

DAFTAR PUSTAKA

- Abin, D. G., Mandagi, D. W., Pasuhuk, L. S., Ekonomi, F., & Bisnis, D. (2022). Enrichment: Journal Of Management Influence Of Brand Image On Customer Attitude, Intention To Purchase And Satisfaction: The Case Of Start-Up Brand Pomie Bakery. In *Enrichment: Journal Of Management* (Vol. 12, Issue 5).
- Aditya, P., Irawan, P., Wayan, N., & Suprapti, S. (N.D.). The Effect Of Brand Image On Purchase Intention Mediated By Trust. In *American Journal Of Humanities And Social Sciences Research* (Issue 6). [Www.Ajhssr.Com](http://www.Ajhssr.Com)
- Anggara, Y. Kurnia, Astuti, M., & Ariyani, L. (2020). *Minat Beli Konsumen Atas Produk Sepeda Motor Yamaha Mio M3*. [Http://Topbrand-Award.Com](http://Topbrand-Award.Com)
- Anshori, F. I., Ekawaty, N., & Cahyani, J. D. (2021). Pengaruh Brand Image Dan Kualitas Produk Terhadap Minat Beli Produk J.Co Donuts & Coffee Di Resinda Parkmall Karawang Pada Masa Pandemi Covid-19. *Jurnal Ilmiah Mea (Manajemen, Ekonomi, Dan Akuntansi)*, 5.
- Aprilia, N. R., & Utomo, S. B. (N.D.). *Pengaruh Harga, Promosi Dan Kualitas Produk Terhadap Minat Beli Ulang Di Masa Pandemi Covid-19 (Studi Pada Konsumen Okui Kopi 3.0 Surabaya) Sekolah Tinggi Ilmu Ekonomi Indonesia (Stiesia) Surabaya*.
- Astuti, M. (2020). *Pengantar Manajemen Pemasaran*.
- Aziz, A., & Pratama, Y. A. (2023). *Kewirausahaan*. Penerbit Darmajaya Press.
- Bambang Sugiyanto, L. (2024). The Influence Of Price Perception And Customer Experience On Purchase Intention Mediated By Customer Satisfaction (Empirical Study: Hai Di Lao Restaurant Consumers In Jakarta). In *Asian Journal Of Social And Humanities* (Vol. 2). [Https://Ajosh.Org/](https://Ajosh.Org/)
- Choirul Efendi, M., Prayuginingsih, H., & Fauzi, N. F. (2024). The Relationship Between Taste, Price, And Packaging Design To Consumer Purchase Interest In Ketakasi Coffee In Si-Domulyo Village, Silo District, Jember Regency. In *International Applied Science Umjember Proceeding Series* (Vol. 3, Issue 2). [Http://Proceeding.Unmuhjember.Ac.Id/Index.Php/Ias](http://Proceeding.Unmuhjember.Ac.Id/Index.Php/Ias)
- Darwin, M. (2021). *Metode Penelitian Pendekatan Kuantitatif Kualitatif* (Issue June).

- Dr. Sutisna, Se., M. & Prof. Dr. M. S. (2022). *Perilaku Konsumen Sebagai Dasar.Pdf*.
- Fanny Meutia, R., Sinulingga, S., Karina Fawzee, B., & Sadalia, I. (2020). The Influence Of Consumer Perception And Brand Image On The Purchasing Interest In Killiney Coffee Shops Among The Young Generation In Medan. *Ijlres-International Journal On Language, Research And Education Studies*, 4(1), 2580–6785. <https://doi.org/10.30575/2017/Ijlres-2020010413>
- Fauzy, N. Eva N., & Rafikasari, F. E. (2020). *Pengaruh Harga, Kemasan, Kualitas Produk, Brand Image Dan Word Of Mouth Terhadap Minat Beli Mahasiswa Pada Produk “Le Minerale.”*
- Ferdinand, A. (2020). *Metode Penelitian Ferdinand.Pdf*.
- Firdaus, A. A., Oktaviani, C. P., Hidayatullah, M. A., Puspitarini, S., Andarini, S., & Kusumasari, I. R. (2024). Pentingnya Inovasi Dalam Perencanaan Dan Pengembangan Bisnis. *Economics And Business Management Journal (Ebmj)*, 3(1).
- Firmansyah, A. (2019). *Pemasaran Produk Dan Merk (Planning & Strategy)* (Qiara Media, Ed.). Cv. Penerbit Qiara Media.
- Firmansyah, H., Nurrachmi, I., Umiyati, H., Ariyanto, A., Putra, A. R., Rustandi, N., Ferlina, A., Trenggana, M., Syahputra, D., Wahyudi, S., Rahayu, A., Suherman, A. M., Huda, J., Burhanudin, C. P., Pratiwi, W., Nur, B., Pertiwi, M., Fatira, A. K., & Yudawisastra, H. G. (2022). *Teori Marketing*. www.penerbitwidina.com
- Firmansyah, M. A. (2019). *Pemasaran Produk Dan Merek. In Buku Pemasaran Produk Dan Merek (Issue August)*.
- Ghozali, I. (2021). *Partial Least Squares (Smartpls 3.2.9)* (P. 305).
- Guntarayana, I. (2022). Analisa Strategi Bisnis Pemasaran Coffee Shop. *Translitera : Jurnal Kajian Komunikasi Dan Studi Media*, 11(1), 52–60. <https://doi.org/10.35457/Translitera.V11i1.2142>
- Hadi Wibowo, M., Musannip Efendi Siregar, Z., & Rafika, M. (2023). The Effect Of Advertising, Image, Brand Trust, And Price On Interest To Buy Nescafe Ready-To-Drink Coffee In Perlavian Village. In *Indonesian Interdisciplinary Journal Of Sharia Economics (Iijse)* (Vol. 6, Issue 2).
- Hair Et Al. (2022). Partial Least Squares Structural Equation Modeling. In *Handbook Of Market Research* (Issue July). https://doi.org/10.1007/978-3-319-57413-4_15

- Hardani Et Al. (2020). Metode Penelitian Kualitatif & Kuantitatif. In *Cv. Pustaka Ilmu* (Vol. 5, Issue 1).
- Hidayah, D. (2020). *Influence Of Price, Product Quality, Location, Brand Image, And Word Of Mouth On Purchasing Decisions At Bacarito Padang Cafe With Buy Interest As A Moderation Variable.*
- Indrasari, M. (2019). Pemasaran Dan Kepuasan Pelanggan: Pemasaran Dan Kepuasan Pelanggan - - Google Books. In *Unitomo Press* (P. 61).
- Jobber, D., & Chadwick, F. E. (2024). *Principles And Practice Of Marketing, 10th Edition.* Mcgraw-Hill Education.
- Juliyanti, W., Sidianti, H., & Purwanto, H. (2024). *Brand Image, Purchase Intention & Purchase Decision: Studi Perilaku Konsumen “Kopi Kenangan Hanya Untukmu.”*
- Komaria, N., Ernawati, S., Haryanti, I., Tinggi, S., Ekonomi, I., Stie, (, & Bima,). (N.D.). *Pengaruh Citra Merek Dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Luwak White Coffee Di Kota Bima* (Vol. 1, Issue 4).
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Kotler, P., Keller, K. L., & Chernev, A. Marketing Management (16th Ed.) (16th Ed.). Pearson Education.*
- Kotler, P., Kelller, L. K., & Chernev, A. (2022). *Marketing Management.* In *Pearson.*
- Kurniawati, M., Salean, D. Y., Fanggidae, R. P., & Manajemen, P. (N.D.). *Pengaruh Brand Image Dan Gaya Hidup Terhadap Keputusan Pembelian (Studi Pada Kopi Nj Di Kota Kupang) The Influence Of Brand Image And Lifestyle On Purchasing Decisions (Study On Nj Coffee In Kupang City) Koresponden : A) Adharahyar28@Gmail.*
- Lamb, C. W., Hair, J. F., & Mcdaniel, C. (2021). *Mktg Principles Of Marketing, 13th Edition.* Cengage Learning Inc.
- Lee, K., Shim, E., Kim, J., & Nam, H. (2021). The Influence Of Product Innovation Messages On The Intention To Purchase Incumbent Products. *Journal Of Innovation And Knowledge*, 6(3), 154–166. <https://doi.org/10.1016/j.jik.2021.01.003>
- M Sualang, B. J., & Soepeno, D. (2024). *Pengaruh Inovasi Produk, Word Of Mouth Dan Citra Merek Terhadap Minat Beli Pelanggan Pada Umkm Studi Kasus Cousin Coffee Di Kota Tomohon The Influence Of Product Innovation, Word Of Mouth, And Brand Image On Customer Purchase Intention In Smes: A Case Study Of Cousin Coffee In Tomohon City.* 12(03), 115–126.

- Maknunah, L., & Rachmat, B. (2020). The Effect Of Brand Image, Brand Trust, Economic Benefits, And Brand Attitude Toward Purchase Intention On Iphone In East Java. *International Journal Of Multicultural And Multireligious Understanding*, 7(2), 308. <https://doi.org/10.18415/ijmmu.V7i2.1484>
- Maulana, Y. S., & Alisha. (2020). Inovasi Produk Dan Pengaruhnya Terhadap Minat Beli Konsumen (Studi Kasus Pada Restoran Ichi Bento Cabang Kota Banjar). In *Inovbiz: Jurnal Inovasi Bisnis* (Vol. 8). www.ejournal.polbeng.ac.id/index.php/ibp
- Mulyana, R., Purwanti, R. S., & Setiawan, I. (2021a). *Pengaruh Inovasi Produk Terhadap Minat Beli Konsumen (Suatu Studi Pada Industri Produk Keripik Mekarsari)* (Vol. 3).
- Mulyana, R., Purwanti, R. S., & Setiawan, I. (2021b). *Pengaruh Inovasi Produk Terhadap Minat Beli Konsumen (Suatu Studi Pada Industri Produk Keripik Mekarsari)* (Vol. 3).
- Nazara, I. H., & Yunita, M. (2023). Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Konsumen (Studi Pada Konsumen Platform Tiktok Shop). *Jurnal Manajemen Dan Bisnis*, 2.
- Nevilia, K. R., Kusuma, I. G. N. A. E. T., Cempaka, N. P., & Atmaja, D. (2023). *Pengaruh Celebrity Endorser, Brand Image, Dan Brand Trust Terhadap Minat Beli Pada Coffeshop Ruang Bebas Kopi Di Denpasar*.
- Ningsih, C. S., & Anah, L. (2021). Pengaruh Brand Image, Kualitas Produk Dan Harga Terhadap Minat Beli Produk Oriflame (Studi Kasus Pada Mahasiswa Di Universitas Hasyim Asy'ari Jombang). In *Bima : Journal Of Business And Innovation Management* (Vol. 3). <https://ejournal.feunhasy.ac.id/bima>
- Nurtalia, A. C., Amelia, Y. R., Candrawati, D. N., Hidayat, R., & Ikaningtyas, M. (2024). Strategi Pengembangan Bisnis Janji Jiwa Yang Efektif Dengan Aplikasi Jiwa+ Untuk Pertumbuhan Perusahaan Di Era Digital. *Economics And Business Management Journal (Ebmj)*, 3.
- Pahmi. (2024). *Kualitas Produk Dan Harga Mempengaruhi Minat Beli Masyarakat*.
- Pebriani, W., & Busyra, N. (2023). Pengaruh Inovasi Produk Terhadap Minat Beli Konsumen Di Era New Normal. *Jurnal Emt Kita*, 7(1), 83–89. <https://doi.org/10.35870/emt.V7i1.739>

- Prihartini, E., Mahiri, E. A., Hakim, A., & Kurnadi, E. (2022). *Pengaruh Brand Image Dan Celebrity Endorse Terhadap Minat Beli Konsumen Pada Produk Toko Elzatta Majalengka*.
- Rahmawati, E. D. (2023). *Manajemen Pemasaran*. Pustakabarupress.
- Rayi, G., & Aras, M. (2021). How Product Innovation And Motivation Drive Purchase Decision As Consumer Buying Behavior. *Journal Of Distribution Science*, 19(1), 49–60. <https://doi.org/10.15722/Jds.19.1.202101.49>
- Riyantie, M., Alamsyah, A., & Pranawukir, I. (2021). Strategi Komunikasi Pemasaran Kopi Janji Jiwa Di Era Digital Dan Era Pandemi Covid-19. *Wacana: Jurnal Ilmiah Ilmu Komunikasi*, 20(2), 255–267. <https://doi.org/10.32509/Wacana.V20i2.1721>
- Saparso. (2021). *The Marketing Process*. Ukrida Press. <https://doi.org/10.4324/9780203729885-9>.
- Sari, A. N. (2022). *Kondisi Industri Pengolahan Makanan Dan Minuman Di Indonesia*. <https://www.djkn.kemenu.go.id/kanwil-suluttenggomalu/baca-artikel/15588/kondisi-industri-pengolahan-makanan-dan-minuman-di-indonesia.html>
- Sari, N., Pantiyasa, I. W., & Suwintari, I. G. A. E. (2023). The Influence Of Price And Promotion On Consumer Purchase Interest At Mercure Bali Legian. *Jurnal Pariwisata Dan Bisnis*, 02(2), 569–581. <https://doi.org/10.22334/Paris.V2i2>
- Schiffman, L. G. , & W. J. (2019). *Consumer Behavior*. Pearson Education.
- Sugiyono. (2022). *Metode Kuantitatif Sugiyono 2022.Pdf* (P. 527).
- Supiandi, G., Narimawati, U., Affandi, A., Priadana, S., Erlangga, H., & Info, A. (2022). The Effect Of Quality Of Service And Price On Consumer Purchase Interest In Two Cipete Coffee In The City Of Jakarta Selatan. *International Journal Of Education, Information Technology And Others (Ijeit)*, 5(2). <https://doi.org/10.5281/zenodo.6400062>
- Tanuwijaya, W., Tandrayuwana, S., & Aprilia, A. (2022). Pengaruh Inovasi Produk Terhadap Minat Beli Minuman Kopi Melalui Motivasi Sebagai Variabel Moderasi Generasi Z Di Kota Surabaya. *Jurnal Manajemen Perhotelan*, 8. <https://doi.org/10.9744/jmhot.8.1.50-58>
- Tanuwijaya, W., Tandrayuwana, S., & Aprilia Adriana. (2022). *Pengaruh Inovasi Produk Terhadap Minat Beli Minuman Kopi Melalui Motivasi Sebagai Variabel Moderasi Generasi Z Di Kota Surabaya*.

- Tsaniya, R., & Luh Wayan Sayang Telagawathi, N. (2021). *Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Konsumen Di Kedai Kopi Nau Kecamatan Seririt*. 5, 2022.
- Wahyuni, S., & Almunawaroh, T. (2023). Pengaruh Brand Image Terhadap Minat Beli Busana Muslim Di Outlet Rabbani Cilacap. *Hatta: Jurnal Pendidikan Ekonomi Dan Ilmu Ekonomi*, 1(1). <https://Jurnal.Stkip-Majenang.Ac.Id/Index.Php/Hatta>
- Yam, J. H., & Taufik, R. (2021). *Hipotesis Penelitian Kuantitatif*. 3(2).
- Yudi, Rifqi Amrulloh, Fredy Jayen, & Tina Lestari. (2024). Pengaruh Digital Marketing, Kualitas Produk Dan Harga Terhadap Minat Beli Pelanggan Pada Coffeshop Di Kota Banjarbaru. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(7). <https://doi.org/10.47467/Alkharaj.V6i7.3917>