

DAFTAR PUSTAKA

- Agusta, F. H. I. (2019). Pengaruh *Store Atmosphere* (Suasana Toko) Dan Lokasi Terhadap Kepuasan Pelanggan Konsumen Di Amsterdam Coffee dan Roastery. *Jurnal Aplikasi Bisnis*, 5. 2. 2019.
- Al Badi, K. S. (2018). The Impact of Marketing Mix on the Competitive Advantage of the SME Sector in the Al Buraimi Governorate in Oman. *SAGE Open*, 8(3). <https://doi.org/10.1177/2158244018800838>
- Alim, I. N. (2021). Analisis pengaruh lokasi, fasilitas, dan kualitas pelayanan terhadap kepuasan konsumen pada loji resto & cafe kediri. *Seminar Nasional Manajemen, Ekonomi Dan Akuntansi Fakultas Ekonomi Dan Bisnis UNP Kediri ANALISIS*, 499–505.
- Anderson, S., & Sin, L. G. (2020). The Influence of Store Atmosphere on Purchasing Decisions and Customer Satisfaction: A Case Study at the Pacific Restaurant, Blitar. *Journal of The Community Development in Asia*, 3(3), 70–78. <https://doi.org/10.32535/jcda.v3i3.891>
- Apriyani, D., & Sunarti, S. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Survei pada Konsumen The Little A Coffee Shop Sidoarjo). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 51(2), 1–7.
- Azmi, A. (2021). *Implementation Of Ambient Condition , Spatial Layout And Functionality And Sign Symbols And Artifacts In Improving Customer Satisfaction And Customer Loyalty Janji Jiwa & Jiwa Toast*. 5(36), 1184–1191.
- Barlan-Espino, A. G. (2017). Operational Efficiency And Customer Satisfaction of Restaurants: Basis For Business Operation Enhancement. *Asia Pacific Journal of Multidisciplinary Research*, 5(1), 122–132. www.apjmr.com
- Beard, R. (2014). Why Customer Satisfaction Is Important. *Why Customer Satisfaction Is Important*, 2(1).
- Berman, Barry, J. R. E., & Patrali, Chatterjee , Edisi 13, Global Edition, U. (2018). Retail Managament A Strategic Approach. In *Pearson* (13th Editi, Vol. 6, Issue 1). Pearson. <http://journals.sagepub.com/doi/10.1177/1120700020921110%0Ahttps://doi.org/10.1016/j.reuma.2018.06.001%0Ahttps://doi.org/10.1016/j.arth.2018.03.044%0Ahttps://reader.elsevier.com/reader/sd/pii/S1063458420300078?token=C039B8B13922A2079230DC9AF11A333E295FCD8>
- Chairunisya, A. I., & Soebiantoro, U. (2021). *Pengaruh Store Atmosphere Dan Lokasi Terhadap Kepuasan Konsumen Di Kolam Pancing Dan Lesehan Ikan Bakar 2 Saudara Jaya Jimea | Jurnal Ilmiah MEA (Manajemen , Ekonomi , dan Akuntansi)*. 5(3), 1037–1049.
- Cholis, N. (2020). Sistem Penunjang Keputusan Penentuan Lokasi Coffee Shop Menggunakan Metode Fuzzy Analytical Hierarchy Process. In *Journal*

of Chemical Information and Modeling (Vol. 2, Issue 1).
<http://jurnal.globalhealthsciencegroup.com/index.php/JPPP/article/download/83/65%0Ahttp://www.embase.com/search/results?subaction=viewrecord&from=export&id=L603546864%5Cnhttp://dx.doi.org/10.1155/2015/420723%0Ahttp://link.springer.com/10.1007/978-3-319-76>

- Darmanto, R. F., & Ariyanti, A. (2020). Peranan Kualitas Pelayanan, Harga Dan Suasana Pengaruhnya Terhadap Kepuasan Pelanggan Bakso Boedjangan Bintara. *Jurnal Pengembangan Wiraswasta*, 22(01), 71. <https://doi.org/10.33370/jpw.v22i01.383>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122(October 2020), 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Dessyana, C. J. (2013). *Store Atmosphere Pengaruhnya Terhadap Kepuasan Pembelian di Texas Chicken Multimart II Manado. Jurnal EMBA. Fakultas Ekonomi Jurusan Manajemen.*
- Dewi, P. V. A., Agung, P., & Prayoga, I. M. S. (2021). Pengaruh store atmosphere, harga dan kualitas pelayanan terhadap kepuasan konsumen pada Langkah Coffee Shop. *Jurnal Manajemen*, 2(2), 1–15.
- Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>
- Dixit, S. K., Lee, K.-H., & Loo, P. T. (2019). Consumer behavior in hospitality and tourism. *Journal of Global Scholars of Marketing Science*, 29(2), 151–161. <https://doi.org/10.1080/21639159.2019.1577159>
- Effendy, F. H. (2019). Effect of Quality Service, Price and Store Atmosphere on Customer Satisfaction (Study on Cangkir Coffee Shop in Surabaya). *Ekspektra : Jurnal Bisnis Dan Manajemen*, 3(2), 123. <https://doi.org/10.25139/ekt.v3i2.2033>
- Fadillah, A. (2019). *Pengaruh Kualitas Pelayanan, Store Atmosphere, Dan Lokasi Terhadap Kepuasan Konsumen (Pada Konsumen Java de Café Purwokerto) SKRIPSI.* Universitas Muhammadiyah Purwokerto.
- Fure, H. (2013). Lokasi, Keberagaman Produk, Harga, Dan Kualitas Pelayanan Pengaruhnya Terhadap Minat Beli Pada Pasar Tradisional Bersehati Calaca. *Journal of Clinical Oncology*, 32(27), 3083. <https://doi.org/10.1200/JCO.2014.56.8501>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23 (VIII).* Semarang: Badan Penerbit Universitas Diponegoro.
- Gundlach, G. T., & Wilkie, W. L. (2009). The American marketing association's new definition of marketing: Perspective and commentary on the 2007 revision. *Journal of Public Policy and Marketing*, 28(2), 259–264. <https://doi.org/10.1509/jppm.28.2.259>

- Harlim, A. W. B., & Siagian, H. (2020). Pengaruh Marketing Mix 7P Terhadap Purchase Intention Pada Coffee Shop Yang Berada Di Sekitar Jalan Siwalankerto Surabaya. *Publication.Petra.Ac.Id*, 8(2). <http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/10592>
- Hikmah, B. R, Tresnati R, Mahani, S. A. E. (2020). Pengaruh *Store Atmosphere* dan *Store Location* Terhadap Kepuasan Konsumen Jardin Café Bandung
- Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, 7(2). <https://doi.org/10.5539/ijms.v7n2p35>
- Ihsan, S. N., Telkom, U., & Bandung, R. (2018). *Pengaruh Store Atmosphere terhadap Kepuasan Pelanggan Kopi Progo*. 4(2), 1–7.
- Ilmi, Z., & Darma, D. C. (2020). Can Servqual Mediate From the Store Atmosphere and Customer Satisfaction? *Management Theory and Studies for Rural Business and Infrastructure Development*, 42(3), 359–368. <https://doi.org/10.15544/mts.2020.36>
- Ishmael, & Dei, R. (2018). Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus. *Journal of Tourism, Heritage & Services Marketing*, 4(1), 27–36. <http://doi.org/10.5281/zenodo.1247542>
- Kim, Seon Hee, Yoo, S. R., & Jeon, H. M. (2021). The role of experiential value, novelty, and satisfaction in robot barista coffee shop in South Korea: COVID-19 crisis and beyond. *Service Business*, 0123456789. <https://doi.org/10.1007/s11628-021-00467-4>
- Kim, Soon Ho, Kim, M. S., & Lee, D. H. (2016). The effects of personality traits and congruity on customer satisfaction and brand loyalty: Evidence from coffee shop customers. In *Advances in Hospitality and Leisure* (Vol. 12). <https://doi.org/10.1108/S1745-354220160000012001>
- Ko, W., & Chiu, C. (2006). A new coffee shop location planning for customer satisfaction in Taiwan. *International Journal of the Information Systems for ...*, 2(1), 55–62. [http://www.knu.edu.tw/academe/englishweb/web/ijislmweb/pdf/Vol.2.No.1\(2006.11\)/55-62.pdf](http://www.knu.edu.tw/academe/englishweb/web/ijislmweb/pdf/Vol.2.No.1(2006.11)/55-62.pdf)
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Marketing Management*. <https://doi.org/10.4324/9780203357262>
- Kurdi, B. Al, Alshurideh, M., & Alnaser, A. (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning. *Management Science Letters*, 10(15), 3561–3570. <https://doi.org/10.5267/j.msl.2020.6.038>
- Kusumawathi, N. W. G., Darmawan, D. P., & Suryawardani, I. G. . O. (2019). Pengaruh Store Atmosphere, Kualitas Produk, dan Kualitas Layanan terhadap Kepuasan Konsumen di Seniman Coffee Studio. *Jurnal Agribisnis Dan Agrowisata (Journal of Agribusiness and Agritourism)*, 8(1), 1.

<https://doi.org/10.24843/jaa.2019.v08.i01.p01>

- Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, 21(6), 628–641. <https://doi.org/10.1080/15378020.2018.1524227>
- Lie, D., Butarbutar, M., Simatupang, S., Efendi, E., & Damanik, H. A. (2021). Pengaruh lokasi terhadap kepuasan konsumen pada Kedai Kopi Baravi Pematangsiantar. *Strategic: Journal of Management Sciences*, 1(2), 32–41. <http://jurnal.stiesultanagung.ac.id/index.php/strategic/article/view/19>
- Lin, H., Zhang, M., & Gursoy, D. (2020). Impact of nonverbal customer-to-customer interactions on customer satisfaction and loyalty intentions. *International Journal of Contemporary Hospitality Management*, 32(5), 1967–1985. <https://doi.org/10.1108/IJCHM-08-2019-0694>
- Lin, N., & Roberts, K. R. (2020). Using the theory of planned behavior to predict food safety behavioral intention: A systematic review and meta-analysis. *International Journal of Hospitality Management*, 90(May 2019), 102612. <https://doi.org/10.1016/j.ijhm.2020.102612>
- Madjid, R. (2019). *The Influence Store Atmosphere Towards Customer Emotions and Purchase Decisions*. January, 43.
- Malhotra, K. Naresh ; Baalbaki, B Imad; Bechawati, N. N. (2013). *Marketing Research : An Applied Approach*.
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research : An Applied Approach*.
- Marpaung, F. K., Simin, A. C., Hilda, C., Yuniharta, D. D., Hardy, & Vincent. (2020). Prices, Location, Store Atmosphere and Promotions On Buying Interests at Maju Bersama Medan Mall. *Jurnal Mantik*, 4(1), 1178–1184.
- Martinus, T. (2020). *Fondasi Teori Manajemen* (R. de Lima (ed.)). PT. KANISIUS.
- Mcdaniel, C., & Gates, R. (2015). *Marketing Research* (10th editi).
- Miswanto, & Ria Angelia, Y. (2017). The Influence of Service Quality and Store Atmosphere. *JMK, VOL. 19, NO. 2, SEPTEMBER 2017, 106–111 ISSN 1411-1438 Print / ISSN 2338-8234 Online*, 19(2), 106–111. <https://doi.org/10.9744/jmk.19.2.106>
- Muafa, T. S., & Masreviastuti. (2019). Pengaruh Store Atmosphere Dan Lokasi Terhadap Minat Beli Konsumen Di De Classe Gelato & Coffee Blitar. *Jurnal Aplikasi Bisnis*, 5(1), 53–56.
- Nassar, N. M., & Al Zoubi, A. F. (2018). The Impact of Menus on the Customer Satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA). *Journal of Social Sciences (COES&RJ-JSS)*, 7(2), 157–171. <https://doi.org/10.25255/jss.2018.7.2.157.171>
- Nugroho, S. G., & Permatasari, I. R. (2019). Pengaruh Store Atmosphere Dan Lokasi Terhadap Keputusan Pembelian Di Coffee Shop Peh Kopi Kediri.

- Jurnal Aplikasi Bisnis*, 5(2), 402–405.
- Omar, M. W. (2009). *The Mediating Effect of Cognitive and Emotional Satisfaction on Customer Loyalty*. 1(2), 1–13.
- Pratiwi, Z. M. E. (2015). *STRATEGI BISNIS COFFEE SHOP MARCOFFEE DI KOTA PADANGSIDIMPUAN* (Issue 23).
- Priyono. (2011). *Buku Pengantar Manajemen Strategi*. July 2007, 1–141. <https://www.researchgate.net/publication/304748841>
- Punrma, R. (2018). *Aspek Hukum Dalam Aktivitas Bisnis*. Pustaka Pribadi.
- Purwadi, P., Devitasari, B., & Caisar Darma, D. (2020). Store Atmosphere, SERVQUAL and Consumer Loyalty. *SEISENSE Journal of Management*, 3(4), 21–30. <https://doi.org/10.33215/sjom.v3i4.385>
- Ramadhan, D., & Mahargiono, P. B. (2020). Pengaruh Harga, Kualitas Produk, Store Atmosphere Dan Lokasi Terhadap Kepuasan Pelanggan Pada Tepi Barat Rumah Kopi Rungkut Surabaya. *Jurnal Ilmu Dan* <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3072>
- Rasmikayati, E., & Saefudin, B. R. (2020). Keragaan , Potensi dan Kendala Pada Usaha Kedai Kopi di Jatinangor (Kasus pada Belike Coffee Shop dan Balad Coffee Works). *Agritek (Jurnal Agribisnis Dan Teknologi Pangan)*, 1(May), 26–45. <https://doi.org/10.32627/agritekh.v1i01.7>
- Redondo, E., Brawijaya, B. U., & Brawijaya, B. U. (2021). *The Effect of Store Atmosphere , Price , and Location Towards Purchase Decision*. 1–13.
- Sa'idah, A., Poerbo, S., & Hasyim, F. (2019). The Influence of Store Atmosphere and Location on Purchase Decision At Pusri Mart Semarang Area. *Admisi Dan Bisnis*, 20(1), 61. <https://doi.org/10.32497/ab.v20i1.1426>
- Safitri, D., Nurikhsan, F., Indrianie, W. S., & Indrianie, W. S. (2019). Fenomena Coffe Shop Di Kalangan Konsumen Remaja. *Widya Komunika*, 9(2), 137. <https://doi.org/10.20884/wk.v9i2.1962>
- Saputro, R. D., Maryam, S., & Hartono3, S. (2021). *Kepuasan Pelanggan Ditinjau Dari Store Atmosphere, Variasi Menu, Dan Pelayanan Pada Coffee Shop Kapal Kopi Karanganyar*. 05(02), 1022–1031.
- Saragih, B. (2020). Pengaruh Lokasi terhadap Kepuasan Pelanggan melalui Keputusan Pembelian Perumahan Tha Anggana PT Adhi Persada Property Jakarta. *Jurnal Manajemen Bisnis Krisnadwipayana*, 8(2), 21–31.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Setiawan, P. A., & Rastini, N. M. (2021). *The Effect of Product Quality , Service Quality , and Atmosphere Stores on Customer Satisfaction and Its Impact on Repurchase Intention*. 4, 395–402.
- Shin, C.-S., Hwang, G., Lee, H.-W., & Cho, S.-R. (2015). The Impact of Korean Franchise Coffee Shop Service Quality and Atmosphere on Customer

- Satisfaction and Loyalty. *The East Asian Journal of Business Management*, 5(4), 47–57. <https://doi.org/10.13106/eajbm.2015.vol5.no4.47>.
- Silalahi, U. (2009). *Metode Penelitian Sosial*.
- Soliha, E., Aquinia, A., Hayuningtias, K. A., & Ramadhan, K. R. (2021). The Influence of Experiential Marketing and Location on Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 1327–1338. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1327>
- Solomon, M. R. (2017). *Consumer Behaviour Buying, Having, and Being*.
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(9), 1385–1396. <https://doi.org/10.5267/j.msl.2019.5.012>
- Sugiyono. (2015). Memahami Penelitian Kualitatif. In *Bandung: Alfabeta*.
- _____. (2011). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. *Bandung: Alfabeta*.
- Syahputra, D. E. (2015). Pengaruh Store Atmosphere , Harga Dan Lokasi Terhadap Keputusan Pembelian Ore Premium Store Denny Eka Syahputra. *Journal Ilmu Dan Riset Manajemen*, 4(November), 1–20.
- Tabachnick, B. G., Fidell, L. S., Multivariate, U., Edition, S., Tabachnick, B. G., & Fidell, L. S. (2007). *Using Multivariate Statistics (4th Edition) Using Multivariate Statistics (4th Edition)*.
- Thabit, T. H., & Raewf, M. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 4(4). <https://doi.org/10.23918/ijsses.v4i4p100>
- Thiumsak, T., & Ruangkanjanases, A. (2016). *Factors Influencing International Visitors to Revisit. 2018*. <https://doi.org/10.7763/JOEBM.2016.V4.94>
- Torlak, N. G., Demir, A., & Budur, T. (2020). Impact of operations management strategies on customer satisfaction and behavioral intentions at café-restaurants. *International Journal of Productivity and Performance Management*, 69(9), 1903–1924. <https://doi.org/10.1108/IJPPM-01-2019-0001>
- Waloejan, N. A. (2016). The Influence of Store Atmosphere on Consumer Purchase Decision At Kawan Baru Restaurant Mega Mas Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(1), 1212–1219. <https://doi.org/10.35794/emba.v4i1.11970>
- Yulisetiari, D., & Mawarni, T. D. (2021). The influence of service quality, brand image, and store atmosphere on customer loyalty through customer satisfaction at indomaret plus jemmer. *Quality - Access to Success*, 22(181), 101–104.