

DAFTAR PUSTAKA

- Abalo, Raquel. 2021. "Coffee and Caffeine Consumption for Human Health." *Nutrients* 13 (9): 1–5. <https://doi.org/10.3390/nu13092918>.
- Anggraini, Mega Dian, Nawangsih, and Anisatul Fauziah. 2020. "Bauran Pemasaran Dan Pengaruhnya Terhadap Keputusan Pembelian Konsumen Pada Koperasi Karyawan Mustikatama Di Toga Lumajang." *Journal Of Organization and Business Management* 3 (1): 48–56.
- Arfi, Maulan. 2016. "Analisis Strategi Bauran Pemasaran Coffe Shop Dengan Metode Importance Performance Analysis" 3 (2): 111–32.
- Astuti, Harum, Isharijadi Isharijadi, and Farida Styaningrum. 2022. "Marketing Strategy of Batik Tulis Kenongo to Compete During the Covid-19 Pandemic." *Economic Education Analysis Journal* 11 (1): 42–49. <https://doi.org/10.15294/eeaj.v11i1.54029>.
- Azizs, Abdul, and Rosdaniah. 2022. "Strategi Usaha Kecil Dan Menengah (Ukm) Berbasis Ekonomi Kreatif Pengolahan Kopi Kabupaten Aceh Tengah." *Edunomika* 6 (1): 95–101.
- Budiwati, Hesti. 2012. "Implementasi Marketing Mix Dan Pengaruhnya Terhadap Keputusan Pembelian Konsumen Pada Produk Unggulan Keripik Pisang Di Kabupaten Lumajang." *Jurnal WIGA* 2 (2): 29–44.
- Castellana, Fabio, Sara De Nucci, Giovanni De Pergola, Martina Di Chito, Giuseppe Lisco, Vincenzo Triggiani, Rodolfo Sardone, and Roberta Zupo. 2021. "Trends in Coffee and Tea Consumption during the Covid-19 Pandemic." *Foods* 10 (10): 1–10. <https://doi.org/10.3390/foods10102458>.
- Chadhiq, Umar, Suslinawati, Dyanasari, Fachrurazi, and Ita Nurcholifah. 2022. "Understanding What Business Marketing Strategy Will Continue in 2022: Business Literacy Prediction Study." *Budapest International Research and Critics Institute (BIRCI-Journal) Humanities and Social Sciences* 5 (1): 4165–75. <https://doi.org/10.33258/birci.v5i1.4121>.
- Chelviana, KM, AM Made, and AH Iyus. 2017. "Analisis Faktor-Faktor Yang Mempengaruhi Pemilihan Lokasi Toko Modern Di Kecamatan Buleleng." *Jurnal Pendidikan Ekonomi Undiksha* 9 (2): 257–66.
- Christofer, Alvin, and Gesti Memarista. 2019. "Pengaruh Kerjasama Dengan Pemasok Dan Konsumen Terhadap Keberhasilan Kewirausahaan Melalui Inovasi Pada Ikm Logam Di Ngingas Kabupaten Sidoarjo." *Agora* 7 (1): 1–7.
- Czarniecka-Skubina, Ewa, Marlena Pielak, Piotr Salek, Renata Korzeniowska-Ginter, and Tomasz Owczarek. 2021. "Consumer Choices and Habits Related to Coffee Consumption by Poles." *International Journal of Environmental Research and Public Health* 18 (8). <https://doi.org/10.3390/ijerph18083948>.
- David, Fred R. 2014. "Analisis SWOT Teknik Membedah Kasus Bisnis." In *Gramedia Pustaka Utama. Jakarta*.

- Deni, Muhammad, and Sri Winarni. 2018. "Pengaruh Pramuwisata Dan Promosi Terhadap Kunjungan Wisatawan Kota Palembang." *Jurnal Manajemen Dan Bisnis Sriwijaya* 15 (1): 39–48. <https://doi.org/10.29259/jmbs.v15i1.5646>.
- Dermawan, Sutan Tantowi, I Made Mega, and Tati Budi Kusmiyarti. 2018. "Evaluasi Kesesuaian Lahan Untuk Tanaman Kopi Robusta (*Coffea Canephora*) Di Desa Pajahan Kecamatan Pupuan Kabupaten Tabanan." *Jurnal Agroekoteknologi Tropika* 7 (2): 230–41. <https://ojs.unud.ac.id/index.php/JAT/article/view/39365>.
- Ferencakova, Lucia, Krzysztof Gajdka, Vaclav Netek, and Pavel Kapoun. 2020. "Engaging Customers on Facebook Coffee Shops' Brand-Fan Pages." *International Journal of Entrepreneurial Knowledge* 8 (1): 65–75. <https://doi.org/10.37335/ijek.v8i1.110>.
- Gredyon, Archie, and Wulan Purnama Sari. n.d. "Kopi Dan Bauran Pemasaran (Studi Fenomenologi Kedai 9 Cups Coffee and Roastery)," 250–56.
- Hadi, A. H., Suprihatin, and G. Pramuhadi. 2022. "Exploring the Sustainability Dimensions of Coffee Agro- Industry: A Critical Review and Future Research Agenda." *IOP Conference Series: Earth and Environmental Science*, 1–12. <https://doi.org/10.1088/1755-1315/1063/1/012049>.
- Hastuti, Dewi Septiningtyas. 2018. "Kandungan Kafein Pada Kopi Dan Pengaruh Pada Tubuh," no. May: 9–11.
- Helia, Vembri Noor. 2016. "Analisis Pengembangan Strategi Pemasaran Halal Pada Usaha Kecil Menengah Produk Wedang Uwuh Dan Tepung Bebas Gluten Di Ukm Progress Jogja." *Teknoin* 22 (8): 609–18. <https://doi.org/10.20885/teknoin.vol22.iss8.art7>.
- Hoang Tien, Nguyen, Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Ho Tien Dung, Nguyen Thi Hoang Oanh, and Nguyen Huynh Phuoc. 2020. "Digital Marketing Strategy of GUMAC and HNOSS in Vietnam Fashion Market." *International Journal of Multidisciplinary Education and Research* 5 (4): 1–5. www.educationjournal.in.
- Hulu, Hamrin La, R Marsuki Iswandi, and Yusna Indarsyih. 2017. "Faktor-Faktor Yang Mempengaruhi Konversi Lahan Perkebunan Cengkeh Di Desa Tolong Kecamatan Ledo Kabupaten Pulau Taliabu Provinsi Maluku Utara." *Jurnal Ilmiah Agribisnis* 2 (1): 24–28. <http://ejurnal.litbang.pertanian.go.id/index.php/jae/article/view/5022>.
- Karima, Salma Nur, and Tyas Chandradewi Tjokrosoekarto. 2020. "Kopi Kenceng Marketing Strategy on Instagram and Facebook during the Pandemic." *International Journal of Innovative Science and Research Technology* 5 (11): 676–81.
- Lustono, and Fadila Laila Cahyani. 2020. "Pengaruh Media Promosi Digital Atau Online Dan Viral Marketing Terhadap Keputusan Pembelian Pada Belanjadolo Online Shop Di Kecamatan Banjarnegara." *Jurnal Medikonis STIE Tamansiswa Banjarnegara* 20: 11–24. <https://tambara.e-journal.id/medikonis/article/download/18/13/>.

- Maryana, I Kadek, I nYoman Gede Ustriyana, and Nyoman Parining. 2015. "Strategi Pemasaran Kopi Bubuk Lumbung Mas Kelurahan Beng Kecamatan Gianyar Kabupaten Gianyar." *E-Jurnal Agribisnis Dan Agrowisata* 4 (3): 175–84.
- Maryanto, Maryanto, Munsharif Abdul Chalim, and Lathifah Hanim. 2022. "Upaya Pemerintah Dalam Membantu Pelaku Usaha Umkm Yang Terdampak Pandemi Covid-19." *Audi Et AP: Jurnal Penelitian Hukum* 1 (01): 1–11. <https://doi.org/10.24967/jaeap.v1i01.1484>.
- Mas'ari, Ahmad, Muhammad Ihsan Hamdy, and Mila Dinda Safira. 2020. "Analisa Strategi Marketing Mix Menggunakan Konsep 4p (Price, Product, Place, Promotion) Pada PT. Haluan Riau." *Jurnal Teknik Industri: Jurnal Hasil Penelitian Dan Karya Ilmiah Dalam Bidang Teknik Industri* 5 (2): 79. <https://doi.org/10.24014/jti.v5i2.8997>.
- Michael Loekito, Christianto Irawan, Agustinus Nugroho, Endo Wijaya Kartika. 2019. "Analisa Pengaruh Marketing Mix (7P) Terhadap Keputusan Pembelian Di Folks! Coffee Shop and Tea Housesurabaya." *Manajemen Perhotelan*, 1–224.
- Nasihin, Muhammad Ainun, Salma Egita Fitri Subagyo Subagyo, Shintiya Anggi Erfariani, and Siti Ning Farida. 2020. "Strategi Bisnis Era New Normal Pada Kedai Kopi Di Surabaya (Studi Kasus Pada Beby's Coffee Di Jalan Srikana Timur No. 44 Surabaya)." *E-Bisnis: Jurnal Ilmiah Ekonomi Dan Bisnis* 13 (2): 76–88. <https://doi.org/10.51903/e-bisnis.v13i2.248>.
- Nurmi. 2015. "Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Keputusan Pembelian Produk Kacang Telor Ayam Pada PT. Cahaya Anugrah Sentosa Di Kota Makassar," no. Marketing Mix.
- Palit, Ireine Gratia, Celcius., Talumingan, and Grace A. J. Rumagit. 2017. "Strategi Pengembangan Kawasan Agrowisata Rurukan." *Agri-Sosioekonomi* 13 (2A): 21. <https://doi.org/10.35791/agrsosek.13.2a.2017.16558>.
- Putri, Ayu Mirah Anjasmara, and I Gede Sanica. 2022. "Digital Marketing Strategy To Survive During Covid-19 Pandemic." *International Journal of Economics, Bussiness and Accounting Research (IJEBAR)* 6 (1): 26–32.
- Rachmadewi, Ira Promasanti, Auliya Firdaus, Qurtubi Qurtubi, Wahyudhi Sutrisno, and Chancard Basumerda. 2021. "Analisis Strategi Digital Marketing Pada Toko Online Usaha Kecil Menengah." *Jurnal INTECH Teknik Industri Universitas Serang Raya* 7 (2): 121–28. <https://doi.org/10.30656/intech.v7i2.3968>.
- Rahardjo, Budi, Bintang Mukhammad Burhanudin Akbar, Yusuf Iskandar, and Anita Shalehah. 2020. "Analysis and Strategy for Improving Indonesian Coffee Competitiveness in the International Market." *BISMA (Bisnis Dan Manajemen)* 12 (2): 154–67. <https://doi.org/10.26740/bisma.v12n2.p154-167>.
- Rahman, Fildzah Amalina El, and M. Husen Fahmi. 2022. "Strategi Marketing Public Relations Mischief Denim Di Masa Pandemi." *Jurnal Riset Public Relations (JRPR)* 2 (1): 35–41. <https://doi.org/10.29313/bcspr.v2i1.212>.

- Rangkuti, Freddy. 2013. "Teknik Membedah Kasus Bisnis Analisis SWOT Cara Perhitungan Bobot, Rating, Dan OCAI." In *Jakarta : Penerbit PT. Gramedia Pustaka Utama*.
- . 2015. *Teknik Membedah Kasus Bisnis Analisa SWOT*. Jakarta: PT Gramedia Pustaka Utama.
- . 2018. "Analisis SWOT: Teknik Membedah Kasus Bisnis Cara Perhitungan Bobot, Rating, Dan OCAI." In *Pt. Gramedia Pustaka Utama. Jakarta*.
- Rosdiana, Riski, Iyus Akhmad Haris, and Kadek Rai Suwena. 2019. "Pengaruh Kepercayaan Konsumen Terhadap Minat Beli Produk Pakaian Secara Online." *Jurnal Pendidikan Ekonomi Undiksha* 11 (1): 318. <https://doi.org/10.23887/jjpe.v11i1.20164>.
- Safira Maharani. 2019. "Cita Rasa Khas Lereng Bromo Dalam Secangkir Kopi Tuter." Dalam <https://kumparan.com/kumparanfood/cita-rasa-khas-lereng-bromo-dalam-secangkir-kopi-tuter-1rnCSmf3mqU/Full> Di Di Akses Pada Senin 25 Juni 2022 Jam 19.42. 2019.
- Sahir, Syafrida Hafni, and Rosmawati Rosmawati. 2020. "Improve Marketing Mix for Marketing Plan Strategic in Coffeeshop Business." *Management Analysis Journal* 9 (4): 459–66. <https://doi.org/10.15294/maj.v9i4.42613>.
- Sam, Astiara. 2019. "Strategi Bauran Pemasaran Pada Gerobak Kopi Brew Kota Palopo."
- Saputra, Ginta Ryan, and Roswaty Roswaty. 2020. "Pengaruh Bauran Pemasaran 4P Terhadap Keputusan Pembelian Pupuk Eceran Di Toko Tani Makmur Pagar Alam Sumatera Selatan." *Jurnal Nasional Manajemen Pemasaran & SDM* 1 (2): 32–45. <https://doi.org/10.47747/jnmpsdm.v1i2.125>.
- Setyorini, Hany, Mas'ud Effendi, and Imam Santoso. 2016. "Marketing Strategy Analysis Using SWOT Matrix and QSPM (Case Study: WS Restaurant Soekarno Hatta Malang)." *Industria: Jurnal Teknologi Dan Manajemen Agroindustri* 5 (1): 46–53. <https://doi.org/10.21776/ub.industria.2016.005.01.6>.
- Sitorus, Nova, Juliana Juliana, Sandra Maleachi, Arifin Djakasaputra, and Gunawan Prabowo. 2021. "Café Marketing Strategy Analysis in The Covid-19 Pandemic." *International Journal of Social and Management Studies (IJOMAS)* 2 (5): 44–53.
- Sodirin, and Maria Elina. 2018. "Pengaruh Kinerja Tenaga Penjualan Terhadap Kepuasan Pelanggan Pada CV. Arthanza Di Bandar Lampung." *EKOMBIS Sains* 3 (1): 45–56.
- Soedarsono, Dewi K., Bahtiar Mohamad, Adamu Abbas Adamu, and Kennia Aline Pradita. 2020. "Managing Digital Marketing Communication of Coffee Shop Using Instagram." *International Journal of Interactive Mobile Technologies* 14 (5): 108–18. <https://doi.org/10.3991/IJIM.V14I05.13351>.

- Suhud, Usep, Mamoon Allan, Setyo Ferry Wibowo, Elke Sabrina, and Greg Willson. 2020. "Measuring Customer Satisfaction of a Café and Coffee Shop Colony at a Traditional Market." *Journal of Foodservice Business Research* 23 (1): 78–94. <https://doi.org/10.1080/15378020.2019.1686897>.
- Tangko, Marina, and Nidya Christiany. 2019. "Analisis Bauran Pemasaran Yang Mempengaruhi Keputusan Pembelian Konsumen Di Just Coffee Speciality Surabaya," 2–17.
- Utama, Adi Prasetya, Ujang Sumarwan, Arif Suroso, and Mukhamad Najib. 2021. "Influences of Product Attributes and Lifestyles on Consumer Behavior: A Case Study of Coffee Consumption in Indonesia." *The Journal of Asian Finance, Economics and Business* 8 (5): 939–50. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0939>.
- Wibisono, Dimas. 2020. "Marketing Strategy of Madilog Coffee Shop Using Influencers through Instagram Social Media." *Jurnal Ad'ministrare* 7 (1): 191. <https://doi.org/10.26858/ja.v7i1.14664>.
- Zhang, Yuan, Hongxi Yang, Shu Li, Wei Dong Li, and Yaogang Wang. 2021. "Consumption of Coffee and Tea and Risk of Developing Stroke, Dementia, and Poststroke Dementia: A Cohort Study in the UK Biobank." *PLoS Medicine* 18 (11): 1–22. <https://doi.org/10.1371/journal.pmed.1003830>.