

DAFTAR PUSTAKA

- Achira, D. A., & Muturi, W. (2015). The effect of business strategies on the performance of commercial banks in Kenya. *International Journal of Management and Behavioural Studies*, 2(2), 103–114.
- Alwash, M., Savarimuthu, B. T. R., & Parackal, M. (2016). Identifying and classifying value propositions in brand tweets - A study of top-10 coffee brands. *Pacific Asia Conference on Information Systems, PACIS 2016 - Proceedings, May*.
- Budiono, S., Purba, J. T., Adirinekso, G. P., & Rajagukguk, W. (2021). Market growth strategy through consumers' satisfaction, product quality and brand image: Evidence from Jakarta Indonesia. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 1222–1231.
- Cartwright, S., & Davies, I. A. (2022). The development of B2B social networking capabilities. *Industrial Marketing Management*, 106(December 2021), 139–151. <https://doi.org/10.1016/j.indmarman.2022.08.004>
- Cartwright, S., Liu, H., & Davies, I. A. (2022). Influencer marketing within business-to-business organisations. *Industrial Marketing Management*, 106(February 2021), 338–350. <https://doi.org/10.1016/j.indmarman.2022.09.007>
- Chandra Trisna, S. (2015). Analisa Proses Dan Evaluasi Pengembangan Produk Baru. *Jurnal AGORA*, 3(1), 287–288.
- Creswell, J. W., & Creswell, J. D. (2018). Mixed Methods Procedures. In *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Debata, B., Patnaik, P., & Mishra, A. (2020). COVID-19 pandemic! It's impact on people, economy, and environment. *Journal of Public Affairs*. <https://doi.org/10.1002/pa.2372>
- Di Crosta, A., Ceccato, I., Marchetti, D., la Malva, P., Maiella, R., Cannito, L., Cipi, M., Mammarella, N., Palumbo, R., Verrocchio, M. C., Palumbo, R., & Domenico, A. Di. (2021). Psychological factors and consumer behavior during the COVID-19 pandemic. *PLoS ONE*, 16(8 August), 1–23. <https://doi.org/10.1371/journal.pone.0256095>
- Febrianti, R. A. M., Gofur, A., & Aulia, F. (2021). The Influence of Social Media Promotion Strategies on Price-Mediated Purchase Decisions (Case Study at PT . Lazada Bandung). *Psychology and Education*, 58(3), 493–500.
- Hariyanto, S. (2012). Penelitian Kualitatif : Metode Penelitian Kualitatif. In *Jurnal EQUILIBRIUM* (Vol. 5, Issue January). <http://belajarpsikologi.com/metode-penelitian-kualitatif/>

- Hermawan, Y. (2012). Analisa Pengaruh Celebrity Endorsement Lee Min Ho Dalam Iklan Luwak White Koffie Terhadap Brand Image Dan Repurchase Intention. *Jurnal Strategi Pemasaran*, 4(1), 6.
- Ibeh, J. I., Nnabuko, J. O., & Nwajimeje, J. (2022). Impact of Personal Selling and Sales Promotion Strategy on Market Performance of Selected Manufacturing Companies in Lagos State, Nigeria. *European Journal of Management and Marketing Studies*, 7(3), 172–190. <https://doi.org/10.46827/ejmms.v7i3.1280>
- Izza, N. R., Maduwinarti, A., & Mulyati, A. (2021). Pengaruh Tagline Dan Brand Ambassador Terhadap Pembelian Implisif Konsumen Neo Coffee. *Dinamika Administrasi Bisnis*, 7(2).
- Jewel, M. M. H., & Kalam, K. K. (2020). The Importance and Level of Adaptation of STP Strategies for Growth in Foreign Markets: In the Case of Soft Drinks Company. *Asian Journal of Economics, Business and Accounting*, November, 13–23. <https://doi.org/10.9734/ajeba/2020/v19i230299>
- Jnr, G. K. (2022). *The Impact of COVID-19 Pandemic on the Competence of Business Managers as Mediation on the Performance of Fast-moving Consumer Goods in Ghana*. 9, 1–17.
- Kalam, K., & Kalam, K. K. (2020). Market Segmentation, Targeting and Positioning Strategy Adaptation for the Global Business of Vodafone Telecommunication Company. *International Journal of Research and Innovation in Social Science*, IV(VI), 2454–6186. www.rsisinternational.org
- Kapal Api Global. (2022). *Kapal Api Global*. <https://kapalapiglobal.com/about-us/>
- Keller, K. L. (2013). ‘Strategic brand management.’ In *Journal of Brand Management* (4th ed., Vol. 5, Issue 6). Pearson Education Limited.
- Khasan, U., & Fauziyah, E. (2019). Pemetaan Image Konsumen Terhadap Produk White Coffee Di Hypermart Bangkalan. *Jurnal Manajemen Pemasaran*, 13(2), 78–88. <https://doi.org/10.9744/pemasaran.13.2.78-88>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education Limited* (15th Globa).
- Larasati, N. R., & Chasanah, A. N. (2022). Pengaruh Persepsi Kualitas, Word of Mouth, Dan Iklan Terhadap Keputusan Pembelian Produk Luwak White Koffie. *Jurnal Manajemen Dan ...*, 1(1), 51–60. <http://publikasi.dinus.ac.id/index.php/JMDB/article/view/6167%0Ahttp://publikasi.dinus.ac.id/index.php/JMDB/article/download/6167/2792>
- Lee, M. (2012). Strategi Pemasaran dan Integrated Marketing Communication Dengan Pendekatan Dari Interface Marketing-Finance Pada Produk Shampoo Clear di PT Unilever Indonesia Tbk. *Fakultas Ekonomi, Program Studi Magister Manajemen*, 150.
- Lune, H., & Berg, B. L. (2017). *Methods for the Social Sciences Global Edition*.
- Luthfiyah, F. (2020). Metode Penelitian Kualitatif (Sistematika Penelitian Kualitatif). In Bandung: Rosda Karya.

http://www.academia.edu/download/35360663/METODE_PENELITIAN_KUALITAIF.docx

- Mahardiyanto, A. (2013). *PENGARUH IKLAN KOPI "TOP Coffee" TERHADAP KEPUTUSAN PEMBELIAN PADA KONSUMEN DI PENGARUH IKLAN KOPI "TOP Coffee" TERHADAP.*
- Mehta, S., Saxena, T., & Purohit, N. (2020). The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient? *Journal of Health Management*, 22(2), 291–301. <https://doi.org/10.1177/0972063420940834>
- Muhammad Samsudin, M. W. (2021). Tarik Untuk Meningkatkan Volume Penjualan Pada Divisi Promosi Dengan. *Jurnal Manajemen Industri Dan Teknologi*, 02(02), 144–156.
- Nwielaghi Michael, B., & Ogwo, E. (2013). Trade Sales Promotion Strategies and Marketing Performance in the Soft Drink Industries in Nigeria. *International Journal of Marketing Studies*, 5(4), 96–109. <https://doi.org/10.5539/ijms.v5n4p96>
- Olivia, S., Gibson, J., & Nasrudin, R. (2020). Indonesia in the Time of Covid-19. *Bulletin of Indonesian Economic Studies*, 56(2), 143–174. <https://doi.org/10.1080/00074918.2020.1798581>
- Ong, M., & Marheni, D. K. (2021). The Effect of COVID-19 on Stock Market Return in Consumer Goods Sector in Indonesia. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(3), 1779–1793.
- Pembi, S., Fudamu, A. U., & Adamu, I. (2017). Impact of Sales Promotional Strategies on Organizational Performance in Nigeria. *European Journal of Research and Reflection in Management Sciences*, 5(4), 31–42. www.idpublications.org
- Piepponen, A., Ritala, P., Keränen, J., & Maijanen, P. (2022). Digital transformation of the value proposition: A single case study in the media industry. *Journal of Business Research*, 150(May), 311–325. <https://doi.org/10.1016/j.jbusres.2022.05.017>
- Poblete, L., Havila, V., Anderson, H., Gidhagen, M., & Medlin, C. J. (2022). Resuming business operations after a Hiatus: The case of reappearing relationships. *Industrial Marketing Management*, 106(December 2021), 256–266. <https://doi.org/10.1016/j.indmarman.2022.09.002>
- Praja, Y. (2016). Studi Tentang Minat Beli Ulang Konsumen Kopi Kapal Api (Pada Konsumen Kapal Api Di. *UNEJ E-Proceeding*, 2016, 144–157. <https://jurnal.unej.ac.id/index.php/prosiding/article/view/3649>
- Pratiwi, S. (2018). Penerapan Strategi Promosi pada New Product Development PT Duta Karya Mandiri. *Fakultas Ekonomi, Program Studi Magister Manajemen*, 96.
- Purnama, S. G., & Susanna, D. (2020). Attitude to COVID-19 Prevention With Large-Scale Social Restrictions (PSBB) in Indonesia: Partial Least Squares

Structural Equation Modeling. *Frontiers in Public Health*, 8(October), 1–10.
<https://doi.org/10.3389/fpubh.2020.570394>

Purwanto, A., Fahlevi, M., Zuniawan, A., Dimas, R., Kusuma, P., Supriatna, H., & Maryani, E. (2020). Journal of Critical Reviews the Covid-19 Pandemic Impact on Industries Performance: an Explorative Study of Indonesian Companies. *Journal of Critical Reviews*, 7(15), 6724–6748.

Putra, A. (2020). Point of View Research Management The Effect of Marketing Mix (4P) on Buying Decision: Empirical Study on Brand of Samsung Smartphone Product. *Point of View Research Management*, 1(4), 121–130.
<https://journal.accountingpointofview.id/index.php/povrema>

Rezki, M. A., & Hapsari, D. R. (2019). Efektivitas Strategi Promosi Produk Kopi Lokal Di Rumah Kopi Ranin. *Jurnal Komunikasi Pembangunan*, 17(1), 38–54. <https://doi.org/10.29244/jurnalkmp.17.1.38-54>

Simms, C., McGowan, P., Pickernell, D., Vazquez-Brust, D., & Williams, A. (2022). Uncovering the effectual-causal resilience nexus in the era of Covid-19: A case of a food sector SME's resilience in the face of the global pandemic. *Industrial Marketing Management*, 106(October 2021), 166–182.
<https://doi.org/10.1016/j.indmarman.2022.08.012>

Singh, P., Sin, L. G., Binti Kama'Aziri, N. S., Jian, O. Z., Binti Mohd Azlan, N. A. S., Binti Ibrahim, P. N. I. B., Sheng, D. H., Kee, D. M. H., Heng, J. T. S., Wee, L. S., & Ying, L. Y. (2021). A Study on Nestle Promotion Strategy. *International Journal of Accounting & Finance in Asia Pasific*, 4(1), 60–70.
<https://doi.org/10.32535/ijafap.v4i1.1033>

Solomon, M. R. (2019). Consumer Behavior Buying, Having, and Being Thirteenth Edition. In *Pearson Education* (Vol. 53, Issue 9).

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Tidd, J., & Bessant John. (2018). *Managing Innovation Integrating Technological, Market and Organizational Change* (Sixth Edit). Wiley.

Toling, R. (2021). Promotional Strategy Preferences and Buying Decisions of Western Appliances Customers. *International Journal of Academe and Industry Research*, 1(2), 1–24. <https://doi.org/10.53378/345657>

Wings Group. (2016). *Wings Group Local Brands*. <https://wingscorp.com/local-brands/>

Yin, R. K. (2016). Case Study Research and Applications Design and Methods. In *SAGE* (Sixth Edit). SAGE Publications, Inc.