

REFERENCES

- Aaker A., D. (1991). Managing Brand Equity. *Journal of Marketing*, 56(2), 125. <http://www.jstor.org/stable/1252048?origin=crossref>
- Agriqisthi, A., & Nasrah, R. (2020). the Impact of Quality Perception and Value Perception Toward Purchase Intensity (Survey Coffee Shop Visitors in Padang City). *Primanomics : Jurnal Ekonomi & Bisnis*, 18(2), 16. <https://doi.org/10.31253/pe.v18i2.348>
- Ajeng Sintiya, M., Aziz, N., & Praharjo, A. (2023). The Influence of Electronic Word of Mouth (e-WOM) and Brand Awareness on Purchase Decision. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 3(02), 111–119. <https://doi.org/10.22219/jamanika.v3i02.27361>
- Alita, F. A., Ismoyowati, D., & Kastawiyana, W. (2023). Analysis of Consumers' Perception on Purchase Decisions of Takeaway Coffee Drinks in Yogyakarta. *AgriTECH*, 43(2), 178. <https://doi.org/10.22146/agritech.55875>
- Andrianto, N., & Fianto, A. Y. A. (2020). Brand image among the purchase decision determinants. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 4(3), 700. <https://doi.org/10.25139/jsk.v4i3.2546>
- Arya Pering, I. M. A. (2020). Kajian Analisis Jalur Dengan Structural Equation Modeling (Sem) Smart-Pls 3.0. *Jurnal Ilmiah Satyagraha*, 3(2), 28–48. <https://doi.org/10.47532/jis.v3i2.177>
- Büyükdağ, N. (2021). The effect of brand awareness , brand image , satisfaction , brand loyalty and WOM on purchase intention : An empirical research on social media medya üzerine ampirik bir araştırma. 9, 1380–1398.
- Chen, S. (2024). The Impact of Brand Awareness on Purchase Intention. *Highlights in Business, Economics and Management*, 30, 239–246. <https://doi.org/10.54097/88gfk880>
- Conlon, C. T., & Mortimer, J. H. (2016). Effects of product availability: *Experimental evidence*. 1–23.
- Dewi, R. R., & Kristiyana, N. (2021). Pengaruh Perceived Quality, Perceived Price Dan Electronic Word Of Mouth (E-wom) Terhadap Purchase Intention (Survei Pada Konsumen Mobil Second Prabu Motor Ponorogo). *Jurnal Administrasi Bisnis Fisipol Unmul*, 9(4), 302. <https://doi.org/10.54144/jadbis.v9i4.6392>
- Dülek, B., & Saydan, R. (2019). the Impact of Social Media Advertisement Awareness on Brand Awareness, Brand Image, Brand Attitude and Brand Loyalty: a Research on University Students. *International Journal of Contemporary Economics and Administrative Sciences*, 9(2), 470–494. <https://doi.org/10.5281/zenodo.Companies>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation.

Cogent Business and Management, 7(1).
<https://doi.org/10.1080/23311975.2020.1787733>

- Ferdinand Tae Augusty. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen. Badan Penerbit Universitas Diponegoro.*, 109.
- Gaus Gunawan, K. (2021). Pengaruh Brand Awareness, Brand Image, Dan Marketing Mix Terhadap Purchase Intention Kopi Bubuk Lokal Di Bali. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(4), 353-358, 2016, 353–358.
- Goddard, E. (2021). The impact of COVID-19 on food retail and food service in Canada: A second assessment. *Canadian Journal of Agricultural Economics*, 69(2), 167–175. <https://doi.org/10.1111/cjag.12282>
- Gusti Noorlitaria, A., Pangestu, F. R., Fitriansyah, Surapati, U., & Mahsyar, S. (2020). How does brand awareness affect purchase intention in mediation by perceived quality and brand loyalty? *Journal of Critical Reviews*, 7(2), 103–109. <https://doi.org/10.31838/jcr.07.02.20>
- Ika Septiani, D., & Chaerudin, R. (2020). The Effect of Customers' Price Perception, Perceived Quality and Brand Image Toward Purchasing Intention in Bandung Local Shoe Brand. *KnE Social Sciences*, 2020, 1242–1254. <https://doi.org/10.18502/kss.v4i6.6674>
- Irfan Syahputra, Paham Ginting, & Arlina Nurbaity Lubis. (2023). The Influence Of ewom And Perception Of Price On Purchase Intention With Brand Image As An Intervening Variable In Kahf Care Products. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 3(3), 983–988. <https://doi.org/10.54443/ijeabas.v3i3.951>
- Jimmy, J., & Khoiri, M. (2023). Pengaruh Personal Selling, Promosi dan Ketersediaan Produk Terhadap Keputusan Pembelian Handphone Advan PT Maju Telekomunikasi Batam. *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 90. <https://doi.org/10.33087/jmas.v8i1.918>
- Kayawati, L., & Kurnia, E. (2021). Membangun Citra Merek Sesuai Konsep Syariah. *Economic and Business Management International Journal (EABMIJ)*, 3(03), 41.
- Khairani. (2022). Pengaruh Kualitas Pelayanan Dan Ketersediaan Produk Terhadap Minat Beli Pada Pangkalan Lpg 3 Kg Ud.Rani Di Sampit. *E-Jurnal Surplus (Jurnal Ilmu Manajemen Dan Kewirausahaan)*, 2(1), 9–17.
- Koesworodjati, Y., & Fadillah, M. I. (2022). the Effect of Product Mix and Company Image on Purchase Decisions on E-Commerce Shopee. *Jurnal Riset Bisnis Dan Manajemen*, 15(01), 61–66. <https://doi.org/10.23969/jrbm.v15i01.5325>

- Kotler, Philip, & Amstrong. (2018). Principles Of Marketing. In Principles Of Marketing (seventeen). In *Pearson* (17 th edit). Peardon education limited.
- Laraswati, C., & Harti, H. (2022). Pengaruh Persepsi Kualitas, Citra Merek Dan Etnosentrisme Konsumen Terhadap Minat Pembelian Produk Somethinc. *Jurnal Ekobis : Ekonomi Bisnis & Manajemen*, 12(2), 185–196. <https://doi.org/10.37932/j.e.v12i2.564>
- Liao, S. H., Hu, D. C., & Chou, H. L. (2022). Consumer Perceived Service Quality and Purchase Intention: Two Moderated Mediation Models Investigation. *SAGE Open*, 12(4), 1–15. <https://doi.org/10.1177/21582440221139469>
- Lusi Oky Rahmawati, Diyah Santi Hariyani, I. A. F. (2022). Pengaruh Brand Ambassador, Kesadaran Merek, Desain Produk Dan Persepsi Harga Terhadap Citra Merek Pada Erigo Di Indonesia. *Jurnal Pro Bisnis*, 15(2), 149–161.
- Lutfy Setia Wahyudi Haqiqi Ali, & Cuandra, F. (2023). Pengaruh Digital Marketing Dan Brand Awareness Terhadap Purchase Intention Brand Fashion Erigo Apparel Dimediasi Brand Image. *Jurnal Ekuilnomi*, 5(2), 292–304. <https://doi.org/10.36985/ekuilnomi.v5i2.791>
- Maghfiroh, L., & Iriani, S. S. (2021). Niat Beli Sepatu Merek Lokal oleh Generasi Muda: Pengaruh Consumer Ethnocentrism, Perceived Quality, Perceived Price, dan Perceived Brand Image. *Jurnal Ilmu Manajemen*, 9(2), 617. <https://doi.org/10.26740/jim.v9n2.p617-633>
- Mahesh, L., & Amulya, M. (2013). Impact of brand awareness on purchase intention: A study on mobile phone users in Mysore. *International Journal of Multidisciplinary Management Studies*, 3(4), 106–116. <http://ijh.indianjournals.com/ijor.aspx?target=ijor:xijmms&volume=3&issue=4&article=010>
- Mardikaningsih, R. (2019). Pengaruh Persepsi Kualitas Dan Persepsi Resiko Terhadap Keputusan Pembelian Susu Formula. *Ekuitas*, 1(1), 1–8. <http://repository.uhn.ac.id/handle/123456789/3115%0Ahttp://repository.uhn.ac.id/bitstream/handle/123456789/3115/MegaRumintangPanjaitan.pdf?sequence=1&isAllowed=y>
- Maulana, R., & Muhamad Pauzy, D. (2022). The Influence Of Price Perception And Service Quality On Purchasing Decisions At Tansoe Nature Coffee Tasikmalaya. *Journal of Indonesian Management*, 2(3), 543–552. <https://doi.org/10.53697/jim.v2i3.903>
- Nur Faiza, & Nursani. (2023). Brand Image as a Mediating Variable of the Influence of Perceived Ease of Use and Price on Customer Satisfaction. *Jurnal Dinamika Manajemen Dan Bisnis*, 6(2), 85–101. <https://doi.org/10.21009/jdmb.06.2.6>
- Ovidiu Ioan Moisescu. (2009). The Importance of Brand Awareness in Consumers' Buying Decision and Perceived Risk Assessment. *Management & Marketing*,

7(1), 103–110.

- Prabowo, I. J. K. G., & Nurhadi. (2019). Pengaruh Citra Merek, Kualitas Produk, Persepsi Harga Dan Word Of Mouth Terhadap Minat Beli (Studio Pada Mahasiswa Fakultas Ekonomi UNY Pengguna Iphone) Effect Of Brand Image Quality Product, Price Perception And Woed Of Mouth Of Interest Buy (Studies in . *Indra Jaya*, 246–256.
- Purwanto, A., & Sudargini, Y. (2021). Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4), 114–123.
- Pusdatin. (2022). Outlook Komoditas Perkebunan Kopi 2022. *Outlook Komoditas Perkebunan Kopi 2022*, 1–103.
- Putra, R. (2021). Determinasi Kepuasan Pelanggan Dan Loyalitas Pelanggan Terhadap Kualitas Produk, Citra Merek Dan Persepsi Harga (Literature Review Manajemen Pemasaran). *Jurnal Ekonomi Manajemen Sistem Informasi*, 2(4), 516–524. <https://doi.org/10.31933/jemsi.v2i4.461>
- Qalbi, N., & Hartini. (2023). Pengaruh Persepsi Harga, Persepsi Kualitas dan Keragaman Produk terhadap Minat Beli Pakaian Bekas (Trifiting) di Daerah Sumbawa. *Journal of Nusantara Economic Science (JNES)*, 1(4), 1–7. <https://www.bps.go.id/exim>
- Rika Widianita, D. (2023). Pengaruh Ketersediaan Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Case Handphone Di Toko Devi Ponsel Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *AT-TAWASSUTH: Jurnal Ekonomi Islam*, VIII(1), 1–19.
- Roring, E. Y., Worang, F. G., Rumokoy, L. J., Ekonomi, F., Bisnis, D., & Ratulangi, S. (2024). The Influence Of Product Availability, Perceived Quality, And Brand Image On Customer Purchase Intention Pharmacy Products (Study At Guardian Manado). *Indonesian Journal of Economics*, 1(3), 160–174.
- Rose Poloian, L. (2016). Retail Management. In *Retailing Principles* (9th editio). New Jersey Prentice Hall, Inc. <https://doi.org/10.5040/9781501304125.part-004>
- Saputra, F., & M Ridho Mahaputra. (2022). Relationship of Purchase Interest, Price and Purchase Decisions to IMEI Policy (Literature Review Study). *Journal of Law, Politic and Humanities*, 2(2), 66–75. <https://doi.org/10.38035/jlph.v2i2.76>
- Setiadi, F., Wijaya, D. S., Sari, D. P., Lestari, P., Rahmawati, L. P., Askhiyah, S. Y., Paizza, N. H., Pangesti, N., Nurfaizah, D. Z., & Zain, M. F. (2023). Sosialisasi Perawatan Tanaman Kopi Gunung Kejabing Bersama Dinas Pertanian Dan Ketahanan Pangan Kabupaten Banyumas. 2(2), 663–675.
- Setyanto, R. P., & Kuswoyo, K. (2021). Determinant of Difficulty in Purchasing

- Decisions for Local Coffee Brands: Testing Knowledge of Product Class as Moderator. *Media Ekonomi Dan Manajemen*, 36(2), 196. <https://doi.org/10.24856/mem.v36i2.1964>
- Shwastika, R., & Keni, K. (2021). The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570(Icebsh), 23–31. <https://doi.org/10.2991/assehr.k.210805.004>
- Sihombing, L. A., Suharno, S., Kuleh, K., & Hidayati, T. (2023). The Effect of Price and Product Quality on Consumer Purchasing Decisions through Brand Image. *International Journal of Finance, Economics and Business*, 2(1), 44–60. <https://doi.org/10.56225/ijfeb.v2i1.170>
- Steinhart, Y., Mazursky, D., & Kamins, M. A. (2013). The process by which product availability triggers purchase. *Marketing Letters*, 24(3), 217–228. <https://doi.org/10.1007/s11002-013-9227-4>
- Sugiharto, S., & Renata, M. (2020). Pengaruh Ketersediaan Produk Dan Harga Terhadap Pembelian Ulang Produk Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Dalam Studi Kasus Air Minum Dalam Kemasan(Amdk) Cleo Didaerah Kelurahan Gunung Anyar Surabaya. *Africa's Potential for the Ecological Intensification of Agriculture*, 53(9 (AMDK)), 1689–1699.
- Sultan, P., & Wong, H. Y. (2019). How service quality affects university brand performance, university brand image and behavioural intention: the mediating effects of satisfaction and trust and moderating roles of gender and study mode. *Journal of Brand Management*, 26(3), 332–347. <https://doi.org/10.1057/s41262-018-0131-3>
- Susanto, G., & Ambardi, A. (2022). Pengaruh Brand Awareness, Price Competitiveness, Dan Stock Availability Terhadap Purchase Intention Kulkas Side By Side. *JUEB: Jurnal Ekonomi Dan Bisnis*, 1(3), 24–32. <https://doi.org/10.55784/jueb.v1i3.231>
- Syahrial, S. (2022). Pengaruh Citra Merek Dan Persepsi Kualitas Terhadap Keputusan Pembelian Go-Food. *Jurnal Bisnis Kompetitif*, 1(2), 219–225. <https://doi.org/10.35446/bisniskompetif.v1i2.1119>
- Teguh Afwan, M., & Budi Santosa, S. (2019). Analisis Pengaruh Kualitas Produk, Persepsi Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Studi Pada Konsumen Mebel Madina di Kota Banjarnegara). *Diponegoro Journal of Management*, 8(1), 1–10. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Thilini Nadeesha Senavirathne, V. K. (2020). The Relationship between Product Quality and Purchase Intention on Women ' s Skin Care Products in Sri Lanka , with Special Reference to The Relationship between Product Quality and

- Purchase Intention on Women ' s Skin Care Products in Sri Lanka , *with Sp. October*. <https://doi.org/10.34293/management.v8i2.3314>
- Tjiptono, F. (2011). Brand Registration and Usage in Selected Fmcg Markets in Indonesia 1914 To 2007 : a Study of Brands and Branding in a Transitional Economy. *Diss.UNSW Sydney*, 1–299.
- Tuinesia, R., Sutanto, J. E., & Sondak, M. R. (2022). the Influence of Brand Awareness and Perceived Quality on Repurchase Intention: Brand Loyalty As Intervening Variable (Case Study At Kopi Soe Branch of Panakkukang Makassar). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 578. <https://doi.org/10.29040/ijebar.v6i1.4861>
- Wahyudianto, M. Z. (2021). Pengaruh Persepsi Harga Dan Promosi Penjualan Terhadap Minat Beli Butuhbaju.Com. *Performa*, 5(4), 311–319. <https://doi.org/10.37715/jp.v5i4.1786>
- Wardhana, D. J., Suharto, A., & Wibowo, Y. G. (2023). Pengaruh Brand Image, Persepsi Harga dan Kualitas Produk terhadap Loyalitas Pelanggan pada Pelanggan Kopi Soe di Kabupaten Jember. *BUDGETING : Journal of Business, Management and Accounting*, 5(1), 231–241. <https://doi.org/10.31539/budgeting.v5i1.7042>
- Zeithaml, A. V. (1988). Persepsi Konsumen Nilai Sarana-Akhir : Kualitas , Sintesis Model dan Bukti. *Jurnal Asosiasi Pemasaran Amerika*, 52(3), 2–22.

