

BIBLIOGRAPHY

- Alkitbi, S. S., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2021). Factors Affect Customer Retention: A Systematic Review. *Advances in Intelligent Systems and Computing*, 1261 AISC, 656–667. https://doi.org/10.1007/978-3-030-58669-0_59
- Arslan, A., Kamara, S., Tian, A. Y., Rodgers, P., & Kontkanen, M. (2024). Marketing agility in underdog entrepreneurship: A qualitative assessment in post-conflict Sub-Saharan African context. *Journal of Business Research*, 173. <https://doi.org/10.1016/j.jbusres.2023.114488>
- Games, D., Agriqisthi, & Sari, D. K. (2020). Earthquakes, fear of failure, and wellbeing: An insight from Minangkabau entrepreneurship. *International Journal of Disaster Risk Reduction*, 51. <https://doi.org/10.1016/j.ijdrr.2020.101815>
- Hochstein, B., Voorhees, C. M., Pratt, A. B., Rangarajan, D., Nagel, D. M., & Mehrotra, V. (2023). Customer success management, customer health, and retention in B2B industries. *International Journal of Research in Marketing*, 40(4), 912–932. <https://doi.org/10.1016/j.ijresmar.2023.09.002>
- Islam, T., Ahmed, I., Ali, G., & Ahmer, Z. (2019). Emerging trend of coffee cafe in Pakistan: factors affecting revisit intention. *British Food Journal*, 121(9), 2132–2147. <https://doi.org/10.1108/BFJ-12-2018-0805>
- Mamonto, A., Lapihan, J., & Tielung..., M. V. J. (2020). THE ANALYSIS OF CUSTOMER RETENTION AND CUSTOMER'S EMOTIONAL

EXPERIENCE IN LOCAL COFFEE SHOP (CASE STUDY OF NOMAD

COFFEE SHOP). *Jurnal EMBA*, 8(1), 371–380.

Olazo, D. B. (2023). Marketing competency, marketing innovation and sustainable competitive advantage of small and medium enterprises (SMEs): a mixed-method analysis. *Asia Pacific Journal of Marketing and Logistics*, 35(4), 890–907. <https://doi.org/10.1108/APJML-01-2022-0050>

Salamah, A. A., Hassan, S., Aljaafreh, A., Zabadi, W. A., AlQudah, M. A., Hayat, N., Al Mamun, A., & Kanesan, T. (2022). Customer retention through service quality and satisfaction: using hybrid SEM-neural network analysis approach. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10570>

Simanjuntak, M., Putri, N. E., Yuliati, L. N., & Sabri, M. F. (2020). Enhancing customer retention using customer relationship management approach in car loan bussiness. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1738200>

Zulkepli, Z. H., Hasnan, N., & Mohtar, S. (2015). Communication and Service Innovation in Small and Medium Enterprises (SMEs). *Procedia - Social and Behavioral Sciences*, 211, 437–441. <https://doi.org/10.1016/j.sbspro.2015.11.057>

Chapman Cook, M., & Karau, S. J. (2023). Opportunity in uncertainty: small business response to COVID-19. *Innovation and Management Review*, 20(2), 162–178. <https://doi.org/10.1108/INMR-11-2021-0226>

- Gupta, S., Malhotra, N. K., Czinkota, M., & Foroudi, P. (2016). Marketing innovation: A consequence of competitiveness. *Journal of Business Research*, 69(12), 5671–5681. <https://doi.org/10.1016/j.jbusres.2016.02.042>
- Kalaignanam, K., Tuli, K. R., Kushwaha, T., Lee, L., & Gal, D. (2021). Marketing Agility: The Concept, Antecedents, and a Research Agenda. *Journal of Marketing*, 85(1), 35–58. <https://doi.org/10.1177/0022242920952760>
- Wardhana, F., Le, V., Masli, E., & Sok, M. (2023). *What Makes a Coffee Shop Interesting? Demystifying Critical Factors that Attract and Retain Coffee Shop Customers in Indonesia* (pp. 259–272). https://doi.org/10.2991/978-94-6463-350-4_25
- Grossman, O., & Rachamim, M. (2024). How can coffee shops draw customers back after COVID-19? the influence of psychological distance on coffee versus tea preference. *Journal of Business Research*, 172. <https://doi.org/10.1016/j.jbusres.2023.114431>
- Wu, C. W., Botella-Carrubi, D., & Blanco-González-Tejero, C. (2024). The empirical study of digital marketing strategy and performance in small and medium-sized enterprises (SMEs). *Technological Forecasting and Social Change*, 200. <https://doi.org/10.1016/j.techfore.2023.123142>
- Hu, Q., Hughes, M. (Mat), & Hughes, P. (2022). Family-unique resources, marketing resources, and family owners' willingness to pursue radical innovation: A model and test. *Journal of Business Research*, 146, 264–276. <https://doi.org/10.1016/j.jbusres.2022.03.082>

Salma, S. Y., & Aji, H. M. (2023). What drives Muslims to boycott French brands?

The moderating role of brand judgement and counterargument. *Journal of Islamic Marketing*, 14(5), 1346–1368. <https://doi.org/10.1108/JIMA-04-2021-01288>

