

DAFTAR PUSTAKA

- Aditya, Wardhana, Rustandi Budi K, and Syahputra. 2015. *Metode Riset Bisnis*. Jilid 1. edited by S. Sona. Aris, A., Rejeki, B., Muhammad, I. M. R., Arlin, T. M. F., Dienni, S. R., Maya, A., Euis, W., Purna, I., Susiana, R. D., R, I. S., Defin, P. S., Amrin', U. M., Syahputra, & John, B. B. (2023). *Manajemen Pemasaran* (S. Udin (ed.); 1st ed.). Widina Bhakti Persada Bandung.
- Bougie, R., & Sekaran, U. (2020). *Research Methods For Business a Skill Building Approach* (J. Lise (ed.); 8TH Asia E). Spi Global.
- Budiarto, D. N., & Suhermin. (2018). Pengaruh Kualitas Layanan, Store Atmosphere Dan Word of Mouth Terhadap Kepuasan Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 7(4), 1–15.
- Chin, W. (1998). The partial least squares approach for structural equation modeling. In G. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–336). Rekan Lawrence Erlbaum.
- Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The structural relationship among perceived service quality, perceived value, and customer satisfaction-focused on starbucks reserve coffee shops in Shanghai, China. *Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158633>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (Untuk Penelitian Empiris)*. Badan Penerbit Unoversitas Diponegoro.
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31–40. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Indrawati, & dkk. (2017). *Perilaku Konsumen Individu dalm Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi* (Atif Falah Nurul (ed.); Cetakan Ke). PT Refika Aditama.
- Joseph, H. F., Marko, S., Christian, R. M., & Siefried, G. P. (2024). *Advanced Issues in Partial Least Squares Structural Equation Modeling* (Second). Sage College Publishing.
- Khasbulloh, A. H. K., & Suparna, G. (2022). Effect of Perceived Risk and Perceived Value on Customer Loyalty through Customer Satisfaction as Intervening Variables on Bukalapak Users. *European Journal of Business and Management Research*, 7(4), 22–28. <https://doi.org/10.24018/ejbmr.2022.7.4.1472>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Global Edi). Pearson.

- 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>
- Liliana Dewi, & Shafamila Handininta Putri. (2022). Service Quality, Customer Value, and Price To Consumer Satisfaction At Kopi Kenangan Coffee Shop. *International Journal of Social Science*, 1(6), 987–992. <https://doi.org/10.53625/ijss.v1i6.1918>
- Mary, B. J., Dwayne, G., & Valarie, Z. (2018). *Services Marketing Integrating Customer Focus Across the Firm* (Seventh Ed). Mc Graw Hill Education.
- Miswanto, M., & Angelia, Y. R. (2017). the Influence of Service Quality and Store Atmosphere on Customer Satisfaction. *Jurnal Manajemen Dan Kewirausahaan*, 19(2), 106–111. <https://doi.org/10.9744/jmk.19.2.106-111>
- Mittal, V., Han, K., Frennea, C., Blut, M., Shaik, M., Bosukonda, N., & Sridhar, S. (2023). Customer satisfaction, loyalty behaviors, and firm financial performance: what 40 years of research tells us. *Marketing Letters*, 34(2), 171–187. <https://doi.org/10.1007/s11002-023-09671-w>
- Nafarozah, H. (2024). Kopi Favorit Pria vs Wanita: Mana yang Lebih Populer? *GoodStats*. https://data.goodstats.id/statistic/kopi-favorit-pria-vs-wanita-mana-yang-lebih-populer-Qgvr8?utm_source=chatgpt.com
- Nyan, L. M., Rockson, S. B., & Addo, P. K. (2020). The Mediation Effect of Customer Satisfaction on the Relationship Between Service Quality and Customer Loyalty. *Journal of Management and Strategy*, 11(3), 13. <https://doi.org/10.5430/jms.v11n3p13>
- Panday, R., & Nursal, M. F. (2021). The Effect of Service Quality and Customer Satisfaction on Customer Loyalty. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 4(1), 171–180. <https://doi.org/10.36407/jmsab.v4i1.300>
- Praafthi, S. S. (2025). Apa Benar Gen Z Jadi Generasi yang Paling Sering Konsumsi Kopi? *GoodStats*. https://data.goodstats.id/statistic/apa-benar-gen-z-jadi-generasi-yang-paling-sering-konsumsi-kopi-mXDK0?utm_source=chatgpt.com
- Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (2020). *Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty Kualitas Produk dan Layanan Purna Jual dalam Meningkatkan Kepuasan dan Loyalitas Pelanggan*. 16(2), 223–235.
- Pusparisa, Y. D. R. (2023). *Kopi, Nongkrong, dan Gairah Industri Gen Z dan Milenial*. Kompas.Id. https://www.kompas.id/baca/ekonomi/2023/10/22/kopi-nongkrong-dan-gairah-industri-gen-z-dan-milenial?utm_source=chatgpt.com
- Ringle, M, C., Wende, Sven, Becker, & Michael, J. (2024). <https://www.smartpls.com/smartpls.bib> 1/1. 2024.

- Sawitri, H. (2021). Gender dan Kebiasaan Minum Kopi pada Mahasiswa Program Studi Kedokteran Universitas Malikussaleh. *Jurnal Ilmiah Kesehatan Diagnosis*, 16, 168–172.
- Sutisna, & Marcellia, S. (2022). *Perilaku Konsumen Sebagai Dasar Untuk Merancang Strategi Pemasaran* (M. Lidya (ed.); 1st ed.). CV ANDI OFFSET.
- Syariful, M., & Untung, S. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.
- Thomas, A. J., Chris, O. S. H., & Ramasamy, R. (2021). Influence Factors of Customer Satisfaction in Coffee Industry in Klang Valley. *Qualitative and Quantitative Research Review*, 6(2), 120–141. https://www.researchgate.net/publication/359076117_INFLUENCE_Factors_of_customer_satisfaction_in_coffee_industry_in_klang_valley/citations
- 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), 49–59.
- Aris, A., Rejeki, B., Muhammad, I. M. R., Arlin, T. M. F., Dienni, S. R., Maya, A., Euis, W., Purna, I., Susiana, R. D., R, I. S., Defin, P. S., Amrin', U. M., Syahputra, & John, B. B. (2023). *Manajemen Pemasaran* (S. Udin (ed.); 1st ed.). Widina Bhakti Persada Bandung.
- Bougie, R., & Sekaran, U. (2020). *Research Methods For Business a Skill Building Approach* (J. Lise (ed.); 8TH Asia E). Spi Global.
- Budiarto, D. N., & Suhermin. (2018). Pengaruh Kualitas Layanan, Store Atmosphere Dan Word of Mouth Terhadap Kepuasan Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 7(4), 1–15.
- Chin, W. (1998). The partial least squares approach for structural equation modeling. In G. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–336). Rekan Lawrence Erlbaum.
- Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The structural relationship among perceived service quality, perceived value, and customer satisfaction-focused on starbucks reserve coffee shops in Shanghai, China. *Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158633>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (Untuk Penelitian Empiris)*. Badan Penerbit Unoversitas Diponegoro.
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31–40. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>

- Indrawati, & dkk. (2017). *Perilaku Konsumen Individu dalm Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi* (Atif Falah Nurul (ed.); Cetakan Ke). PT Refika Aditama.
- Joseph, H. F., Marko, S., Christian, R. M., & Siefried, G. P. (2024). *Advanced Issues in Partial Least Squares Structural Equation Modeling* (Second). Sage College Publishing.
- Khasbulloh, A. H. K., & Suparna, G. (2022). Effect of Perceived Risk and Perceived Value on Customer Loyalty through Customer Satisfaction as Intervening Variables on Bukalapak Users. *European Journal of Business and Management Research*, 7(4), 22–28. <https://doi.org/10.24018/ejbmr.2022.7.4.1472>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Global Edi). Pearson.
- 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>
- Liliana Dewi, & Shafamila Handininta Putri. (2022). Service Quality, Customer Value, and Price To Consumer Satisfaction At Kopi Kenangan Coffee Shop. *International Journal of Social Science*, 1(6), 987–992. <https://doi.org/10.53625/ijss.v1i6.1918>
- Mary, B. J., Dwayne, G., & Valarie, Z. (2018). *Services Marketing Integrating Customer Focus Across the Firm* (Seventh Ed). Mc Graw Hill Education.
- Miswanto, M., & Angelia, Y. R. (2017). the Influence of Service Quality and Store Atmosphere on Customer Satisfaction. *Jurnal Manajemen Dan Kewirausahaan*, 19(2), 106–111. <https://doi.org/10.9744/jmk.19.2.106-111>
- Mittal, V., Han, K., Frennea, C., Blut, M., Shaik, M., Bosukonda, N., & Sridhar, S. (2023). Customer satisfaction, loyalty behaviors, and firm financial performance: what 40 years of research tells us. *Marketing Letters*, 34(2), 171–187. <https://doi.org/10.1007/s11002-023-09671-w>
- Nafarozah, H. (2024). Kopi Favorit Pria vs Wanita: Mana yang Lebih Populer? *GoodStats*. https://data.goodstats.id/statistic/kopi-favorit-pria-vs-wanita-mana-yang-lebih-populer-Qgvr8?utm_source=chatgpt.com
- Nyan, L. M., Rockson, S. B., & Addo, P. K. (2020). The Mediation Effect of Customer Satisfaction on the Relationship Between Service Quality and Customer Loyalty. *Journal of Management and Strategy*, 11(3), 13. <https://doi.org/10.5430/jms.v11n3p13>
- Panday, R., & Nursal, M. F. (2021). The Effect of Service Quality and Customer Satisfaction on Customer Loyalty. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 4(1), 171–180. <https://doi.org/10.36407/jmsab.v4i1.300>
- Praafthi, S. S. (2025). *Apa Benar Gen Z Jadi Generasi yang Paling Sering*

Konsumsi Kopi? GoodStats. https://data.goodstats.id/statistic/apa-benar-gen-z-jadi-generasi-yang-paling-sering-konsumsi-kopi-mXDK0?utm_source=chatgpt.com

Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (2020). *Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty Kualitas Produk dan Layanan Purna Jual dalam Meningkatkan Kepuasan dan Loyalitas Pelanggan*. 16(2), 223–235.

Pusparisa, Y. D. R. (2023). *Kopi, Nongkrong, dan Gairah Industri Gen Z dan Milenial*. Kompas.Id. https://www.kompas.id/baca/ekonomi/2023/10/22/kopi-nongkrong-dan-gairah-industri-gen-z-dan-milenial?utm_source=chatgpt.com

Ringle, M. C., Wende, Sven, Becker, & Michael, J. (2024). <https://www.smartpls.com/smartpls.bib> 1/1. 2024.

Sawitri, H. (2021). Gender dan Kebiasaan Minum Kopi pada Mahasiswa Program Studi Kedokteran Universitas Malikussaleh. *Jurnal Ilmiah Kesehatan Diagnosis*, 16, 168–172.

Sutisna, & Marcellia, S. (2022). *Perilaku Konsumen Sebagai Dasar Untuk Merancang Strategi Pemasaran* (M. Lidya (ed.); 1st ed.). CV ANDI OFFSET.

Syariful, M., & Untung, S. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.

Thomas, A. J., Chris, O. S. H., & Ramasamy, R. (2021). Influence Factors of Customer Satisfaction in Coffee Industry in Klang Valley. *Qualitative and Quantitative Research Review*, 6(2), 120–141. https://www.researchgate.net/publication/359076117_INFLUENCE_Factors_of_customer_satisfaction_in_coffee_industry_in_klang_valley/citations

Triandewo, M. A., & Indiarto, 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), 49–59.

ndung: PT. Karya Manunggal Lithomas.

Antonius, Purwanto. 2024. ‘Mengapa Kafe Dan Kedai Kopi Kian Marak Di Indonesia?’ 15 Agustus. Retrieved 25 September 2024 (<https://www.kompas.id/baca/riset/2024/08/15/mengapa-kafe-dan-kedai-kopi-kian-marak-di-indonesia>).

Aris, Ariyanto, Bangun Rejeki, Indillah Min Rifqi Muhammad, Trenggana Mochamad Ferlina Arlin, Sholihah Ruhjatini Dienni, Ariyanti Maya, Widiawati Euis, Irawan Purna, Ratih Dewi Susiana, Ismail Suryanti R, Putra Sahrial Defin, Utama Mulia Amrin’, Syahputra, and Bancin Budiman John.

2023. *Manajemen Pemasaran*. 1st ed. edited by S. Udin. Bandung: Widina Bhakti Persada Bandung.
- Bougie, Roger, and Uma Sekaran. 2020. *Research Methods for Business a Skill Building Approach*. 8th Asia E. edited by J. Lise. Spi Global.
- CHO, Byung-Kwan, Sung-Hoon KIM, and Debora LEE. 2020. 'Effects of Dessert Café Environmental Characteristics on Overall Quality, Brand Image and Loyalty'. *The Korean Journal of Franchise Management* 11(3):43–57. doi: 10.21871/kjfm.2020.9.11.3.43.
- Deni, Darmawan. 2019. 'Metode Penelitian Kuantitatif'. P. 330 in, edited by Pipih Latifah. Bandung: PT. Remaja Rosdakarya.
- Effendy, Faries Hizrian. 2019. 'Effect of Quality Service, Price and Store Atmosphere on Customer Satisfaction (Study on Cangkir Coffee Shop in Surabaya)'. *Ekspektra: Jurnal Bisnis Dan Manajemen* 3:123–48. doi: 10.25139/ekt.v3i2.2033.
- Elida, Sri Syabanita, Desvira Zain, and Sunarsih. 2017. 'Pengaruh Country of Origin of Brand Terhadap Brand Image (Studi Empiris Pada Konsumen Geraí Kopi Tradisional Merek Lokal Di Kota Pontianak)'. *Seminar Nasional Penerapan Ilmu Pengetahuan Dan Teknologi 2017* 1–13.
- Fandy, Tjiptono, and Diana Anastasia. 2022. *Manajemen Dan Strategi Kepuasan Pelanggan*. Yogyakarta: Andi.
- Fandy, Tjiptono, and Gregorius Chandra. 2016. *Pemasaran Jasa (Prinsip, Penerapan Dan Penelitian)*. Yogyakarta: Andi.
- Ge, Yuhan, Qing Yuan, Yaxi Wang, and Keunsoo Park. 2021. 'The Structural Relationship among Perceived Service Quality, Perceived Value, and Customer Satisfaction-Focused on Starbucks Reserve Coffee Shops in Shanghai, China'. *Sustainability (Switzerland)* 13(15). doi: 10.3390/su13158633.
- Hafipah, Wardhana Aditya, Rochmi Alfi, Suriadi, Nurlinda, Filatrovi Willy Eldes, Acai Sudirman, Suhardi Dadang, Alza Fadillah Salam, Keke Yulianti, Fitriani Karmela Lili, Wulan Anjar Putri Dewi, Augustina Fedianty, and Setiawati Donna. 2022. *Manajemen Pemasaran (Membangun Loyalitas Pelanggan)*. edited by Hartini. Bandung: Media Sains Indonesia.
- Hamdan, Firmansya, Nurrachmi Intan, Umiyati Hesti, Ariyanto Aris, Putra Ranggana Angga, Rustandi Nanang, Trenggana Mochamad Ferlina Arlin, Syahputra, Rahayu Setyo Wahyudi Denok, Suherman Agus, Huda Miftakhul Anam, Burhanudin Jajang, Pratiwi Putri Chairani, Pertiwi Bhakti Nur Widya,

- Fatira Marlya, and Yudawisastra Helin. 2022. *Teori Marketing*. Pertama. edited by M. Aas. Bandung: Widina Bhakti Persada Bandung.
- Hanaysha, Jalal. 2016. 'Testing the Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry'. *Journal of Asian Business Strategy* 6(2):31–40. doi: 10.18488/journal.1006/2016.6.2/1006.2.31.40.
- Hasnidar, Pratiwi Ratih, Winardi Aziz Muhammad, Iswandi Mei, Shaleh Muhammad, Andary Ria Wuri, Sudirman Acai, Subroto Agus FX, Jatinegara Ketut, Seseli Eka, Putri Ika Solehatin, Satria Fajar, and Wardhana Aditya. 2021. *Pemasaran Terpadu*. edited by N. F. Harini. Bandung: Media Sains Indonesia.
- Indrawati. 2015. 'Metode Penelitian Manajemen Dan Bisnis Konvergensi Teknologi Komunikasi Dan Informasi'. P. 286 in, edited by S. Dinah. Bandung: PT. Refika Aditama.
- Indrawati, and dkk. 2017. *Perilaku Konsumen Individu Dalm Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*. Cetakan Ke. edited by Atif Falah Nurul. Bandung: PT Refika Aditama.
- Instagram Janji Jiwa. 2024. 'Instagram Janji Jiwa'. Retrieved (<https://www.instagram.com/kopijanjiwiwa?igsh=cnM5a3p1MWJ5MWVk>).
- Jiwa Group. 2024. 'Jiwa Group'. Retrieved (<https://jiwagroup.com/>).
- Joanathan, McIntosh. 2023. 'Fenomena Maraknya Bisnis Kedai Kopi Di Bandung Dan Peluangnya'. *O Paper*. Retrieved 10 September 2024 (<https://www.opaper.app/blog/fenomena-bisnis-kedai-kopi-di-bandung>).
- Joseph, Hair F., Sarstedt Marko, Ringle M. Christian, and Gudergan P. Siefried. 2024. *Advanced Issues in Partial Least Squares Structural Equation Modeling*. Second. Sage College Publishing.
- Khuong, Mai Ngoc, and Ngo Quang Dai. 2016. 'The Factors Affecting Customer Satisfaction and Customer Loyalty — A Study of Local Taxi Companies in Ho Chi Minh City, Vietnam'. *International Journal of Innovation, Management and Technology* 7(5):228–33. doi: 10.18178/ijimt.2016.7.5.678.
- Kotler, Philip, and Kevin Lane Keller. 2016. *Marketing Management*. Global Edi. Pearson.
- Kusumawati, Andriani, and Kharisma Sri Rahayu. 2020. 'The Effect of Experience Quality on Customer Perceived Value and Customer Satisfaction and Its Impact on Customer Loyalty'. *Human Systems Management* 39(2):219–32. doi: 10.3233/HSM-190564.

- Lee, Won Seok, Joonho Moon, and Myungkeun Song. 2018. 'Attributes of the Coffee Shop Business Related to Customer Satisfaction'. *Journal of Foodservice Business Research* 21(6):628–41. doi: 10.1080/15378020.2018.1524227.
- M, Ubaidillah. 2023. 'Susah Senang Berbisnis F&B Coffee Shop'. *Swa.Co.Id*. Retrieved (<https://swa.co.id/read/398584/susah-senang-berbisnis-fb-coffee-shop>).
- Mahmuda, Husein Attar. 2021. 'Jadi Tren Dan Gaya Hidup, Bisnis Kopi Semakin Menggeliat'. Retrieved (<https://langit7.id/read/8016/1/jadi-tren-dan-gaya-hidup-bisnis-kopi-semakin-menggeliat-1638515558>).
- Marheni, Saputri Eka, Darsana Made, Harinie Tri Luluk, Yanto Ferri, Suparjiman, Yuswono Irawan, Haldy Muhammad, Nugrahani Utami Rah, Syahputra, Hanafiah Hafidz, Hapsari Prita Tanti, Wijaya Pratami Nurwita Putu Ni, Nuryanto Wildan Uli, Bestari Putri Kayani Dinda, and Ilham Ulum Bahrul. 2023. *Pengantar Manajemen Pemasaran*. edited by W. A. Miko. Badung: Intelektual Manifes Media.
- Mary, Bitner Jo, Gemler Dwayne, and Zeithaml Valarie. 2018. *Services Marketing Integrating Customer Focus Across the Firm*. Seventh Ed. New York: Mc Graw Hill Education.
- Mts, Arief. 2006. *Pemasaran Jasa Dan Kualitas Pelayanan*. Edisi Pert. edited by W. Setiyono and S. Yuyut. Malang: Bayumedia Publishing.
- Nabilah, Muhammad. 2023. 'Indonesia Jadi Produsen Kopi Terbesar Ketiga Di Dunia Pada 2022/2023'. *Katadata.Co.Id*. Retrieved (<https://databoks.katadata.co.id/agroindustri/statistik/cbf9d1ae8716dbf/indonesia-jadi-produsen-kopi-terbesar-ketiga-di-dunia-pada-20222023>).
- Özkan, Pınar, Seda Süer, İstem Köymen Keser, and İpek Deveci Kocakoç. 2020. 'The Effect of Service Quality and Customer Satisfaction on Customer Loyalty: The Mediation of Perceived Value of Services, Corporate Image, and Corporate Reputation'. *International Journal of Bank Marketing* 38(2):384–405. doi: 10.1108/IJBM-03-2019-0096.
- Pérez-Morón, James, Sahana Madan, Jin Yin Cheu, Daisy Mui Hung Kee, Li Chi Cheong, Roger Chin, Jie Cheng, and Angela Patricia Muñoz García. 2022. 'Effect of Service Quality and Customer Satisfaction on Customer Loyalty: A Case Study of Starbucks in Malaysia'. *International Journal of Tourism and Hospitality in Asia Pasific* 5(1):62–74. doi: 10.32535/ijthap.v5i1.1402.
- Population, Review World. 2024. 'Bandung, Indonesia Population 2024'. Retrieved (<https://worldpopulationreview.com/cities/indonesia/bandung>).

- Qodar, Adiwan, HERIYADI HERIYADI, and Nur Afifah. 2022. 'Pengaruh Hospital Service Quality Dan Customer Perceived Value Terhadap Kepuasan Dan Keinginan Membayar Iuran BPJS Kesehatan Dimoderasi Perubahan Kebijakan Baru Kelas Rawat Inap Standar Di Indonesia'. *Equator Journal of Management and Entrepreneurship (EJME)* 10(04):194. doi: 10.26418/ejme.v10i04.53500.
- Shin, Chung-Sub, Gyu-Sam Hwang, Hye-Won Lee, and Sun-Rae Cho. 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. doi: 10.13106/eajbm.2015.vol5.no4.47.
- Sofia, Ayya, Christian Haposan Pangaribuan, and Martinus Fieser Sitinjak. 2019. 'Factors of Coffee Shop Revisit Intention and Word-of-Mouth Mediated By Customer Satisfaction'. *Journal of Management and Business* 19(1):1–14. doi: 10.24123/jmb.v19i1.418.
- Statista. n.d. 'Statista'. Retrieved (<https://www.statista.com/statistics/1389788/indonesia-leading-coffee-shops-by-sales-value/>).
- Surahman, I. Gusti Ngurah, Putu Ngurah Suyatna Yasa, and Ni Made Wahyuni. 2020. 'The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency'. *Jurnal Ekonomi & Bisnis JAGADITHA* 7(1):46–52. doi: 10.22225/jj.7.1.1626.46-52.
- Sutisna, and Susan Marcellia. 2022. *Perilaku Konsumen Sebagai Dasar Untuk Merancang Strategi Pemasaran*. 1st ed. edited by M. Lidya. Yogyakarta: CV ANDI OFFSET.
- Thomas, Andreal Joann, Ong Siew Har Chris, and Ravindran Ramasamy. 2021. 'Influence Factors of Customer Satisfaction in Coffee Industry in Klang Valley'. *Qualitative and Quantitative Research Review* 6(2):120–41.
- Toffin. 2020. 'Toffin Indonesia Merilis Riset “2020 Brewing in Indonesia”'. *Toffin Indonesia*. Retrieved 25 September 2024 (Toffin Indonesia Merilis Riset “2020 Brewing in Indonesia”).
- Triandewo, Maris Agung, and Richard Pratama Indiarito. 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):49–59.
- Uzir, Md Uzir Hossain, Hussam Al Halbusi, Ramayah Thurasamy, Rodney Lim Thiam Hock, Musheer A. Aljaberi, Najmul Hasan, and Mahmud Hamid. 2021. 'The Effects of Service Quality, Perceived Value and Trust in Home Delivery Service Personnel on Customer Satisfaction: Evidence from a Developing

- Country'. Jaris, A., Rejeki, B., Muhammad, I. M. R., Arlin, T. M. F., Dienni, S. R., Maya, A., Euis, W., Purna, I., Susiana, R. D., R, I. S., Defin, P. S., Amrin', U. M., Syahputra, & John, B. B. (2023). *Manajemen Pemasaran* (S. Udin (ed.); 1st ed.). Widina Bhakti Persada Bandung.
- Bougie, R., & Sekaran, U. (2020). *Research Methods For Business a Skill Building Approach* (J. Lise (ed.); 8TH Asia E). Spi Global.
- Budiarto, D. N., & Suhermin. (2018). Pengaruh Kualitas Layanan, Store Atmosphere Dan Word of Mouth Terhadap Kepuasan Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 7(4), 1–15.
- Chin, W. (1998). The partial least squares approach for structural equation modeling. In G. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–336). Rekan Lawrence Erlbaum.
- Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The structural relationship among perceived service quality, perceived value, and customer satisfaction-focused on starbucks reserve coffee shops in Shanghai, China. *Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158633>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (Untuk Penelitian Empiris)*. Badan Penerbit Unoversitas Diponegoro.
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31–40. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Indrawati, & dkk. (2017). *Perilaku Konsumen Individu dalm Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi* (Atif Falah Nurul (ed.); Cetakan Ke). PT Refika Aditama.
- Joseph, H. F., Marko, S., Christian, R. M., & Siefried, G. P. (2024). *Advanced Issues in Partial Least Squares Structural Equation Modeling* (Second). Sage College Publishing.
- Khasbulloh, A. H. K., & Suparna, G. (2022). Effect of Perceived Risk and Perceived Value on Customer Loyalty through Customer Satisfaction as Intervening Variables on Bukalapak Users. *European Journal of Business and Management Research*, 7(4), 22–28. <https://doi.org/10.24018/ejbmr.2022.7.4.1472>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Global Edi). Pearson.
- 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>
- Liliana Dewi, & Shafamila Handininta Putri. (2022). Service Quality, Customer

- Value, and Price To Consumer Satisfaction At Kopi Kenangan Coffee Shop. *International Journal of Social Science*, 1(6), 987–992. <https://doi.org/10.53625/ijss.v1i6.1918>
- Mary, B. J., Dwayne, G., & Valarie, Z. (2018). *Services Marketing Integrating Customer Focus Across the Firm* (Seventh Ed). Mc Graw Hill Education.
- Miswanto, M., & Angelia, Y. R. (2017). the Influence of Service Quality and Store Atmosphere on Customer Satisfaction. *Jurnal Manajemen Dan Kewirausahaan*, 19(2), 106–111. <https://doi.org/10.9744/jmk.19.2.106-111>
- Mittal, V., Han, K., Frennea, C., Blut, M., Shaik, M., Bosukonda, N., & Sridhar, S. (2023). Customer satisfaction, loyalty behaviors, and firm financial performance: what 40 years of research tells us. *Marketing Letters*, 34(2), 171–187. <https://doi.org/10.1007/s11002-023-09671-w>
- Nafarozah, H. (2024). Kopi Favorit Pria vs Wanita: Mana yang Lebih Populer? *GoodStats*. https://data.goodstats.id/statistic/kopi-favorit-pria-vs-wanita-mana-yang-lebih-populer-Qgvr8?utm_source=chatgpt.com
- Nyan, L. M., Rockson, S. B., & Addo, P. K. (2020). The Mediation Effect of Customer Satisfaction on the Relationship Between Service Quality and Customer Loyalty. *Journal of Management and Strategy*, 11(3), 13. <https://doi.org/10.5430/jms.v11n3p13>
- Panday, R., & Nursal, M. F. (2021). The Effect of Service Quality and Customer Satisfaction on Customer Loyalty. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 4(1), 171–180. <https://doi.org/10.36407/jmsab.v4i1.300>
- Praafthi, S. S. (2025). Apa Benar Gen Z Jadi Generasi yang Paling Sering Konsumsi Kopi? *GoodStats*. https://data.goodstats.id/statistic/apa-benar-gen-z-jadi-generasi-yang-paling-sering-konsumsi-kopi-mXDK0?utm_source=chatgpt.com
- Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (2020). *Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty Kualitas Produk dan Layanan Purna Jual dalam Meningkatkan Kepuasan dan Loyalitas Pelanggan*. 16(2), 223–235.
- Pusparisa, Y. D. R. (2023). *Kopi, Nongkrong, dan Gairah Industri Gen Z dan Milenial*. Kompas.Id. https://www.kompas.id/baca/ekonomi/2023/10/22/kopi-nongkrong-dan-gairah-industri-gen-z-dan-milenial?utm_source=chatgpt.com
- Ringle, M. C., Wende, Sven, Becker, & Michael, J. (2024). <https://www.smartpls.com/smartpls.bib> 1/1. 2024.
- Sawitri, H. (2021). Gender dan Kebiasaan Minum Kopi pada Mahasiswa Program Studi Kedokteran Universitas Malikussaleh. *Jurnal Ilmiah Kesehatan Diagnosis*, 16, 168–172.

- Sutisna, & Marcellia, S. (2022). *Perilaku Konsumen Sebagai Dasar Untuk Merancang Strategi Pemasaran* (M. Lidya (ed.); 1st ed.). CV ANDI OFFSET.
- Syariful, M., & Untung, S. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.
- Thomas, A. J., Chris, O. S. H., & Ramasamy, R. (2021). Influence Factors of Customer Satisfaction in Coffee Industry in Klang Valley. *Qualitative and Quantitative Research Review*, 6(2), 120–141. https://www.researchgate.net/publication/359076117_INFLUENCE_Factors_of_customer_satisfaction_in_coffee_industry_in_klang_valley/citations
- Triandewo, M. A., & Indiarto, 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), 49–59.
- Journal of Retailing and Consumer Services* 63(August):102721. doi: 10.1016/j.jretconser.2021.102721.
- William, Zikmund G., Babin J. Barrin, Carr C. Jon, and Griffin Mitch. 2013. *Business Research Methods*. ninth. edited by F. Megan. Boston: Erin Joyner.
- Yum, Kyeongmin, and Byungjoon Yoo. 2023. ‘The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media’. *Sustainability (Switzerland)* 15(14). doi: 10.3390/su151411214.