

DAFTAR PUSTAKA

- Afriyanti, S., dan Rasmikayati, E. 2018. Studi Strategi Pemasaran Terbaik berdasarkan Perilaku Konsumen dalam Menghadapi Persaingan antar Kedai Kopi di Jatinangor. *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*. Vol. 4 (3): 856-872.
- Ajiwibawani, M. P., & Edwar, M. (2015). Pengaruh Faktor Internal dan Eksternal Gaya Hidup Terhadap Keputusan Pembelian (Studi Pada Konsumen D'Goda Coffee Pakkul Sidoarjo). *JURNAL*.
- Astuti, N. L. G. S. D., & Sukaatmadja, I. P. G. (2018). Peran *Green Trust* Dan *Green Satisfaction* Memediasi Hubungan *Green Image* Dengan *Green Loyalty*. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 7(2018), 809-836.
- Chan, E. S. ., & Hsu, C. H. C. (2016). *Environmental management research in hospitality. International*
- Chen, S. Y. (2016). *Green helpfulness or fun? Influences of green perceived value on the green loyalty of users and non-users of public bikes. Transport Policy*, 47, 149-159.
- Chen, S., Chen, X., Cheng, Q., & Shevlin, T. (2010). *Are family firms more tax aggressive than nonfamily Journal of Contemporary Hospitality Management2*, 28(5), 886–923.
- CNN Indonesia. 22 Februari 2017. Sebab Ilmiah Nongkrong Penting Bagi Pria. <https://www.cnnindonesia.com/gaya-hidup/20170222133450-277-195304/sebab-ilmiah-nongkrong-penting-bagi-pria>
- Dabija, D. C., Bejan, B. M., & Grant, D. B. (2018). *The impact of consumer green behaviour on green loyalty among retail formats. Moravian geographical reports. Journal of Financial Economics*, 95(1), 41–61.
- Dwi Santy, R., Si, M., Mayasari Buhari, R., & Pd, S. (2018). PENGARUH STRATEGI PROMOSI MIDNIGHT SALE TERHADAP KEPUTUSAN PEMBELIAN (Survey pada Mall-Mall Besar di Kota Bandung).
- Estika Ima. (2017) Lifestyle The Teenagers Of City (The Study Of Visitors Cafe In Pekanbaru)
- Firmansah, L. N., Welsa, H., & Ningrum, N. K. (2021). Pengaruh *green brand image*, *green satisfaction*, dan *green trust* terhadap *green loyalty*. *AKUNTABEL*, 18(4), 880-889.

- Ghozali, Imam. 2013. Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro.
- Hanks, L., & Line, N. D. (2018). *The restaurant social servicescape: Establishing a nomological framework*. International Journal of Hospitality Management, 74(January), 13–21.
- Iffan, M., & Soegoto, H. S. (2014). *Pengaruh Iklan, Endorser, dan Display terhadap Keputusan Pembelian (Studi Kasus pada Konsumen Sepeda Motor Yamaha di JG Motor Ujungberung Bandung)* (Doctoral dissertation, Universitas Komputer Indonesia).
- Interior Design.id. 3 Januari 2019. 7 Elemen Dasar Desain Interior dan Cara Mengaplikasikannya <https://interiordesign.id/elemen-dasar-desain-interior/>
- Jang, Y. J. (2020). *The role of customer familiarity in evaluating green servicescape: an investigation in the coffee shop context*. International Journal of Contemporary Hospitality Management, 33(2),
- Jurnal Entrepreneur. (2022). Strategi Pemasaran Bisnis Kafe Yang Paling Efektif Untuk Anda Lakukan <https://www.jurnal.id/id/blog/strategi-pemasaran-bisnis-afe-yang-paling-efektif-untuk-anda-lakukan/>
- Kartono, G. G., & Warmika, I. G. K. (2018). Pengaruh *Green Marketing* terhadap *Brand Loyalty* yang dimediasi oleh *Brand Image*. E-Jurnal Manajemen Unud, 7(12), 6473-6501.
- Kathait, G. S., & Singh, A. P. (2014). *The Effect of Internet Addiction on Depression Anxiety, Social Isolation, and Sleep Pattern Among Youth*. Indian Journal of Applied Research, 4(9): 507-511.
- Kompasiana.com. 2 Juni 2022. Budaya Nongkrong Anak Muda di Kafe. <https://www.kompasiana.com/sharlifitriaasriron8343/62987072bb448618e127b772/budaya-nongkrong-anak-muda-di-afe>
- Konuk, Faruk Anil. 2019. “*The Influence of Perceived Food Quality, Price Fairness, Perceived Value and Satisfaction on Customers’ Revisit and Wordof-Mouth Intentions towards Organic Food Restaurants.*” Journal of Retailing and Consumer Services 50: 103–10.
- Kotler, Phillip dan Kevin Lane Keller.(2016). Manajemen Pemasaran edisi 12 Jilid 1 & 2.Jakarta: PT. Indeks.
- Moerbeek, H., & Casimir, G. (2005). Gender differences in consumers' acceptance of genetically modified foods. International Journal of

Consumer Studies, DOI <https://doi.org/10.1111/j.1470 6431.2005.00441.x>,
Wageningen University: Netherlands.

- Muposhi, A., & Dhurup, M. (2016, September). *The influence of green atmospherics on store image, store loyalty and green purchase behaviour.* In *Proceedings of the 28th Annual Conference of the Southern African Institute of Management Scientists. Management Dynamics: Journal of the Southern African Institute for Management Scientists.*
- Napitupulu, B., Amelya, L., Mafis, R. A., & alamsyah Hasan, M. (2017). *Pengaruh Komitmen Organisasional, Motivasi Dan Kompetensi Terhadap Kinerja Manajerial Pada Rumah Sakit Swasta Di Kota Pekanbaru* (Doctoral dissertation, Riau University).
- Narimawati, Umi. 2008. Metodologi Penelitian Kualitatif dan Kuantitatif, Teori dan Aplikasi. Bandung: Agung Media
- Narimawati, Umi; Sri Dewi Anggadini dan Lina Ismawati. 2010. Penulisan Karya Ilmiah: Panduan Awal menyusun Skripsi dan Tugas Akhir Aplikasi Pada Fakultas Ekonomi UNIKOM. Bekasi: Penerbit Genesis.
- Narimawati.,Umi; Sri Dewi, Anggadini., Linna, Ismawati. (2011), Penulisan Karya Ilmiah, Edisi Pertama, Genesis. Pondok Gede, Bekasi.
- Nysveen, H., Oklevik, O., and Pedersen, P. E. (2018). *Brand satisfaction. Int. J. Contemp. Hosp. Manag.* 30, 2908–2924. doi: [10.1108/IJCHM-05-2017-0280](https://doi.org/10.1108/IJCHM-05-2017-0280)
- Pahlevi, M. R., & Suhartanto, D. (2020). The integrated model of green loyalty: Evidence from eco-friendly plastic products. *Journal of Cleaner Production*, 257, 120844.
- Petzer, D., & Mackay, N. (2014). Dining Atmospherics anf Food and Service Quality as Predictors of Customer Satisfaction at Sit-Down Restaurant. *African Journal of Hospitality, Tourism, and Leisure* , Vol. 3 (2), 1-14.
- Purnama, R. A., & Andajani, E. (2020). Pengaruh Servicescape Terhadap Customer Loyalty Restoran Limited Service Di McDonald's Surabaya. *Ekonomi dan Bisnis*, 6(2), 157-176.
- Rudana, D. R., & Dewi, C. K. (2021). Pengaruh Green Atmosphere Servicescape Dan Green Communicative Servicescape Terhadap Green Loyalty Pada Hi, Brew! Coffee Bandung. *eProceedings of Management*, 8(6).

- Santy, R. D., & Buhari, R. M. (2018). *Economic Impact and Current Results of Urbanization: The Case of Indonesia*. In *E-Planning and Collaboration: Concepts, Methodologies, Tools, and Applications* (pp. 996-1013). IGI Global.
- Sholihah, Isna Aminatus. (2020). Pengaruh Suasanna Cafe dan Kualitas Layanan Terhadap Kepuasan Konsumen di Merdeka Cafe Nganjuk, Universitas Negeri Surabaya
- Silaen, Sofar., 2018., Metodologi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis, In Media, Bandung
- Silviatni, Inggi (2014) Perancangan Model Bisnis Café Universitas Telkom, Bandung
- Simanjuntak, M., & Banjarnahor, A. R. (2021). *Re-Investigating the Roles of Green Service-scape to Improve Tourism Performance Marketing Service Dominant Logic Perspective: A Literature Review*. *Quantitative Economics and Management Studies*, 2(4), 214-232.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, R & D.
Bandung: CV Alfabeta
- Sugiyono. (2018). Metode Penelitian Kombinasi (*Mixed Methods*).
Bandung: CV Alfabeta
- Sugiyono. (2018). Metode Penelitian Kuantitatif.
Bandung: CV Alfabeta
- Sugiyono. 2010. Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta
- Wahdiniwaty, R., & Esertha, G. G. (2019). *E-commerce Technology in Agricultural World*.
- Williams, P. and Naumann, E. (2011) *Customer Satisfaction and Business Performance: A Firm-Level Analysis*. *Journal of Services Marketing*, 25, 20-32.
- Zeithaml, V. A., & Bitner, M. J. (1996). *Services Marketing*. The McGraw-Hill.