, Nigar Pandrianto: Pengaruh Instagram dan Electronic Word of Mouth (E-WoM) terhadap Pengaruh Instagram dan Electronic Word of Mouth (E-WoM) terhadap Minat Beli Konsumen Oishi Bento*.
- Solnet, D. J. (2024). *Service Management and Marketing Principles: Competing in the Service Economy*.
- Solomon, M. R. (2020). *Consumer Behavior Buying, Having, and Being Thirteenth Edition*. www.pearson.com/mylab/marketing
- Steven, L. (2019). *Pengaruh Karakteristik Demografis dan Gaya Hidup Terhadap Niat beli di Starbucks*. 7(2).
- Sugiyono. (2023). *Metode Penelitian Kuantitatif kualitatif dan R&D*. Alfabeta.
- Suyono Putri, V., Eka Febriansah, R., Komala Sari, D., & Muhammadiyah Sidoarjo, U. (2024). The Influence Of Brand Image, Electronic Word Of Mouth and Price On Purchase Intention For Mixue Products In Sidoarjo District. *COSTING: Journal of Economic, Business and Accounting*. <https://data.goodstats.id/>
- Wakhyuni, E., Romy, E., Syamil, A., & Nusantara, B. (2023). *Manajemen Bisnis: Konsep Dan Strateginya*. <https://www.researchgate.net/publication/372686018>

- Waliyul Arinni, R., & Omar Sharif, O. (2022). The Effect of Social Media Marketing On Purchase Intention Through Brand Passion As Mediating Variable On Es Teh Indonesia. *International Journal of Social Sciences and Management Review*, 05(04), 47–59. <https://doi.org/10.37602/ijssmr.2022.5404>
- Wandi Kurniadi. (2023). Influence Of Social Media Marketing and Brand Awareness On The Intention To Buy Products At Hanan Catering. *Jurnal Publikasi Ilmu Manajemen (JUPIMAN)*, 2(1).
- wicaksono, bayu D. (2019, January 19). *IMR 2019: Begini Kebiasaan Millennial saat Belanja Online*. Idntimes.Com.
- Wijaya, K., Lopian, S., Tielung, M., A Wijaya, K. J., H V Joyce Lopian, S. L., & J Tielung, M. V. (2024). *Analysing The Influence Of Electronic Word Of Mouth(E-WOM) and Social Media Influencer On Purchase Intention For Culinary Businesses At Flamboyan Street Manado*. 12(03), 313–325.
- Winarno, K. O., & Indrawati, I. (2022). Impact Of Social Media Marketing and Electronic Word Of Mouth(E-WOM) On Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.15>
- wisnubrata. (2017, September 22). *Starbucks dan Cerita Mereka yang Berkunjung ke Indonesia*. Kompas.Com.
- Yayuk Widiyarti. (2019, September 18). *Kian Banyak Orang Indonesia Minum Kopi, Berapa Jumlah yang Ideal?* Tempo.Co.
- Yogama W. (2023, May 29). *Logo Starbucks: Sejarah, Evolusi, dan Makna Warnanya*. Www.Idntimes.Com.