



DAFTAR PUSTAKA

- Adiwinata, N. N., Sumarwan, U., & Simanjuntak, M., 2021, Faktor-faktor yang memengaruhi perilaku konsumsi kopi di era pandemi Covid-19, *Jurnal Ilmu Keluarga & Konsumen*, vol. 14, no. 2, pp. 189-202.
- Badan Pusat Statistik, 2023, Statistik Indonesia 2023, *Badan Pusan Statistik*.
- Barahona, I., Sanmiguel Jaimes, E. M., & Yang, J. B., 2020, Sensory attributes of coffee beverages and their relation to price and package information: A case study of Colombian customers' preferences, *Food science & nutrition*, vol. 8, no. 2, pp. 1173-1186.
- Belle, 2017, Drinking Coffee 2017 – JAKPAT Survey Report, *Jakpat*, <https://blog.jakpat.net/drinking-coffee-2017-jakpat-survey-report/>, Retrieved on 18 August 2023.
- Berry, J., Fischer, G., & Guiteras, R., 2020, Eliciting and utilizing willingness to pay: evidence from field trials in northern ghana, *Journal of Political Economy*, vol. 128, no. 4, pp.1436-1473.
- Breidert, C., Hahsler, M., & Reutterer, T., 2006, A review of methods for measuring willingness-to-pay, *Innovative marketing*, vol. 2, no. 4.
- Chotima, U. H., & Aji, J. M. M., 2021, Analysis of willingness to pay for 'Ketakasi'ground coffee in Jember Regency. *IOP Conference Series: Earth and Environmental Science*, vol. 759, no. 1.
- Clark, B., Stewart, G. B., Panzone, L. A., Kyriazakis, I., & Frewer, L. J., 2017, Citizens, consumers and farm animal welfare: A meta-analysis of willingness-to-pay studies, *Food Policy*, vol. 68, pp. 112-127.
- Cusielo, K. V. C., da Silva, A. C. D. M. L., Tavares-Filho, E. R., & Bolini, H. M. A., 2019, Sensory influence of sweetener addition on traditional and decaffeinated espresso, *Journal of food science*, vol. 84, no. 9, pp. 2628-2637.
- De Toni, D., Milan, G. S., Sacilotto, E. B., & Larentis, F., 2017, Pricing strategies and levels and their impact on corporate profitability, *Revista de Administração*, vol. 52, pp. 120-133.
- Ginon, E., Lohéac, Y., Martin, C., Combris, P., & Issanchou, S., 2009, Effect of fibre information on consumer willingness to pay for French baguettes. *Food Quality and Preference*, vol. 20, no. 5, pp. 343-352.
- Heni, R., Supratman, J., & Muhendra, R., 2023, Pengembangan model peramalan penjualan menggunakan metode regresi linier dan polinomial pada industri makanan ringan (Studi Kasus: CV. Stanley Mandiri Snack), *TEKNOSAINS: Jurnal Sains, Teknologi dan Informatika*, vol. 10, no. 2, pp. 185-192.
- Himawan, A. G., & Rahadi, R. A., 2020, Customer preferences on coffee shop consumptions: A conceptual model. *Advanced International Journal of Business, Entrepreneurship and SMEs*, vol. 2, no.3, pp. 19-32.
- Hinterhuber, A., 2008, Customer value-based pricing strategies: why companies resist, *Journal of business strategy*, vol. 29, no. 4, pp. 41-50.



- Homburg, C., Koschate, N., & Hoyer, W. D., 2005, Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay, *Journal of marketing*, vol. 69, no. 2, pp. 84-96.
- Hosmer, D. W., dan Lemeshow, S., 2000, Applied Logistic Regression 2nd ed, *New Jersey: John Wiley and Sons Inc.*
- Hurdawaty, R., Wibowo, F. S., & Sulistiyyawaty, R, 2023, Studying the Consumption Behaviour of Generations Y and Z towards Ready-To-Drink Coffee, *International Journal of Travel, Hospitality and Events*, vol. 2, no.1, pp. 10-26.
- International Coffee Organization, 2021, World coffee consumption, <http://www.ico.org/prices/new-consumption-table.pdf>, Retrieved on 16 August 2023.
- Jamal, S. M. A., Prasetyo, E., & Budiraharjo, K., 2021, KESEDIAAN MEMBAYAR (WILLINGNESS TO PAY) TERHADAP PRODUK COFFEE LATTE DI COFFESHOP, *Journal of Social and Agricultural Economics, Jember University*, pp. 1-9.
- Kotler, P., dan Armstrong, 2012, Prinsip-Prinsip Pemasaran, Edisi 13, Jilid 1, *Erlangga*.
- Lange, C., Combris, P., Issanchou, S., & Schlich, P., 2015, Impact of information and in-home sensory exposure on liking and willingness to pay: The beginning of Fairtrade labeled coffee in France. *Food Research International*, vol. 76, pp. 317-324.
- Le Gall-Ely, M., 2009, Definition, measurement and determinants of the consumer's willingness to pay: a critical synthesis and avenues for further research, *Recherche et Applications en Marketing (English Edition)*, vol. 24, no. 2, pp. 91-112.
- Liebe, U., Preisendorfer, P., & Meyerhoff, J., 2011, To pay or not to pay: Competing theories to explain individuals' willingness to pay for public environmental goods. *Environment and Behavior*, vol. 43, no. 1, pp. 106-130.
- Liozu, S. M., Hinterhuber, A., Boland, R., & Perelli, S., 2012, The conceptualization of value-based pricing in industrial firms, *Journal of Revenue and Pricing Management*, vol. 11, pp. 12-34.
- Mahmud, M. C., Shellie, R. A., Mohebbi, M., Mahato, D. K., & Keast, R., 2021, The effect of fat and coffee concentration on the consumer acceptance of iced-coffee beverages, *Journal of Food Science*, vol. 86, no. 11, pp. 5004-5015.
- Munene, C. N., 2006, Analysis of consumer attitudes and their willingness to pay for functional foods, *Louisiana State University and Agricultural & Mechanical College*.
- Nagle, T., Holden, R. K., 2003, Estratégias e táticas de preços: um guia para as decisões lucrativas, Prentice Hall, São Paulo.
- Nagle, T. T., Müller, G., 2018, The strategy and tactics of pricing, Routledge.
- Natasha, C., & Subakti, A. G., 2021, The effect of pricing on purchase decisions in Koultoura coffee. *IOP Conference Series: Earth and Environmental Science*, vol. 729, no. 1.



- O'Brien, B., & Viramontes, J. L., 1994, Willingness to pay: a valid and reliable measure of health state preference?, *Medical decision making*, vol. 14, no. 3, pp. 289-297.
- Ohlau, M., & Risius, A., 2022, Integrating a Real-Life Experience with Consumer Evaluation: Sensory Acceptance and Willingness to Pay for Coffee Drinks in a Real Café. *Journal of International Food & Agribusiness Marketing*, vol. 34, no. 2, pp. 123-143.
- Onwujekwe, O., Fox-Rushby, J., & Hanson, K., 2007, Construct validity of the bidding game, binary with follow-up, and a novel structured haggling question format in determining willingness to pay for insecticide-treated mosquito nets, *Medical Decision Making*, vol. 28, no. 1, pp. 90-101.
- Osano, F. J., & Lutego, D., 2022, Effect of pricing strategies on customer retention among small scale metal mechanics and fabrication: A case study of Mwanza City-Tanzania. *International journal of Engineering, Business and Management*, vol. 6, no. 1.
- Priyambodo, A. W., & Kholil, A. Y., 2021, Willingness To Pay Fair Trade Coffee In Malang East Java Indonesia, *Journal of Agri Socio Economics and Business (JASEB)*.
- Samoggia, A., & Riedel, B., 2018, Coffee consumption and purchasing behavior review: Insights for further research. *Appetite*, vol. 129, pp. 70-81.
- Schubert, J., 2023, Using the Becker-DeGroot-Marschak Mechanism to Teach Willingness to Pay and Consumer Surplus, *Journal of Economics Teaching*, vol. 8, no. 1, pp. 1-11.
- Selvi, S., & Ningrum, L., 2021, Gaya Hidup Minum Kopi Dalam Pengambilan Keputusan Pembelian Kopi (Studi Kasus Pada Kopi Kenangan Gandaria City-Jakarta), *Kepariwisataan: Jurnal Ilmiah*, vol. 14, no. 1, pp. 23-30.
- Sholihah, U. M., Rachma, N., & Slamet, A. R., 2017, Pengaruh Shopping Life Style, Fashion Involvement, Hedonic Shopping Motivation Dan Sales Promotion Terhadap Impulse Buying Di Malang Town Square, Dan Mall Olympic Garden (Study Pada Mahasiswa Fakultas Ekonomi Universitas Islam Malang), *E-JRM: Elektronik Jurnal Riset Manajemen*, vol. 6, no. 1.
- Smith, G.E., & Nagle, T.T., 2005, A question of value. *Marketing Management*, vol. 14, no.4, pp. 38-43.
- Sörqvist, P., Hedblom, D., Holmgren, M., Haga, A., Langeborg, L., Nöstl, A., & Kågström, J., 2013, Who needs cream and sugar when there is eco-labeling? Taste and willingness to pay for “eco-friendly” coffee, *PloS one*, vol. 8, no. 12, e80719.
- Sugiharto, A., & Darmawan, M. F., 2021, Pengaruh Kualitas Produk, Harga Dan Kualitas Layanan Terhadap Keputusan Pembelian Janji Jiwa Coffee Citra Raya. *PAPATUNG: Jurnal Ilmu Administrasi Publik, Pemerintahan Dan Politik*, vol. 4, no. 2, pp. 24-32.
- Sunarharum, W. B., Ali, D. Y., Mahatmanto, T., Nugroho, P. I., Asih, N. E., Mahardika, A. P., & Geofani, I., 2021, The Indonesian coffee consumers perception on coffee quality and the effect on consumption behavior, *IOP Conference Series: Earth and Environmental Science*, vol. 733, no. 1, pp. 012093.



- Toffin, 2020, Brewing in Indonesia: Insights for Successful Coffee Shop Business, *MIX (Marketing & Communication)*.
- Tozer, P. R., Galinato, S. P., Ross, C. F., Miles, C. A., & McCluskey, J. J., 2015, Sensory analysis and willingness to pay for craft cider, *Journal of Wine Economics*, vol. 10, no. 3, pp. 314-328.
- Van Doorn, G., Colonna-Dashwood, M., Hudd-Baillie, R., & Spence, C., 2015, Latté art influences both the expected and rated value of milk-based coffee drinks. *Journal of Sensory Studies*, vol. 30, no. 4, pp. 305-315.
- Van Loo, E. J., Caputo, V., Nayga Jr, R. M., Seo, H. S., Zhang, B., & Verbeke, W., 2015, Sustainability labels on coffee: Consumer preferences, willingness-to-pay and visual attention to attributes, *Ecological Economics*, vol. 118, pp. 215-225.
- Widaningsih, R., 2022, Buku outlook komoditas perkebunan kopi, *Pusat Data Dan Informasi Pertanian Sekretariat Jendral Kementerian Pertanian*.
- Yip, N. K., 2012, Making qualitative decisions from quantitative cues: Understanding the customers' willingness to pay, *Journal of Revenue and Pricing Management*, vol. 11, pp. 562-566.