

## DAFTAR PUSTAKA

- A Daniswara, S. T. R. (2023). Pengaruh Kualitas Produk dan Citra Merek Terhadap Loyalitas Pelanggan: Dengan Variabel Mediasi Kepuasan Pelanggan. *Jurnal Manajemen Operasi Dan Bisnis*. <https://ejournal3.undip.ac.id/index.php/djom/article/view/38680>
- A Ghofur, R. U. M. (2023). Pengaruh Citra Merek dan Kepercayaan Merek Terhadap Loyalitas Merek Sego Njamoer (Studi pada Gerai Sego Njamoer Foodcourt Royal Plaza Surabaya). *Management and Economics Journal*. <https://journal.stiemb.ac.id/index.php/mea/article/view/2912>
- Abbas, U., Islam, K. M. A., & Hussain, S. (2021). Impact of Brand Image on Customer Loyalty With the Mediating Role of Customer Satisfaction and Brand Awareness. *International Journal of Marketing Research Innovation*, 5(1), 1–15. <https://doi.org/10.46281/ijmri.v5i1.987>
- Abubakar, A., & Usman, R. D. (2020). Testing the Predictive Relevance of the Performance Management Antecedents. *International Journal of Intellectual Discourse*, 6(2), 89–101. <https://ijidjournal.org/index.php/ijid/article/view/589>
- Ajzal, A., Annur, M., & Kusuma, Y. B. (2025). *Influence Of Brand Image , Product Quality , And Consumer Satisfaction On Consumer Loyalty On Nike Sneakers Products ( Study On Upn “ Veteran ” East Java Students ) Pengaruh Citra Merek , Kualitas Produk , Dan Kepuasan Konsumen Terhadap Loyalitas Konsumen*. 6(4), 5910–5919.
- Alam, I. K., & Mahanani, E. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Loyalitas Pelanggan D’besto Cabang Darmaga Caringin Bogor, Jawa Barat Ilham. *Jurnal Akuntansi Dan Manajemen*, 19(1), 11–21.
- Alfika, D. (2022). *Pengaruh Produk dan Harga terhadap Keputusan Pembelian Konsumen di Era Digital*. [Tidak dipublikasikan].
- Ali, H. Y., & Danish, R. Q. (2020). How corporate social responsibility boosts firm financial performance: The mediating role of corporate image and customer satisfaction. *Corporate Social Responsibility and Environmental Management*, 27(1), 166–177. <https://doi.org/10.1002/csr.1781>
- Alzoubi, H. M., Ahmed, G., & Alshurideh, M. (2022). An empirical investigation into the impact of product quality dimensions on improving the order-winners and customer satisfaction. *International Journal of Productivity and Quality Management*, 36(2), 169–186. <https://doi.org/10.1504/IJPQM.2022.124711>
- Amanda, C. E. (2023). *Pengaruh Kualitas Produk terhadap Kepuasan Konsumen Kopi Kemasan Good Day Mocacino* [Universitas Wijaya Kusuma Surabaya]. <https://repository.uwks.ac.id>
- Amruddin, A., Priyanda, R., & Agustina, T. S. (2022). *Metodologi Penelitian Kuantitatif*. Repository Universitas Muhammadiyah Bogor.

- <http://repository.umb.ac.id/59/>
- Arif, M., & Syahputri, A. (2021). The Influence of Brand Image and Product Quality on Customer Loyalty with Consumer Satisfaction as an Intervening Variable at Home Industry. *Journal of International Conference Proceedings (JICP)*, 4(2), 398–412. <https://doi.org/10.32535/jicp.v4i2.1274>
- Campbell, S., Greenwood, M., & Prior, S. (2020). Purposive sampling: Complex or simple? Research case examples. *Journal of Research in Nursing*. <https://journals.sagepub.com/doi/abs/10.1177/1744987120927206>
- Chandra, T., & Putra, R. (2021). The effect of brand image, service quality, and customer value on customer satisfaction. *International Review of Management and Marketing*, 11(6), 47–55. <https://search.proquest.com/openview/34308c9ac7065296a4a9d216caa5a18c/1?pq-origsite=gscholar&cbl=816339>
- Chin, W. W. (2023). Evaluasi Model Struktural dalam Analisis PLS. In *Teori dan Aplikasi Analisis PLS dalam Penelitian Sosial dan Bisnis*. Penerbit Ilmu Pengetahuan.
- Chinomona, R., & Dubihlela, J. (2021). Factors Influencing Customer Loyalty in the Context of Consumer Marketing. *Journal of Consumer Marketing*, 38(2), 109–121. <https://doi.org/10.1108/JCM-05-2020-3501>
- D Apriliani, N. B. S. (2020). Pengaruh Kepuasan Pelanggan, Brand Image, dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan pada Membercard. *Jurnal Manajemen Dan Ekonomi*. <https://www.ejournal.widyamataram.ac.id/index.php/j-mae/article/download/214/149>
- Dewita, L. N. (2024). Pengaruh Kualitas Produk dan Promosi Terhadap Citra Merek Kopi Good Day di Kota Jambi. *Repository Universitas Bina Sarana Informatika*. [http://repository.unbari.ac.id/3195/7/Lien Nancy Dewita 1900861201234.pdf](http://repository.unbari.ac.id/3195/7/Lien%20Nancy%20Dewita%201900861201234.pdf)
- 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>
- Diputra, I. G. A. W., & Yasa, N. N. K. (2021). The Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty. *American International Journal of Business Management*, 4(1), 25–34. <http://www.aijbm.com/wp-content/uploads/2021/01/E412534.pdf>
- E Sapitri I Hayani, S. S. (2020). Pengaruh Citra Merek dan Kualitas Produk terhadap Loyalitas dan Kepuasan Pelanggan. *Jurnal Manajemen*. <https://www.academia.edu/download/84734772/529.pdf>
- Evi, R., & Rachbini, H. (2022). Penggunaan Partial Least Squares dalam Analisis Statistik Multivariat: Pendekatan dan Aplikasinya dalam Penelitian Sosial. *Jurnal Penelitian Sosial Dan Manajemen*, 12(3), 45–59.
- Ghozali, I. (n.d.). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (n.d.). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hamid, R. S., & Anwar, S. M. (2019). Using the triple helix model to determine the creativity a capabilities of innovative environment. *IOP Conference Series: Earth and Environmental Science*, 343(1), 12144. <https://doi.org/10.1088/1755-1315/343/1/012144>
- Hardana, A., & Nasution, J. (2022). Analisis pengaruh kualitas produk dan kualitas pelayanan terhadap minat nasabah menabung pada PT. BSI Cabang Padangsidimpuan. *Jurnal Garuda*.
- Hardani et al. (2020). *Metode penelitian kualitatif dan kuantitatif*. CV Pustaka Ilmu.
- Hardani, H., & Pramularso, E. Y. (2025). Pengaruh Promosi Penjualan dan Fasilitas terhadap Keputusan Pembelian Konsumen Tepi Bumbu Cafe & Resto Kota Depok. *MAMEN: Jurnal Manajemen Dan Ekonomi*, [volume nu(issue number)], [start page]-[end page]. <https://www.journal.literasisains.id/index.php/mamen/article/view/6610>
- Homburg, C., Jozic, D., & Kuehnl, C. (2021). Customer loyalty and customer engagement in the digital era. *Journal of Marketing*, 85(5), 60–79. <https://doi.org/10.1177/00222429211034201>
- Huang, Y., Li, X., & Zhao, J. (2023). Factors influencing brand image in the digital era. *International Journal of Consumer Studies*, 47(4), 89–101.
- Keller, K. L. (2022). *Strategic Brand Management*. Pearson Education.
- Kermite, D., Mercury, D., & Christina, E. (2024). Hak merek untuk memperkuat citra bisnis. In *Anthology: Inside Intellectual*.
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (18th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (15th ed.). Pearson Education.
- Kumrotin, E. L., & Susanti, A. (2021). Pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan konsumen pada cafe ko. we. cok di Solo. *J-MIND (Jurnal Manajemen Indonesia)*.
- Lestariningsih, T., Artono, B., & Afandi, Y. (2020). Evaluasi Implementasi E-learning dengan Metode Hot Fit Model. *Innovation in Research of Science and Technology*, 4(2), 45–57. <https://jurnal.unsil.ac.id/index.php/innovatics/article/view/1342>
- Manurung, R. (2025). The effect of product quality on customer loyalty in local coffee consumption. *International Journal of Economics, Social Science, and Sustainability*, 5(1). <https://journalkeberlanjutan.com>
- Marpaung, F. K., Simarmata, M. W. A., Sofira, A., & Aloyna, S. (2021). Pengaruh harga, promosi, dan kualitas produk terhadap keputusan pembelian konsumen Indomie pada PT. Alamjaya Wirasentosa Kabanjahe. *Jurnal Manajemen*.
- Muhammad, D., Harisudin, M., & Sundari, M. T. (2022). Pengaruh Brand Equity

- Terhadap Keputusan Pembelian Kopi Kemasan Siap Minum Merek Good Day di Kota Surakarta. *Agrista*, 10(2), 108–116. <https://jurnal.uns.ac.id/agrista/article/view/63840/36343>
- Naini, N. F., Santoso, S., & Andriani, T. S. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of Consumer Sciences*, 7(1). <https://journal.ipb.ac.id/index.php/jcs/article/view/38680>
- Nguyen, T., Hoang, M., & Lee, M. (2024). Brand image and consumer loyalty: A study of brand associations in emerging markets. *Journal of Brand Management*, 30(2), 88–104.
- Oliver, R. L. (2020). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 24(1), 1–18.
- Purwanto, A., & Sudargini, Y. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research: A literature review. *Journal of Engineering and Management Research*, 10(1), 1–12. <https://jiemar.org/index.php/jiemar/article/view/168>
- Putra, D. M., & Farida, S. N. (2024). Pengaruh Citra Merek, Kualitas Produk, dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada Produk Teh Pucuk Harum di Surabaya. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(11). <https://doi.org/10.47467/alkharaj.v6i11.3803>
- Putri, T. A., & Huda, N. (2025). Peran price, brand trust dan brand image terhadap purchase decision pada Kopi Good Day di Kabupaten Jepara. *Journal of Management and Digital Business*, 5(3), 727–743. <https://doi.org/10.53088/jmdb.v5i3.1881>
- Rahmadani, D. A., & Dwiridotjahjono, J. (2023). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Loyalitas Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Pengguna Indihome PT Telkom Unit Bojonegoro. *Management Studies and Entrepreneurship Journal*, 4(5), 5445–5456. <http://journal.yrpiiku.com/index.php/msej>
- Ratnasari, B. (2023). *The Effect of Product Quality and Brand Image on Customer Loyalty with Satisfaction as an Intervening Variable, Empowering Inquiries in the Academic Landscape*. 61–74.
- Rehansyah, F., & Simatupang, L. N. (2023). Pengaruh citra merek, produk, dan gaya hidup terhadap keputusan pembelian sepatu olahraga merek Adidas. *Jurnal Manajemen*.
- S Rahmadhani, F. A. N. (2022). Pengaruh Kualitas Produk, Citra Merek dan Kepercayaan Merek terhadap Loyalitas Merek dengan Kepuasan Pelanggan sebagai Mediasi (Studi pada Merek Apple). *Jurnal Manajemen*. <https://ojs.uph.edu/index.php/DJM/article/view/5569>
- Sahir, S. H. (2021). *Metodologi Penelitian*. Buku. [https://repositori.uma.ac.id/jspui/bitstream/123456789/16455/1/E-Book Metodologi Penelitian Syafri.pdf](https://repositori.uma.ac.id/jspui/bitstream/123456789/16455/1/E-Book%20Metodologi%20Penelitian%20Syafri.pdf)
- Sambo, E., Ukpata, I. S., & Atiga, M. M. (2022). Impact of Product Quality on Customer Satisfaction and Loyalty. *Nigerian Academy of Management*

- Journal*, 17(2), 145–155. <https://namj.tamnung.org/index.php/home/article/view/194>
- Santoso, B., & Putra, A. (2023). Penerapan Analisis Jalur dalam Model Struktural dengan PLS. *Jurnal Ilmu Manajemen Dan Teknologi*, 7(1), 101–112.
- Sari, M., Rachman, H., Astuti, N. J., Afgani, M. W., & Abdullah, R. (2022). Explanatory survey dalam metode penelitian deskriptif kuantitatif. *Academia.Edu*. <https://www.academia.edu/download/110096215/1526.pdf>
- Sariatn, E., & Ekawati, L. (2023). Pengaruh Kualitas Produk dan Layanan Terhadap Kepuasan Pelanggan di Industri Manufaktur Indonesia. *Jurnal Bisnis Ekonomi Informatika*, 11(2), 45–56.
- Sariatn, S. (2023). Analisis Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan pada PT Kanefusa Indonesia. *Jurnal Lentera Bisnis*, 12(3), 45–58.
- Septian, V. D. (2023). PENGARUH PEMILIHAN BRAND AMBASSADOR DAN BRAND IMAGE IKLAN KOPI GOOD DAY TERHADAP KEPUTUSAN PEMBELIAN DI KOTA SEMARANG. *Repository Unissula*. [https://repository.unissula.ac.id/31518/1/Ilmu Komunikasi\\_32801700034\\_fullpdf.pdf](https://repository.unissula.ac.id/31518/1/Ilmu_Komunikasi_32801700034_fullpdf.pdf)
- Sinta, E., & Lumbanraja, P. (2023). The mediating role of customer satisfaction on coffee consumers. *Jurnal Ilmiah Manajemen*, 12(2), 119–130. <https://pdfs.semanticscholar.org/61c0/875df303bcd00f7d97508bb652fb93312e5b.pdf>
- Subhaktiyasa, P. G. (2024). Menentukan populasi dan sampel: Pendekatan metodologi penelitian kuantitatif dan kualitatif. *Jurnal Ilmiah Profesi Pendidikan*. [https://www.researchgate.net/profile/Putu-Gede-Subhaktiyasa/publication/385922236\\_Menentukan\\_Populasi\\_dan\\_Sampel\\_Pendekatan\\_Metodologi\\_Penelitian\\_Kuantitatif\\_dan\\_Kualitatif/links/673c0f4088177c79e8314657/Menentukan-Populasi-dan-Sampel-Pendekatan-Metodolog](https://www.researchgate.net/profile/Putu-Gede-Subhaktiyasa/publication/385922236_Menentukan_Populasi_dan_Sampel_Pendekatan_Metodologi_Penelitian_Kuantitatif_dan_Kualitatif/links/673c0f4088177c79e8314657/Menentukan-Populasi-dan-Sampel-Pendekatan-Metodolog)
- Sugiharti, A., & Cahyani, N. (2025). Pengaruh kualitas produk terhadap loyalitas pelanggan Diagram Coffee Bandung. *Eduvest: Journal of Universal Studies*, 5(3), 1–11. <http://eduvest.greenvest.co.id/index.php/edv/article/download/51464/4372>
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suparti, S., & Evelyn, F. (2022). Pengaruh Produk, Harga, dan Brand Image terhadap Keputusan Pembelian Kopi Instan Good Day Mocacino di Kebumen. *Jurnal Ilmiah Universitas Putra Bangsa*.
- Susanto, S. E., & Toto, H. D. (2022). The influence of brand loyalty and brand image on customer satisfaction. *Point of View: Research in Economics and Management*, 18(1). <https://journal.accountingpointofview.id/index.php/POVREMA/article/view/186>
- Susanto, Y., & Realize, R. (2022). Pengaruh kualitas pelayanan dan kualitas

- produk terhadap minat beli konsumen pada PT Ndexindo Mandiri Indonesia. *ECo-Buss*.
- Suyudi, M., Syukur, A., & Rachmawati, Y. (2024). The Role of Entrepreneurial Attitude on Startup Intention Using PLS-SEM Approach. *European Journal of Educational Research*, 9(4), 1605–1612. [https://www.academia.edu/download/125331674/EU-JER\\_9\\_4\\_1605.pdf](https://www.academia.edu/download/125331674/EU-JER_9_4_1605.pdf)
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(5). <https://doi.org/10.1016/j.heliyon.2024.e12334>
- Tjiptono, F. (2020). *Strategi Pemasaran: Analisis dan Implementasi (5th ed.)*. Andi Offset.
- Valentina, L. M. (2020). *Pengaruh manfaat merek hijau dan citra merek hijau terhadap loyalitas merek hijau (Studi pada konsumen “Love Beauty and Planet”)*. Repository Universitas Atma Jaya Yogyakarta.
- Wibowo, D. U., Yulianto, E., & Sunarti, S. (2022). Pengaruh social media marketing terhadap kesadaran merek, citra merek, dan kepuasan konsumen. *Profit: Jurnal Administrasi Bisnis*, 6(2), 17–29.
- Wongkar, C. T., & Saerang, D. P. E. (2025). THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION OF STARBUCKS COFFEE MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1–13. <https://doi.org/https://doi.org/10.35794/emba.v13i01.60388>
- Zaluchu, S. E. (2020). Strategi penelitian kualitatif dan kuantitatif di dalam penelitian agama. *Evangelikal: Jurnal Teologi Injili*. [http://download.garuda.kemdikbud.go.id/article.php?article=1633300&val=13578&title=Strategi Penelitian Kualitatif dan Kuantitatif Di Dalam Penelitian Agama](http://download.garuda.kemdikbud.go.id/article.php?article=1633300&val=13578&title=Strategi%20Penelitian%20Kualitatif%20dan%20Kuantitatif%20Di%20Dalam%20Penelitian%20Agama)