

DAFTAR PUSTAKA

- Alfirahmi. (2019, Juni). FENOMENA KOPI KEKINIAN DI ERA 4.0. *Ditinjau dari Marketing 4.0 dan Teori Uses and Effect*, 3. 24-32. Maret 23, 2024. <https://ojs.stiami.ac.id/index.php/lugas/article/view/410>
- Ahmed, S., Asheq, A. A., Chowdhury, U. Y., Sufi, T., & Mustofa, M. G. (2021). The Intricate Relationship of Customers Loyalty and Their Perception of Service Quality, Price and Satisfaction in Restaurant Service. *The TQM Journal*, 35 (2), 519-539.
- Alamsyah, J. (2022). Analisis Pengaruh Kualitas Produk, Promosi, dan Harga terhadap Loyalitas Konsumen Restoran Anugerah Jaya. *Jurnal Mitra Manajemen (JMM Online)*, 6 (9), 549-562.
- Anggraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan pada Konsumen Gojek. *JUPE*, 8 (3), 86-94.
- Aprilliano, D. W., Tibrani, & Anggraini, D. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan, Promosi, Harga Terhadap Loyalitas Pelanggan Telkomsel (Studi Kasus pada Mahasiswa Manajemen Semester VII Universitas Kepulauan 2017). *Jurnal Equilibria*, 8 (1), 39-44.
- Arikunto, S. 2014. *Prosedur Penelitian Suatu Pendekatan Praktis*. Jakarta: Rineka Cipta.
- Ashari, M. F., Siregar, Z. M. E., & Halim, A. (2023). The Influence of Service Quality, Taste, and Perceived Price on Customer Loyalty by Mediating Customer Satisfaction. *Quantitative Economics and Management Studies (QEMS)*, 4 (3), 474-485.
- Ayunda, S. P., & Kusuma, Y. B. (2023). Pengaruh Promosi, Harga, dan Kualitas Layanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan Pada Netflix: Studi pada Mahasiswa Administrasi Bisnis, Upn Veteran Jawa Timur, Angkatan 2019-2021. *Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5 (6), 2815-2825.
- Bangun, T. S., Purba, M. I., Ginting, R. E., Keliat, F. Y., & Wardani, N. (2023). Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Loyalitas Konsumen

- Shopee (Studi Kasus pada Mahasiswa Fakultas Hukum Universitas Prima Indonesia). *Jurnal Edueco Universitas Balikpapan*, 6 (1), 78-83.
- Baker, L., et al. (2023). Digital Engagement Strategies and Their Impact on Customer Loyalty in the Beverage Industry. *Journal of Digital Marketing*, 10 (5), 280-289.
- Batinggi, A., & Ahmad. (2021). *Pelayanan Publik Teori dan Praktik*. Bandung: Manggu Makmur Tanjung Lestari.
- Beibei, H., Shiyang, W., & Jiahong, X. (2023), *Customer Loyalty to Coffee Shop: A Study of Swedish Generation Y*, Malardalens Hogskola Eskilstuna Västerås.
- Bei, L. T., & Chiao, Y. C. (2001). An Integrated Model for The Effect of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Customer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 14 (1), 125- 140.
- Bennett, R., & Rundle-Thiele, S. (2005). The Brand Loyalty Life Cycle: A Model for Customer Loyalty. *Journal of Consumer Marketing*, 22(5), 257-263.
- Bennett, R., & Rundle-Thiele, S. (2020). The Role of Customer Loyalty in the Retail Context: A Review and Future Directions. *Journal of Retailing and Consumer Services*, 5(7), 102-115.
- Bintoro, M., & Daryanto. (2017). *Buku Manajemen Penilaian Kinerja Karyawan*. Yogyakarta: Gava Media.
- Bolehdicobadigital (2023, 21 November). *Deretan Strategi Untuk Maksimalkan Promo PayDay, Wajib Catat!*. Juli 5, 2024. <https://bolehdicoba.com/blog/5-minutes-essentials/deretan-strategi-untuk-maksimalkan-promo-payday-wajib-catat/>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.)*. Sage Publications.
- CNBC Indonesia. (2020). "2020 Dunia Usaha Makin Menantang, Janji Jiwa Malah Melesat". Juni 12, 2024. <https://www.cnbcindonesia.com/market/20201209101438-19-207239/2020-dunia-usaha-makin-menantang-janji-jiwa-malah-melesat>.

- Cocriill, A. & Goode, M. M. (2010) Perceived Price And Price Decay In The DVD Market. *The Journal Of Product And Brand Management* .19 (5).
- Coffee Geography Magazine (2023, Mei 24). *Annual Coffee Report on Indonesia 2023*. Maret 22, 2024. <https://coffeegeography.com/2023/05/24/annual-coffee-report-on-indonesia-2023/>
- Cunado, A. J. P., Painangan, C. M., Cunado, J. A. L., Palmada, E. M. D., Mumar, Z. J. A., Naeng, R. A., Pagod, J. M., Lagrada, H. Z. G., Abrau, S. B., & Gamutan, R. J. O. (2020). Determining the Role of Customer Satisfaction in Gaining Customer Loyalty among Cafes. *University of Bohol Multidisciplinary Research Journal*, 8 (9), 74-85.
- Dalilah, N., & Prawoto. (2023). Pengaruh Kualitas Produk, Promosi dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Kopi Kenangan. *MAMEN (Jurnal Manajemen)*, 2 (2), 186-197.
- Daulay, R. Y., Passalaras, R. A., & Heikal, J. (2024). Customer Segmentation Using K-Means Clustering with SPSS Program in a Case Study of Consumer Interest in Current Coffee Shop. *Journal of Business, Management and Accounting*, 5 (2), 721-740.
- Denziana, A., & Yunggo, E. D. (2017). Pengaruh Profitabilitas, Struktur Aktiva, dan Ukuran Perusahaan Terhadap Struktur Modal Perusahaan Pada Perusahaan Real Estate and Property yang Terdaftar di Bursa Efek Indonesia Tahun 2015. *Jurnal Akuntansi & Keuangan*, 8 (1), 61-67.
- Delima, A., Ashary, H. M., & Usman, O. (2019). Influence of Service Quality, Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop). *Journal Economics*, 1(1), 1-15.
- Dhasan, D., & Aryupong, M. (2019). Effect of Product Quality, Service Quality and Price Fairness on Customer Engagement and Customer Loyalty. *ABAC Journal*, 39 (2), 82-102.
- Erdogan, A. (2020). *The Mediating role of customer satisfaction in the relationship between service quality and customer loyalty*. (Master's Thesis, Istanbul Sehir University). Research Gate.

- Excelso Coffee. (2023). "About Us". Juni 12, 2024. <https://www.excelso-coffee.com/about-us/>
- Ge, Y., Yuan. Q., & Park, K. (2021). The Structural Relationship among Perceived Service Quality, Perceived Value, and Customer Satisfaction - Focused on Starbucks Reserve Coffee Shop in Shanghai, China. *Sustainability Journal*, 13, 8633.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris (2nd ed.)*. Universitas Diponegoro.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS). Edisi 4*. Semarang : Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). *The Better Approach to Structural Equation Modeling? Long Range Planning*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Halloriatu.com (2023, Juni 25). *Mengenal Apa itu Promo Payday*. Juli 5, 2024. <https://www.teraslampung.com/payday-strategi-penjualan-terjitu/>
- Harris, S. A., & Soenhadji, I. M. (2022). Pengaruh Promosi, Kualitas Layanan, Harga dan Distribusi terhadap Loyalitas Konsumen Pengguna Aplikasi Food Delivery dengan Menggunakan Variabel Mediasi Kepuasan Konsumen. *Jurnal Ilmiah Ekonomi Bisnis*, 27 (3), 418-432.
- Harish, N. M., Ratnaningsih, Nisa, R. F., & Andriana, R. (Juli 21, 2022). *Analisis Kopi Kenangan Dalam Memahami Perilaku Konsumen Indonesia*. Mei 13, 2024. <https://www.researchgate.net/publication/362148924>
- Hartono, H., et al. (2022). The Effectiveness of CRM Strategies in Enhancing Customer Loyalty in Coffee Shops. *International Journal of Customer Relationship Management*, 15 (2), 145-153.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.

- Jennifer & Laulita, N. B. (2023). Pengaruh Kualitas Produk, Harga dan Pelayanan Terhadap Loyalitas Pelanggan Mie Instan dengan Mediasi Kepuasan Pelanggan. *Jurnal Administrasi dan Manajemen*, 4 (1), 184-199.
- Johnson, R., & Lee, S. (2023). Emotional Attachment as a Predictor of Customer Loyalty: Evidence from the Coffee Industry. *Journal of Consumer Psychology*. 29 (7), 515-524.
- Juliarti, S., Zuraida, L., & Wikaningtyas, S. U. (2022). Pengaruh Kualitas Produk, Harga, Lokasi dan Kualitas Pelayanan Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Sebagai Variabel Intervening (Pada Bento Kopi). *Jurnal Riset Akuntansi dan Bisnis Indonesia STIE Widya Wiwaha*, 2 (2), 366-381.
- Juliantara, I. M., & Sukawati, T. G. R. (2018). Pengaruh Persepsi Harga, Promosi, dan Kualitas Pelayanan Terhadap Kepuasan dan Dampaknya Terhadap Loyalitas Konsumen. *E-Jurnal Manajemen Unud*, 7 (11), 5955-5982.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36-68.
- Kumar, V., Rahman, Z., & Fatma, M. (2020). The Role of Customer Loyalty in Enhancing Customer Experience. *Journal of Retailing and Consumer Services*, 7(9), 12-34.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kwortnik, R. J., & Thompson, G. M. (2009). Unifying Service Marketing and Operations with Service Experience Management. *Journal of Service Research*, 11(4), 389-406.
- Lathifah. U. K., Silvianita. A. (2023). Loyalitas Pelanggan Kopi Kenangan dari Segi Pengalaman Pelanggan, Kualitas Pelayanan dan Kepuasan Pelanggan. *EKOBIS*, 24 (1), 55-71.

- Lemon, K. N., Rust, R. T., & Zeithaml, V. A. (2020). The Role of Customer Experience in Building Customer Loyalty: A Service-Dominant Logic Perspective. *Journal of Service Research*, 23(1), 87-101.
- Lee, S., & Lawson, B. A. (2011). *Perceived Dynamic Pricing*. Journal Of Industrial Management & Data System.
- Lawrance, N. L., Suardana, I. M., & Asdiansyuri, U. (2022). Pengaruh Lokasi, Harga, Promosi, dan Kualitas Produk terhadap Loyalitas Pelanggan Kopi pada Kopi Living Mataram. *Jurnal Ilmiah Ekonomi dan Bisnis*, 1 (3), 132-140.
- Liu, Y., & Yang, R. (2021). The Role of Loyalty Programs in Building Customer Loyalty: Evidence from the Coffee Shop Sector. *Journal of Retailing and Consumer Services*, 5(9), 1-10.
- Lupiyoadi, Rambat. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Lovett, M. J., Peres, R., & Hohberger, J. (2021). The Hidden Value of WOM. *Journal of Marketing*, 77(4), 78-91.
- Marlina, R. (2023), *Technology Acceptance Model pada Layanan Digital Banking Livin' Bank Mandiri Terhadap Kepercayaan dan Dampaknya Terhadap Loyalitas Pelanggan*. Thesis, Universitas Bakrie.
- Mau Ngopi Dulu (2023, Desember 14). *Mau Ngopi Dulu: Sejarah Kopi Indonesia, Awal Mula di Tahun 1696 hingga saat ini*. Maret 22, 2024. <https://maungopidulu.id/inspirasi/sejarah-kopi-di-indonesia/>
- Mishra, H., Mishra, A., & Nayakankuppam, D. (2011, Januari 7). How Payday Affect Consumer Purchases. *Journal of Marketing*, 74 (5). Juli 20, 2024. <https://www.strategy-business.com/article/re00126>
- Money, N. B., Nishanth, N. S., & Paldon, T. Dr. (2021). Impact Price and Service Quality on Customer Satisfaction and Customer Loyalty in the Indian Telecommunication Sector. *UGC Care Journal*, 44 (1), 35- 50.
- Monroe, K. B. (2003). *Pricing Making Profitable Decision*. New York: The McGraw Hill Companies, Inc.

- Mowen & Minor. (2012). *Perilaku Konsumen*. Jilid 1. Edisi. Kelima (terjemahan). Jakarta: Erlangga.
- Nguyen, P., & Tran, T. (2023). Brand Image and Its Impact on Customer Loyalty in the Coffee Shop Industry. *Journal of Brand Management*, 28 (6), 467-475.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63 (4), 33-44.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Services Quality and Implications for Future Research. *The Service Quality Handbook*, 1-21.
- Pertiwi, A. B., Ali, H., & Sumanyo, F. D. S. (2022). Pengaruh Persepsi Harga dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan pada E-Commerce Shopee. *Jurnal Ilmu Multidisiplin (JIM)*, 1 (2), 537-553.
- Picón, A., Castro, I., & Roldán, J. L. (2014). The relationship between satisfaction and loyalty: A mediator analysis. *Journal of Business Research*, 67(5), 746-751.
- Quy, V. T., & Huy, C. D. (2019). The Relationship between Service Quality, Price Perception, Customer Satisfaction and Customer Loyalty: A Study in Nguoi Ban Vang. *Ho Chi Minh Open University Journal of Science*, 9 (2), 44-56.
- Rahayu, S., & Syafe'i, D. (2022). Pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan. *Jurnal Ekonomi & Ekonomi Syariah*, 5 (2), 2192-2207.
- Ramadhani, W. A & Prawoto. (2023). Pengaruh Persepsi Harga dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan di Pintu Dua Coffee TMII. *J-Ceki: Jurnal Cendekia Ilmiah*. 3 (1), 166-179.
- Reimers, V., & Clulow, V. (2020). The Importance of Store Location for Customer Loyalty in Coffee Shops. *International Journal of Retail & Distribution Management*, 45(3), 226-240.
- Ridho, M. N., & Irmawati. (2023). Analisis Pengaruh Harga dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan dengan Mediasi Kepuasan

- Pelanggan Pada Sate Kambing Pak Manto. *Jurnal Manajemen Dirgantara*, 16 (2), 545-560.
- 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), 505-518.
- Saputra, Y. A., Jatmiko., & Sofyan, J. F. (2024). Pengaruh Kualitas Layanan, Kepuasan Pelanggan dan Promosi di Instagram terhadap Loyalitas Pelanggan melalui Kepercayaan di Layanan Spaylater. *Jurnal Ilmiah Wahana Pendidikan*. 10 (6), 964-978.
- Silva, J. . D., Saldanha, E. S.D., & Barreto, D. M. B. (2019). The Mediation Effect of Customer Satisfaction on The Relationship between Product Quality, Perceived Price Justice and Customer Loyalty. *Timor-Leste Journal of Business and Management*, 4 (2), 48-60.
- Smith, J., et al. (2022). The Role of Perceived CSR in Building Customer Loyalty: A Study of Indonesian Coffee Chains. *Journal of Corporate Responsibility*, 17 (4), 309-318.
- Situmeang, R. R., Situmorang, E. M. R., Setiawan, I., Haloho, P. A., Sinulingga, E. A., & Sinuraya, G. A. (2021). Effect of Price and Product Quality on Telkomsel Customer Loyalty to Management Study Program Student at Universitas Prima Indonesia. *International Journal of Research and Review*, 8 (12), 167-171.
- Solehudin, D. (2023). Pengaruh Harga, Promosi dan Kualitas Layanan terhadap Kepuasan dan Dampaknya terhadap Loyalitas Pelanggan pada PT. Indomaret Perumahan Graha Selaras Bogor. *Jurnal Ekonomi, Manajemen, dan Perbankan*, 9 (2), 165-174.
- Suwarno, Yogi. (2005). *The Emergence of Public Participation in Contemporary Indonesia: Coproduction Role of Neighborhood Association in delivering Public Service*. Master Thesis at GSPA-ICU, Tokyo.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku Konsumen*. Edisi Ke-7. (Zoelkifli Kasip, Penerjemah). Jakarta: PT. Indeks.
- Shah, S. M., Awan, U., & Ali, W. (2021). Impact of Location on Customer Loyalty: A Study of Coffee Shops. *Journal of Business Research*, 125, 42-49.

- Shofiudin, Z. R., & Sulistyawati, L. (2023). Pengaruh Promosi, Harga, dan Kualitas Produk terhadap Loyalitas Pelanggan pada Pembelian Teh Pucuk Harum: Studi pada Mahasiswa Prodi Administrasi Bisnis UPN “Veteran” Jawa Timur. *Religion Education Social Laa Roiba Journal*, 5 (3), 624-633.
- Sukmadinata, N. S. (2005). *Metode Penelitian Pendidikan*. Bandung. PT. Remaja Rosdakarya.
- Suhardi, Wibowo, A. E., & Wasiman. (2020). Service Quality, Tust and Price on Customer Loyalty in PT Pos Indonesia Batam City. *IOSR Journal of Business and Management*, 22 (9), 1-9.
- Strategy-business: *How Payday Affects Consumer Purchases*. (2011, January 7). pwc publication. <https://www.strategy-business.com/article/re00126>
- Tarigan, E. R., Fauzi, F. K., Ricy. M. A., Wandhira, E. S., & Nofirda. F. A. (2023). Digital Marketing, Brand Image and Customer Loyalty at Kopi Kenangan in Pekanbaru. *Jurnal Ilmiah Manajemen Kesatuan*, 11 (3), 657-668.
- Teraslampung.com (Agustus 15, 2021). *Payday, Strategi Penjualan Terjitu*. Juli 5, 2024. <https://www.teraslampung.com/payday-strategi-penjualan-terjitu/>
- Tendatio, J., Siagian, H., & Lubis, W. H. (2023). Pengaruh Kualitas Pelayanan, Harga, Promosi, dan Customer Experience terhadap Loyalitas Pengguna ShopeeFood. *Jurnal Wira Ekonomi Mikroskil (JWEM)*, 13 (1), 19-32.
- Tjiptono, F. (2015). *Strategi Pemasaran (Edisi 4)*. Yogyakarta: Andi Offset.
- TOFFIN. (2020), *Brewing In Indonesia: Insights for Successful Coffee Shop Business*, Indonesia.
- Tribunnews. (2021). "*Akuisisi Starbucks Coffee, Jaringan Retailers Starbucks Coffee Seluruh Indonesia*". Juni 12, 2024. <https://www.tribunnews.com/bisnis/2021/08/09/akuisisi-starbucks-coffee-jaringan-retailers-starbucks-coffee-seluruh-indonesia>
- Utama, W. P., Andhika, B. R. D., Fahrian, A. R., & Luthfiah, S. (2024). Pengaruh Kualitas Produk, Layanan dan Persepsi Harga Terhadap Loyalitas Pelanggan Kopi Kenangan. *Jurnal Ilmiah Manajemen dan Bisnis*, 3 (2), 130-138.

- Violani, V. (2023), *Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Kepuasan dan Loyalitas Pelanggan pada Kedai Skuy Burgerin di Bukittinggi*. (Skripsi Sarjana, Universitas Islam Indonesia). <https://dspace.uui.ac.id/bitstream/handle/123456789/43449/18311507.pdf?sequence=1&isAllowed=y>
- Yaqub, R. M. S., Halim, F., & Shehzad, A. (2019). Effect of Service Quality, Price Fairness, Justice with Service Recovery and Relational Bonds on Customer Loyalty: Mediating Role of Customer Satisfaction. *Pakistan Journal of Commerce and Social Sciences*, 13 (1), 62-94.
- Zeithaml, Valerie A. et. al. 1990. *Delivering Quality Service*. The Free Press. New York.