

## DAFTAR PUSTAKA

- Abbas, U., Hussain, S., & Islam, A. (2021). IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND BRAND AWARENESS. *International Journal of Marketing Research Innovation*, 5(1), 1–15. <https://doi.org/10.46281/ijmri.v5i1.987>
- Alada, K. C. O., & Castano, M. C. (2020). The effects of restaurant attributes on customers' emotions and loyalty. *African Journal of Hospitality, Tourism and Leisure*. <http://www.ajhtl.com>
- Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of Marketing*. openstax.
- Alfiansyah, R., Pamungkas, R. A., & Bakhri, S. (2024). Enhancing Customer Loyalty: Optimizing Barista and Store Atmosphere for Increased Customer Satisfaction. *International Journal of Social Service and Research*, 4(01), 1–14. <https://doi.org/10.46799/ijssr.v4i01.657>
- Anggraini, I. D., & Sulistyowati, R. (2020). *PENGARUH VISUAL MERCHANDISING DAN STORE ATMOSPHERE TERHADAP PERILAKU IMPULSE BUYING (Studi Kasus Pada Konsumen Miniso di Surabaya)*. 8(1).
- Asmi, I., & Permata, S. (2020). *TINJAUAN ETIKA BISNIS ISLAMDALA MENINGKATKAN LOYALITAS PELANGGAN PUSAT KULINER DI JALAN TONDONG KECAMATAN SINJAI UTARA*. 2(1). <http://journal.iaimsinjai.ac.id/index.php/adz-dzahab>
- Avianti, W., & Yusinta, M. T. (2023). BULLETIN OF MANAGEMENT AND BUSINESS Implementasi Bauran Pemasaran dalam Upaya Meningkatkan Keunggulan Bersaing pada Diuk Coffee and Eatery Purwakarta. *Bulletin of Management and Business*, 2023(1), 46. <https://doi.org/10.31328/bmb.v3i2>
- Ayesh, L., & Al-Zyoud, M. F. (2021). The Influence of Brand Equity on Customer Loyalty in Starbucks Chain in Jordan. *International Journal of Business and Social Science*, 12(2). <https://doi.org/10.30845/ijbss.v12n2p5>
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail Management A Strategic Approach*. Pearson.
- Chandra, T., Chandra, S., & Hafni, L. (2020). *Service Quality, Customer Satisfaction, dan Consumer Loyalty: Tinjauan Teoritis*. CV IRDH.
- Daga, R., Ismail, N., & Maddatuang, B. (2020). *SEIKO : Journal of Management & Business ANALISIS EFEKTIVITAS PROGRAM MANDIRI DAGANG*

UNTUNG PADA PT. BANK MANDIRI (Persero), Tbk. KANWIL REGIONAL X SULAWESI DAN MALUKU. 3(3).

Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>

Diallo, L. F. (2022). The Impact of Brand Image on Customer Loyalty: An Applied Study in Istanbul. *Journal of Marketing and Consumer Research*. <https://doi.org/10.7176/jmcr/85-06>

Ebert, R. J., Griffin, R. W., Starke, F. A. ., & Dracopoulos, George. (2020). *Business essentials*. Pearson.

Fani, F. Y., & Lestari, U. D. (2024). Pengaruh Brand Image, Service Quality dan Price terhadap Customer Satisfaction dan Customer Loyalty Kopi Janji Jiwa. *Jurnal Manuhara : Pusat Penelitian Ilmu Manajemen Dan Bisnis*, 2(3), 263–279. <https://doi.org/10.61132/manuhara.v2i3.1051>

Ferdinand, A. (2020). *Metode Penelitian Manajemen Ferdinand*. AGFBOOKS.

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

Ghozali, I., & Kusmadewi, K. A. (2023). *Partial Least Squares Konsep, Teknik dan Aplikasi SmartPLS 4.0 untuk Penelitian Empiris*. YogaPratama.

Gunawan, F., Afyani, N. P., Soesetyo, S., & Mustikasari, F. (2023). THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, AND BRAND IMAGE ON CUSTOMER LOYALTY IN THE JAKARTA LOCAL COFFEE SHOP. *Review of Management and Entrepreneurship*, 07, 2.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*.

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

Hair, J. F., Ringle, C. M., & Danks, N. P. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>

Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *Manajemen Pemasaran*. Samudra Biru.

Hutagalung, C. D. H., & Hutabarat, Z. (2024). Enrichment: Journal of Management The influence of service quality, store atmosphere, pricefairness and customer

- satisfaction on consumer loyalty at Sallo Coffee in Jakarta. *Enrichment: Journal of Management*, 13(6).
- Indrasari, M. (2019b). *PEMASARAN & KEPUASAN PELANGGAN*. unitomopress.
- Intania, H., Syarief, N & Suhartati, S (2021). Analisis Marketing Mix terhadap Keputusan Pembelian Starbuck Coffee di Jakarta. *Konferensi Riset Nasional Ekonomi Manajemen dan Akuntansi*, 2(1), 1457-1470
- Iskandar, A., Ryanto, M., & Patrianti, T. (2024). *Strategi Digital Public Relations PT MAP Boga dalam Industri FnB*. 4, 1. <https://doi.org/10.29313/jrpr.v4i1.3302>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*. Pearson.
- Kholifah, N., MS, M., & Roslina. (2024). *The Influence of Customer Relationship Marketing and Brand Image on Customer Loyalty with Customer Satisfaction as a Mediation Variable (Study on Starbucks Coffee Indonesia)*. 7(3), 1535–1546. <https://doi.org/10.47191/jefms/v7-i3-16>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Seventeenth Edition*. Pearson.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (Eighteenth Edition, Ed.)*. Pearson.
- Kotler, P., Armstrong, G., & Sridhar, B. (2024). *Principles of Marketing NINETEENTH EDITION*. Pearson.
- Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022). *Marketing management*. Pearson Education Limited.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Torben, H. (2019). *Marketing Management 4th European Edition*. PEARSON EDUCATION LIMITED. [www.pearson.com/uk](http://www.pearson.com/uk)
- Kusuma, A. H. P., Sudirman, A., Purnomo, A., Aisyah, S., Sahir, S. H., Rumondang, A., Salmiah, Halim, F., Wirapraja Alexander, Napitulu Darmawan, & Simarmata, J. (2020). *Brand Management: Esensi, Posisi dan Strategi*. Yayasan Kita Menulis,. <https://www.researchgate.net/publication/348945447>
- Labiba, A. I., & Moko, W. (2022). PENGARUH STORE ATMOSPHERE DAN HARGA TERHADAP LOYALITAS PELANGGAN. *JURNALMANAJEMENPEMASARANDANPERILAKUKONSUMEN*, 01(2). <https://doi.org/10.21776/jmppk>

- Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *Principles Of Marketing* (13th Edition). Cengage.
- Manggabarani, A. S., Argo, J. G., & Muslimah, I. (2021). *ANALISIS KUALITAS LAYANAN, KEPUASAN KONSUMEN, DAN LOYALITAS KONSUMEN ONLINE SHOP NWE LABEL*. 2, 2021–2822.
- Manggabarani S, A., Srisusilawati, P., Jajang, B., Trenggana Mochamad Frelina, A., Anto Ansar, M., Kusuma Eka Putu, G., Rahmasari Firhani, L., Suharyati, Mulyani, Ariyani, N., Hadi, P., Lestari Puji, F., Irawati Novi, Octaviani Kurnia, L., Bakar Mas, R., Musafir, & Dewi Chrisyanti, I. (2023). *Loyalitas Pelanggan*. CV.WIDINAMEDIAUTAMA.
- Mega, K. I., Rukmigarsari, E., & Walida, S. El. (2021). *MENENTUKAN UKURAN SAMPEL PENELITIAN DI BIDANG MATEMATIKA PADA SKALA DATA METRIK*. 16(1).
- Moron, J. P., Madan, S., Cheu, J. Y., Kee, D. M. H., Cheong, L. C., Chin, R., Cheng, J., & Garcia, A. P. M. (2022). Effect of Service Quality and Customer Satisfaction on Customer Loyalty: A case study of Starbucks in Malaysia. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 5(1), 62–74. <https://doi.org/10.32535/ijthap.v5i1.140>
- Permadhi, B. M., Maulina, E., & Tresna, P. W. (2024). Analysis of the Influence of Brand Image on Customer Loyalty Using Customer Satisfaction as an Intervening Variable Case Study at the Uni Kapau Jaya Restaurant, Bandung City. In *International Journal of Science and Society* (Vol. 6, Issue 2). <http://ijsoc.goacademica.com>
- Pramestidewi, C., Mafrudoh, L., Indriyati, Savitri, C., Dwi, B., Chasanah, U., Hamid, M., Wikaningtyas, S., Wikantari, M., Adinegara, G., Fadilla, S., Puspariani, A., & Saragih, G. (2024). *Manajemen Pemasaran*. Lakeisha.
- Prawira, M. A., Ginting, P., & Rini, E. S. (2023). THE INFLUENCE OF SERVICE QUALITY, STORE ATMOSPHERE, AND PROMOTION ON CUSTOMER LOYALTY AT SEIS COFFEE. *Journal of Proceedings*, 3.
- Purwadi, P., Devitasari, B., & Darma, D. C. (2020). Store Atmosphere, SERVQUAL and Consumer Loyalty. *SEISENSE Journal of Management*, 3(4), 21–30. <https://doi.org/10.33215/sjom.v3i4.385>
- Purwantinah, A., & Budi, N. (2023). *DASAR-DASAR PEMASARAN*. Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi. <https://buku.kemdikbud.go.id>
- Putri Nugraha, J., Al, D., Gairah Sinulingga, S., Rojiati, U., Gazi Saloom, Mk., Rosmawati, Ms., Fathihani, Ms., Mail Hilian Batin, M., Widya Jati Lestari,

- M., Khatimah, H., & Maria Fatima Beribe, C. B. (2021). *Teori Perilaku Konsumen*. PT.Nasya Expanding Management.
- Putra, E. Y., & Liesty Indriani, V. (2023). Analisis Faktor–Faktor yang Mempengaruhi Brand Loyalty pada Coffee Shop yang ada di Batam. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 10(1), 9. <https://doi.org/10.19184/ejeba.v10i1.37121>
- Rahadi, D. R. (2023). *PENGANTAR PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)*. Lentera Ilmu Madani.
- Ratnasari, B., Juliati, R., & Handayanto, E. (2022). *Business Innovation Management and Entrepreneurship The Influence of Product Quality and Brand Image on Customer Loyalty with Customer Satisfaction as Intervening Variable*. 1(1). <http://ejournal.umm.ac.id/index.php/bimantara>
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. DEEPUBLISH.
- Rohman, R. N., & Supriyoso, P. (2024). Analisis SWOT Komoditi Kopi Pada Koprasi Produsen Lodra Mandiri Di. *Jurnal Online Manajemen ELPEI (JOMEL)*, 4(1). <http://jurnal.stim-lpi.ac.id/index.php/elpei>
- San, V., Kijkasiwat, P., & Abbasi, A. (2022). UNDERSTANDING SERVICE QUALITY AND PRICE FAIRNESS TO CUSTOMER LOYALTY IN THE COFFEE SHOP INDUSTRY IN THAILAND. *International Journal of Social Science Research (IJSSR)*, 4(1).
- Sari, Y. P., Si, S. E. M., Suharyat, Y., Graciafernandy, M. A., Sungkawati, E., Si, M., Suwitho, M. S. E., Zia’ul Huda, S. E., Luhgiatno, M. M., Nursalim, A., Indrawati, I. M., Istiyanto, B., Sudirman, M. H. A., Prasetya, P., Si, S., Menarianti, M. M. I., Kom, S., Kom, M., Lisa, J. C., ... Putri, E. (2024). *LOYALITAS PELANGGAN*. CV.EUREKAMEDIAAKSARA.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior (TWELFTH EDITION)*. Pearson.
- Simarmata, H. M. P., Revida, E., Sari, I. K. H., Simatupang, S., Faisal, A. S. M., Tjiptadi, D. D., Aggusti, S. M., & Muliatie, Y. E. (2021). *MANAJEMEN PERILAKU KONSUMEN DAN LOYALITAS*. PENERBITYAYASANKITAMENULIS.
- Sitepu, R. K.-K., & Sebayang, V. B. (2019). *Metode Kuantitatif untuk Manajemen*. SinarJaya.
- Solomon, M. R. (2020). *Consumer Behavior Buying, Having, and Being* (Thirteenth Edition). Pearson. [www.pearson.com/mylab/marketing](http://www.pearson.com/mylab/marketing)

- Srivong, A. T., Daungprom, D., & Srisunthron, C. (2021). *Quality of Service Influencing Customer Loyalty of Coffee Shop* (Vol. 58, Issue 4). Article Accepted. [www.psychologyandeducation.net](http://www.psychologyandeducation.net)
- Sriyanti, A. H. D., Payangan, O. R., & Mustafa, F. (2023). *THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND PRODUCT VARIANCE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT MARINOR CAFE IN MAKASSAR CITY. 1(5)*. <https://ecbis.net/index.php/go/index>
- Sugiharto, S., & 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).
- Sugiyono. (2022). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D* (2nd ed.). ALFABETA.
- Takwim, R. I., Asmala, T., & Johan, A. (2022). Pengaruh kualitas layanan dan store atmosphere terhadap customer loyalty. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(12), 2022. <https://journal.ikopin.ac.id/index.php/fairvalue>
- Tjiptono, F. (2019). *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Andi.
- Triputra, Y., Bagus, I., Aditya, P., Nurfitriana, S., & Krishnamurti, I. (2023). The Influence of Brand Image and Customer Satisfaction Towards Customer Loyalty in Fore Coffee Summarecon Mall Serpong. *LIAISONJOURNALOFBEST*, 2(1).
- Tritama, A., & Syarief, N. (2021). ANALISIS PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK PULL&BEAR DI GRAND INDONESIA, JAKARTA. In *KORELASI Konferensi Riset Nasional Ekonomi, Manajemen, dan Akuntansi* (Vol. 2).
- Triwardhani, D., Aswar, K., & Supriyadi, Y. N. (2022). The Effect of Halal Label Perception, Lifestyle and Quality of Service on Purchase Decision at Starbucks Coffee in Indonesia. In *Journal of Economics and Behavioral Studies* (Vol. 14, Issue 4).
- Triwardhani, D., Putri, D. E. P., Sudirman, A., Suganda, A. D., Kartika, R. D., Martini, E., Susilowati, H., Bambang, Trenggana, A. F. M., Zulfikar, R., Handayani, T., Kusuma, G. P. E., Rini, N. K., Pertiwi, W. N. B., & Roslan, A. H. (2021). *BRAND MARKETING*. Widina. [www.penerbitwidina.com](http://www.penerbitwidina.com)
- Triwardhani, D., Tiris, S., Soegoto, A. S., Lumanauw, N., Malihah, L., Mokoginta, S. C., Syahputra, Sudirman, A., Agustini, I. G. A. A., & Putra, A. R. (2022).



*MANAJEMEN PEMASARAN JASA*. Widina Bhakti Persada Bandung.  
[www.penerbitwidina.com](http://www.penerbitwidina.com)

Wisnawa, I. M. B. (2022). *BRAND DAN E-MARKETING*. DEEPUBLISH.

Yamin, S., & Kurniawan, H. (2015). *SPSS COMPLETE*.

Yulianti, F., Lamsah, & Periyadi. (2019). *MANAJEMEN PEMASARAN*.  
deepublish.