

DAFTAR PUSTAKA

- Adnan, Pasaribu, K. A. S., Hamdiah, & Abubakar, R. (2020). *INFLUENCE OF SERVICE QUALITY , PRODUCT QUALITY , AND PRICE COMPATIBILITY TOWARDS CUSTOMER SATISFACTION AT WH CAFÉ , KISARAN TIMUR DISTRICT ASAHAN REGENCY , NORTH SUMATRA*. 804–816.
- Agustin, D. K., & Badi'ah, R. (2025). the Influence of Store Atmosphere and Customer Experience on Purchasing Decisions Through Customer Satisfaction As an Intervening Variable. *Journal of Management : Small and Medium Enterprises (SMEs)*, 18(1), 659–675. <https://doi.org/10.35508/jom.v18i1.20242>
- 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*.
- Ariffin, H. F., Bibon, M. F., & Abdullah, R. P. S. R. (2012). Restaurant's Atmospheric Elements: What the Customer Wants. *Procedia - Social and Behavioral Sciences*, 38(December 2010), 380–387. <https://doi.org/10.1016/j.sbspro.2012.03.360>
- Chandra, E., Nagatan, E. F., Wangsa, F., Kendrew, L., & Taifanny, V. (2024). Perbandingan Kepuasan Pelanggan Terhadap 3 Brand Makanan Kekinian di Medan. *Dinamika Publik: Jurnal Manajemen Dan Administrasi Bisnis*, 2(1), 166–172. <https://doi.org/10.59061/dinamikapublik.v2i1.620>
- Chandra, T., Chandra, S., & Hafni, L. (2020). Service Quality, Consumer Satisfaction, Dan Consumer Loyalty : Tinjauan Teoritis. In *Angewandte Chemie International Edition*, 6(11), 951–952.
- Dewantoro, A., Gufron, M., Ag, S., & Pd, M. (2024). *Pengaruh Kualitas Pelayanan , Suasana kedai kopi dan Lokasi Terhadap Kepuasan Konsumen Kedai Nayanika di Tulungagung*. 08, 185–198.
- Ebert, R. J., & Griffin, R. W. (2020). *Business Essentials Business Essentials TWELFTH EDITION*.
- Firmansyah, M. A. (2019). *Dr . M . Anang Firmansyah , SE ., MM . i. June*.
- Ghozali, I. (2021). *Partial Least Squares Konsep, Teknik dan Aplikasi* (pp. 1–318). Badan Penerbit Universitas Diponogoro.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2019). *Multivariate Data Analysis*.
- Hair, J. f, Hult, G. T. M., Ringle, C. M., & Sarstest, M. (2022). Partial least squares structural equation modeling (PLS-SEM). In *SAGE Publications*. <https://doi.org/10.1201/9781032725581-7>
- Halim, F., Zukhruf Kurniullah, A., Butarbutar Efendi, M., Sudarso, A., Purba, B., Lie, D., Hengki Mangiring Parulian Simarmata, S., Adi Permadi, L., & Novela, V.

- (2021). Manajemen Pemasaran Jasa. In *Manajemen Pemasaran Jasa*.
- Haris, A. (2023). Economics and Digital Business Review Pengaruh Kualitas Jasa Pelayanan Terhadap Kepuasan Konsumen. *Volume 4 Issue 2 (2023) Pages 334 - 348 Economics and Digital Business Review ISSN: 2774-2563 (Online), 4(2), 334–348*.
- Haryanto, A., Sanusi, E., & Utomo, F. C. (2025). Consumer Satisfaction at Coffee Shop Pintu Dua Jakarta is Influenced by Store Atmosphere and Product Quality Through Price. *Dinasti International Journal of Management Science*, 6(4), 633–644. <https://doi.org/10.38035/dijms.v6i4.4217>
- Herlambang, A. S., & Komara, E. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Kualitas Promosi Terhadap Kepuasan Pelanggan (Studi kasus pada Starbucks Coffee Reserve Plaza Senayan). *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 7(2), 56. <https://doi.org/10.35384/jemp.v7i2.255>
- Hikmah, D. N. (2025). The Influence of Store Atmosphere and Experiential Marketing on Customer Satisfaction and Its Impact on Word of Mouth. *International Journal of Economics and Management Sciences*, 2(2), 41–47. <https://doi.org/10.61132/ijems.v2i2.643>
- Hoyer, W. D., McInnis, D. J., & Pieters, R. (2024). *Consumer Behavior*.
- Junifanto, I., Agustina, T., & Handoko, Y. (2024). Pengaruh Brand Image, Lifestyle, dan Word of Mouth Terhadap Keputusan Pembelian Kopi Kenangan di Surabaya. *Jurnal Ilmiah Riset Aplikasi Manajemen*, 2(1).
- Keke, Y. (2025). *Dasar-Dasar Manajemen Pilar Utama Kemajuan Organisasi*. Penerbit Lakeisha.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). Principles of Marketing. In *Pearson Education Limited* (Vol. 38). <https://doi.org/10.2307/2224326>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). *Principles of*. Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education*.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Management*.
- Lamb, C. w, Hair, J. F., & McDaniel, C. (2021). PRINCIPLES OF MARKETING. In *MPS Limited Production Service* (Vol. 11, Issue 1). http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbe.co.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI
- Lorensa, B. A., Astuti, M., & Husniati, R. (2020). Kepuasan Konsumen Sunyi House

- of Coffee and Hope. *Jurnal Ilmiah Manajemen Kesatuan*, 8(3), 249–260.
<https://doi.org/10.37641/jimkes.v8i3.360>
- Magerite, M., Wangke, S., Magerite, M. N., & C Wangke, S. J. (2022). *the Influence of Product Quality and Location Towards Customer Satisfaction At Kopi Kenangan Manado Town Square Pengaruh Kualitas Produk Dan Lokasi Terhadap Kepuasan Pelanggan Di Kopi Kenangan Manado Town Square*. 10(4), 190–198.
- Munthe, P. T. S., Malini, H., Afifah, N., Purnomo, B. B., & Setiawan, H. (2023). Product quality and cafe atmosphere perspectives on fore coffee customer satisfaction. *International Journal on Social Sciences, Economics and Arts*, 13(3), 152–162.
- Nelisa, N., & Evyanto, W. (2022). Pengaruh Kualitas Pelayanan, Produk dan Harga terhadap Kepuasan Konsumen Pada Shopee. *J-MAS (Jurnal Manajemen Dan Sains)*, 7(2), 681. <https://doi.org/10.33087/jmas.v7i2.553>
- Pahmi. (2024). *KUALITAS PRODUK DAN HARGA MEMPENGARUHI MINAT BELI MASYARAKAT*. Nas Media Pustaka.
<https://books.google.co.id/books?id=H9T9EAAAQBAJ>
- Palací, F., Salcedo, A., & Topa, G. (2019). *Cognitive and Affective Antecedents of Consumers ' Satisfaction : A Systematic Review of two Research Approaches*.
<https://doi.org/10.3390/su11020431>
- Prasetiawan, W. E., Sudarmiati, & Wardhana, L. W. (2024). *Consumer Satisfaction with Chill Coffee Gubuklah Evaluated via Customer Experience , Brand Ambassadorship , and Store Atmosphere*. 3(4).
- Pratiwi, V. A., Sulaiman, E., Budiastuti, E., & Ajie, A. (2022). *Enrichment : Journal of Management Store Atmosphere and Service Quality on Cafe Consumer Satisfaction*. 12(4).
- Puji Astuti, W., Hidayat, N., & Yusuf, M. (2021). the Effect of Price and Product Quality on Customer Loyalty With Customer Satisfaction As an Intervening Variable in the Coffee Shop. *International Journal of Current Economics & Business Ventures*, 1(2), 1–13. <https://scholarsnetwork.org/journal/index.php/ijeb>
- Rafika, N. A., & Yulhendri. (2020). *The Effect of Store Atmosphere, Product Quality, Customer Satisfaction and Electronic Word of Mouth on Customer Loyalty in Gubuk Coffee Padang*. 124(2019), 788–802.
<https://doi.org/10.2991/aebmr.k.200305.146>
- Razak, A., Amrusi, A., Husna, A., Musfiana, M., & Mustofa, A. (2021). Black Coffee Shop Customer Satisfaction Based on Product Quality and Service. *Journal of Economics Education and Entrepreneurship*, 2(2), 44.
<https://doi.org/10.20527/jee.v2i2.3924>

- Salsabillah, A. R., K2, H. B., & Mustikasari, F. (2024). Product Quality, Service Quality, Price, and Location Influence Towards Coffee Shop Customer's Satisfaction. *Management Studies and Entrepreneurship Journal*, 5(1), 1408–1423. <http://journal.yrpioku.com/index.php/msej>
- Sanjaya, A. D., Gunadi, B. P., & Sutanto, J. E. (2025). *THE INFLUENCE OF PRODUCT QUALITY , PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT DINGIN PULUNG CAFE IN PULUNG DISTRICT PONOROGO REGENCY*. 2025(2), 222–228.
- Sartika, D., & Mulyadi, D. (2024). Pengaruh Kualitas Pelayanan Café Terhadap Kepuasan Pelanggan pada Usaha Kopi Kenangan Kondangjaya Karawang. *PENG: Jurnal Ekonomi Dan Manajemen*, 1(2), 344–354.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behaviour (12th ed. Global)* (Issue 6). https://books.google.co.id/books/about/Consumer_Behavior.html?id=CMChvAEACAAJ&redir_esc=y
- Solomon, M. (2020). Consumer Behavior: Buying, Having. In *Pearson* (Issue April).
- Sugiyono. (2023). METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D. In *Sustainability (Switzerland)* (Vol. 11, Issue 1).
- Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2019). Measuring customer satisfaction of a café and coffee shop colony at a traditional market. *Journal of Foodservice Business Research*, 23(1), 78–94. <https://doi.org/10.1080/15378020.2019.1686897>
- Suryana, P., Fauziah, R., & Yuliyanti, A. (2024). The Influence of Store Atmosphere and Sales Promotion on Customer Satisfaction and its Impact on Customer Loyalty Coffee Shop Kopilogi. *International Journal of Current Science Research and Review*, 07(01), 257–264. <https://doi.org/10.47191/ijcsrr/v7-i1-27>
- Tussifah, H., & Navitsha, N. P. (2021). The Effect of Product Quality and Service Quality on Consumer Satisfaction at Roya Café Mantingan. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 9(1), 69. <https://doi.org/10.21043/bisnis.v9i1.10350>
- Vandhega, B. G. R., & Wiyadi, W. (2025). Consumer Satisfaction Analysis Reviewed From Store Atmosphere, Product Variation and Service Quality. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 19(3), 1400. <https://doi.org/10.35931/aq.v19i3.4421>
- Wikantari, M. A. (2023). the Effect of Customer Reviews, Product Price, and Service Quality on Purchase Decisions With Moderated Brand Image in E-Commerce Applications. *Jurnal Bisnis Strategi*, 32(1), 92–101. <https://doi.org/10.14710/jbs.32.1.92-101>

- Wirtz, J., & Lovelock, C. (2018). *Essentials of Services Marketing 3rd Edition* (Vol. 17).
- Wulansari, T., Arief, M., & Poernomo, H. (2025). The Influence of Service Quality and Brand Image on Customer Loyalty with Company Reputation as a Mediating Variable at Starbucks Indonesia. *Jurnal Indonesia Sosial Sains*, 6(5), 1577–1587. <https://doi.org/10.59141/jiss.v6i5.1718>
- Yunita, R., Shihab, M. S., Jonas, D., Haryani, H., & Anggraini Terah, Y. (2022). Analysis of The Effect of Servicescape and Service Quality on Customer Satisfaction at Post Shop Coffee Toffee in Bogor City. *APTISI Transactions on Technopreneurship*, 4(1), 68–76. <https://doi.org/10.34306/att.v4i1.222>