

## DAFTAR PUSTAKA

- Amanah, Dita. (2011). Pengaruh Promosi dan Brand Image Terhadap Loyalitas Pembelian Produk Pepsodent di Ramayana Plaza, Jalan Aksara Medan. *Jurnal Keuangan dan Bisnis* Vol. 3(3).
- Anselmsson, Johan Niklas Vestman Bondesson Ulf Johansson. (2014). Brand image and customers' willingness to pay a price premium for food brands, *Journal of Product & Brand Management* Vol. 23 Iss 2 pp. 90 – 102.
- Anto. (2015). *Pengertian Kopi*. Diakses 25 Maret 2019 dari: <https://www.kompasiana.com/www.antosoeprihadi.com/5500b15ea333113772511ace/mmmm-coffee>
- Arnould, Price & Zinkhan, (2005). *Consumers, 2nd Edition*. McGraw – Hill.
- Augusty, Ferdinand. (2014). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Bilson Simamora. (2008). *Riset Pemasaran*. Jakarta: PT. Gramedia Pustaka Utama.
- Cars coverage online. (2019). *Pengertian Kopi Secara Lengkap*. Diakses 20 Juni 2019 dari: [http://www.carscoverageonline.com/2019/01/24/pengertian-kopi-secara-lengkap/#Pengertian\\_Kopi](http://www.carscoverageonline.com/2019/01/24/pengertian-kopi-secara-lengkap/#Pengertian_Kopi)
- Daryanto & Setyobudi Ismanto. (2014). *Konsumen dan Pelayanan Prima*. Malang: Gava Media
- Fajrianthi & Farrah, Zatul. (2015). *Strategi Perluasan Merek dan Loyalitas Konsumen*. INSAN Vol. 7(3).
- Farid Yuniar Nugroho. (2011). Pengaruh Citra Merek dan Kepuasan Pelanggan Terhadap Loyalitas Konsumen. Yogyakarta: *Fakultas Pertanian Universitas Pembangunan Nasional “Veteran”*
- Ghozali, Imam. (2011). *Model Persamaan Struktural, Konsep, dan Aplikasi dengan Program AMOS 16.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black. W. C., Babin. B. J. & Anderson. R. E. (2010), *Multivariate Data Analysis*, 7th ed. Pearson Prentice Hall, New Jersey.

- Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence & Planning*, 35(1), 81–110.
- Keller. (2013). *Strategic Brand Management*. Pearson
- Kotler, Philip & Keller, K. L. (2009). *Manajemen Pemasaran*. Terjemahan Bob Sabran. Edisi ke 13. Jilid 1. Jakarta : Erlangga.
- Kotler, Philip & Keller, K. L. (2016). *Marketing Management*. 15 Edition. Harlow : Pearson.
- Kotler, Philip, & Keller, K.L. (2011). *Manajemen Pemasaran*. Edisi 13. Diterjemahkan oleh Bob Sabran. Jakarta: Erlangga.
- Lai K. W Ivan. (2014). The Roles of Value, Satisfaction and Commitment in the Effect of Service Quality on Customer Loyalty in Hongkong-Style Tea Restaurants. *Cornell Hospitality Quarterly* Vol.56(I) 118-138.
- Lo Liang Kheng, Osman Mahmad, Professor. (2010). The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. *International Journal of Marketing Studies* Vol. 2(2).
- M. W. Nyadzo, Saman K. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services* Vol(30)
- Malhotra, K Naresh. (2010). *Riset Pemasaran (Marketing research)*. Edisi 4 Jilid 1. Indonesia: PT. Indeks.
- Moenardji 2018. *Pertumbuhan Konsumsi Kopi*. Diakses 19 Maret 2018 dari: <https://finance.detik.com/berita-ekonomi-bisnis/d-3497320/digemari-kaum-milenial-konsumsi-kopi-ri-tumbuh-8tahun>
- Muhammad Ishtiaq Ishaq. (2012). Percieved Value, *Service Quality*, Corporate Image and *Customer Loyalty*: Empirical Assessment From Pakistan. *Serbian Journal of Management* Vol. 7(1).
- Munyaradzi W. Nyadzayo, Saman Khajehzadeh. (2016). The antecedents of Customer Loyalty: A moderated mediation model of customer relationship management quality and Brand Image. *Journal of Retailing and Consumer Services* 30, p. 262-270.
- Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 34(June 2016), 70–81.
- Nguyen, Quang, Tahir M. Nisar, Dan Knox, Guru Prakash Prabhakar, (2018) Understanding customer satisfaction in the UK quick service restaurant

industry: The influence of the tangible attributes of perceived service quality. *British Food Journal*.

- Preacher, K. J & Hayes, A. F. (2004). SPSS and SAS Procedures for Estimating Indirect Effect in Simple Mediation Models. *Behavior Research Methods, Instruments & Computers*, Vol. 26(4), p. 717-731.
- Priyatno, Duwi. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS dan Tanya Jawab Ujian Pendadaran*. Yogyakarta: Gaya Media.
- Qin, G., & Prybutok, V. R. (2008). Determinants of Customer-Perceived Service Quality in Fast-Food Restaurants and Their Relationship to Customer Satisfaction and Behavioral Intentions. *Quality Management Journal*, 15(2), 35–50.
- Ren-Fang Chao, Tai-Chi Wu, I-Shou, Wei-Ti Yen. (2015). The Influence of Service Quality, Brand Image, and Customer Satisfaction on Customer Loyalty for Private Karaoke Rooms in Taiwan. *The Journal of Global Business Management* Vol. 11(1).
- Ririn Tri Ratnasari, Mastuti H. Aksa. (2011). *Teori dan Kasus Manajemen Pemasaran Jasa*. Edisi 1, Bogor: Ghalia Indonesia
- Ryu, K., Lee, H., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management* (Vol. 24).
- Saidani, B., Ekonomi, F., Negeri, U., Arifin, S., Ekonomi, F., & Negeri, U. (2012). Pengaruh kualitas produk dan kualitas layanan terhadap kepuasan konsumen dan minat beli pada ranch market. 3(1), 1–22.
- Saleem, Hamad, Raja, Naintira Sarfraz. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. *Middle – East Journal of Scientific Research* Vol 19 (5). 706-711.
- Sanusi, (2011) *Metodologi Penelitian Bisnis*, Jakarta: Salemba Empat.
- Saraswati, Prita, Srikandi Kumadji, Yusri Abdilah. (2014). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pelanggan. Survei pada pelanggan Coffee Shop Starbucks di Surabaya dan Kuala Lumpur. *Jurnal Administrasi Bisnis (JAB)* Vol.14(1).
- Sarjono, Haryadi., & Julianita, Winda. (2013). *SPSS VS LISREL : Sebuah Pengantar, Aplikasi untuk Riset*. Jakarta: Salemba Empat.
- Schiffman, L. G. & L. L. Kanuk. (2011). *Perilaku Konsumen*. PT. Indek. Jakarta.

- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill Building Approach (7th edition)*. Jhon Wiley and Sons. United Kingdom.
- Sekaran, Uma. (2011). *Metode Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- Setiadi, Nugroho J. (2003), *Perilaku Konsumen*. Jakarta: Kencana.
- Shahroudi, Kambiz, Naimi, Syedah Safoura. (2014). The Impact of Brand Image on Customer Satisfaction and Loyalty Intention (Case Study: Consumer of Hygiene Products). *International Journal of Engineering Innovation and Research* Vol. 3(1).
- Starbucks. 2019. *History of Starbucks In Indonesia*. Diakses 28 April 2019 dari: <http://www.starbucks.co.id/about-us/our-heritage/starbucks-in-indonesia>.
- Sugianto, Jimmy. (2013). Analisa pengaruh *Service Quality*, food quality, dan price terhadap kepuasan pelanggan restoran Yung Ho Surabaya. *Jurnal Manajemen Pemasaran*, vol. 1(2), p. 1-10.
- Sugiyono. (2014). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono. (2015). *Metodologi Penelitian Pendidikan*. Jakarta: PT Bumi Aksara.
- Suharsaputra, U. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*. Bandung: Refika Aditama
- Sulistian, Ogi. (2011). Pengaruh Brand Image Terhadap Loyalitas Pelanggan Rokok Gudang Garam Filter. *Fakultas Ekonomi Universitas Kuningan*.
- Sunyoto, Danang. (2012). *Konsep Dasar Rist Pemasaran dan Perilaku Konsumen*. Suryani, Tatik. 2008. *Perilaku konsumen: Implikasi pada strategi pemasaran*. Edisi 1. Yogyakarta: Graha Ilmu.
- Tjiptono, F., & Chandra, G. (2011). *Service, Quality, and Satisfaction*. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. (2015) . *Brand Management & Strategy*. Yogyakarta : Andi Offset
- Waluyo, Minto. (2016). *Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM)*. Surabaya : UPN Veteran Jatim
- Yulianto. (2011). *Dasar-dasar Manajemen Jasa*, edisi 10. Jakarta: Salemba Empat.
- Yu-Te Tu, Chin-Mei Wang, Hsiao-Chien Chang. (2012). *Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan*. *Journal of Social and Development Sciences* Vol 3(1). P. 24-32.