

## DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) - Alternative Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. Yogyakarta: CV Andi Offset.
- Adi, T. R., Rahadhini, M. D., & Wibowo, E. (2020). Analisa Pengaruh Kualitas Layanan dan Perceived Value terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Ekonomi dan Kewirausahaan*, 443-454.
- Andianto, K., & Firdausy, C. M. (2020). Pengaruh Perceived Quality , Perceived Value , Dan Customer Satisfaction Terhadap Customer Loyalty Warunk Upnormal di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 758–764.
- Anuwichanont, J., & Mechinda, P. (2016). The Impact Of Perceived Value On Spa Loyalty and Its Moderating Effect of Destination Equity. *Journal of Business and Economics*, 75-90.
- Ayu, D., Pasinringi, S. A., Irwandy, I., & Amqam, H. (2020). The effect of perceived value toward loyalty through patient satisfaction in Hasanuddin University Hospital & *Enfermería Clínica*, 30, 408–411. <https://doi.org/10.1016/j.enfcli.2019.11.008>
- Bernarto, Innocentius, & Patricia. ( 2017). Pengaruh Perceived Value, Customer Satisfaction dan Trust terhadap Customer Loyalty Restoran XYZ di Tangerang. *Journal for Business and Entrepreneur*, 36-39.
- Carrion, C. G., Nitzl, C., & Roldan, L. J. (2018). Mediation analyses in partial least square structural equation modeling: guidelines and empirical examples. *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues and Applications*, 173-195.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>

- Dehghan, N. A., & Mirzaeialamouti. (2015). Exploring the Customer Perceived Value as Antecedent of Purchase Behaviour. *Serbian Journal of Management*, 173-188.
- Dolarслан, E. (2014). Assessing the Effects of Satisfaction and Value on Customer Loyalty Behaviors in Service Environments. *Management Research Review*, 706-727.
- Fandy Tjiptono, P., & Chandra, G. (2017). *Pemasaran Strategik*. Bandung: Penerbit Andi.
- Firmansyah, A. (2019). *Perilaku Konsumen (Sikap dan Pemasaran)*. Surabaya: Qiara Media.
- Gatra.com. (2020). *Akhir 2020, Kopi Kenangan Laris Raup Pendapatan Optimal*. Jakarta: Gatra.com.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif Dengan Partial Least Square (PLS) dilengkapi software SmartPLS 3.0, Xlstat 2014, dan Wrap PLS 4.0 Edisi 4*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8. In I. Ghozali, *Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8* (p. 419). Semarang: BP Universitas Diponegoro.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8*. Semarang: BP Universitas Semarang.
- Hartanta, Anthony, & Andreani. (2019). Pengaruh Kualitas Produk, Kualitas Layanan dan. *Agora*, 1-6.
- Javed, F., & Cheema, S. (2017). Customer Satisfaction and Customer Perceived Value and Its Impact on Customer Loyalty : The Mediational Role of Customer Relationship Management. *Journal of Internet Banking and Commerce*, 22.
- Jogiyanto. (2015). *Metode Penelitian Bisnis. Edisi Keempat*. Yogyakarta: BPFE.
- Karwulandari, N. (2017). Pengaruh Emotional Branding, Brand Experience dan Customer Satisfaction terhadap Brand Loyalty.

- Katadata.co.id. (2021). *Tren Bisnis Kedai Kopi 2021: Harga Makin Terjangkau, Kualitas Bersaing*. Jakarta: Katadata.co.id.
- Katadata.com. (2021, Februari 25). *Konsumsi Kopi Indonesia*. Retrieved from Katadata.com: <https://databoks.katadata.co.id/datapublish/2018/07/31/2021-konsumsi-kopi-indonesia-diprediksi-mencapai-370-ribu-ton>
- Kerlinger, F. N. (2014). *Asas Asas Penelitian Behavioral*. Yogyakarta: Gadjah Mada University.
- Kerlinger, F. N. (2014). *Asas-asas Penelitian Behavioral*. Yogyakarta: Gadjah Mada University Press.
- Kompas.com. (2021). *Pengguna Internet Indonesia Tembus 200 Juta, Hampir Semua "Online" dari Ponsel*. Jakarta: Kompas.com.
- Kotler, P., & Amstrong, G. (2016). *Marketing Management (15th Ed)*. New Jersey: Pearson.
- Kotler, P., & Armstrong, G. (2018). Principle of Marketing. In P. Kotler, & G. Armstrong, *Principle of Marketing* (p. 29). Harlow: Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed)*. New Jersey: Pearson.
- Kusaeri, & Suprananto. (2012). *Pengukuran dan Penilaian Pendidikan*. Yogyakarta: Graha Ilmu.
- Latan, H., & Ghozali, I. (2015). *Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris*. Semarang: Bp Undip.
- Mahmud. (2011). *Metode Penelitian Pendidikan*. Bandung: Pustaka Setia.
- Noor, J. (2014). *Metodologi Penelitian*. Jakarta: Kencana Prenada Media Group.
- Novianty, D., & Prastya, D. (2021). *Jumlah Pengguna Internet di Indonesia Capai 202,6 Juta Orang*. Jakarta: Suara.com.
- Sarwono, J., & Narimawati, U. (2015). *Membuat skripsi, tesis dan disertasi Partial Least Square SEM PLS*. Jakarta: CV Andi Offset.

- Sembiring, I. J. (2014). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Pelanggan dalam membentuk loyalitas pelanggan (studi pada pelanggan McDonalds MT Haryono Malang). *Jurnal Administrasi Bisnis*, 15.
- Statista.com. (2020, 12 7). *Ready-to-drink (RTD) coffee market size in Indonesia from 2011 to 2020*. Retrieved from Statista.com: <https://www.statista.com/statistics/1223343/indonesia-total-ready-to-drink-coffee-market-size/>
- Sudaryono. (2017). *Metodologi Penelitian*. Jakarta: Raja Grafindo Persada.
- Sugiyono. (2019). *Metode Penelitian Evaluasi*. Bandung: Alfabeta.
- Sugiyono. (2020). *Metode Penelitian Pariwisata*. Bandung: Alfabeta.
- Sugiyono, P. D. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Tiara, N. G., & Madiawati, P. N. (2016). Pengaruh Orientasi Pasar Terhadap Nilai Pelanggan Javana Bistro Bandung. *Marketing Management*, 17.
- Tjiptono, F. (2014). *Pemasaran Jasa*. Yogyakarta: Andi Offset.
- Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: Andi.
- Tjiptono, F. (2019). *Pemasaran Jasa: Prinsip, Penerapan dan Penelitian*. Yogyakarta: Andi.
- Toffin.id. (2020, Maret 3). *2020 Brewing in Indonesia: Insights for Successful Coffee Shop Business*. Retrieved from Toffin.id: <https://toffin.id>
- Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12). <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Widodo. (2017). *Metodologi Penelitian: Populer dan Praktis*. Depok: PT RajaGrafindo Persada.
- Yang, Z., & Peterson, R. T. (2016). Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Psychology and Marketing*, 21.

Yulianto, Nova, Rahadhini, & Sumaryanto. (2017). Pengaruh Ambient Condition, Space and Functionality dan Use of Sign, Symbols and Artifacts terhadap Kepuasan dan Loyalitas Konsumen. *urnal Ekonomi dan Kewirausahaan*, 517-527.