

# The Influence of Cafe Atmosphere, Wom, and Customer Experience on Repeat Purchases of Coffee at Coffee Shops in an Islamic Business Perspective (Study on Generation Z Visitors to Hero Coffee Shop In Bandar Lampung City)

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## ABSTRACT

This study aims to determine and analyze the effect of Cafe Atmosphere, Word Of Mouth and Customer Experience on Repeat Purchase of Coffee at Coffeshop in Islamic Business Perspective. This study uses Purposive Sampling technique, using Nonprobability Sampling method with a sample size of 96 respondents using the Lemeshow formula. The data analysis method using SEM PLS analysis is processed with the SmartPLS 4.0 application. The results of the analysis show that partially the Word Of Mouth and Customer Experience variables affect Repeat Purchase, while the Cafe Atmosphere variable has no effect on Repeat Purchase.



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## 1. INTRODUCTION

In line with the growing trend of coffee drinking among generation z, coffeshops have become increasingly popular in recent years. Various types of coffee including espresso, milk cappuccino, latte and others, as well as other non-coffee drinks. Some coffeshops also provide a selection of non-coffee drinks such as tea, juice and other healthy drink options to cater to customers' tastes. In addition, coffeshops also create a clean and comfortable environment. With an attractive interior design, including cozy facilities, warm lighting, and unique decorations as well as providing free Wi-Fi, it is the perfect place to work or relax while enjoying a cup of coffee. Coffee is currently a popular beverage in Indonesia, which is in demand from young people to the elderly. As coffee has good business prospects, it is currently one of the most in-demand products for business owners. This can be seen from the fact that Indonesia is one of the largest coffee producing countries in the world.

Based on data from USDA's Foreign Agricultural Service, Indonesia is one of the largest coffee producing countries in the world, with 8.15 million 60-kg bags in 2023/2024. Indonesia ranks fifth after Brazil, Vietnam, Colombia and Ethiopia. Indonesia's total coffee production is equivalent to 5% of global production. This shows that Indonesia has an important position towards coffee production in the world. The top coffee-producing provinces in Indonesia are South Sumatra, Lampung, North Sumatra, Aceh, Bengkulu, East Java, South Sulawesi, Central Java, East Nusa

Tenggara, and West Sumatra. According to data from the Central Statistics Agency (BPS), the number of coffee exports from 2014-2023 fluctuated. As of September 2024, coffee exports have increased from 276,335 tons in 2023 to 342,330 tons in 2024.

This is reinforced by data from the International Coffee Organization (ICO) which states that coffee consumption in Indonesia reached 5 million 60 kg bags in the 2020/2021 period. That number increased by 4.04% compared to the previous period which amounted to 4.81 million 60 kg bags. Coffee consumption in Indonesia in 2020/2021 is also the highest in the last decade. The increasing amount of coffee consumption in Indonesia has made coffee producers increase the volume of coffee production in Indonesia, the Central Statistics Agency (BPS) noted, coffee production in Indonesia reached 794,800 tons in 2022. The number increased by 1.10% compared to the previous year which amounted to 786,191 tons. This high level of coffee consumption shows the great integration of coffee in daily routines. High caffeine tolerance also drives the high level of coffee consumption among Indonesians, who find it difficult to move without coffee, which has become part of their daily lives, especially Generation Z. (Wardani et al., 2022).

(Miftahul., 2024) The existence of Coffee Shop today is not only a place to spend time drinking coffee, but also to exchange information about the state of the environment. Coffee Shop is not only a place to hang out and meet friends, but also as a working space. Coffeeshop is a gathering place for friends, coworkers, or family to meet, talk, or hold meetings. In fact, some coffeeshops also organize events such as musical performances to attract visitors and create a more memorable experience. In a food and beverage business, the ambience of the cafe plays an important role. A coffeeshop must be more creative and understand what customers want. Therefore, the coffeshop must create an attractive and comfortable atmosphere.

One of them is a coffeeshop that is currently present in the community, namely Warung Kopi Pahlawan located on Jalan Pahlawan No. 22 which has been established since December 18, 2020, has a large enough space with an outdoor and semi-outdoor concept building design and is surrounded by trees making the atmosphere cool and comfortable. Warung Kopi Pahlawan serves unique and delicious coffee from various regions throughout Indonesia such as arabica coffee, robusta coffee, peaberry coffee, black coffee, and other types that can be selected according to visitors' tastes. These coffees serve amazing flavors and offer an unforgettable experience. In addition, this coffeshop also provides a wide range of Wi-Fi services so that visitors can access the internet quickly and easily. To find out the level of purchases at the hero coffee shop, it can be seen from product sales from January to December 2024, as follows:

January; 1500cup February; 1200cup March; 1700cup April; 2000cup May; 1800cup June; 2500cup July; 2000cup August; 1300cup September; 1600cup October; 1500cup November; 2500cup December; 3000cup. Hero coffee shop experienced a decline in sales, which peaked in June-August at 1,200 cups. Since then, Hero Coffee Shop has improved product quality according to customer tastes and offered prices that are quite affordable, resulting in an increase at the end of 2024. Judging from this phenomenon, there is intense competition among existing coffee shops. Coffeeshop owners must develop more creative ideas and concepts as a means of encouraging customers to visit and make repeat purchases in achieving their business success goals at the highest possible level of competition. In accordance with the explanation above, the researcher intends to examine further to test "The Effect of Cafe Atmosphere, Wom, and Customer Experience on Repeat Purchase of Coffee at Coffee Shop in Islamic Business Perspective (Study on Generation z Visitors to Hero Coffee Shop in Bandar Lampung City)".

In accordance with the phenomena that have been described, the problems that will be studied can be identified: Does cafe atmosphere have a significant effect on repeat purchases for generation Z visitors to the hero coffee shop?. Does word of mouth have a significant effect on repeat purchases for generation Z visitors to the hero coffee shop?. Does customer experience have a significant effect on repeat purchases for generation Z visitors to the hero coffee shop?. Do cafe atmosphere, word of mouth, and customer experience have a significant effect on repeat purchases for generation Z visitors to the hero coffee shop?. How is repeat purchase influenced by cafe atmosphere, word of mouth, and customer experience in an Islamic business perspective?.

TPB is the development of Theory Reasoned Action (TRA) proposed by Icek Ajzen and Martin Fishbein in 1988 which is used in consumer behavior. The TRA assumes that when a person

shows a tendency to behave or behavioral intention, this behavior is without constraints, but the application of this assumption is not the same as theory because in reality, behavior is limited by time, unconscious habits, abilities, organizational or environmental restrictions. Because of these limitations, a second theory emerged, namely the Theory of Planned Behaviour (TPB) Theory of Planned Behaviour (TPB) is based on the assumption that behavioral intention is not sufficiently influenced by attitude towards behavior and subjective norms, but is also influenced by perceived behavioral control because when an individual behaves, he is not free to behave without limits, but someone controls him (Nuri purwanto, Budiyanto, 2022).

According to Manap in (Accounting et al., 2024) Cafe Atmosphere is an atmosphere that includes various interiors, exteriors, layouts, internal store traffic, comfort, air, services, music, saleswoman uniforms, display of goods and so on that cause consumer attraction, and generate the desire to buy. This is in line with the opinion of Barry Berman in (Amelia et al., 2025) defining elements such as interior design, lighting, color, aroma, music, temperature comfort, and cleanliness. These elements contribute to the overall comfort and experience of visitors in the cafe just as music contributes to the experience of the listener. An appealing cafe atmosphere can at least be seen through signs of completeness that are able to appeal to the five human senses of sight taste, hearing, smell, and touch. The atmosphere of the cafe is made as attractive as possible to influence consumers. Islam also regulates how to define the image in the minds of consumers, including not lying to consumers about the quality and quantity of goods sold. Islam also teaches about cleanliness and beauty, such as cafes that are neatly designed and attractive to increase the comfort of the cafe atmosphere so that it will bring in more buyers. According to Misanan in (Sholihah et al., 2023) consumer behavior is guided by Islamic teachings based on the principles of justice, cleanliness, simplicity, generosity, and morality.

Cafe atmosphere includes several indicators, namely: (1) Exterior, Exterior is the condition of the outside of the cafe, more on the arrangement of the shape and surface of the building.; (2) Interior, Interior or the inside of a cafe is an inner design that must be seriously designed to maximize the appearance of the cafe; (3) Store Layout, the layout of a cafe is the management of the place and the facilities provided in it; (4) Interior Display, the inside display is a way of arranging tables, chairs, to the products sold to create an attractive visual to attract customers. (Lutfi Andrian Rizki & Mahardani, 2025).

Word of Mouth is one of the promotional mixes, according to Lupiyoadi in (Irawan et al., 2023) this word of mouth information is one of the effective promotional strategies, because it will inform users or consumers voluntarily without realizing it because of the satisfaction with the service or product provided. Consumers use word of mouth to talk about dozens of brands every day, from various product media such as food products. Word of mouth can be especially effective for small businesses where customers can feel a more personal connection. Word of Mouth In (Surahmah & Hariani, 2024), namely sharing positive information and experiences related to a product or service (word of mouth) is a form of helping (ta'awun) and advising each other (al-nasihah) which is recommended. Muslim consumers are encouraged to convey useful information and avoid gossip or information that is not clear, in accordance with the principle of protecting the tongue (hifz al-lisan) in Islam. Positive word of mouth can help Muslim consumers obtain reliable information and make purchasing decisions that suit their needs, in line with the principle of benefit (al-maslahah) in Islam.

To measure the success of word-of-mouth marketing, there are three indicators that can be used. (Gumelar et al., 2023) in their research mention these indicators as follows: (1) Talking about, including a person's willingness to talk about or engage in a conversation about the quality of a product or service to others. (2) Recommend, This indicator relates to the quality and commonality of goals towards using a product or service so that it is willing to recommend that others buy or use it. (3) Encourage, The last indicator relates to encouraging the closest people to make purchases or use products and services.

According to Schmitt in (Desmi Ristia & Marlien, 2022), customer experience is an event, event or situation that is personally experienced and occurs in response to a certain stimulus (for example through various marketing strategies before and after sales). Experience can occur from the results of facing and undergoing situations that are generated through stimulation of the five senses, feelings and thoughts. So that to keep consumers loyal, a strategy is needed that not only

focuses on quality but also on customer experience to increase customer satisfaction. Islam requires its followers to realize Islam in all aspects of life. So it is very important for Muslims to continue to take care of themselves not to deviate from Islamic teachings, including damaging good relations between people. Islam has explained a lot about building relationships with others whose purpose is to unite and reduce disputes. Doing good and respecting each other to fellow humans, maintaining relationships and making peace with others, creating to know each other including to respect each other, and creating humans as social beings who are interrelated and need each other. (Rita Wardani et al., 2022)

The following are indicators of Customer Experience as a basis for analyzing experiential marketing as a whole, namely (1) Sense leads to verbal and visual owned by humans as a tool to feel the products and services offered, (2) Feel, which is a feeling displayed through ideas, pleasure, and reputation of consumer services, which includes mood and feelings. (3) Think is an experience that demands intelligence with the aim of creating cognitive and problem-solving experiences by involving consumers creatively. (4) Act, which is related to a person's real behavior and lifestyle, is designed to create a consumer experience related to the physical body. (5) Relate is an effort to connect oneself with other people and other social groups. (Muhammad Daffa Rahmandika, 2022)

Repurchase according to Kotler & Keller (Hafidh Fauzi, 2021) is a post-purchase consumer action, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will affect subsequent behavior, if consumers are satisfied, they will show a higher probability of repurchasing the product. Repurchase or Repurchase is a behavior that arises in response to an object. Repurchase interest shows the customer's desire for the future. The more experience a person has with a brand or product, the more repeat purchases will occur for products that receive a good evaluation. In carrying out business activities, before entrepreneurs build trust with others, they must first build trust in themselves. Because if trust in himself has been built, it can indirectly encourage the trust of others which has a good impact in increasing repeat purchases or consumer repurchases. as an effort to build trust and increase repeat purchases, the business ethics that are carried out must be guided by the Qur'an and Sunnah. Every economic actor must prioritize Islamic principles, namely serving and being humble, keeping promises and not cheating, behaving well and sympathetically, being honest and trustworthy, being fair, and maintaining and maintaining trust. (Rafki et al., 2022)

Repurchase has four indicators, which are as follows: (1) Transactional Interest, A tendency and desire to always repurchase products. Customers will repurchase products from the same brand. (2) Explorative Interest, A desire to seek information about products. Customers will look for new information related to the products issued by the brand. (3) Preferential Interest, An act of making the consumed product the first choice. Customers act to buy products from other brands. (4) Referential Interest, a willingness to recommend products to others. Customers will often talk about and recommend the product to others.

In accordance with the theory and results of previous relevant research and the research framework above, the hypothesis conclusion in the test is: H1: cafe atmosphere has a significant and positive effect on repeat purchases. H2: word of mouth has a significant and positive effect on repeat purchases. H3: customer experience has a significant and positive effect on repeat purchases.

## 2. RESEARCH METHOD

This research was conducted using a quantitative approach. In this study, data was collected using a questionnaire and analyzed to determine the effect of each variable. This research is explanatory research. Explanatory research aims to explain the cause-and-effect relationship, namely how a variable (independent variable) affects another variable (dependent variable). This research focuses on testing hypotheses that have been formulated based on theory or previous research and serves to justify or reject existing theories based on empirical results and provide an in-depth understanding of certain phenomena. Population is defined as all individuals, objects, or events that are the main subject of analyzing in a study. The population in this study were visitors to coffee shops among generation Z in the city of Bandar Lampung. The initial stage of research design involves identifying the appropriate population, which plays an important role in ensuring the success of the research in

achieving the stated objectives. The sampling method used in this study is non-probability sampling with purposive sampling, which is a sampling technique where the person selected as the sample is in accordance with the purpose of the research. According to Wijoyo in (Charla & Isyanawulan, 2023), states that generation Z are those who were born in 1995 to 2010. So the reference for the object is generation Z in visitors to the hero coffee shop in the city of Bandar Lampung who are in the age range of 12-27 years. In this study, researchers took a sample of 96 respondents using the Lemeshow Formula with consideration because of the unknown population size.

**3. RESULTS AND DISCUSSIONS**

**Validity Test**

Before testing the hypothesis, the researcher first conducted a validity test on the data that had been collected. This validity test is very important to ensure that the instrument used is valid. In this study, the validity test results can be seen from the results of the convergent validity test research by looking at the loading factor value (outer loading). Outer loading is a value that explains the relationship between indicators and latent variables.

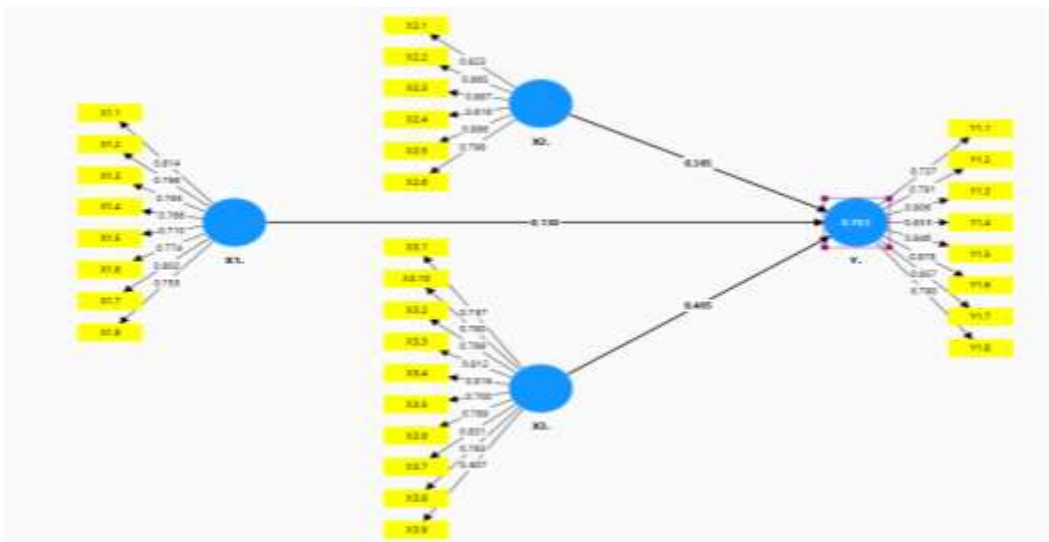


Figure 1. Display of Path Coefficient (Outer Loading)

Table 1. Validity Test Results

Cafe Atmosphere (X1)	Word Of Mouth (X2)	Customer Experience (X3)	Repeat Purchase (Y)
0.814	0.823	0.797	0.737
0.796	0.865	0.799	0.791
0.765	0.887	0.812	0.806
0.766	0.816	0.816	0.835
0.710	0.886	0.700	0.846
0.774	0.789	0.789	0.878
0.802		0.831	0.857
0.755		0.783	0.790
		0.807	
		0.780	

Source: Primary Data, Processed in 2025

Each indicator can fulfill the convergent validity test if it has a loading factor value (outer loading) > 0.70 (above 0.70). Referring to the applicable provisions, the data attached to table 4.5, all indicators used to measure each variable in this study can be said to have valid and significant convergence because the value for each indicator meets these provisions.

### Reliability Test

Reliability testing uses internal consistency reliability by looking at the composite reliability value and Cronbach's Alpha.

1. Composite reliability  
Composite reliability is used to measure the reliability of a construct. The expected value for composite reliability is 0.7. If the composite reliability has a value > 0.7, then the variable is declared reliable.
2. Cronbach's alpha  
The reliability test is strengthened by using Cronbach's alpha. If the Cronbach's alpha coefficient > 0.7, then the question is considered reliable and the variable is declared reliable. If the Cronbach's alpha coefficient < 0.7, then the question is considered not you or not reliable.

**Table 2.** Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Cafe Atmosphere	0.904	0.922	0.598
Word Of Mouth	0.920	0.938	0.716
Customer Experience	0.934	0.944	0.627
Repeat Purchase	0.929	0.942	0.670

Source: Primary Data, Processed in 2025

Based on the data obtained from researchers, it can be concluded that the variables in this study have met the composite reliability test criteria and have met the Cronbach's alpha criteria, where all variables show a high level of reliability. In addition, the results of measuring the Average Variance Extracted (AVE) value also show a value above 0.5. Thus, it can be concluded that all variables in this study are ready to proceed to the next test.

### Determination Coefficient Test

The use of the coefficient of determination (R-Square) test in research helps in evaluating how well the independent variable explains the variation in the dependent variable. The greater the R-Square value, the greater the proportion of variation in variable Y that can be explained by variable X. The following table presents the results in this study:

**Table 3.** Results of the Coefficient of Determination (R<sup>2</sup>)

Matrik	R-Square	R-Square Adjusted
Repeat Purchase	0.763	0.756

Source: Primary Data, Processed in 2025

Based on the results of the coefficient of determination analysis, it shows that the R Square value for the dependent variable (Repeat Purchase) is 0.763, which means that 76.3% of the variation in repeat purchases can be explained by the independent variables used in this research method, namely Cafe Atmosphere, Wom, and Customer Experience. Meanwhile, the Adjusted R Square value of 0.756 shows the results that have been adjusted for the number of variables in the model, thus providing a more accurate picture of the model's ability to explain the dependent variable. With a high R Square value, it can be concluded that this model has a very good ability to explain the effect of independent variables on repeat purchases.

### Hypothesis Testing

To see whether the proposed hypothesis is acceptable or not, it can be seen from :

1. Original Sample's, used to see if the variable has a positive or negative effect. If the original sample's number is negative then the variable has a negative effect.
2. P Value, used to see whether the variable has a significant or insignificant effect. The provision is > 0.5 (significance level) then the variable has an insignificant effect.

3. The t test, the determination is if the t-statistic > t table (significance 5% = 1.96), then it is significant. This test was carried out using the SmartPLS 4 application. The following are the results of the t statistical test:

**Table 4.** T-test Results

	Hubungan Antar Variabel	Original Sampel (O)	Sampel Mean (M)	Standard Devisiation (STDEV)	T- Statistik	P- Value
H1	Cafe Atmosphere=> Repeat Purchase	0.130	0.139	0.144	0.902	0.367
H2	Word Of Mouth=> Repeat Purchase	0.385	0.386	0.100	3.840	0.000
H3	Customer Experience=> Repeat Purchase	0.405	0.391	0.132	3.068	0.002

Source: Primary Data, Processed in 2025

Based on the data from the T test results in the table above, the results can be found:

- 1) The T-statistic results show a value of  $0.902 < 1.96$  and a P value of  $0.367 > 0.05$ . These results indicate that Cafe Atmosphere has no significant effect on Repeat Purchase. So that (H1 is not accepted).
- 2) The T-statistic results show a value of  $3.840 > 1.96$  and a P value of  $0.000 < 0.05$ . These results indicate that Word Of Mouth has a positive and significant effect on Repeat Purchase. So that (H2 is accepted).
- 3) The T-statistic results show a value of  $3.068 > 1.96$  and a P value of  $0.002 < 0.05$ . These results indicate that Customer Experience has a positive and significant effect on Repeat Purchase. So that (H3 is accepted).

#### 4. DISCUSSION

##### The Effect of Cafe Atmosphere on Repeat Purchase

These results indicate that Cafe Atmosphere does not have a significant effect on Repeat Purchase so that H1 cannot be accepted. This is indicated by a T-statistic value of  $0.902 < 1.96$  and a P-value of  $0.367 > 0.05$ . This means that the relationship that occurs is not significant or not supported. Thus, it can be concluded that cafe atmosphere does not have a positive and significant influence on repeat purchases at visitors to the hero coffee shop.

##### The Effect of Word Of Mouth on Repeat Purchase

These results indicate that Word Of Mouth has a positive and significant effect on Repeat Purchase so that H2 is accepted. This is indicated by the T-statistic value of  $3.840 > 1.96$ , and a P-value of  $0.000 < 0.05$ , which states that the relationship that occurs is significant. Therefore, it can be concluded that the second hypothesis which states that Word Of mouth has a positive and significant effect on Repeat Purchase for visitors to the hero coffee shop.

##### The Effect of Customer Experience on Repeat Purchase

These results indicate that Customer Experience has a positive and significant effect on Repeat Purchase so that H3 is accepted. This is indicated by the T-statistic value of  $3.068 > 1.96$ , and the P-value of  $0.002 < 0.05$ , which states that the relationship that occurs is significant. Therefore, it can be concluded that the third hypothesis which states that Customer Experience has a positive and significant effect on Repeat Purchase for visitors to the hero coffee shop.

#### 5. CONCLUSION

Word of mouth and customer experience have a positive and significant effect on repeat purchases, which means that the higher the level of promoting and recommending products can affect consumer interest in making repeated purchases and interactions like this can be made experiences by consumers both directly and indirectly regarding the service process, facilities, and how a consumer interacts with the manager and with other consumers. Meanwhile, the cafe atmosphere has no effect on repeat purchases, which means that not all consumers want to come back to enjoy the cafe atmosphere, even though there are things that are lacking, such as difficult wi-fi access and poor

lighting that do not prevent customers from enjoying serving coffee products at the hero coffee shop. In an Islamic business perspective regarding repeat purchases that are influenced by cafe atmosphere, word, and customer experience, it can be used as a reference so that humans pay more attention to the importance of friendly service to consumers and say words according to truth and honesty, then it has a positive impact on the people around us, so that it can influence consumer decisions and behavior to make repeat purchases or repeat purchases. For Generation Z, It is hoped that this research can be input and consideration regarding variables that can influence repeat purchases so as to increase sales. Choosing products from brands that have aligned values can have a positive impact on the community. By increasing this awareness, gen z can contribute to better brand development and support sustainable business practices. For Future Researchers, It is hoped that this research can be a source of reference for future research, especially for future researchers to further develop this research either using or adding other variables that might affect repeat purchases. And update questionnaire statements and indicators with more recent years. For Hero Coffee Shop, It is hoped that the hero coffee shop will pay more attention to the cafe atmosphere variable. The research results obtained state that it has no effect and the results of many respondents' answers choose neutral answers. Therefore, strategies to increase purchases at the hero coffee shop can be focused on the atmosphere in the coffeshop area such as adjusting the music played, adjusting the lighting arrangement and the appearance or layout of the decorations in the cafe area.

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