

DAFTAR PUSTAKA

- Afroza, K., & Haque, A. (2022). Students' Satisfaction in Campus Cafeterias: An Empirical Study on Public Universities at Klang Valley in Malaysia. *International Journal of Innovative Research and Publications*, 2, 58–77. <https://doi.org/10.51430/ijirp.2022.25.004>
- Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *The TQM Journal*, 35(2), 519–539. <https://doi.org/10.1108/TQM-06-2021-0158>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2005). *Attitudes, Personality and Behaviour* (2nd ed.). McGraw-Hill Education. <https://books.google.co.id/books?id=dmJ9EGEy0ZYC>
- Ajzen, I., & Fishbein, M. (1977). Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research. *Psychological Bulletin*, 84(5), 888–918. <https://doi.org/10.1037//0033-2909.84.5.888>
- Anh, T. T., Duc, T. T., Thi, T. T., & Hong, N. T. (2020). Evaluating the determinants of Vietnamese frequent flyers' loyalty in civil aviation industry: The case of Delta air lines. *Management Science Letters*, 10(2), 391–398. <https://doi.org/10.5267/j.msl.2019.8.031>
- Asmara, T., Maruta, , IGN Anom, & Mulyati, A. (2023). Pertunjukan Live Music, Customer Experience, Cafe Atmosphere Terhadap Customer Satisfaction Di Cafe Playgo Kota Sidoarjo. *Agroterap*, 1(2), 100–107. <https://doi.org/10.30996/agro.v1i2.9896>
- Atsnawiyah, D., Rizan, M., & Rahmi. (2021). The Influence of Cafe Atmosphere and Food Quality on Customer Satisfaction in Building Customer Loyalty of Masalalu Café Rawa Domba Jakarta. *Jurnal Dinamika Manajemen Dan Bisnis*, 5(1), 113–138. <https://doi.org/10.21009/jdmb.05.1.6>
- Bagozzi, R. P. (1992). The Self-Regulation of Attitudes , Intentions , and Behavior. *Social Psychology Quarter*, 55(2), 178–204. Diakses dari <http://www.jstor.org/stable/2786945>. 06 Maret 2024 (04.09)
- Bengül, S. süreyy., & Güven, Ö. Z. (2019). The Effects of Physical Environment Quality, Food Quality and Service Quality on The Perceived Value, Customer Satisfaction and Customer Loyalty in Food and Beverage Businesses. *Balikesir University The Journal of Social Sciences Institute*, 22(42), 375–406. <https://doi.org/10.31795/baunsobed.657536>
- Bernarto, I., Berlinanto, M. P., Meilani, Y. F. C. P., & Suryawan, I. N. (2020).

- The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty.* XXIV(03), 412–426.
<https://doi.org/http://dx.doi.org/10.24912/jm.v24i3.676>
- Cahyono, E. T., & Syahril, M. (2023). Pengaruh iklan dan duta merek terhadap keputusan pembelian pada pelanggan shopee. *Gema Ekonomi*, 12(2), 558–569.
- Calza, F., Sorrentino, A., & Tutore, I. (2023). Combining corporate environmental sustainability and customer experience management to build an integrated model for decision-making. *Management Decision*, 61(13), 54–84.
<https://doi.org/10.1108/MD-05-2022-0613>
- Campbell, D. T. (1963). Social Attitudes and Other Acquired Behavioral Dispositions. In *Psychology: A study of a science. Study II. Empirical substructure and relations with other sciences. Volume 6. Investigations of man as socius: Their place in psychology and the social sciences.* (pp. 94–172). McGraw-Hill. <https://doi.org/10.1037/10590-003>
- Carrillat, F. A., Jaramillo, F., & Mulki, J. P. (2007). The validity of the SERVQUAL and SERVPERF scales. *International Journal of Service Industry Management*, 18(5), 472–490.
<https://doi.org/10.1108/09564230710826250>
- Cetin, G. (2020). Experience vs quality: predicting satisfaction and loyalty in services. *Service Industries Journal*, 40(15–16), 1167–1182.
<https://doi.org/10.1080/02642069.2020.1807005>
- Cevdet Altunel, M., & Erkut, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing and Management*, 4(4), 213–221.
<https://doi.org/10.1016/j.jdmm.2015.06.003>
- Chan, J. K. L., & Baum, T. (2007). Ecotourists' perception of ecotourism experience in Lower Kinabatangan, Sabah, Malaysia. *Journal of Sustainable Tourism*, 15(5), 574–590. <https://doi.org/10.2167/jost679.0>
- Chang, K. C. (2013). How reputation creates loyalty in the restaurant sector. *International Journal of Contemporary Hospitality Management*, 25(4), 536–557. <https://doi.org/10.1108/09596111311322916>
- Chen, C. M., Chen, S. H., & Lee, H. T. (2013). Interrelationships between Physical Environment Quality, Personal Interaction Quality, Satisfaction and Behavioural Intentions in Relation to Customer Loyalty: The Case of Kinmen's Bed and Breakfast Industry. *Asia Pacific Journal of Tourism Research*, 18(3), 262–287. <https://doi.org/10.1080/10941665.2011.647041>
- Chen, Y. C., & Lin, H. C. (2020). Exploring effective sensory experience in the environmental design of sustainable cafés. *International Journal of*

- Environmental Research and Public Health*, 17(23), 1–16.
<https://doi.org/10.3390/ijerph17238957>
- Chintia, Hussein, A. S., & Suryadi, N. (2021). The Effect of Experience Quality on Customer Loyalty Mediated by Emotion and Perceived Authenticity: Study on Ethnic Restaurant Consumers in Malang City, Indonesia. *The International Journal of Business & Management*, 9(10), 17–22.
<https://doi.org/10.24940/theijbm/2021/v9/i10/bm2110-027>
- Cibro, Y. E. B., & Hudrasyah, H. (2017). Factors That Influence Customer's Intentions to Revisit Cafe: Case Study of Siete Café In Bandung. *Journal Of Business And Management*, 6(2), 284–300.
- Cronin, J. J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55.
<https://doi.org/10.2307/1252296>
- Dataku, A. (2023). *Jumlah Kafe dan Restoran di Yogyakarta*. BAPPEDA Daerah Istimewa Yogyakarta. Diakses pada <https://bappeda.jogjaprovo.go.id/dataku/>. 20 Juni 2024 (23.55).
- Dedy, A., & Alfandi, Y. (2022). Pengaruh Kualitas Pelayanan Dan Fasilitas Hotel Terhadap Kepuasan Pelanggan Di Sari Ater Hot Springs Resort Ciater. *Jurnal Sains Manajemen*, 4(1), 18–25. <https://doi.org/10.51977/jsm.v4i1.678>
- 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>
- Eggert, A., & Ulaga, W. (2002). Customer perceived value: A substitute for satisfaction in business markets? *Journal of Business & Industrial Marketing*, 17(2–3), 107–118. <https://doi.org/10.1108/08858620210419754>
- Ekinci, Y., Dawes, P. L., & Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, 42(1–2), 35–68.
<https://doi.org/10.1108/03090560810840907>
- Fahri, A., Hoesin, W., & Silitonga, E. S. P. (2023). The Effect of Service Quality And Price on Customer Satisfaction Through Product Quality (Case study of Kavez Coffee). *Krisnadwipayana International Journal of Management Studies*, 3(2), 162–176.
- Feng, Y., Chen, X., & Lai, I. (2020). The effects of tourist experiential quality on perceived value and satisfaction with bed and breakfast stays in southwestern China. *Journal of Hospitality and Tourism Insights*, 4(1), 121–135.
<https://doi.org/10.1108/JHTI-02-2020-0015>
- Fishbein, & Ajzen, I. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, Vol. 82(No. 2), 261–277.

- 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*, 13(15). <https://doi.org/10.3390/su13158633>
- Goeltom, V. A. H., Kristiana, Y., Juliana, J., Bernato, I., & Pramono, R. (2020). The Effect of Service Quality and Value of Five-Star Hotel Services on Behavioral Intentions with the Role of Consumer Satisfaction as Mediator. *Journal of Asian Finance, Economics and Business*, 7(11), 967–976. <https://doi.org/10.13106/jafeb.2020.vol7.no11.967>
- González-Rodríguez, M. R., Domínguez-Quintero, A. M., & Paddison, B. (2020). The direct and indirect influence of experience quality on satisfaction: the importance of emotions. *Current Issues in Tourism*, 23(22), 2779–2797. <https://doi.org/10.1080/13683500.2019.1668917>
- Grönroos, C. (1997). Keynote paper From marketing mix to relationship marketing - towards a paradigm shift in marketing. *Management Decision*, 35(4), 322–339. <https://doi.org/10.1108/00251749710169729>
- Gulam B, M. I., Suryadi, N., & Prima Waluyowati, N. (2023). The effect of service quality and perceived value on customer loyalty in Tuban restaurants with customer satisfaction mediation. *International Journal of Research in Business and Social Science* (2147- 4478), 12(5), 62–73. <https://doi.org/10.20525/ijrbs.v12i5.2667>
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*, 69(4), 210–218. <https://doi.org/10.1509/jmkg.2005.69.4.210>
- Hafidz, G. P., & Huriyahnuryi, K. (2023). The Effect of Perceived Value on Customer Satisfaction and Customer Loyalty in the Fast-Food Industry in Indonesia. *International Journal of Social Science, Education, Communication and Economics (SINOMICS JOURNAL)*, 2(1), 41–62. <https://doi.org/10.54443/sj.v2i1.113>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). *Multivariate Data Analysis* (7th ed.). Pearson Prentice Hall.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Haktanir, M., & Gullu, E. (2024). Place attachment in coffee shops: a customer

- perspective study in North Cyprus. *Journal of Hospitality and Tourism Insights*, 7(1), 312–328. <https://doi.org/10.1108/JHTI-05-2022-0185>
- Han, H., Moon, H., & Hyun, S. S. (2019). Indoor and outdoor physical surroundings and guests' emotional well-being: A luxury resort hotel context. *International Journal of Contemporary Hospitality Management*, 31(7), 2759–2775. <https://doi.org/10.1108/IJCHM-10-2018-0852>
- Hanifa Nur Fadhilla, & Murwani Eko Astuti. (2022). The Influences of Green Packaging and Ecolabel Toward Green Purchase Intention. *Journal of Business and Behavioural Entrepreneurship*, 6(2), 30–36. <https://doi.org/10.21009/jobbe.006.2.03>
- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*, 9(1), 21–40. <https://doi.org/10.1108/IJQSS-07-2016-0048>
- Hernandez-Rojas, R. D., Folgado-Fernandez, J. A., & Palos-Sanchez, P. R. (2021). Influence of the restaurant brand and gastronomy on tourist loyalty. A study in Córdoba (Spain). *International Journal of Gastronomy and Food Science*, 23(October 2020), 100305. <https://doi.org/10.1016/j.ijgfs.2021.100305>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46, 92–101. <https://doi.org/10.2307/1251707>
- Hollyoake, M. (2009). The four pillars: Developing a “bonded” business-to-business customer experience. *Journal of Database Marketing and Customer Strategy Management*, 16(2), 132–158. <https://doi.org/10.1057/dbm.2009.14>
- Hong, C., Choi, E.-K. (Cindy), Joung, H.-W., & Kim, H.-S. (2023). The impact of customer perceived value on customer satisfaction and loyalty toward the food delivery robot service. *Journal of Hospitality and Tourism Technology*, 14(5), 908–924. <https://doi.org/10.1108/JHTT-11-2022-0305>
- Hong, S. W. (2023). The Effect of Robot Cafe Experience Economy Factors on Perceived Value and Customer Satisfaction. *Foodservice Management Society of Korea*, 26, 112–136. <https://doi.org/10.47584/jfm.2023.26.5.112>
- Hudaya, A., Djumarno, D., & Djubaedah, S. (2021). Analysis of Factors Affecting Customer Satisfaction To Get Customer Loyalty. *Dinasti International Journal of Digital Business Management*, 2(5), 783–793. <https://doi.org/10.31933/dijdbm.v2i5.964>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. In *International Journal of Research in Marketing* (Vol. 33, Issue 1). Elsevier B.V.

<https://doi.org/10.1016/j.ijresmar.2015.06.004>

- Hur, Y., & Adler, H. (2011). Employees' Perceptions of Restaurant Brand Image. *Journal of Foodservice Business Research*, 14(4), 334–359. <https://doi.org/10.1080/15378020.2011.624053>
- Hussein, A. S. (2018). Revisiting the importance of casual dining experience quality: an empirical study. *International Journal of Quality and Service Sciences*, 10(3), 233–252. <https://doi.org/10.1108/IJQSS-04-2017-0041>
- Hussein, A. S., & Hapsari, R. (2020). Heritage experiential quality and behavioural intention: lessons from Indonesian heritage hotel consumers. *Journal of Heritage Tourism*, 0(0), 1–20. <https://doi.org/10.1080/1743873X.2020.1792474>
- Ishaq, M. I., Hussain, N., Asim, A. I., & Cheema, L. J. (2014). Brand equity in the Pakistani hotel industry. *RAE Revista de Administracao de Empresas*, 54(3), 284–295. <https://doi.org/10.1590/S0034-759020140304>
- Itani, O. S., Kassar, A. N., & Loureiro, S. M. C. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. *International Journal of Hospitality Management*, 80(January), 78–90. <https://doi.org/10.1016/j.ijhm.2019.01.014>
- Jamal, A., & Naser, K. (2002). Customer satisfaction and retail banking: An assessment of some of the key antecedents of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 20(4), 146–160. <https://doi.org/10.1108/02652320210432936>
- Japutra, E., Okumus, Y., Ekinci, Y., & Koseoglu, D. (2019). The Paradox of Customer Experience: Examining the Link Between Customer Experience and Customer Loyalty in the Restaurant Industry. *International Journal of Hospitality Management*, 76.
- Jo, H. (2024). Sequential customer experiences leading to continuance intention in the mobile telecom industry: from contract to call center. *Telecommunication Systems*, 85(2), 331–346. <https://doi.org/10.1007/s11235-023-01090-6>
- Juliana, J., Pramono, R., Sartjie, I., Roon, J., Orlina, M., & Daicy, V. (2022). Determining Experience Quality on Customers' Perceived Value, Satisfaction and Loyalty. *Fokus Bisnis Media Pengkajian Manajemen Dan Akuntansi*, 21(2), 132–146. <https://doi.org/10.32639/fokbis.v21i2.52>
- Juliana, Nathalie, E. G., & Felicia, F. (2020). Analisis Pengaruh Kualitas Layanan Terhadap Loyalitas Konsumen Di Restoran The Garden Pantai Indah Kapuk. *Judicious Journal Of Management*, 01(02). <https://doi.org/https://doi.org/10.37010/jdc.v1i2> JUDICIOUS
- Juliana, Pramezwary, A., Tanzil, S. T., Angelina, V., & Putro, W. W. W. (2021). Analisis Kualitas Layanan dan Servicescape Terhadap Kepuasan Pelanggan Mcdonald's Selama COVID-19. *Jurnal Indonesia Sosial Sains*, 2(2), 230–

240. <https://doi.org/10.36418/jiss.v2i2.179>

- Jung, J. H., Yoo, J. J., & Arnold, T. J. (2021). The influence of a retail store manager in developing frontline employee brand relationship, service performance and customer loyalty. *Journal of Business Research*, 122(September 2020), 362–372. <https://doi.org/10.1016/j.jbusres.2020.09.010>
- Jyoti Gogoi, B., & Shillong, I. (2021). Customer trust influencing customer perceived value and brand loyalty. *Academy of Marketing Studies Journal*, 25(5), 1–11.
- Kalhor, R., Khosravizadeh, O., Kiaei, M. Z., Shahsavari, S., & Badrlo, M. (2021). Role of service quality, trust and loyalty in building patient-based brand equity: Modeling for public hospitals. *International Journal of Healthcare Management*, 14(4), 1389–1396. <https://doi.org/10.1080/20479700.2020.1762053>
- Kerin, R. A., Hartley, S. W., & Rudelius, W. (2013). *Marketing* (P. Ducham (ed.); 11/e). McGraw-Hill Irwin.
- Klaus, P. “Phil,” & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, 55(2), 227–246. <https://doi.org/10.2501/IJMR-2013-021>
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th–1st ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Journal of Marketing* (15th ed., Vol. 37, Issue 1). Pearson Education, Inc. <https://doi.org/10.2307/1250781>
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran* (12th–1st ed.). PT Indeks.
- Krisnamoorthy, M., & Balasubramanian, K. (2019). Factors Influencing Millennials’ Satisfaction of Café Restaurants in Kuala Lumpur, Malaysia. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 8(2), 255–276.
- Kurniawan, G. (2024, March 21). *Cafe, Sebuah Bentuk Usaha yang Menggitarkan Lidah dan Hati Para Penikmat Kopi*. TambahPinter.Com. Diakses dari https://tambahpinter.com/cafe-termasuk-jenis-usaha-apa/#google_vignette. 20 Juni 2024 (00.33).
- Kusuma, H., & Widyastuti, S. (2020). Exploring the Relationship between Perceived Value and Customer Loyalty in Cafe Settings. *International Journal of Hospitality Management*, 87.
- Kusumawati, A., & Rahayu, K. S. (2019). The role of experience quality and customer-perceived value on customer satisfaction and customer loyalty: A

- case study of indonesian outdoor cafés. *International Journal of Innovation, Creativity and Change*, 8(9), 143–159.
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540. <https://doi.org/10.1108/TQM-05-2019-0150>
- Lee, J., & Park, S. Y. (2022). The Impact of Technology on Customer Experience in the Cafe Industry. *International Journal of Contemporary Hospitality Management*, 34(11), 3931–3950. <https://doi.org/10.1108/IJCHM-11-2021-1376>
- 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>
- Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6), 846–869. <https://doi.org/10.1007/s11747-010-0219-0>
- Li, J. (Justin), Kim, W. G., & Wong, I. K. A. (2017). Does destination perception differ based on traveler type? A case of the world gambling capital: Macau. *Tourism Planning and Development*, 14(1), 15–30. <https://doi.org/10.1080/21568316.2016.1152289>
- Liang, B. (2022). How brand experience, satisfaction, trust, and commitment affect loyalty: a reexamination and reconciliation. *Italian Journal of Marketing*, 2022(2), 203–231. <https://doi.org/10.1007/s43039-021-00042-9>
- Liang, X., & Chen, H. (2021). A Qualitative Study on Local Individual- or Family-Owned Casual Chinese Restaurants Marketing Communication Strategies. *Journal of International Food and Agribusiness Marketing*, 33(3), 243–264. <https://doi.org/10.1080/08974438.2020.1773368>
- Limna, P., Kraiwanit, T., Jangjarat, K., & Maskran, P. (2023). The Antecedent Attributes of Customer Satisfaction and Loyalty in the Coffee Shop Business Domain. *Journal of Production, Operations Management and Economics*, 34, 15–25. <https://doi.org/10.55529/jpome.34.15.25>
- Mardewi Putri, I. A. Y., & Yulianthini, N. N. (2023). Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan di Warung Ko-Vaitnam Singaraja. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 6(1), 214–219. <https://doi.org/10.23887/jmppp.v6i1.48585>
- Mcdougall, G. H. g., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392–410. <https://doi.org/10.1108/08876040010340937>
- Meryawan, I. W., Kartika, I. M., Swandana, I. M. A., & Utama, I. G. B. R.

- (2022). The Important Role of Member Satisfaction in Building Loyalty of Fitness Members during Covid-19 Pandemic. *International Journal of Current Science Research and Review*, 05(01), 36–43. <https://doi.org/10.47191/ijcsrr/v5-i1-05>
- Moliner, M. Á., Monferrer, D., Estrada, M., & Rodríguez, R. M. (2019). Environmental sustainability and the hospitality customer experience: A study in tourist accommodation. *Sustainability (Switzerland)*, 11(19). <https://doi.org/10.3390/su11195279>
- Muafa, I. W., Awal, M., Wahyudhi, C. A., Waas, S., Noer, E., & Jusni. (2020). The effect of product quality and service quality on customer satisfaction in crocodile skin crafts industry. *IOP Conference Series: Earth and Environmental Science*, 473(1), 494–499. <https://doi.org/10.1088/1755-1315/473/1/012028>
- Naini, N. F., Sugeng Santoso, Andriani, T. S., Claudia, U. G., & Nurfadillah. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 34–50. <https://doi.org/10.29244/jcs.7.1.34-50>
- Nation's Restaurant News. (2023, June 15). *The Rise of Eco-Conscious Cafés: Catering to Environmentally-Aware Customers*. Nation's Restaurant News. Diakses dari <https://www.nrn.com/coffee/rise-eco-conscious-cafes-catering-environmentally-aware-customers>. 18 Juli 2024 (23.55).
- National Restaurant Association. (2023, April 1). *2023 Café Industry Trends Report*. National Restaurant Association. Diakses dari <https://restaurant.org/research-and-media/research/industry-outlook/industry-trends-and-reports/2023-cafe-industry-trends/>. 18 Juli 2024 (23.30).
- Norris, C. L., Taylor Jr, S., & Taylor, D. C. (2021). Pivot! How the restaurant industry adapted during COVID-19 restrictions. *International Hospitality Review*, 35(2), 132–155. <https://doi.org/10.1108/ihr-09-2020-0052>
- Nurhayati, S., & Mulyono, H. (2019). The Role of Perceived Value in Driving Customer Loyalty in Cafe Industry. *Journal of Marketing Management*, 9(1).
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17, 460–469.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue 1999), 33–44.
- Palaniswamy, N., & Duraiswamy, M. (2023). *Enhancing Brand Image: Brand Trust, Brand Loyalty, and Social Media Influences on Building a Brand Image BT - Digital Economy Post COVID-19 Era* (P. Mishra, A. Sharma, S. Khanra, S. K. Kundu, & S. K. Mishra (eds.); pp. 233–243). Springer Nature Singapore.
- Palmer, A. (2010). Customer experience management: A critical review of an

- emerging idea. *Journal of Services Marketing*, 24(3), 196–208.
<https://doi.org/10.1108/08876041011040604>
- Panjaitan, H. (2017). Impact of Satisfaction and Customer Engagement as Intervening Variable on customer loyalty: Study at XL Resto & Cafe Surabaya Indonesia Management of Mayor and Deputy Mayor Campaign Funds View project Marketing of Ajifol Liquid Organic Fertilizers View pr. *International Journal of Business and Management Invention*, 6(9), 41–48.
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service Industry Management*, 8(5), 414–434.
- Paulin, M. (2003). Relationship Marketing: Creating Stakeholder Value. *Journal of Services Marketing*, 17(4), 443–445.
<https://doi.org/10.1108/jsm.2003.17.4.443.1>
- Paulose, D., & Shakeel, A. (2021). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality and Tourism*, 23(2), 447–481.
<https://doi.org/10.1080/1528008X.2021.1884930>
- Prabjit, Viorenza Salim, C., Kusumawardhani, A., & Gunadi, W. (2021). The Influence of Service Quality, Perceived Value, Customer Satisfaction and Brand Trust towards Customer Loyalty in Subscription Video on Demand. *Budapest International Research and Critics Institute-Journal*, 4(4), 10868–10882. <https://doi.org/10.33258/birci.v4i4.3140>
- Pradhana, M. R. (2023). *Panduan Untuk Bisnis Cafe Konsep Outdoor*. Interiordesign.Id. Diakses dari <https://interiordesign.id/panduan-untuk-bisnis-cafe-konsep-outdoor/>. 19 Juni 2024 (22.45).
- Rahmi, N. A., Adiluhung, H., & Herlambang, Y. (2020). Perancangan Payung Untuk Kedai Kopi Outdoor. *E-Proceeding of Art & Design*, 7(2), 5297–5308. <https://doi.org/2355-9349>
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1), 1–12.
<https://doi.org/10.1186/s43093-020-00021-0>
- Ramadhani, F., & Septiani, R. (2021). The Impact of Customer Perceived-Value on Loyalty in Cafe Industry. *Journal of Business and Retail Management Research*, 15(2).
- Realino, D., & Moko, W. (2021). The Effect of Customer Experiential Quality on Revisit Intention with Positive Emotion and Perceived Value as Mediation Variables. *The International Journal of Social ...*, 3(1), 245–258. Diakses dari <https://www.growingscholar.org/journal/index.php/TIJOSW/article/view/11>

9. 24 Juli 2024 (05.10).

- Rooroh, C., Moniharapon, S., & Loindong, S. (2020). Pengaruh Suasana Cafe, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan (Studi Pada Cafe Casa De Wanea Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 8(4), 130–139.
- Roqi, M., & Surono. (2023). Pengaruh Suasana Dan Citra Merek Terhadap Kepuasan Pelanggan Untuk Meningkatkan Loyalitas Pelanggan Di Kopi Bajawa Flores NTT. *Jurnal Panorama Nusantara*, 18(2), 1–16.
- Roy, S. (2018). Effects of customer experience across service types, customer types and time. *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-11-2016-0406>
- Ryu, K., Lee, H.-R., & Kim, W. G. (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*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- Saad Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3–11. <https://doi.org/10.1108/08876040610646536>
- Santi, I. N., Sutomo, M., & Zahara, Z. (2020). *The Role of Experiential Marketing on Customer Loyalty With Customer Satisfaction as a Moderating Variable in Bora Hot Spring Sigi, Central Sulawesi, Indonesia*. 477(Iccd), 356–359. <https://doi.org/10.2991/assehr.k.201017.079>
- Sari, F., Wong, F., Hayu, D. W., & Ardyan, E. (2023). Building Customer Experience and Satisfaction During the Covid-19 Pandemic: Improving Product Quality and Service Quality. *Fokus Ekonomi: Jurnal Ilmiah Ekonomi*, 18(1), 1–15. <https://doi.org/10.34152/fe.18.1.1-15>
- Schallehn, H., Seuring, S., Strähle, J., & Freise, M. (2019). Customer experience creation for after-use products: A product–service systems-based review. *Journal of Cleaner Production*, 210, 929–944. <https://doi.org/10.1016/j.jclepro.2018.10.292>
- Shankar, V., Smith, A. K., & Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*, 20(2), 153–175. [https://doi.org/10.1016/S0167-8116\(03\)00016-8](https://doi.org/10.1016/S0167-8116(03)00016-8)
- Sherman, S. J., & Fazio, R. H. (1983). Parallels between attitudes and predictors of behavior. *Journal of Personality*, 51:3(September), 521–0600. <https://doi.org/https://doi.org/10.1111/j.1467-6494.1983.tb00336.x>
- Sholihin, P. M., & Ratmono, D. D. (2021). *Analisis SEM-PLS dengan WarpPLS*

7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis (edisi 2). Penerbit Andi. <https://books.google.co.id/books?id=NbMWEAAAQBAJ>

- Sihombing, M. M., Arifin, M. H., & Maryono, M. (2022). Pengaruh Varian Menu, Harga, dan Suasana Cafe, Terhadap Kepuasan Konsumen Cafe Miltie Garden Mulawarman Banjarmasin. *Smart Business Journal*, 1(1), 26. <https://doi.org/10.20527/sbj.v1i1.12787>
- Sitinjak, M. F., Pangaribuan, C. H., & Tafriza, N. (2019). Do Store Atmosphere and Perceived Value Matter in Satisfying and Predicting the Millennials' Behavioral Intention in a Café Setting? *Binus Business Review*, 10(1), 31–40. <https://doi.org/10.21512/bbr.v10i1.5345>
- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer Behaviour*. Pearson Higher Education AU. <https://books.google.co.id/books?id=ajDiBAAAQBAJ>
- Soohyun, C., & Yumi, K. (2023). Enhancing Customer Experience in Cafes: The Role of Service Quality, Food Quality, and Ambiance. *Journal of Hospitality & Tourism Research*, 47(1), 151–176. <https://doi.org/10.1177/1096348022155030>
- Sudiartini, N. W. A., Astari, A. A. E., Kardini, N. L., & Dhani, Y. R. (2020). The feasibility study of coffee house business opportunity in COVID-19 pandemic: a case study at kulo coffee shop pemogan. *International Research Journal of Management, IT and Social Sciences*, 7(5), 38–45. <https://doi.org/10.21744/irjmis.v7n5.966>
- Sugiharto, S., & Wijaya, R. A. (2020). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Di Kafe One Eighteenth, Siwalankerto – Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 11. Diakses dari <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/10194>. 02 Mei 2024 (03.33).
- Sugiyono, P. D. (2019). *Metode Penelitian Kuantitatif*. Alfabeta.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879. <https://doi.org/10.1080/13683500.2019.1568400>
- Suhartanto, D., Clemes, M., & Dean, D. (2013). Analyzing the Complex and Dynamic Nature of Brand Loyalty in the Hotel Industry. *Tourism Review International*, 17(1), 47–61. <https://doi.org/10.3727/154427213x13649094288106>
- Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). The Rational Factors of Perceived Quality and Perceived Value as the Drivers of Customer Satisfaction and Brand Loyalty. *Bisnis & Birokrasi Journal*, 26(3), 4–6.

<https://doi.org/10.20476/jbb.v26i3.11121>

- Tam, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, 20(7–8), 897–917. <https://doi.org/10.1362/0267257041838719>
- Tangkuman, M. J., Massie, J. D. D., Dari, P., Pemasaran, P., Kepuasan, D., Terhadap, P., Tangkuman, M. J., Massie, J. D. D., & Mangantar, M. (2020). the Effect of Experiential Marketing and Customer Satisfaction on Customer Loyalty At Mcdonald'S Manado. *M. Mangantar.... 204 Jurnal EMBA*, 8(4), 203–211.
- Tantowi, A. I., & Pratomo, A. W. (2020). Pengaruh Store Atmosphere dan Experiential Marketing Terhadap Keputusan Pembelian Di Kopi Daong Pancawati. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 65–78. <https://doi.org/10.37641/jimkes.v8i2.328>
- Tarigan, E. D. S., Wijaya, M., & Marbun, P. (2020). The influence of lifestyle, physical environment and menu variety on customer loyalty through customer satisfaction in the coffee shop. *International Journal of Research and Review (Ijrrjournal.Com)*, 7(3), 102–111. Diakses dari https://www.ijrrjournal.com/IJRR_Vol.7_Issue.3_March2020/Abstract_IJRR_0014.html. 14 Maret 2024 (02.00)
- Taufik, A., Santoso, S., Fahmi, M. I., Restuanto, F., & Yamin, S. (2022). The Role of Service and Product Quality on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 68–82. <https://doi.org/10.29244/jcs.7.1.68-82>
- Thielemann, V. M., Ottenbacher, M. C., & Harrington, R. J. (2018). Antecedents and consequences of perceived customer value in the restaurant industry. *International Hospitality Review*, 32(1), 26–45. <https://doi.org/10.1108/ihr-06-2018-0002>
- Thuy, P. N. (2011). Using service convenience to reduce perceived cost. *Marketing Intelligence and Planning*, 29(5), 473–487. <https://doi.org/10.1108/02634501111153683>
- Tunahan, C., & Kutlu, M. B. (2022). Experienced Product Quality and Brand Loyalty: Mediating Role of Customer Satisfaction. *Ege Akademik Bakis (Ege Academic Review)*. <https://doi.org/10.21121/eab.1152164>
- Urdea, A.-M., & Constantin, C. P. (2021). Exploring the impact of customer experience on customer loyalty in e-commerce. *Proceedings of the International Conference on Business Excellence*, 15(1), 672–682. <https://doi.org/10.2478/picbe-2021-0063>
- Utami, M. A. T., & Astuti, M. E. (2023). Pengaruh Brand Image Dan Sertifikasi Halal Terhadap Minat Beli Mixue Di Daerah Istimewa Yogyakarta. *Upajiwa Dewantara*, 7(2), 55–64.
- Vildayanti, R. A. (2020). The Effect of Experiential Marketing on Cafe Excelso

- Customer Loyalty in Central Jakarta 2019. *JABE (Journal of Applied Business and Economic)*, 6(4), 413–428. <https://doi.org/10.30998/jabe.v6i4.5937>
- Wibowo, S. F., & Sari, R. P. (2021). Sustainable Customer Experience in Cafes: The Influence of Environmental Factors. *Sustainability*, 13(3), 1464. Diakses dari <https://doi.org/https://www.mdpi.com/2071-1050/13/3/1464>. 24 Juli 2024 (23.54).
- Widyastuti, N., & Mutiara Wati, K. (2023). Development Strategy of Kampung Preneur Through Creative Economy With Penta-Helix Method (Case Study on Kampung Preneur in Yogyakarta City). *Jurnal Scientia*, 12(03), 2023. Diakses dari <http://infor.seaninstitute.org/index.php>. 13 Agustus 2024 (23.11).
- Wijaya, C. R., & Bernardo, I. (2022). the Effect of Product Value, Service Quality, and Customer Satisfaction on Customer Loyalty At Kedai Kopi Kenangan Mall of Indonesia. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 80. <https://doi.org/10.29040/ijebar.v6i1.2957>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153. <https://doi.org/10.1007/BF02894350>
- Wu, H.-C., & Cheng, C.-C. (2018). An Empirical Analysis of Green Experiential Loyalty: A Case Study. *Journal of International Food and Agribusiness Marketing*, 31(1), 69–105. <https://doi.org/10.1080/08974438.2018.1482484>
- Wu, H.-C., Li, M.-Y., & Li, T. (2014). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. *Journal of Hospitality & Tourism Research*, 1–48. <https://doi.org/10.1177/1096348014563396>
- Yamin, S. (2021). *Smartpls 3, Amos & Stata: Olah Data Statistik (Mudah & Praktis)* (Vol. 1). Dewangga Energi Internasional Publishing. <https://books.google.co.id/books?id=7wFAEAAAQBAJ>
- Yu, Y. T., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234–250. <https://doi.org/10.1108/09564230110393239>
- Yusuf, A. M., & Aji, F. M. P. (2022). Analisis Tingkat Kenyamanan Pengunjung Pada Coffee Shop Bertema Outdoor. *Siar Iii 2022: Seminar Ilmiah Arsitektur*, 540–549. Diakses dari <http://siar.ums.ac.id/>. 11 Juni 2024 (22.40)
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2–22. <https://doi.org/10.1182/blood.v62.5.1047.1047>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral

Consequences of Service Quality. *Journal Of Marketing*, 31–46.

Zena, P. A., & Hadisumarto, A. D. (2021). The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty. *ASEAN Marketing Journal*, 4(1).
<https://doi.org/10.21002/amj.v4i1.2030>

PERPUSTAKAAN
JENDERAL ACHMAD YANI
UNIVERSITAS JENDERAL ACHMAD YANI
YOGYAKARTA