

DAFTAR PUSTAKA

- Abigail, J., Sari, V. P., & Saputra, D. (2024). The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products. *Procedia Computer Science*, 234, 537–544. <https://doi.org/10.1016/J.PROCS.2024.03.037>.
- Akbari, M., Mehrali, M., SeyyedAmiri, N., Rezaei, N., & Pourjam, A. (2020). Corporate social responsibility, customer loyalty and brand positioning. *Social Responsibility Journal*, 16(5), 671–689. <https://doi.org/10.1108/SRJ-01-2019-0008/FULL/PDF>
- Akter, S., Ambra, J. D. ', & Ray, P. (2011). An evaluation of PLS based complex models: the roles of power analysis, predictiv edictive relevance and GoF index ance and GoF index. *Proceedings of the Seventeenth Americas Conference on Information Systems*. <https://ro.uow.edu.au/commpapers>
- Annur, C. M. (2020). Indonesia Peringkat ke-4 Negara Berpenduduk Terbanyak Dunia. <https://databoks.katadata.co.id/-/statistik/83a6dccd7928781/indonesia-peringkat-ke-4-negara-berpenduduk-terbanyak-dunia>
- Anindito, B. T., Prihantoro, E., & Ramadhani, R. W. (2023). Gaya Hidup Konsumen “Ruwang Coffehouse” Dalam Memanfaatkan Kedai Kopi Sebagai Ruang Publik Untuk Berkomunikasi. *Borobudur Communication Review*, 3(2), 98–111. <https://doi.org/10.31603/BCREV.10850>
- Arslan, I. K. (2020). The importance of creating customer loyalty in achieving sustainable competitive advantage. *Eurasian Journal of Business and Management*, 8(1), 11-20. <https://doi.org/10.15604/ejbm.2020.08.01.002>
- Atmaja, G. K. K., & Yasa, N. N. K. (2020). The role of customer satisfaction in mediating the influence of price fairness and service quality on the loyalty of low cost carriers customers in Indonesia. *International Research Journal of Management, IT and Social Sciences*, 7(5), 149–159. <https://www.neliti.com/publications/329927/the-role-of-customer-satisfaction-in-mediating-the-influence-of-price-fairness-a>

- Aulivia, A. W. (2024). Kopi Kenangan pada kuartal II/2024 membukukan gross revenue Rp571 miliar. <https://swa.co.id/read/449975/kopi-kenangan-pada-kuartal-ii2024-membukukan-gross-revenue-rp571-miliar>
- Azzahra, M., Abdurahman, A. I., & Alamsyah, A. (2023). Fenomena Ngopi di Coffee Shop Pada Gen Z. *Social Science Academic*, 1(2), 493–506. <https://doi.org/10.37680/SSA.V1I2.3991>
- Badan Pusat Statistik. (2024a). Jumlah Penduduk Pertengahan Tahun (Ribu Jiwa), 2022-2024. <https://www.bps.go.id/id/statistics-table/2/MTk3NSMy/jumlah-penduduk-pertengahan-tahun--ribu-jiwa-.html>
- Badan Pusat Statistik. (2024b). Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin, 2023. <https://www.bps.go.id/id/statistics-table/3/WVc0MGEyMXBkVFUxY25KeE9HdDZkbTQzWkVkb1p6MDkjMw==/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin--2023.html?year=2023>
- Badan Pusat Statistik. (2024c). Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Provinsi Jawa Barat, 2023. <https://jabar.bps.go.id/id/statistics-table/3/WVc0MGEyMXBkVFUxY25KeE9HdDZkbTQzWkVkb1p6MDkjMw==/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin-di-provinsi-jawa-barat--2023.html?year=2023>
- Bae, J. H., & Jeon, H. M. (2022). Exploring the relationships among brand experience, perceived product quality, hedonic value, utilitarian value, and brand loyalty in unmanned coffee shops during the COVID-19 pandemic. *Sustainability*, 14(18), 11713. <https://doi.org/10.3390/su141811713>
- Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2023). *Service management: Operations, strategy, information technology*. McGraw Hill LLC.
- Camilleri, M. A. (2017). *Corporate sustainability, social responsibility and environmental management: An introduction to theory and practice with case studies*. Corporate Sustainability, Social Responsibility and

- Environmental Management: An Introduction to Theory and Practice with Case Studies, 1–195. <https://doi.org/10.1007/978-3-319-46849-5/COVER>
- Casals, E. E. (2024). Research concludes that Generation Z is the age group with the highest opinions of companies' corporate social responsibility. <https://www.uoc.edu/en/news/2024/generation-z-is-the-age-group-with-the-highest-opinions-of-companies-corporate-social-responsibility>
- Chao, S. L., Yu, M. M., & Sun, Y. H. (2023). Ascertaining the Effects of Service Quality on Customer Loyalty in The Context of Ocean Freight Forwarders: An Integration of Structural Equation Modeling and Network Data Envelopment analysis. *Research in Transportation Business & Management*, 47, 100955. <https://doi.org/10.1016/J.RTBM.2023.100955>
- Castro-González, S., Bande, B., & Fernández-Ferrín, P. (2021). Influence of companies credibility and trust in corporate social responsibility aspects of consumer food products: The moderating intervention of consumer integrity. *Sustainable Production and Consumption*, 28, 129-141. <https://doi.org/10.1016/j.spc.2021.03.032>
- Choi, H. C., Huang, S., Choi, H., & Chang, H. (2020). The effect of flight attendants' physical attractiveness on satisfaction, positive emotion, perceived value, and behavioral intention. *Journal of Hospitality and Tourism Management*, 44, 19–29. <https://doi.org/10.1016/J.JHTM.2020.05.001>
- De, A., & Singh, S. P. (2023). A resilient pricing and service quality level decision for fresh agri-product supply chain in post-COVID-19 era. *International Journal of Logistics Management*, 34(4), 1101–1140. <https://doi.org/10.1108/IJLM-02-2021-0117/FULL/PDF>
- Dhasan, D., & Aryupong, M. (2019). Effects of Product Quality, Service Quality and Price Fairness on Customer Engagement and Customer Loyalty. *ABAC Journal*, 39(2), 82–102. <http://www.assumptionjournal.au.edu/index.php/abacjournal/article/view/3959>

- 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/FULL/HTML>
- Diputra, I. G. A. W., & Yasa, N. N. (2021). The Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty. *American International Journal of Business Management (AIJBM)*, 4(01), 25–34.
- Djafarova, E., & Bowes, T. (2021). ‘Instagram made Me buy it’: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/J.JRETCONSER.2020.102345>
- Ekarina. (2020). Tren Bisnis Kedai Kopi 2021: Harga Makin Terjangkau, Kualitas Bersaing - Industri Katadata.co.id. <https://katadata.co.id/berita/industri/5fa93cddb3869/tren-bisnis-kedai-kopi-2021-harga-makin-terjangkau-kualitas-bersaing>
- Farcha, F., C. (2023). Dari Biji Kopi ke Seduhan: Kecintaan Gen Z dan Milenial terhadap *Coffee Shop*. <https://www.depokpos.com/2023/12/dari-biji-kopi-ke-seduhan-kecintaan-gen-z-dan-milenial-terhadap-coffee-shop/>
- Farunik, C. G., & Ginny, P. L. (2023). Tantangan dan Peluang Bisnis dalam Beradaptasi dengan Pasar Generasi Z. *Prosiding: Ekonomi Dan Bisnis*, 3(1). <https://jurnal.ubd.ac.id/index.php/pros/article/view/2243>
- Firdaus, A. (2024). Survei: Gen Z Cenderung Kuat Konsumsi Kopi Kekinian. <https://www.medcom.id/gaya/kuliner/8N0O99zK-survei-gen-z-cenderung-kuat-konsumsi-kopi-kekinian>
- Fitri, A. N. (2024). Kopi Kenangan Siap Ekspansi ke Negara Baru pada Kisaran Semester 1 2024. <https://industri.kontan.co.id/news/kopi-kenangan-siap-ekspansi-ke-negara-baru-pada-kisaran-semester-i-2024>
- Fore. (2024). Our Stre. <https://fore.coffee/store/>
- Gezahegn, M. A., Durie, A. D., & Kibret, A. T. (2024). Examining the relationship between corporate social responsibility, customer satisfaction and customer

- loyalty in Ethiopian banking sector. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-04-2024-4435/FULL/PDF>
- Grewal, D., & Levy, M. (2020). *Marketing* (7th ed.). New York, NY: McGraw-Hill Education.
- Gurler, H. E. (2024). How does service quality predict loyalty? The serial mediation effects of perceived value and consumer brand identification. *International Journal of Quality & Reliability Management*. <https://doi.org/10.1108/IJQRM-12-2023-0385>
- Hameed, I., Chatterjee, R. S., Zainab, B., Tzhe, A. X., Yee, L. S., & Khan, K. (2024). Navigating loyalty and trust in the skies: The mediating role of customer satisfaction and image for sustainable airlines. *Sustainable Futures*, 8, 100299. <https://doi.org/10.1016/J.SFTR.2024.100299>
- Hardiyanti, N. Y., & Puspa, R. (2021). Coffee culture di Indonesia: Pola konsumsi konsumen pengunjung kafe, kedai kopi dan warung kopi di Gresik. *Medkom: Jurnal Media Dan Komunikasi*, 1(2), 93–106. <https://scholar.archive.org/work/3qi23ta37bevjni6nka3hm4pn4/access/wayback/https://e-journal.unair.ac.id/MEDKOM/article/download/26380/pdf>
- Harianto, M. (2024). Kemenperin: Industri Makanan-Minuman Penopang Ekonomi Indonesia. <https://www.antaranews.com/berita/3992028/kemenperin-industri-makanan-minuman-penopang-ekonomi-indonesia>
- Harisianti, V., Raja, M. T. M., & Putri, C. T. (2021). Analisis Faktor Kebetahan Pengunjung Coffee Shop Melalui Penilaian Kinerja Elemen Interior. Studi Kasus: Kafe dan Coffee Shop di Kawasan LRE Martadinata, Bandung. *Jurnal Arsitektur Zonasi*, 4(2), 196–209.
- Hartono, T. (2024). Trend Bisnis FnB Masa Depan: Gaya Hidup, Kebutuhan, Teknologi. <https://www.fasty.id/trend-bisnis-fnb-masa-depan-gaya-hidup-kebutuhan-teknologi/#:~:text=Jumlah%20penyedia%20makanan%20dan%20minuman,kecil%2C%20hingga%20menengah%20dan%20besar>
- Hasan, A. A.-T. (2022). Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: the role of self-direction value and price

- fairness. *South Asian Journal of Marketing*, 3(2), 116–134.
<https://doi.org/10.1108/SAJM-12-2021-0140>
- Hatta, A. (2019). Kopi Kenangan Targetkan 2500 Gerai Pada 2021.
<https://www.theiconomics.com/millennial/kopi-kenangan-targetkan-2-500-gerai-pada-2021/>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications, Inc.
- Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2024). *Advanced issues in partial least squares structural equation modeling* (2nd ed.). Sage Publications.
- Hakim, A. P. N., Sabela, S., Tsaqib, M. F., & Wardani, A. (2024). Partisipasi Gen Z dalam Konteks Dinamika Pembangunan di Indonesia. *Jurnal Penelitian Sosial Ilmu Komunikasi*, 8(1), 21–29.
<https://doi.org/10.33751/JPSIK.V8I1.9817>
- IDN Research Institute. (2024). *Indonesia Gen Z Report 2024*.
<https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi* (D. Sumayyah, Ed.). Refika Aditama.
- Indrawati, I., & Henriques, M. P. (2020). The effect of service quality to customer satisfaction: A case study from Timor Leste, Dili. *Advances in Business, Management and Entrepreneurship*, 87–92.
<https://doi.org/10.1201/9780429295348-22>
- Islam, T., Islam, R., Pitafi, A. H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, M. S. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123–135.
<https://doi.org/10.1016/J.SPC.2020.07.019>
- Janji Jiwa. (2024). Janji Jiwa Raih Penghargaan sebagai The Brand Of The Year
 Dua Tahun Berturut-

turut[https://jiwagroup.com/id/whaton/detail/75/JanjiJiwaRaihPenghargaan sebagaiTheBrandOfTheYearDuaTahunBerturuturut](https://jiwagroup.com/id/whaton/detail/75/JanjiJiwaRaihPenghargaan%20sebagaiTheBrandOfTheYearDuaTahunBerturuturut)

- Jin, N., Line, N. D., & Merkebu, J. (2016). The effects of image and price fairness A consideration of delight and loyalty in the waterpark industry. *International Journal of Contemporary Hospitality Management*, 28(9), 1895–1914. <https://doi.org/10.1108/IJCHM-03-2015-0094>
- Khawaja, L., Abbass Ali, A., & Mostapha, N. (2021). The mediating effect of customer satisfaction in relationship with service quality, corporate social responsibility, perceived quality and brand loyalty. *Management Science Letters*, 11, 763–772. <https://doi.org/10.5267/j.msl.2020.10.030>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/J.JRETCONSER.2019.05.005>
- Kopi Kenangan. (n.d.). About us. <https://kopikenangan.com/about>
- Kopi Kenangan. (n.d.). Genap berusia 7 tahun, Kopi Kenangan umumkan pencapaian dan rencana ekspansi internasional selanjutnya. <https://kopikenangan.com/news/genap-berusia-7-tahun-kopi-kenangan-umumkan-pencapaian-dan-rencana-ekspansi-internasional-selanjutnya>
- Kopi Kenangan. (n.d.). Outlets. <https://kopikenangan.com/outlets>
- Kopi Kenangan. (n.d.). Pencapaian Kenangan Brands tahun 2021: Menjadi perusahaan new retail F&B unicorn pertama di Asia Tenggara. <https://kopikenangan.com/news/pencapaian-kenangan-brands-tahun-2021-menjadi-perusahaan-new-retail-fampb-unicorn-pertama-di-asia-tenggara>
- Kopi Kenangan. (2023). Kenangan Brands Paparkan Capaian CSR Sepanjang Tahun 2023 melalui Kenangan BAIK. <https://kopikenangan.com/news/kenangan-brands-paparkan-capaian-csr-sepanjang-tahun-2023-melalui-kenangan-baik>
- Kotler, P., & Armstrong, G (2018). *Principles of Marketing Global Edition 17th Edition*. London: Pearson Education

- Kotler, P. & Keller, Kevin L. 2016: Marketing Management, 15th Edition New Jersey: Pearson Pretice Hall, Inc
- Latan, H., & Noonan, R. (2017). Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues And Applications. In Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues And Applications. Springer International Publishing. <https://doi.org/10.1007/978-3-319-64069-3>
- Le, T. T. (2023). Corporate social responsibility and SMEs' performance: mediating role of corporate image, corporate reputation and customer loyalty. *International Journal of Emerging Markets*, 18(10), 4565–4590. <https://doi.org/10.1108/IJOEM-07-2021-1164/FULL/PDF>
- Lee, D. H. (2023). The trinity of extended service quality, distinct perceived value, and customer loyalty facilitators. *Asia Pacific Journal of Marketing and Logistics*, 35(5), 1262–1287. <https://doi.org/10.1108/APJML-01-2022-0048>
- Lim, C., Handranata, Y. W., & Rahim, R. K. (2022). The Analysis of Coffee Shop Customer Loyalty in Jakarta Metropolitan Area During the Covid-19 Pandemic Title. *Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management*, 1326–1337.
- Mehnaz, Jin, J., Hussain, A., Warraich, M. A., & Waheed, A. (2024). Impact of perceived CSR practices on customers loyalty. The mediating role of reputation and customer satisfaction. *Corporate Social Responsibility and Environmental Management*, 31(5), 3724–3734. <https://doi.org/10.1002/CSR.2762>
- Moquin, E. (2023). *How Gen Z is Proving It's the Foodie Generation*. <https://pro.morningconsult.com/analysis/gen-z-loves-to-try-new-foods-and-drinks>
- Muflih, M. (2021). The link between corporate social responsibility and customer loyalty: Empirical evidence from the Islamic banking industry. *Journal of*

- Retailing and Consumer Services, 61, 102558.
<https://doi.org/10.1016/J.JRETCONSER.2021.102558>
- Muhamad, N. (2024). Jumlah Usaha Makanan dan Minuman di Provinsi Indonesia 2023. <https://databoks.katadata.co.id/produk-konsumen/statistik/676a37fe6df35/jumlah-usaha-makanan-dan-minuman-di-provinsi-indonesia-2023>
- Nurhayati, H. (2023). Most Common Occasions for Having Coffee in Indonesia as of September 2023. <https://www.statista.com/statistics/1418997/indonesia-ideal-times-to-have-a-coffee/>
- Nurhayati, H. (2024). Most Purchased Beverages in The Last Week in Indonesia as of February 2022. <https://www.statista.com/statistics/1343382/indonesia-most-bought-beverages/>
- Nurhayati, H. (2025). Sales value of Kopi Kenangan in Indonesia from 2019 to 2023. <https://www.statista.com/statistics/1389797/indonesia-kopi-kenangan-sales-value/>
- Ompusunggu, V. M., & Munthe, R. G. (2020). Analisis Perilaku Konsumen Terhadap Kepuasan Memilih Produk Oriflame Pada PT. Orindo Alam Ayu Cabang Medan (Oriflame). *Jurnal Regionomic*, 2(2), 29–36. <https://doi.org/10.36764/JG.V2I2.464>.
- Pasacito, M. R. T., & Ariyanti, M. (2024). The Influence of image and product attributes on customer satisfaction and its implications for customer loyalty of Kimia Farma Apotek (KFA) in the Bandung City area. *International Journal of Research in Business and Social Science* (2147- 4478), 13(4), 76–88. <https://doi.org/10.20525/IJRBS.V13I4.3379>
- Prasetyo, A., Hananto, B. A., Adiningtyas, H., & Liew, W. (2025). The role of service quality, customer perceived value, and trust in enhancing customer satisfaction of expedition service. *Decision Science Letters*, 14, 193–204. <https://doi.org/10.5267/j.dsl.2024.10.001>
- Purbantina, A. P., & Arviani, H. (2023). *Jaringan Produksi Kopi Global: Sebuah Pengantar*. Nas Media Pustaka.

- Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (2020). Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty. *Jurnal Economia*, 16(2), 223–235. <https://doi.org/10.21831/ECONOMIA.V16I2.31521>
- Rahayu, E. M. (2023). Hobi Minum Kopi, Michelle Membangun 250 Outlet Kopi Kulo. <https://swa.co.id/read/405895/hobi-minum-kopi-michelle-membangun-250-outlet-kopi-kulo>
- Rainer, P. (2023). Sensus BPS: Saat Ini Indonesia Didominasi Oleh Gen Z. <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Rakhmat, M., Z. (2024). Literasi Kopi. <https://openlibrary.telkomuniversity.ac.id/home/information/id/272.html>
- Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing Customer Loyalty Through Quality of Service: Effective Strategies to Improve Customer Satisfaction, Experience, Relationship, and Engagement. *International Research Journal of Modernization in Engineering Technology and Science*. <https://doi.org/10.56726/irjmets38104>
- Santika, E., F. (2024). Apa Betul Gen Z Hedon? Ini Survei Pengeluaran Bulanannya. <https://databoks.katadata.co.id/datapublish/2024/06/03/apa-betul-gen-z-hedon-ini-survei-pengeluaran-bulanannya>
- Santika, E., F. (2025). Kopi Kenangan, Kopi Kafe yang Paling Banyak Dikonsumsi Gen Z Indonesia. <https://databoks.katadata.co.id/demografi/statistik/677fdfd2cf3f5/kopi-kenangan-kopi-kafe-yang-paling-banyak-dikonsumsi-gen-z-indonesia>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). Wiley.
- Singh, G., Slack, N. J., Sharma, S., Aiyub, A. S., & Ferraris, A. (2022). Antecedents and Consequences of Fast-Food Restaurant Customers' Perception of Price Fairness. *British Food Journal*, 124(8), 2591–2609. <https://doi.org/10.1108/BFJ-03-2021-0286/FULL/PDF>
- Soliha, E., Aquinia, A., Hayuningtias, K. A., & Ramadhan, K. R. (2021). The influence of experiential marketing and location on customer loyalty. *The*

- Journal of Asian Finance, Economics and Business, 8(3), 1327-1338.
<https://doi.org/10.13106/jafeb.2021.vol8.no3.1327>
- Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2018). *Marketing: Real people, real choices* (9th ed.). Pearson Education: London.
- Sugianto, D. (2019). Hasil Riset: Kedai Kopi di RI Bertambah dalam 3 Tahun.
<https://finance.detik.com/berita-ekonomi-bisnis/d-4826275/hasil-riset-kedai-kopi-di-ri-bertambah-2-000-dalam-3-tahun>
- Suhartanto, D., Dean, D., Sarah, I. S., Hapsari, R., Amalia, F. A., & Suhaeni, T. (2021). Does religiosity matter for customer loyalty? Evidence from halal cosmetics. *Journal of Islamic Marketing*, 12(8), 1521–1534.
<https://doi.org/10.1108/JIMA-03-2020-0069/FULL/PDF>
- Suwarno, B. (2021). Customer-Based Brand Equity, Product Quality, Price and Customer Loyalty in Electronic Industry of Refrigerator. *International Journal of Science, Technology & Management*, 2(6), 2143–2154.
<https://doi.org/10.46729/IJSTM.V2I6.394>
- Top Brand Award. (n.d.). Top Brand Index. https://www.topbrand-award.com/top-brand-index/?tbi_year=2024&tbi_index=top-brand&type=brand&tbi_find=kenangan
- Top Brand Award. (2022). Bagaimana Penilaian Bagi Merek Dalam Survei Top Brand?. <https://www.topbrand-award.com/article/detail/bagaimana-penilaian-bagi-merek-dalam-survei-top-brand>
- Tran, N. T. (2022). Impact of corporate social responsibility on customer loyalty: Evidence from the Vietnamese jewellery industry. *Cogent Business & Management*, 9(1), 1. <https://doi.org/10.1080/23311975.2022.2025675>
- Triandewo, M. A., & Indarto, R. P. (2021). The Effect of Service Quality, Store Atmosphere, and Price Fairness on Customer Satisfaction and Their Impact to Customer Loyalty on Kopi Kenangan in Jakarta. *International Journal of Business, Economics and Law*, 25(2).
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction:

- Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63, 102721. <https://doi.org/10.1016/J.JRETCONSER.2021.102721>
- 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.HELİYON.2020.E05710>
- Wang, C., Zhang, T., Tian, R., Wang, R., Alam, F., Hossain, M. B., & Illés, C. B. (2024). Corporate Social Responsibility's Impact on Passenger Loyalty and Satisfaction in The Chinese Airport Industry: The Moderating Role of Green HRM. *Heliyon*, 10(1). <https://doi.org/10.1016/J.HELİYON.2023.E23360/ASSET/D77275A3-FFBA-4BA2-83EA-F096ABBEFF1A/MAIN.ASSETS/GR2.JPG>
- Wantara, P., & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*. <https://rpajournals.com/ithj>:<https://rpajournals.com/ithj>
- Wilson, N. (2022). Price Satisfaction vs Product Quality: Which Factor Has a More Significant Effect on Customer Loyalty Toward Green Products? [Kepuasan Harga vs Kualitas Produk: Faktor Mana yang Memiliki Pengaruh Lebih Signifikan Terhadap Loyalitas Pelanggan Terhadap Green Product?]? *DeReMa (Development Research of Management): Jurnal Manajemen*, 17(1), 1–30. <https://doi.org/10.19166/DEREMA.V17I1.4970>
- Xiao, Y., Ren, X., Zhang, P., & Ketlhoafetse, A. (2020). The Effect of Service Quality on Foreign Participants' Satisfaction and Behavioral Intention With the 2016 Shanghai International Marathon. *International Journal of Sports Marketing and Sponsorship*, 21(1), 91–105. <https://doi.org/10.1108/IJSMS-04-2019-0037/FULL/PDF>
- 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 (PJCSS), 13(1), 62–94.

<https://www.econstor.eu/handle/10419/196187>

Yu, Y., Wang, Y., & Liu, Y. (2021). Product quality and quantity with responsive pricing. *International Journal of Production Research*, 59(23), 7160–7178.

<https://doi.org/10.1080/00207543.2020.1836418>