

DAFTAR PUSTAKA

- Agustiyanti. (2024, February 29). *Starbucks Indonesia Cerita Efek Besar Boikot: Penjualan Anjlok 35% - Industri Katadata.co.id*.
<https://katadata.co.id/berita/industri/65e1642add3cb/starbucks-indonesia-cerita-efek-besar-boikot-penjualan-anjlok-35>
- Ajib Syaifuddin, M., Maskur, A., Dan Bisnis, E., & Stikubank Semarang, U. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE AND PRODUCT QUALITY PERCEPTION ON PURCHASING DECISIONS (Study on Consumers of Starbucks Coffee Shop Semarang). *Jurnal Ekonomi*, 12(02), 1529–1532.
<https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1449>
- Angelina Grace. (2021, January 21). *Strategi Ritel Starbucks – Global Business Marketing*. <https://bbs.binus.ac.id/gbm/2021/01/21/strategi-ritel-starbucks/>
- CNN Indonesia. (2020, February 22). *Melihat Ambisi Starbucks Hadapi Gempuran Bisnis Kopi Lokal*.
<https://www.cnnindonesia.com/ekonomi/20200221161050-97-476870/melihat-ambisi-starbucks-hadapi-gempuran-bisnis-kopi-lokal>
- Faradiva Aulia. (2024, November). *Starbucks Indonesia Rugi Rp79,13 Miliar hingga Kuartal III 2024, Penjualan Anjlok 21% - Indozone News*.
<https://news.indozone.id/news/915270494/starbucks-indonesia-rugi-rp7913-miliar-hingga-kuartal-iii-2024-penjualan-anjlok-21>
- Gischa, S. (2023, May 29). *Pengertian Keputusan Pembelian Menurut Ahli*. Kompas.Com.
<https://www.kompas.com/skola/read/2023/05/29/140000769/pengertian-keputusan-pembelian-menurut-ahli>
- Ghozali, I. (2018). Aplikasi analisis multivariate dengan program IBM SPSS edisi ke-9. http://slims.umn.ac.id/index.php?p=show_detail&id=19545
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/J.JJIMEI.2022.100102>
- Hasibuan Lynda. (2018, May 15). *Ketika Starbucks Tersaingi Kedai Kopi Lokal*. <https://www.cnbcindonesia.com/entrepreneur/20180515113828-25-14966/ketika-starbucks-tersaingi-kedai-kopi-lokal>

- Himma Faiqotul. (2022, August). *Social Media Marketing: Pengertian Hingga Contohnya*. <https://majoo.id/solusi/detail/social-media-marketing?utm>
- Hira Atha. (2023, August 31). *Brand Image: Konsep dan 10 Manfaatnya bagi Perusahaan*. https://markplusinstitute.com/explore/cara-membangun-brand-image/?srsltid=AfmBOoqr3H1PMipPCdUK0AlrStmeyGCdLOe_rY5ot7h1NbGFkgw0sTnh
- Irvana Nadia Natasya. (n.d.). *Brand Image: Pengertian - Tujuan dan Cara Meningkatkan* - HaloEdukasi.com. Retrieved February 27, 2025, from <https://haloedukasi.com/brand-image?utm>
- Jagat. (2024, October 24). *Starbucks Menghadapi Tantangan Besar: Penurunan Penjualan dan Strategi Baru di Bawah Kepemimpinan Brian Niccol* - jagatbisnis.com. <https://jagatbisnis.com/2024/10/24/starbucks-menghadapi-tantangan-besar-penurunan-penjualan-dan-strategi-baru-di-bawah-kepemimpinan-brian-niccol>
- Jaya, A. D., Romadhoni, B., & Muchran, M. (2025). *Boycott Calls, Brand Image on Loyalty and Purchasing Decisions of Israel-Affiliated Products | International Journal of Education, Management, and Technology*. <https://ejournal.yasin-alsys.org/IJEMT/article/view/4663>
- Malhotra, & Birks, D. F. (2020). *An Applied Approach Updated Second European Edition*.
- Nasution, A. A., & Harahap, B. (n.d.). *The Influence of Product Quality, Promotion and Design on Purchase Decisions for Yamaha Nmax Motor Vehicles SPSS Application Based*. Retrieved March 2, 2025, from <https://ejournal.ipinternasional.com/index.php/ijec>
- Nilashi, M., Abumalloh, R. A., Samad, S., Alrizq, M., Alyami, S., & Alghamdi, A. (2023). Analysis of customers' satisfaction with baby products: The moderating role of brand image. *Journal of Retailing and Consumer Services*, 73, 103334. <https://doi.org/10.1016/J.JRETCONSER.2023.103334>
- Nuzulmia, S. (2024). Pengaruh Social Media Campaign Terhadap Sikap Konsumen (Studi Kasus Pada Kampanye Boikot). *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (Jasmien)*, 5(01), 495–505. <https://doi.org/10.54209/JASMIEN.V5I01.773>
- Rachman, A., Indonesia, U. P., & Purnomo, H. (2024). Metode penelitian kuantitatif, kualitatif dan r&d (Issue January).
- Riadi, M. (2021, September 14). *Kualitas Produk (Pengertian, Manfaat, Dimensi, Perspektif dan Tingkatan)*. <https://www.kajianpustaka.com/2020/02/kualitas-produk-pengertian-manfaat-dimensi-perspektif-dan-tingkatan.html>

- Riadi Muchlisin. (2023, February 26). *Pemasaran Media Sosial (Social Media Marketing)*. <https://www.kajianpustaka.com/2023/01/pemasaran-media-sosial.html>
- Sari, P. H., & Ika, A. (2023, July 3). *Bisnis Kopi di Indonesia Penuh Tantangan, Ini Strategi Starbucks Bertahan*. <https://money.kompas.com/read/2023/07/03/143252126/bisnis-kopi-di-indonesia-penuh-tantangan-ini-strategi-starbucks-bertahan>
- Sholeha Sabina, S., Fitriana, N., & Longga, T. (2025). Adaptasi Strategi Pemasaran Global Starbucks di Indonesia. *JURNAL MANAJEMEN DAN BISNIS EKONOMI*, 3(1), 227–232. <https://doi.org/10.54066/JMBE-ITB.V3I1.2758>
- Solusitesis. (2024, October 13). *Kualitas Produk (Pengertian, Manfaat, Dimensi, Perspektif dan Tingkatan) – Solusitesis.com*. <https://solusitesis.com/kualitas-produk-pengertian-manfaat-dimensi-perspektif-dan-tingkatan/>
- Staniewski, M., & Awruk, K. (2022). The influence of Instagram on mental well-being and purchasing decisions in a pandemic. *Technological Forecasting and Social Change*, 174, 121287. <https://doi.org/10.1016/J.TECHFORE.2021.121287>
- Suhud, U. (2018). The Impact of Consumer Animosity on Purchase Unwillingness in a Boycott of Sari Roti. *Binus Business Review*, 9(2), 87–94. <https://doi.org/10.21512/BBR.V9I2.4060>
- Sulistiyono, J. A. (2023, November 2). *Mari intip strategi Starbucks, bersaing untuk hadapi panasnya kompetisi bisnis kedai kopi di Indonesia - Hops ID - Halaman 2*. <https://www.hops.id/unik/29410724889/mari-intip-strategi-starbucks-bersaing-untuk-hadapi-panasnya-kompetisi-bisnis-kedai-kopi-di-indonesia?page=2>
- Syufiana Tatan, & Tarigan Edna. (2024, December 5). *AP PHOTOS: Indonesia's coffee sellers peddle the streets of Jakarta | AP News*. <https://apnews.com/article/indonesia-coffee-bicycle-sellers-c03ca73c49a901e55878f938583107b0>
- Tempo. (2024, February 1). *Marak Aksi Boikot, Starbucks Indonesia Sebut Toko Lebih Sepi dan Mitra Terdampak | tempo.co*. <https://www.tempo.co/gaya-hidup/marak-aksi-boikot-starbucks-indonesia-sebut-toko-lebih-sepi-dan-mitra-terdampak--91595>
- Wasik, Z., & Catur Nugroho, K. (2023). The Effect of Price Perception, Product Quality and Promotion on Purchasing Decisions Mediated by Brand Image. *International Journal of Advanced Engineering and Management Research*, 8(05). <https://doi.org/10.51505/ijaemr.2023.8502>

- Yonatan Z Agnes. (2023, December 3). *Negara dengan Gerai Starbucks Terbanyak di Dunia - GoodStats Data*.
<https://data.goodstats.id/statistic/negara-dengan-gerai-starbucks-terbanyak-di-dunia-lnooS>
- Zuhriyah Aminatuz Dewi. (2019, August 8). *Strategi Starbucks Hadapi Panasnya Kompetisi Bisnis Kopi di Indonesia*.
<https://ekonomi.bisnis.com/read/20190808/12/1134170/strategi-starbucks-hadapi-panasnya-kompetisi-bisnis-kopi-di-indonesia>

