

## Referensi

DOI: 10.37531/sejaman.vxix.xxx

- Amier, A. M. R. A. P., & Pradana, M. (2022). Analisis Bibliometrik tentang Green Marketing: Perkembangan Studi dalam Periode 1999-2022. *SEIKO: Journal of Management & Business*, 4(3), 121-131.
- Aral, S., & Walker, D. (2014). Tie strength, embeddedness, and social influence: A large-scale networked experiment. *Management Science*, 60(6), 1352-1370.
- Ardini, T. S., & Pradana, M. (2022). Pengaruh Kompensasi dan Motivasi terhadap Kinerja Karyawan Pada PT. Telekomunikasi Indonesia Kanwil Manado. *SEIKO: Journal of Management & Business*, 4(2), 16-28.
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158-174.
- Cochran, S. L., Foster, L., & Anderson, A. L. (2021). So where's Momma? Selling coffee in the Ozarks. *The CASE Journal*.
- Dewi, C. K., Pradana, M., Huertas-García, R., Rubiyanti, N., & Syarifuddin, S. (2022). Developing halal consumer behavior and tourism studies: Recommendations for Indonesia and Spain. *Frontiers in Psychology*, 13, 863130.
- Faradillah, Y., Saany, S. I. A., & El-Ebiary, Y. A. B. (2019, November). E-Marketing and challenges among Indonesian coffee farmers. In 2019 International Conference of Computer Science and Information Technology (ICoSNIKOM) (pp. 1-5). IEEE.
- Faria, S., & Ferreira, P. (2021). From the 4 PS to 5 PS: prompt, a new element for the Marketing mix: a specific analysis of the coffee market: the Portuguese market. In *Eurasian Business Perspectives* (pp. 307-320). Springer, Cham.
- Kartawinata, B. R., & Wardhana, A. (2013). Marketing strategies and their impact on marketing performance of Indonesian ship classification society. *International Journal of Science and Research*, 4(2), 69-74.
- Kim, S. H., & Lee, S. A. (2020). The role of marketing communication mix on Korean customers' coffee shop brand evaluations. *Journal of Hospitality and Tourism Insights*.
- Kumalasari, R. A. D., Pradana, M., & Miftahuddin, A. (2022). Diskusi Metaverse di Twitter (# Metaverse): Analisis Jejaring Sosial. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 8(3), 841-852.
- Natasha, C., & Subakti, A. G. (2021, April). The effect of pricing on purchase decisions in Kouloura coffee. In *IOP Conference Series: Earth and Environmental Science* (Vol. 729, No. 1, p. 012062). IOP Publishing.
- Pascucci, F. (2018). The export competitiveness of Italian coffee roasting industry. *British Food Journal*.
- Rachman, H. F., Wardhana, A., Pradana, M., Wijaksana, T. I., & Renaldi, R. (2021). The Effects of Store Atmosphere and Service Quality on Customer Loyalty (Case Study of A Coffee Shop in Tasikmalaya, Indonesia).
- Rahmah, A., & Jamiat, N. (2022). Price Effect and Physical Evidence on Purchase Decision at Rooftop Coffee Bandung. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 21289-21297.
- Rangsaritvorakarn, N., & Nimsai, S. (2022, March). An investigation of factors affecting purchasing decision of premium coffee in Singapore. In 2022 International Conference on Decision Aid Sciences and Applications (DASA) (pp. 1489-1491). IEEE.
- Rasmikayati, E., Saefudin, B. R., Wardhana, M. Y., & Baihaqi, A. (2021). Comparative analysis of coffee preference in Jatinangor. In *IOP Conference Series: Earth and Environmental Science* (Vol. 644, No. 1, p. 012052). IOP Publishing.

- Susanty, A. I., Dewi, C. K., Syahputra, S., Imran, A. I., Hidayat, A. M., & Pradana, M. (2021). Analisis Implementasi Kebijakan Merdeka Belajar Kampus Merdeka (MBKM)(Studi Pada Fakultas Komunikasi dan Bisnis, Universitas Telkom). *Jurnal Inspirasi*, 12(2), 117-127.
- Syarifuddin, S., Pradana, M., Fakhri, M., Putra, A. D. P., & Arwiyah, M. Y. (2021). The Effect

