

DAFTAR PUSTAKA

- Aji, A. S., & Marleni, N. N. (2018). *Survei Kepuasan Pelanggan PDAM Kota Balikpapan*. Magelang: UNIMMA Press.
- Andriani, D., Anthara, M. A., Rebecca, J., & Setiadi, D. (2017). The Analysis Satisfaction of Water Services Using Kano Model in PDAM Tirtawening Bandung West Region. *Journal of Engineering and Applied Sciences*, 34-39.
- Azevedo, A. D., & Pomeranz, R. (2008). *Customer Obsession: How to Acquire, Retain, and Grow Customers in the New Age of Relationship Marketing*. San Fransisco: Mc Graw Hill.
- Bertens, K. (2000). *Pengantar Etika Bisnis*. Yogyakarta: Penerbit Kanisius.
- Blattberg, R. C., & Nelson, S. A. (1990). *Sales Promotion*. New Jersey: Prentice Hall.
- Buttle, F. (2009). *Customer Relationship Management: Concepts and Technologies*. USA: Elsevier Ltd.
- DIY, B. D. (2019). *JUMLAH PENDUDUK KABUPATEN SLEMAN, MENURUT JENIS PEKERJAAN*. Diakses pada 23 Januari 2020 melalui Statistik Penduduk D.I. Yogyakarta: <https://kependudukan.jogjaprovo.go.id/>
- Erto, P. (2009). *Statistics for Innovation: Statistical Design of "Continuous" Product Innovation*. Italia: Springer.
- Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior. *International Journal of Economics & Management Sciences*, Vol. 4 No. 4.
- Fauzi, A., Punia, I., & Kamajaya, G. (2017). Budaya Nongkrong Anak Muda di Kafe. *Jurnal Ilmiah Sosiologi*.
- Gaffar, V. (2007). *Customer Relationship Management and Marketing Public Relations*. Bandung: Penerbit Alfabeta.
- Gilaninia, S., Taleghani, M., & Talemi, M. R. (2013). The Impact of Service Quality on Customer Satisfaction. *Journal of Research and Development*, Vol.1 No. 4.

- Goddard, J. G. (2012). *Customer Relationship Management: A Global Perspective*. USA: Gower Publishing.
- Hanifah, R. D., & Hartono, F. (2017). Pengaruh Sales Promotion Tumbler Day terhadap Keputusan Pembelian Konsumen di Starbucks Coffee JIExpo Kemayoran. *Jurnal Hospitality dan Pariwisata*, Vol.3 No.2, 294-374 .
- Hartono, M., Santoso, A., Tanugraha, M. B., Prayogo, D. N., & Kusumo, A. H. (2018). *Kansei Engineering, Kano, & TRIZ for Logistics Service Excellence: Teori dan Aplikasi*. Yogyakarta: Graha Ilmu.
- Hendryadi. (2017). Validitas Isi: Tahap Awal Pengembangan Kuesioner. *Jurnal Riset Manajemen dan Bisnis Fakultas UNIAT*, Vol. 2 No.2.
- Herlyana, E. (2012). Fenomena Coffee Shop sebagai Gejala Gaya Hidup Baru Kaum Muda. *Jurnal Thaqaifiyyat*, Vol. 13 No.1.
- Ilieska, K. (2013). Customer Satisfaction Index- as a Base for Strategic Marketing Management. *TEM Journal*, Vol. 2 No. 4.
- Iskandar, S. A., Daryanto, A., & Nurrochmat, D. R. (2016). Strategi Pemasaran Produk Olahan Jahe Merah. *Risalah Kebijakan Pertanian dan Lingkungan*, Vol. 3 No.2, 162-173.
- Koch, R. (1998). *The 80/20 Principle: The secret of Achieving More with Less*. London: Nicholas Brealey Publishing.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Jakarta: Penerbit Erlangga.
- Kuo, Y.-F., Chen, J.-Y., & Deng, W.-J. (2012). IPA–Kano Model: A New Tool for Categorising and Diagnosing Service Quality Attributes. *Total Quality Management*, Vol. 23 No. 7, 731-748.
- Kurniawan, A. (2017). Perilaku Konsumtif Remaja Penikmat Warung Kopi. *Jurnal Sosiologi DILEMA*, Vol. 32 No. 1.
- Kuswadi, & Mutiara, E. (2004). *DELTA: Delapan Langkah dan Tujuh Alat Statistik untuk Peningkatan Mutu Berbasis Komputer*. Jakarta: Elex Media Komputindo.

- Manzo, J. (2014). Machines, People, and Social Interaction in "Third-Wave" Coffeeshouses. *Journal of Arts and Humanities*, Vol. 3 No. 8.
- Nafsiah, I. N., Rizal, F., & Giataman. (2019). Validitas Pengembangan Modul Pembelajaran Project Based Learning pada Mata Kuliah Manajemen Proyek di Pendidikan Teknik Bangunan FT-UNP. *Jurnal Pendidikan Teknik Bangunan dan Sipil*, Vol. 5 No.1.
- Nugroho, E. (2018). *Prinsip-prinsip Menyusun Kuesioner*. Malang: UB Press.
- Ormanovic, S., Ciric, A., & Talovic, M. (2017). Importance-Performance Analysis: Different Approaches. *Acta Kinesiologica*, 58-66.
- Pai, F.-Y., Yeh, T.-M., & Tang, C.-Y. (2018). Classifying Restaurant Service Quality Attributes by Using Kano Model and IPA Approach. *Total Quality Management*, Vol. 29 No. 3, 301-328.
- Paraschivescu, A. O. (2012). Kano Model. *Economy Transdisciplinarity Cognition*, Vol. 15.
- Prasetijo, R., & Ihalauw, J. J. (2005). *Perilaku Konsumen*. Yogyakarta: Penerbit Andi.
- Putra, I. A., Giriantari, I. D., & Kumara, I. (2015). Sistem Pengelolaan PLTS 15 kW Stand Alone dengan Metode Kano di Dusun Yeh Mampeh Kabupaten Bangli. *Jurnal Teknologi Elektro*, Vol. 14 No.1.
- Samoggia, A. (2018). Coffee Consumption and Purchasing Behavior Review: Insights for Further Research. *Appetite*, 70-81.
- Santoso, S. (2007). *Seri Solusi Bisnis Berbasis TI: Total Quality Management dan Six Sigma*. Jakarta: Elex Media Komputindo.
- Sari, H. K. (2009). Efektivitas Loyalty Program dalam Customer Relationship Management terhadap Kepuasan dan Loyalitas Pelanggan. *Jurnal Ilmu Komunikasi*, Vol. 6 No. 2.
- Sauro, J. (2015). *Customer Analytics for Dummies*. Canada: John Wiley & Sons.
- Setiadi, N. J. (2013). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Kencana.

- Shamout, M. D. (2016). The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market. *International Journal of Business and Social Science*, Vol. 7 No.1.
- Sitinjak, T., Durianto, D., Sugiarto, & Yunarto, H. I. (2004). *Model Matriks Konsumen untuk Menciptakan Superior Customer Value*. Jakarta: Gramedia Pustaka Utama.
- Soliman, H. S. (2011). Customer Relationship Management and Its Relationship to the Marketing Performance. *International Journal of Bussiness and Social Science*, Vol. 2 No. 10.
- Song, H., Wang, J., & Han, H. (2019). Effect of Image, Satisfaction, Trust, Love, and Respect on Loyalty Formation for Name-brand Coffee Shops. *International Journal of Hospitality Management* 79, 50-59.
- Starbucks Indonesia. (2019). *Pressroom Starbucks Coffee Indonesia*. Diakses melalui Starbucks Indonesia: <http://www.starbucks.co.id/about-us/pressroom>
- Susanto, H. (2008). *Hak-hak Konsumen Jika Dirugikan*. Jakarta: Visimedia.
- Umar, H. (2002). *Metode Riset Bisnis: Panduan Mahasiswa untuk Melaksanakan Riset Dilengkapi Contoh Proposal dan Hasil Riset Bidang Manajemen dan Akuntansi*. Jakarta: Gramedia Pustaka Utama.
- USDA. (2018). *Indonesia Coffee Annual Report 2018*. United States: Global Agricultural Information Network.
- Webber, L., & Wallace, M. (2007). *Quality Control for Dummies*. Canada: Wiley Publishing.
- Wu, H.-H., Tang, Y.-T., & Shyu, J.-W. (2010). An integrated approach of Kano's model and Importance-Performance Analysis in identifying key success factors. *African Journal of Business Management*, Vol.4 No.15.
- Yusup, F. (2018). Uji Validitas dan Relibilitas Instrumen Penelitian Kuantitatif. *Jurnal Ilmiah Kependidikan*, Vol. 7 No. 1.
- Zhang, Q., & Prasongsukarn, K. (2017). A Relationship Study of Proce Promotion, Customer Quality Evaluation, Customer Satisfaction and Repurchase Intention: A Case Study of Starbucks In Thailand. *IASTEM*, 36-39.