

## DAFTAR PUSTAKA

- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, 27(3), 100155. <https://doi.org/10.1016/j.iemeen.2021.100155>
- Albi, K. (2020). Pengaruh Pemasaran Digital dan Suasana Toko Terhadap Minat Beli di Kedai Kopi S. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 3(1), 21–30. <https://doi.org/10.36407/jmsab.v3i1.116>
- Anastasia, M. (2017). The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia. *Annals of Applied Sport Science*, 5(1), 73–80. <https://doi.org/10.18869/acadpub.aassjournal.5.1.73>
- Bayu, A. P. (2021). *JUSTBEST: Journal of Sustainable Business and Management*. 1(April), 12–18.
- Fauzi, A., Punia, I. N., & Kamajaya, G. (2017). Budaya Nongkrong Anak Muda di Kafe (Tinjauan Gaya Hidup Anak Muda di Kota Denpasar). *Jurnal Ilmiah Sosiologi (SOROT)*, 3(5), 1–3. <https://ojs.unud.ac.id/index.php/sorot/article/view/29665>
- Gde, P., & Dharma, K. (2018). *Peran Emosi Memediasi pengaruh Store Atmosphere Terhadap Perilaku Pembelian Di Karakter Kopi Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia*. 7(12), 6815–6841.
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. McGraw Hill.
- Hadi, Y. A., Tambunan, D. B., Maria, Y., & Rahayu, P. (2022). *PENGARUH GAYA HIDUP TERHADAP MINAT BELI PRODUK KAYU TREE -X*. 7(April).
- Indika, D. R., & Jovita, C. (2017). Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*, 1(01), 25–32. <https://doi.org/10.24123/jbt.v1i01.296>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges

- and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.  
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., & Keller, K. (2016). Marketing management, 15th ed. In *Pearson Education Limited*.
- Kristiani, P., & Dharmayanti, D. (2017). Pengaruh Social Media Marketing terhadap Repeat Purchase dengan Variabel Intervening Perceived Service Quality dan Brand Image pada Industri Fast-Food Restaurant di Surabaya. *Petra Business & Management Review*, 3(1), 67–84.
- Kshetri, A., & Jha, B. (2016). Online Purchase Intention: A Study of Automobile Sector in India. *Review of Integrative Business and Economics Research*, 5(3), 35. <http://buscompress.com/journal-home.html>
- Kundrat, Lily Sumarti, & Ajidani Ichwanudin. (2022). Pengaruh 4P Terhadap Keputusan Pembelian Konsumen (Studi Kasus di Kedai Bob's Lounge). *AGRO TATANEN | Jurnal Ilmiah Pertanian*, 4(2), 35–42.  
<https://doi.org/10.55222/agrotatanen.v4i2.844>
- Lestari. (2022). *The Hidden Swargi, a Hidden Paradise for Coffee Lovers in Solo*. Holiday Ayo.
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2), 18–36. <https://doi.org/10.14707/ajbr.170035>
- Malhotra, N. K., & Birks, D. F. (2007). Marketing Research: An Applied Orientation, Fourth Edition, Prentice Hall, New Jersey. In *Open Journal of Business and Management: Vol. Vol. 4* (Issue Prentice Hall).  
<http://capitadiscovery.co.uk/cardiffmet/items/240307%0Awww.pearson.com/uk>
- Pratiwi, N. M. I., & Yasa, N. N. K. (2019). The Effect of Store Atmosphere, Social Media Marketing, and Lifestyle on Purchase Decisions on Consumers of The Alleyway Cafe. *European Journal of Management and Marketing Studies*, 4(4), 16. <https://doi.org/10.5281/zenodo.3592913>
- Putri, L. H. (2014). *Pengaruh Store Atmosphere Terhadap Keputusan Pembelian*

- dan Kepuasan Pelanggan ( Studi pada Monopoli Cafe and Resto Soekarno Hatta Malang ). 15(2).
- Riduwan. (2009). *Metode dan teknik menyusun proposal penelitian(untuk mahasiswa s-1, s.2 dan s-3)*. Alfabeta. Alfabeta.
- Rudi Eduar. (2021). *Pengaruh Suasana Toko (Store Aatmosphere) Terhadap Minat Beli Konsumen Pada Toko “Amel” Bungamas Kikim Timur*. 14(1), 2085–0352.
- Saddha Yohandi, Yuliana, Arwin, Lisa, & Ivone. (2022). Pengaruh Social Media Marketing Terhadap Minat Beli Di Fortunate Coffee Cemara Asri Deli Serdang. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(2), 182–186. <https://doi.org/10.55123/sosmaniora.v1i2.451>
- Sanjaya, A. S. (2021). Pengaruh Dimensi Social Media Marketing Terhadap Minat Beli Climatethirty. *Performa*, 5(4), 272–278. <https://doi.org/10.37715/jp.v5i4.1780>
- Sari, B. A., Nurendah, Y., & Yusdira, A. (2022). Tinjauan Atas Direct Marketing Pada Kafe Taman Fathan Alesano Bogor. *Jurnal Aplikasi Bisnis Kesatuan*, 1(2), 197–202. <https://doi.org/10.37641/jabkes.v1i2.1335>
- Shahnaz, N. B. F., & Wahyono. (2016). The electrical discharge between a pointed conductor and a hemispherical surface in gases at different pressures. *Physical Review (Series I)*, 32(2), 254–255. <https://doi.org/10.1103/PhysRevSeriesI.32.254>
- Shim, J., Moon, J., Song, M., & Lee, W. S. (2021). Antecedents of purchase intention at starbucks in the context of covid-19 pandemic. *Sustainability (Switzerland)*, 13(4), 1–14. <https://doi.org/10.3390/su13041758>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif & RND*. Bandung: Alfabeta. In *Bandung Alf* (p. 65).
- Tansala, D., Tumbel, T. M., & Walangitan, O. F. C. (2019). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Di Gramedia Manado. *Jurnal Administrasi Bisnis*, 8(1), 21. <https://doi.org/10.35797/jab.8.1.2019.23496.21-27>
- Trianingsih, W. (2021). Studi Keruangan Kedai Kopi dan Ekonomi Kognitif-

Budaya di Kota Surakarta Tahun 2019. *Pendidikan Geografi*, 1(1), 39–49.

Yahya, E. S., & Gunawan, A. I. (2021). Apakah Atribut Produk Coffee Shop Mampu Mendorong Minat Pembelian?: Studi Kasus Pada Pembelian Kopi Lokal. *Edunomic Jurnal Pendidikan Ekonomi*, 9(2), 200. <https://doi.org/10.33603/ejpe.v9i2.5193>