

DAFTAR PUSTAKA

- Acar, A., Büyükdağ, N., Türten, B., Diker, E., & Çalışır, G. (2024). The role of brand identity, brand lifestyle congruence, and brand satisfaction on repurchase intention: a multi-group structural equation model. *Humanities and Social Sciences Communications*, 11(1), 1–13. <https://doi.org/10.1057/s41599-024-03618-w>
- Alimin, E., Eddy, E., Afriani, D., Agusfianto, N. P., Octavia, Y. F., Mulyaningsih, T., Satriawan, S., Yusuf, S. Y. M., Irwansyah, R., & Moonti, A. (2022). *Manajemen Pemasaran: Kajian Pengantar di Era Bisnis Modern*. Seval Literindo Kreasi.
- Amer, S. M. (2025). The impact of customer perceived innovativeness on customer happiness and revisit intention through customer value co-creation behaviors in quick-service restaurants. *International Journal of Innovative Research and Scientific Studies*, 8(2), 2296–2309. <https://doi.org/10.53894/ijirss.v8i2.5683>
- Anang, F. (2019). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek, August*, 1–337.
- Ardiansyah, I. F., Zailani, A., & Widodo, Z. D. (2023). the Effect of Product Quality, Service Quality, and Trust on Customer Satisfaction At Praja Decoration in Purwodadi. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 3(2), 502–511. <https://doi.org/10.53067/ije3.v3i2.173>
- Arum, D. S., Saputri, M. E., Fakhri, M., & Silvianita, A. (2023). *Customer Satisfaction as a Mediator (Intervening Variable) On the Effect of Product Quality and Service Quality on Customer Loyalty SidjiCoffee*. 3834–3841. <https://doi.org/10.46254/an12.20220711>
- Ayustini, P. E. (2025). *Eksplorasi Strategi Kualitas Pelayanan Berbasis Pada Lima Dimensi Servqual di Palm Restoran Holiday Inn Resort Baruna Bali*. 8(1), 106–112.
- Bago, R., Sutardjo, A., & Anggraini, M. D. (2022). *Pengaruh People Dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Café ' Els Coffe Dipadang The Effect Of People And Product Quality Towards Customer Satisfaction In Cafe El ' Ss Coffe In Padang Reforman Bago ; Agus Sutardjo ; Meri Dwi Anggraini Fakulta*. 4(2), 215–226.
- Basalamah, J., & Ashoer, M. (2020). Konsep Dasar Manajemen. *E – Jurnal Riset Manajemen*, 07(July), 146.
- Caruelle, D., Shams, P., Gustafsson, A., & Lervik-Olsen, L. (2024). Emotional arousal

- in customer experience: A dynamic view. *Journal of Business Research*, 170(October 2023), 114344. <https://doi.org/10.1016/j.jbusres.2023.114344>
- Dewantoro, B., Putranto, A., & Purwanto, H. (2023). Pengaruh Kompetensi Sumber Daya Manusia dan Inovasi Produk Terhadap Kinerja UMKM. *Journal of Economics, Management, and Business*, 2(1), 60–72. <https://doi.org/10.32699/magna.v2i1.4153>
- Dewi Sri Sulastri. (2022). Pengaruh Kualitas Layanan Terhadap Minat Beli Ulang di Restoran Mie Gacoan Kota Bandung. *International Journal Administration Business and Organization*, 3(2), 43–51. <https://doi.org/10.61242/ijabo.22.209>
- Ellitan, L. (2023). Increasing Repurchase Intention through Product Quality, Service Quality, and Customer Satisfaction. *Article in International Journal of Research, October*. <https://doi.org/10.5281/zenodo.8434079>
- Erdawati. (2024). Perencanaan Strategi Pemasaran. In *Pengantar Ilmu Manajemen Pemasaran*.
- Erma Laelatul Zahroq, & Asiyah, B. N. (2022). Analisis Penentu Keputusan Pembelian Dan Implikasinya Terhadap Minat Beli Ulang Pada Pengguna Shopee Generasi-Z. *Juremi: Jurnal Riset Ekonomi*, 2(1), 83–98. <https://doi.org/10.53625/juremi.v2i1.2377>
- Fachrurazi, F. (2020). Pengantar Manajemen. In *Suparyanto dan Rosad (2015 (Vol. 5, Issue 3)*.
- Fadillah, N., & Mursyidah, L. (2022). Table Of Content Article information Rechtsidee. *Indonesian Journal of Law and Economics Review*, 14(3), 6–14. <https://doi.org/10.21070/acopen.10.2025.10630>
- Faizah, E. N., Hakim, A. L., & Rosiawan, R. W. (2023). ISSN 2252 – 7451 (Media Cetak) 2622-0946 (Media Online) Kepuasan Pelanggan Terhadap Minat Beli Ulang Pelanggan Pada Toko Zee Thrift Lamongan. 16(1), 165–171. <https://doi.org/https://doi.org/10.56521/manajemen-dirgantara.v16i02.1029>
- Glatia, H., Purba, F., Madiawati, P. N., Bisnis, A., Ekonomi, F., & Telkom, U. (2024). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Minat Beli Ulang Pelanggan Mie Gacoan Cabang Buah Batu Bandung Melalui Kepuasan Pelanggan. *E-Proceeding of Management*, 11(6), 5357–5368.
- Harjadi, D., & Arraniri, I. (2021). *Experiential Marketing & Kualitas Produk dalam Kepuasan*.
- Hasanah, M. A. Y., Kostini, N., & Purbasari, R. (2024). Customer Satisfacion as A Predictor of Repurchase Intention Abeglass Using The customer Satisfaction Index. *Dinasti International Journal of Education Management And Social*

- Science*, 5(5), 1260–1269. <https://doi.org/10.38035/dijemss.v5i5.2762>
- Hasbiah, S. (2025). the Effect of Local *Coffee* Shop Marketing Mix on Customer Satisfaction and Loyalty in Indonesia. *Bulletin of Management and Business*, 6(1), 38–46. <https://doi.org/10.31328/bmb.v6i1.356>
- Hasyim, A., Zahara, C. I., & Dewi, R. (2023). Gambaran Gaya Hidup pada Remaja yang Nongkrong Di Cafe Kota Lhokseumawe. *Insight: Jurnal Penelitian Psikologi*, 1(4), 706–712.
- Hendrawan, N. &. (2024). Pengaruh Service Quality terhadap Customer Satisfaction pada Aplikasi Tokopedia. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(8), 359–372. <https://doi.org/10.47467/alkharaj.v6i8.4087>
- Iqbal, S., Litvaj, I., Drbúl, M., & Rasheed, M. (2023). Improving Quality of Human Resources through HRM Practices and Knowledge Sharing. *Administrative Sciences*, 13(10). <https://doi.org/10.3390/admsci13100224>
- Juanim, D. H. (2020). *Analisis Jalur dalam Riset Pemasaran Pengolahan Data SPSS & LISREL*. April, 1–127.
- Karinto, S. S., Arifin, M. Z., & Fadhli, K. (2021). Pengaruh *People*, *Proses*, *Physical Evidence* Terhadap Kepuasan Konsumen dimasa pandemi. *Journal of Education and Management Studies*, 4(1), 7–14. <https://creativecommons.org/licenses/by-nc/4.0/>).
- Kartikasari, S., Winarno, S. T., & Nurhadi, D. E. (2022). Marketing Mix Strategy for a *Coffee* Brand: Evidence from Mojokerto City, Indonesia. *International Journal of Research and Innovation in Social Science*, 06(01), 762–767. <https://doi.org/10.47772/ijriss.2022.6147>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). Principles of Marketing. In *Pearson*.
- Kotler, P., Kelller, L. K., & Chernev, A. (2022). Marketing Management. In *Pearson*.
- Leso, B. H., Cortimiglia, M. N., & Ghezzi, A. (2023). The contribution of organizational culture, structure, and leadership factors in the digital transformation of SMEs: a mixed-methods approach. *Cognition, Technology and Work*, 25(1), 151–179. <https://doi.org/10.1007/s10111-022-00714-2>
- Marfuah, D., Noviyanti, R. D., & Khotimah, F. N. (2022). Hubungan Suhu Makanan Dan Cara Penyajian Makanan Dengan Tingkat Kepuasan Makanan Di Catering Betty Karanganyar. *Jurnal Kesehatan Dan Kedokteran*, 1(1), 1–8. <https://doi.org/10.56127/jukeke.v1i1.570>
- Marihot, Mannulang, & Sinaga, D. (2005). *Pengantar Manajamen Keuangan*.

- Meeprom, S., & Kokkhangplu, A. (2025). Customer experience and satisfaction in *Coffee* consumption: an experiential marketing perspective. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2450296>
- Mubayyanah, Kunaifi, A., Rahman, F., & Rosyid, A. (2021). Ragam Menu, Harga, Dan Lokasi: Pengaruhnya Terhadap Pelanggan Restoran ? *Masyrif: Jurnal Ekonomi, Bisnis Dan Manajemen*, 1(1), 55–80. <https://ejournal.idia.ac.id/index.php/masyrif/article/view/220>
- Mufashih, M., Maulana, A., & Shihab, M. S. (2022). Pengaruh Kualitas Produk, Electronic Word Of Mouth Dan Citra Merek Terhadap Repurchase Intention Di Kedai *Coffeeto-Go* Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(10), 17216–17234.
- Mujtahidah Anggriani Ummul Muzayyanah, & Wahyu Eka Putri. (2024). Assessment of Product Attributes, Consumer Perceived Value, and Repurchase Intention: A Case of All-You-Can-Eat Beef Buffet. *International Journal of Social Science and Business*, 8(1), 151–160. <https://doi.org/10.23887/ijssb.v8i1.57481>
- Mulady, R., & Sumadi. (2023). The influence of service quality, product quality, price, and innovation on customer loyalty at satay restaurant with the customer satisfaction as an intervening variable. *International Journal of Research in Business and Social Science (2147- 4478)*, 12(4), 115–122. <https://doi.org/10.20525/ijrbs.v12i4.2613>
- Nabila, A., & Agustin, S. (2024). Pengaruh Marketing Mix (7p) Terhadap Kepuasan Konsumen (Studi Kasus Pada Burger King Merr Surabaya) Ainun Nabila Sasi Agustin. *Jurnal Ilmu Dan Riset Manajemen*, 13(1), 1–23.
- Norhidayat, N., & Faid, M. A. (2023). The influence of product quality, price, and location on customer satisfaction at Kopi Kulo Budiman *Coffee* Shop Balikpapan. *11(2)*, 11(2), 183–190.
- Nupus, A. R. (2023). *Pengaruh Kualitas Produk Dan People Terhadap Kepuasan Pelanggan Serta Implikasinya Pada Loyalitas Pelanggan (Survei Pada Pelanggan Sorekini Coffee Soreang)*. 180. <http://repository.unpas.ac.id/id/eprint/65192>
- Oktavianti, H., & Hutapea, T. (2023). Pengaruh Place, *People*, Dan Physical Evidence Pada Kepuasan Pelanggan Di Kedai Kopi Roemah Toea – Bekasi. *Jurnal Kewirausahaan, Akuntansi Dan Manajemen Tri Bisnis*, 4(2), 1–14. <https://doi.org/10.59806/tribisnis.v4i2.221>
- Oscar, B., & Megantara, C. H. (2021). Pengaruh Atribut Produk Terhadap Keputusan Pembelian Iphone. *Epigram*, 14(1), 1–12. <https://doi.org/10.32722/epi.v14i1.958>

- Parhan, M., & Bakhtiar, A. (2024). The Relationship Between Total Quality Management and Customer Satisfaction Through the Mediation of Employee Performance. *Jurnal Teknik Industri*, 25(2), 161–172. <https://doi.org/10.22219/jtiumm.vol25.no2.161-172>
- Poulan, V. A. M., Lopian, S. L. H. V. ., & Tielung, M. V. . (2022). The Effect of Product Quality and Product Price Towards Customers Satisfaction at Blackcup Coffee and Roaster Manado. *Journal of Emba*, 10(4), 608–616.
- Prasetyo, A. H., Rustamaji, D., Sumarni, S., & Nadhifah, N. I. (2022). Pengaruh Kualitas Pelayanan, Presepsi Harga Dan Kemampuan Berkomunikasi Terhadap Kepuasan Konsumen Pada Pt. Jne Babat Lamongan. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 463–472. <https://doi.org/10.36778/jesya.v5i1.614>
- Pratama, A. Y., & Wiyadi, W. (2024). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Bittersweet By Najla Dengan Kepuasan Kosumen Sebagai Variabel Mediasi. *Jurnal Lentera Bisnis*, 13(2), 915. <https://doi.org/10.34127/jrlab.v13i2.1097>
- Pratama, Y., Suharyat, Y., Laily, N., & Hidayati, U. (2023). Pengembangan Sumber Daya Manusia, Penerbit PT. In *Rineka Cipta, Jakarta* (Issue June).
- Priyanto, D. G., & Pramudana, K. A. S. (2024). The Role of Customer Satisfaction in Mediating the Influence of Service Quality on Repurchase Intention. *International Journal of Economics, Commerce, and Management*, 2(1), 21–43. <https://doi.org/10.62951/ijecm.v2i1.350>
- Rachmad, setiawan, dkk. (2023). *Manajemen pemasaran (Teori dan studi kasus)* (Issue May).
- Rahmanto, A., & Rachmadani, D. (2021). Pengaruh kemampuan sumber daya manusia terhadap kepuasan konsumen di PT . Satu Bintang Jaya Surabaya. *Heritage*, 9(2), 262–275.
- Rahmawati, L., Winarno, S. T., & Roidah, I. S. (2023). *Influence of Psychological Well-Being and School Factors on Delinquency , During the Covid-19 Period Among Secondary School Students in Selected Schools in Nakuru County : Kenya. VII(2454)*, 1175–1189. <https://doi.org/10.47772/IJRISS>
- Rajagukguk, P., Haryono, B., Hardani, H., & Fadholi, A. (2024). Kualitas Sumber Daya Manusia Terhadap Kepuasan Pelanggan Gojek Di Tangerang Dengan Kualitas Pelayanan Sebagai Variabel Mediasi. *Niagawan*, 13(1), 1. <https://doi.org/10.24114/niaga.v13i1.50970>
- Rasika Lakshan Gunawardana, Janaka Rumes Gamlath, & Dillina Herath. (2024). Effect of staff competence on customer loyalty in the hospitality industry in

- Sri Lanka. *World Journal of Advanced Research and Reviews*, 23(3), 1960–1970. <https://doi.org/10.30574/wjarr.2024.23.3.2858>
- Reggiana, D., & Hermina, N. (2025). Effect of Service Quality on Repurchase Intention through Customer Satisfaction as an Intervening Variable. *Journal of Multidisciplinary Cases*, 6(44), 41–49. <https://doi.org/10.55529/jmc.44.41.49>
- Rostiana, K., Bawono, G. T., & Vieri, D. (2024). Peran Kualitas Pelayanan dalam Meningkatkan Kepuasan Konsumen : Studi Kasus pada McDonald's. *Ebisnis Manajemen*, 2(4), 60–67.
- Salsabila, C., Umbara, T., & Setyorini, R. (2022). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Produk Somethinc. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(4), 668–679. <https://doi.org/10.37606/publik.v9i4.405>
- Salsabila Nur Fadiyah, & Munawaroh Munawaroh. (2025). Analisis Manajemen Sumber Daya Manusia Guna Meningkatkan Loyalitas Pelanggan. *MASMAN Master Manajemen*, 3(1), 123–133. <https://doi.org/10.59603/masman.v3i1.716>
- Santoso, I., Tutuhatunewa, A., & Surachman, P. P. B. (2021). Pengaruh Kompetensi Karyawan Dan Kepuasan Kerja Terhadap Kualitas Produk. *Tekmapro: Journal of Industrial Engineering and Management*, 9(2).
- Sari, N. T. P., Yulianto, E., & Sunarti, . (2024). A Literature Review: Unraveling the Dimensions of Food Quality and Its Influence on Consumer Satisfaction. *KnE Social Sciences*, 2024, 453–467. <https://doi.org/10.18502/kss.v9i11.15835>
- Shao, Z., & Ngai, C. S. (2023). Why and How Effective Brand Logo Contributes to Marketing? *Advances in Economics, Management and Political Sciences*, 13(1), 17–22. <https://doi.org/10.54254/2754-1169/13/20230661>
- Shidqi, N. M., & Nurmansyah, A. A. H. (2024). Pengaruh Kualitas Produk Terhadap Minat Beli Ulang Yang Dimediasi Oleh Kepuasan Pelanggan Pada Produk Minuman Bervitamin Merek You C1000 Di Kota Bandung 1. *Oikos: Jurnal Kajian Pendidikan Ekonomi Dan Ilmu Ekonomi*, 9, 263–271.
- Silaban, P. H., Chen, W. K., Eunike, I. J., & Silalahi, A. D. K. (2023). Traditional restaurant managers' use of sensory marketing to maintain customer satisfaction: Findings from PLS-SEM and fsQCA. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2196788>
- Silitonga, S. F. M., & Saragi, S. (2020). Pengaruh Kualitas Sdm Terhadap Pelayanan Kesehatan Di Puskesmas Siempat Rube Kabupaten Pakpak Bharat. *Publik Reform: Jurnal Administrasi Publik*, 7(1), 27–39.

<https://doi.org/10.46576/jpr.v7i1.1373>

- Simamora, V., & Sulistianingsih, I. (2022). The Role of Innovation and Information Technology Capabilities in Increasing the Competitive Advantage of MSMEs Coffee Shops in Jakarta. *Budapest International Research and Critics Institute (BIRCI-Journal)*, 16128–16139. <https://doi.org/10.33258/birci.v5i2.5530>
- Singh, V., Sharma, M. P., Jayapriya, K., Kiran Kumar, B., Raj, M. A., Chander, N., & Kumar, B. R. (2023). Service Quality, Customer Satisfaction And Customer Loyalty: A Comprehensive Literature Review. *Journal of Survey in Fisheries Sciences*, 10(4S), 3457–3464. <https://doi.org/10.53555/sfs.v10i4S.2218>
- Sugiyono, P. D. (2023). Metode Penelitian Kuantitatif Kualitatif dan R&D. In *Penerbit Alfabeta*.
- Sulistiyono. (2022). Manajemen pemasaran: Definisi Manajemen Pemasaran. In *Liberty, Yogyakarta*. (Issue July).
- Sumarwan, U., & Tjiptonon, F. (2019). *Strategi pemasaran dalam perspektif perilaku konsumen*. Pt Penerbit Ipb Press.
- Suryani Putri, A. (2022). Riset Gap Sek Negatif. *Journal Scientific of Mandalika*, 3(12), 5–17.
- Tahulending, A. A., Kakalang, J. F., Pasuhuk, L. S., & Karinda, A. F. (2023). Faktor Yang Mempengaruhi Kepuasan Dan Minat Beli Ulang Pelanggan Cafe. *SEIKO : Journal of Management & Business*, 6(2), 219–227.
- Terrasista, N. C., & Antonio, T. (2025). Product Quality To Repurchase Intention Through Customer Satisfaction And Trust, Word Of Mouth, And Corporate Image As Moderation In Medium-Scale Construction Businesses. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 9(2), 180–205.
- Terry, G. R. (2021). *Dasar-Dasar Manajemen Edisi Revisi*. Bumi Aksara.
- Wallström, S., Hjelm Lidholm, S., & Sundström, M. (2024). Retailers view on customer loyalty—a social resource theory perspective. *International Review of Retail, Distribution and Consumer Research*, 34(4), 399–416. <https://doi.org/10.1080/09593969.2023.2287998>
- Xie, C., Jin, J., & Guo, X. (2022). Impact of the critical factors of customer experience on well-being: Joy and customer satisfaction as mediators. *Frontiers in Psychology*, 13(September), 1–13. <https://doi.org/10.3389/fpsyg.2022.955130>
- Yulistria, R., Rosento, Handayani, E. P., Susilowati, I. H., & Aulia, S. (2023). Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Pada PT Mitra Bangun Perwira. *Jurnal Swabumi*, 10(2), 7–10.