

DAFTAR PUSTAKA

- Abdurohim, D. (2023). *Pengembangan Kreativitas Dan Inovasi Jenis, Proses, Pendekatan, dan Strategi* (Rachmi, Ed.). PT. Refika Aditama.
- Annur, C. M. (2024, March 14). *Indonesia Merajai Pasar Minuman Teh di Asia Tenggara 2023*. Databoks. <https://databoks.katadata.co.id/datapublish/2024/03/14/indonesia-merajai-pasar-minuman-teh-di-asia-tenggara-2023>
- Ardana, N. P. (2024, March 13). *Menantea: Analisis Digital Marketing, Kompetitor, dan Competitive Advantage*. Medium.Com. <https://medium.com/@nasyifaard/menantea-analisis-digital-marketing-kompetitor-dan-competitive-advantage-8a85d0cec16c>
- Arifia, N. (2023, July 8). *Minuman Teh Buah Viral Menantea, Ini Rincian Biaya, Syarat, dan Cara Daftar Franchisanya*. DailySocial.Id. <https://dailysocial.id/post/raih-pendanaan-rp16-miliar-gapai-siap-majukan-pekerja-migran>
- Asdar, & Badrullah. (2016). Method of Successive Interval in Community Research (Ordinal Transformation Data to Interval Data in Mathematic Education Studies). *International Journal of Social Science and Humanities Research*.
- Aulia, M. Y. (2022, October 17). *Daftar Menu Menantea Best Seller, Minuman Teh Buah Unik!* Tokopedia. <https://www.tokopedia.com/blog/menu-menantea-tvl/>
- Binekasri, R. (2023, May 26). *Bisnis Kuliner Booming, ESB Bagikan Tips Jadi Juara Pasar*. CNBC Indonesia. <https://www.cnbcindonesia.com/entrepreneur/20230526175138-25-441002/bisnis-kuliner-booming-esb-bagikan-tips-jadi-juara-pasar>
- Dachi, A. (2020). Inovasi Produk terhadap Keputusan Pembelian dan Dampaknya terhadap Loyalitas Pelanggan: Studi Pengguna Mobil

Toyota Calya di Kota Bogor dan Bekasi. *Jurnal Sosial Humaniora Dan Pendidikan (JSHP)*.

Dhewanto, W., Indradewa, R., & Ulfah, W. N. (2015). *Manajemen Inovasi untuk Usaha Kecil & Mikro*. Alfabeta.

Dihni, V. A. (2022, March 30). *Ini 5 Merek Minuman Teh Kekinian Paling Banyak Dikonsumsi Masyarakat*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/03/30/ini-5-merek-minuman-teh-kekinian-paling-banyak-dikonsumsi-masyarakat>

Ekasari, N., & Roza, S. (2017). Pengaruh Inovasi Produk Terhadap Keputusan Pembelian Konsumen Bisnis Pada Umkm Keripik Pisang Dharma Jaya. *Jurnal Manajemen Terapan Dan Keuangan*.

Fahmi, Z. H. M. (2023, April 7). *Menantea partners are loses and disappointed, Franchise Business is at risk?* Medium. <https://medium.com/@eilab/menantea-partners-are-loses-and-disappointed-franchise-business-is-at-risk-9e224c15e889>

Firstianti, A. (2022, September 15). *Menantea, Minuman Teh Buah Kekinian Milik Jerome Polin*. Kulinerkota.Com. <https://kulinerkota.com/menantea/>

Ghauri, P., Grønhaug, K., & Strange, R. (2020). *Research Methods in Business Studies*. Cambridge University Press.

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

Haryandika, DM., & Santra, IK. (2021). The Effect Of Customer Relationship Management On Customer Satisfaction And Customer Loyalty. *Indonesian Journal of Business and Entrepreneurship*.

Hatammimi, J., & Pradana, S. (2022). *Examining The Product Innovation During Covid-19 Pandemic on Purchase Decision A Study on Culinary*

Business in Indonesia. *Proceedings of the 5 Th European International Conference on Industrial Engineering and Operations Management*.

Hatammimi, J., & Thahara, A. (2022). Capturing Competitive Advantage Through Product Innovation: Study of a Small Culinary Business. *European Conference on Innovation and Entrepreneurship*.

Hermawan, W. S. (2021, December 1). *Rahasia Keberhasilan Menantea, Buka 125 Toko di Masa Pandemi*. Kompasiana.Com.

Iskamto, D., Hidayah, R. T., & Saputra, M. R. A. (2024). Influence Of Halal Product, Green Marketing, And Information Adoption To Service Quality On Customer Loyalty And Customer Satisfaction At Starbucks Coffee Bandung, Indonesia. *Seybold Report*.

Kadin Indonesia. (2023). *UMKM Indonesia*. KADIN Indonesia. <https://kadin.id/data-dan-statistik/umkm-indonesia/>

Kasmir. (2022). *Pengantar Metodologi Penelitian : Untuk Ilmu Manajemen, Akuntansi, dan Bisnis*. PT RajaGrafindo Persada.

Khamaludin, Syam, S., & Rismaningsih, F. (2022). The influence of social media marketing, product innovation and market orientation on Indonesian SMEs marketing performance. *International Journal of Data and Network Science*.

Kristanto, Y. A., & Ekonomi, F. (2022). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Yang Dimediasi Oleh Kepuasan Konsumen (Studi Kasus Pada Usaha Susu Murni Siliwangi A-Karsan Bandung). *Jurnal Ilmu Manajemen*, 19, 13–22.

Kusnandar, V. B. (2022, August 10). *Makanan dan Minuman Jadi Kontributor Terbesar PDB Sektor Industri Kuartal II-2022*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/08/10/makanan-dan-minuman-jadi-kontributor-terbesar-pdb-sektor-industri-kuartal-ii-2022>

- Laras, A. (2023, March 27). *6 Fakta Penting Kasus Bisnis Menantea Jerome Polin*. *Bisnis.Com*.
<https://entrepreneur.bisnis.com/read/20230327/52/1640777/6-fakta-penting-kasus-bisnis-menantea-jerome-polin>
- Mantappu Corp. (2024). *Jerome Polin Sijabat*. Mantappu Corp.
<https://www.mantappu.com/talent/jerome-polin-sijabat/>
- Mustamu, E. J., & Ngatno. (2021). Pengaruh Inovasi Produk terhadap Loyalitas Konsumen dengan Kepuasan Konsumen sebagai Variabel Intervening pada KFC Sron dol. *Jurnal Administrasi Bisnis*,.
- Ngoma, M., & Ntale, P. D. (2019). Word of mouth communication: A mediator of relationship marketing and customer loyalty. *Cogent Business & Management*.
- Nguyen-Phuoc, D. Q., Su, D. N., Tran, P. T. K., Le, D.-T. T., & Johnson, L. W. (2020). Transportation Research Part A. *Transportation Researc*.
- Novianti, Endri, & Darlius. (2018). Kepuasan Pelanggan Memediasi Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Loyalitas Pelanggan. *MIX: Jurnal Ilmiah Manajemen*.
- Octaviani, V., & Batu, R. L. (2022). Pengaruh Inovasi Dan Kualitas Produk Terhadap Keputusan Pembelian Toyota Yaris . *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*.
- Priyatno, D. (2018). *SPSS: Panduan Mudah Olah Data Bagi Mahasiswa & Umum* (Giovanny, Ed.). ANDI.
- Purwanto. (2023, March 2). *Peluang Bisnis Minuman: Analisis Pasar, Strategi, Insight*. *Nutrisius*.
<https://www.maklonminuman.co.id/bisnis/peluang-bisnis-minuman/>

- Puspitasaril, R., & Arianti, S. D. (2023). Peran Mediasi Kepuasan Pelanggan dalam Pengaruh Inovasi Produk dan Store Atmosphere terhadap Loyalitas Pelanggan. *Jurnal Sosial Humaniora Dan Pendidikan*.
- Rahayu, S., & Wati, L. N. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dan Dampaknya Terhadap Loyalitas Pelanggan. *Jurnal Ekobis: Ekonomi, Bisnis & Manajemen*.
- Riani, A. L., Sawitri, H. S. R., Istiqomah, S., Suprapti, A. R., & Aini, I. N. Q. (2023). Sosialisasi Produk dan Sertifikasi Halal Serta Pelatihan Inovasi Produk Bagi UMKM. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*.
- Rizaty, M. A. (2022, April 4). *Produksi Teh Nasional Meningkat 20,3% pada 2021*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/04/04/produksi-teh-nasional-meningkat-203-pada-2021>
- Sinambela, L. P., & Sinambela, S. (2020). *Metodologi Penelitian Kuantitatif: Teoretik dan Praktik* (Monalisa, Ed.). Rajawali Pers.
- Srisusilawati, P., Burhanudin, J., & Trenggana, A. F. M. (2023). *Loyalitas Pelanggan* (E. Damayanti, Ed.). Widina Bhakti Persada Bandung.
- Su, D. N., Nguyen-Phuoc, D. Q., Duong, T. H., Dinh, M. T. T., Luu, T. T., & Johnson, L. (2022). How does quality of mobile food delivery services influence customer loyalty? Gronroos's service quality perspective. *International Journal of Contemporary Hospitality Management*, 34(11).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Supoto, Ed.). ALFABETA.
- Sugiyono. (2022). *Metode Penelitian Manajemen* (Setiyawami, Ed.). Alfabeta.

- Sukri, S. Al, Miran, I., & Cakranegara, P. A. (2022). Customer satisfaction mediates the effect of product innovation and service quality on customer loyalty. *Jurnal Ekonomi, Keuangan Dan Manajemen*.
- Taherdoost, H. (2019). What Is the Best Response Scale for Survey and Questionnaire Design; Review of Different Lengths of Rating Scale Attitude Scale Likert Scale. *International Journal of Academic Research in Management*, 8.
- Talay, M. B., Calantone, R. J., & Voorhees, C. M. (2014). Coevolutionary Dynamics of Automotive Competition: Product Innovation, Change, and Marketplace Survival. *Journal of Product Innovation Management*.
- Trisliatanto, D. A. (2020). *Metodologi Penelitian: Panduan Lengkap Penelitian dengan Mudah* (Giovanni, Ed.). Penerbit ANDI .
- Tsai, P.-H., & Chang, S.-C. (2014). Comparing The Apple Ipad And Non-Apple Camp Tablet Pcs: A Multicriteria Decision Analysis. *Technological and Economic Development of Economy*.
- Visnjic, I., Wiengarten, F., & Neely, A. (2016). Only the Brave: Product Innovation, Service Business Model Innovation, and Their Impact on Performance. *Journal of Product Innovation Management*.
- Watson, G. F., Beck, J. T., Henderson, C. M., & Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*.
- Wulandari, D. (2021, November 26). *Menantea Rilis Inovasi Terbaru Melalui Menu Comfortea Series*. Mix.Co.Id. <https://mix.co.id/marcomm/news-trend/menantea-rilis-inovasi-terbaru-melalui-menu-comfortea-series/#:~:text=Demi%20memuaskan%20para%20pelanggan%20setia%20C%20Menantea%20terus%20melahirkan,saat%20menikmati%20teh%20buah%20Menantea%20di%20segala%20suasana>.

Yubilanti, L. S., Perdana, T., Rochdiani, D., & Judawinata, G. (2023). Analisis Strategi Bersaing Dalam Usaha Modern Fusion Tea Di Era Digital. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*.