

## DAFTAR PUSTAKA

- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356. <https://doi.org/10.1177/002224379703400304>
- Ahmed, S., and Moosavi, Z. 2013. Factor Influencing the Cell Phone Brand Loyalty of Sweddish Generation Y. International Marketing. Sweden: Master Tesis The Marladelen Univesity
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Gasawneh, J., & Al-Adamat, A. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10, 1701-1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Alhaddad, A. (2015). A STRUCTURAL MODEL OF THE RELATIONSHIPS BETWEEN BRAND IMAGE, BRAND TRUST AND BRAND LOYALTY. *International Journal of Management Research and Reviews*, 5(3), 137-144. <https://www.proquest.com/scholarly-journals/structural-model-relationships-between-brand/docview/1673958679/se-2?accountid=49069>
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on purchase intention: The mediating role of brand image. *Innovative Marketing*, 19(4), 145-157. [https://doi.org/https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/https://doi.org/10.21511/im.19(4).2023.12)
- Almohaimmeed, B. M. A. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business and Retail Management Research*, 13(4). <https://doi.org/https://doi.org/10.24052/JBRMR/V13IS04/ART-13>
- Ammar, A. A., Al-Omar, S., & Alkhatib, S. (2022). The complexity of interaction between social media platforms and organizational performance. *Journal of Open Innovation : Technology, Market, and Complexity*, 8(4), 169. <https://doi.org/10.3390/joitmc8040169>
- Arman, & Shabbir, S. A. (2020). IMPACT OF SERVICE QUALITY AND BRAND IMAGE ON BRAND LOYALTY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION. *Eurasian Journal of Social Sciences*, 8(2), 75-84. doi:<https://doi.org/10.15604/ejss.2020.08.02.004>
- Arora, N., Rana, M., & Prashar, S. (2023). How Does Social Media Impact Consumers' Sustainable Purchase Intention? *Review of Marketing Science*, 21(1), 143-168. <https://doi.org/doi:10.1515/roms-2022-0072>
- As'ad, H. A.-R., & Alhadid, A. Y. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Review of Integrative Business and Economics Research*, 3(1), 315-345.

- <https://www.proquest.com/scholarly-journals/impact-social-media-marketing-on-brand-equity/docview/1513215316/se-2?accountid=49069>
- Awasthi, B., & Mehta, M. (2020). Anti-Branding: Positive and Negative Effects on Consumer Perception of Generation Y and Z with Special Reference to Maggi Noodles in India. *IUP Journal of Brand Management*, 17(3), 7-22. <https://www.proquest.com/scholarly-journals/anti-branding-positive-negative-effects-on/docview/2464178618/se-2?accountid=49069>
- Azhar, M., Husain, R., Hamid, S., & Rahman, M. N. (2023). Effect of social media marketing on online travel purchase behavior post-COVID-19: Mediating role of brand trust and brand loyalty. *Future Business Journal*, 9(1), 13. doi:<https://doi.org/10.1186/s43093-023-00192-6>
- Bastian, D. A. (2014). Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–9.
- Binwani, K. J., & Ho, J. S. Y. (2019). Effects of Social Media on Cosmetic Brands. *Economics of Networks eJournal*.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behavior*. Harcourt College Publishers. <https://books.google.co.id/books?id=eocrAQAAMAAJ>
- Bloemer, J., Ko de, R., & Wetzels, M. (1999). Linking perceived service quality and service loyalty: a multi-dimensional perspective. *European Journal of Marketing*, 33(11/12), 1082-1106. <https://doi.org/https://doi.org/10.1108/03090569910292285>
- Boush, D. M., & Jones, S. M. (2006). A Strategy-Based Framework for Extending Brand Image Research. In *Creating images and the psychology of marketing communication*. (pp. 3-29). Lawrence Erlbaum Associates Publishers.
- Büyükdağ, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media [Marka farkındalığı, marka imajı, marka tatmini, marka sadakati ve ağızdan ağıza iletişimin satın alma niyeti üzerindeki etkisi: Sosyal medya üzerine ampirik bir araştırma]. *Business & Management Studies: An International Journal*, 9(4), 1380-1398. <https://doi.org/https://doi.org/10.15295/bmij.v9i4.1902>
- Cahya, K.D. (2018), “Minum kopi, representasi gaya hidup ‘hangout’, from Kompas website: <https://lifestyle.kompas.com/read/2018/10/18/173747320/minum-kopi-representasi-gaya-hidup-hangout> available at:
- Casidy, R., Phau, I., & Lwin, M. (2016). The role of religious leaders on digital piracy attitude and intention. *Journal of Retailing and Consumer Services*, 32, 244-252. <https://doi.org/https://doi.org/10.1016/j.jretconser.2016.04.006>
- Çelik, Z. (2022). THE MODERATING ROLE OF INFLUENCER ATTRACTIVENESS IN THE EFFECT OF BRAND LOVE, BRAND TRUST, BRAND AWARENESS AND BRAND IMAGE ON BRAND LOYALTY [Marka aşkı, marka güveni, marka farkındalığı ve marka imajinin marka

- sadakatine etkisinde influencer çekiciliğinin ilimlaştırıcı rolü]. *Istanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 21(43), 148-167. <https://doi.org/https://doi.org/10.46928/iticusbe.1050122>
- Charukitpipat, A. (2024). Investigating the antecedents of Potential Hypertension Patients' Brand Loyalty and Brand Equity in Personal Health Assistant Services: A Case Study on a Private Hospital in Bangkok, Thailand. *Scholar*, 16(1), 50-58. <https://doi.org/https://doi.org/10.14456/shserj.2024.6>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, Y.-S., Chen, T.-J., & Lin, C.-C. (2016). The Analyses of Purchasing Decisions and Brand Loyalty for Smartphone Consumers. *Open Journal of Social Sciences*, 04, 108-116. <https://doi.org/10.4236/jss.2016.47018>
- Chi, H., Yeh, H., & Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *Journal of International Management Studies*, 4, 135-144.
- Cho, E., Fiore, A. M., & Russell, D. W. (2015). Validation of a Fashion Brand Image Scale Capturing Cognitive, Sensory, and Affective Associations: Testing Its Role in an Extended Brand Equity Model. *Psychology & Marketing*, 32(1), 28-48. <https://doi.org/https://doi.org/10.1002/mar.20762>
- Chrisniyanti, A., & Fah, C. T. (2022). THE IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION OF SKINCARE PRODUCTS AMONG INDONESIAN YOUNG ADULTS. *Eurasian Journal of Social Sciences*, 10(2), 68-90. <https://doi.org/https://doi.org/10.15604/ejss.2022.10.02.001>
- Çizmecci, F., & Ercan, T. (2015). The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness By Housing Companies. *Megaron*, 10(2), 149-161. <https://doi.org/10.5505/megaron.2015.73745>
- Cuong, D., & Khoi, B. (2019). The Effect of Brand Image and Perceived Value on Satisfaction and Loyalty at Convenience Stores in Vietnam. *Journal of Advanced Research in Dynamical and Control Systems*, 11, 1446-1454.
- Databoks. (2018). 2021, Konsumsi Kopi Indonesia Diprediksi Mencapai 370 Ribu Ton. <https://databoks.katadata.co.id/agroindustri/statistik/a52d67e63a182a3/2021-konsumsi-kopi-indonesia-diprediksi-mencapai-370-ribu-ton>
- Databoks. (2023). Indonesia Jadi Produsen Kopi Terbesar Ketiga di Dunia pada 2022/2023. <https://databoks.katadata.co.id/agroindustri/statistik/cb9d1ae8716dbf/indonesia-jadi-produsen-kopi-terbesar-ketiga-di-dunia-pada-20222023>
- datareportal. (2023). *Digital 2023: Indonesia*. <https://datareportal.com/reports/digital-2023-indonesia>

- Davis Mersey, R., Malthouse, E. C., & Calder, B. J. (2010). Engagement with Online Media. *Journal of Media Business Studies*, 7(2), 39-56. <https://doi.org/10.1080/16522354.2010.11073506>
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597-600. <https://doi.org/https://doi.org/10.1016/j.chb.2015.03.051>
- detikedu. (2023). 10 Negara Penghasil Kopi Terbesar di Dunia, Indonesia Nomor Berapa? <https://www.detik.com/edu/detikpedia/d-6770989/10-negara-penghasil-kopi-terbesar-di-dunia-indonesia-nomor-berapa>.
- Diskul, V. (2023). The Examination of Local And Foreign Customer's Brand Loyalty Toward Five-Star Hotels in Bangkok. *Scholar*, 15(1), 242-251. <https://doi.org/https://doi.org/10.14456/shserj.2023.25>
- Ecstasia, B., & Maftukhah, I. (2018). PENGARUH CITRA MEREK DAN PERSEPSI KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI LOYALITAS MEREK PADA RIEZ PALACE HOTEL TEGAL *Management Analysis Journal*, 7, 129-138.
- El Aziz, M. W. A., Tantawi, P., Arslan, M., & Nagdy, H. M. (2024). Impact of Social Media Marketing on Brand Loyalty, through the mediating role of customer experience: An Applied Study in the Egyptian Private Hospitals. *Journal of Electrical Systems*, 20(5s), 1736-1746. <https://www.proquest.com/scholarly-journals/impact-social-media-marketing-on-brand-loyalty/docview/3076055744/se-2?accountid=49069>
- Emini, A., & Zeqiri, J. P. (2021). SOCIAL MEDIA MARKETING AND PURCHASE INTENTION: EVIDENCE FROM KOSOVO [Marketing na drštvenim mrežama i namjera kupnje: Prikaz stanja na kosovu]. *Ekonomika Misao i Praksa*, 30(2), 475-492. <https://doi.org/https://doi.org/10.17818/EMIP/2021/2.8>
- Erdoğan, İ. E., & Çiçek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353-1360. <https://doi.org/https://doi.org/10.1016/j.sbspro.2012.09.1119>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55. <https://doi.org/https://doi.org/10.1016/j.chb.2016.03.003>
- Evans, D., & McKee, J. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. Canada: Wiley Publishing Inc.
- Ezenwafor, E., Ayodele, A., & Nwaizugbo, C. (2021). Social media marketing and brand loyalty among online shoppers in anambra state, nigeria: Mediating effect of brand awareness. *Journal of Electronic Commerce in Organizations*, 19(3), 16-27. doi: <https://doi.org/10.4018/JECO.2021070102>

- Fajri, N. (2021). Coffee Shop dan Ruang Dialektika Milenial. Pronesiata. <https://pronesiata.id/homepage/detail/Ceritakanaja/coffee-shop-dan-ruang-dialektika-milenial-1637926790>
- Fatema, M., Azad, M., & Masum, A. (2015). Impact of Brand Image and Brand Loyalty in Measuring Brand Equity of Islami Bank Bangladesh Ltd. *Asian Business Review*, 2, 42. <https://doi.org/10.18034/abr.v2i1.314>
- Ferdinand, A. T. (2006). Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan skripsi, Tesis, dan disertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro
- Ferdinand, Augusty, 2006, “Structural Equation Modeling dalam Penelitian Manajemen”, Badan Penerbit Universitas Diponegoro, Semarang.
- Ferdinand, (2014). Structural Equation Model Dalam Penelitian Manajemen: Aplikasi Model-Model Rumit Dalam Penelitian untuk Skripsi, Tesis dan Disertasi Doktor. Edisi Kelima. Badan Penerbit Universitas Diponegoro. Semarang
- Fianto, A., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5, 58. <https://doi.org/10.5296/bms.v5i2.6003>
- Fullerton, G. (2003). When does commitment lead to loyalty? *Journal of Service Research : JSR*, 5(4), 333-344. <https://www.proquest.com/scholarly-journals/when-does-commitment-lead-loyalty/docview/210512845/se-2?accountid=49069>
- G. T. Mulyansyah and R. Sulistyowati, “Pengaruh Digital Marketing Berbasis Sosial Media Terhadap Keputusan Pembelian Kuliner Di Kawasan G-Walk Surabaya,” *J. Pendidik. Tata Niaga*, vol. 9, no. 1, pp. 1097–1103, 2021.
- Gautam, V., & Sharma, V. (2017). The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands. *Journal of Promotion Management*, 23(6), 872-888. <https://doi.org/https://doi.org/10.1080/10496491.2017.1323262>
- Ghozali, I. (2011). MODEL PERSAMAAN STRUKTURAL KONSEP DAN APLIKASI DENGAN PROGRAM AMOS 24 Updated Bayesian SEM (Edisi 7). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang.
- Ghozali, Imam. “Structural Equation Model”. Universitas Diponegoro. Semarang 2014
- Goodstats. (2023). 10 Negara dengan Pengguna Jenis Media Sosial Terbanyak 2023. <https://data.goodstats.id/statistic/10-negara-dengan-pengguna-jenis-media-sosial-terbanyak-2023-JMsOo>
- Goodstats. (2024). *Survei GoodStats: Kopi Jadi Bagian dari Kehidupan Masyarakat Indonesia*. <https://goodstats.id/article/survei-goodstats-kopi-jadi-bagian-dari-kehidupan-masyarakat-indonesia-D5iBT>
- goodstats.id. (2023). *Kedai Kopi Lokal Favorit Anak Muda Indonesia September 2023* [https://www.instagram.com/p/CxpVeAohTuf/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CxpVeAohTuf/?utm_source=ig_web_copy_link)

- goodstats.id. (2024). *Kedai Kopi Lokal Favorit Orang Indonesia Maret 2024*  
[https://www.instagram.com/p/C4pa9V8PoYU/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/C4pa9V8PoYU/?utm_source=ig_web_copy_link)
- Gordhamer, S. (2009) 4 Ways Social Media is Changing Business. Mashable – The Social Media Guide. (Online) Available from <http://mashable.com/2009/09/22/social-media-business/>
- Gumiwang, R. (2018), Ramai-ramai Merambah Bisnis Kedai Kopi, Wartakota website: available at: <https://tirto.id/ramai-ramai-merambah-bisnis-kedai-kopi-cHPS>
- Hameed, S., & Kanwal, M. (2018). Effect of Brand Loyalty on Purchase Intention in Cosmetics Industry. *Research in Business and Management*, 5, 25. <https://doi.org/10.5296/rbm.v5i1.12704>
- Hardianto, Rudy (2023) *PENGARUH BRAND AWARENESS DAN BRAND IMAGE TERHADAP BRAND LOYALTY SEMEN CONCH DI PT KONSINDO BANGUN PERKASA YANG DIMEDIASI OLEH BRAND TRUST*. Diploma thesis, STIE PEMBANGUNAN TANJUNGPINANG.
- Hidayah, A. (2018). “Buat Ngopi Habiskan Sejuta, Ini Potret Gaya Hidup Milenial Jakarta.” Lifepal. <https://lifepal.co.id/media/konsumtif-dan-boros-jadi-gaya-hidup-milenialjakarta/>.
- Hoeffler, S., & Kevin Lane, K. (2003). The marketing advantages of strong brands. *Journal of Brand Management*, 10(6), 421-445. <https://www.proquest.com/scholarly-journals/marketing-advantages-strong-brands/docview/232485218/se-2?accountid=49069>
- Hootsuite. (2020). Hootsuite (We are Social): Indonesian Digital Report 2020. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/>
- Hsiang-Ming, L., Ching-Chi, L., & Cou-Chen, W. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7/8), 1091-1111. <https://doi.org/https://doi.org/10.1108/03090561111137624>
- Hsieh, M. H. (2004). Measuring global brand equity using cross-national survey data [Article]. *Journal of International Marketing*, 12(2), 28-57. <https://doi.org/10.1509/jimk.12.2.28.32897>
- Iqbal, U. P., K, H. V., & Sainudheen, S. (2023). The intervening impact of social media marketing on brand loyalty: A multi group analysis in customer demographics. *Iranian Journal of Management Studies*, 16(4), 889-903. doi:<https://doi.org/10.22059/ijms.2022.342872.675097>
- Irshad, O., Ahmad, S., & Mahmood, S. (2024). Fostering Purchase Intentions Through CSR and Service Quality: The Role of Customer Satisfaction, Brand Loyalty, and Admiration. *Sustainability*, 16(23), 10584. <https://doi.org/https://doi.org/10.3390/su162310584>
- Istanto, Yuni, dkk. (2020). *Pemasaran Melalui Media Sosial Pada Usaha Kecil*. Yogyakarta: Zahir Publishing

- Iversen, N. M., & Hem, L. E. (2008). Provenance associations as core values of place umbrella brands: A framework of characteristics. *European Journal of Marketing*, 42(5), 603-626. doi:<https://doi.org/10.1108/03090560810862534>
- Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *JMR, Journal of Marketing Research (pre-1986)*, 10(000001), 1. <https://www.proquest.com/scholarly-journals/brand-loyalty-vs-repeat-purchasing-behavior/docview/208752791/se-2?accountid=49069>
- Jakpat. (2022). 7 Kedai Kopi Lokal Terfavorit, Kamu Setuju Nggak? <https://jakpat.net/info/7-kedai-kopi-lokal-terfavorit-kamu-setuju-nggak/>
- Jan, M. T., De Jager, J., & Sultan, N. (2020). THE IMPACT OF SOCIAL MEDIA ACTIVITY, INTERACTIVITY, AND CONTENT ON CUSTOMER SATISFACTION: A STUDY OF FASHION PRODUCTS. *Eurasian Journal of Business and Management*, 8(4), 336-347. <https://doi.org/https://doi.org/10.15604/ejbm.2020.08.04.005>
- Jiang, H., & Zhang, Y. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market. *Journal of Air Transport Management*, 57, 80-88. <https://doi.org/https://doi.org/10.1016/j.jairtraman.2016.07.008>
- Kaur, H., & Soch, H. (2018). Satisfaction, trust and loyalty: investigating the mediating effects of commitment, switching costs and corporate image. *Journal of Asia Business Studies*, 12(4), 361-380. <https://doi.org/https://doi.org/10.1108/JABS-08-2015-0119>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1. <https://www.proquest.com/scholarly-journals/conceptualizing-measuring-managing-customer-based/docview/227794112/se-2?accountid=49069>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. United Kingdom: Pearson Education Limited.
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising*, 10, 16-27. <https://doi.org/10.1080/15252019.2010.10722167>
- Kertajaya, H. (2007). *On Marketing Edisi Soft Cover*. Bandung: Mizan Media Utama.
- Khaled Al, F., Abdulrahman Al, S., & Albarq, A. N. (2024). The importance of environmental concern, trust and convenience in consumers' purchase intentions of organic foods in a developing country. *Cogent Business & Management*, 11(1). <https://doi.org/https://doi.org/10.1080/23311975.2024.2361319>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486. <https://doi.org/https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, J., Ra, J., Seo, T., Hwang, Y. Y., & Lee, Y. (2013). Impact of SNS Ad type and product involvement on consumers' purchasing intentions1 [Article].

- International Journal of Software Engineering and its Applications*, 7(6), 325-332. <https://doi.org/10.14257/ijseia.2013.7.6.27>
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran*. Jakarta: PT Indeks.
- Kotler, P., & Kevin, L. (2007). *Manajemen Pemasaran 1* (12 ed.). Jakarta: PT. Indeks.
- Kotler, Philip., dan Keller, Kevin Lane. (2009). *Manajemen Pemasaran*. Jakarta: Prenhallindo
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hanser, T. (2016). *Marketing management*. 15e, Harlow: Pearson Education.
- Koubaa, Y. (2006), “COO: who uses it, when and how it is used”, paper presented at the 9<sup>th</sup> Conference on Global Business and Technologies Association, Taiwan.
- Koubaa, Y. (2008). Country of origin, brand image perception, and brand image structure. *Asia Pacific Journal of Marketing and Logistics*, 20(2), 139-155. <https://doi.org/https://doi.org/10.1108/13555850810864524>
- Kshetri, A., & Jha, B. (2016). Online Purchase Intention: A Study of Automobile Sector in India. *Review of Integrative Business and Economics Research*, 5(3), 35-59. <https://www.proquest.com/scholarly-journals/online-purchase-intention-study-automobile-sector/docview/1814289806/se-2?accountid=49069>
- Kurniawan, Gogi. 2020. Perilaku Konsumen Dalam Membeli Produk Beras Organik Melalui Ecommerce.
- Kusumawati, N., & Arrahim, D. (2021). How Muslim Youth Community Brand Sells Merchandise Case: Shift Youth Movement. *The Asian Journal of Technology Management*, 14(1), 89-107. <https://doi.org/https://doi.org/10.12695/ajtm.2021.14.1.1>
- Laksamana, P. (2020). I will Always Follow You: Exploring the Role of Customer Relationship in Social Media Marketing. *International Review of Management and Marketing*, 10(3), 22-28. <https://www.proquest.com/scholarly-journals/i-will-always-follow-you-exploring-role-customer/docview/2501459002/se-2?accountid=49069>
- Laroche, M., Habibi, M. R., & Richard, M.-O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76-82. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- Lau, M. M., Lan Ng, P. M., Elaine Ah Heung, C., & Yan Cheung, C. T. (2023). Examining purchase intention for luxury fashion: integrating theory of reasoned action, with affect-behavior-cognition (ABC) model, identity and social identity theories. *Young Consumers*, 24(1), 114-131. <https://doi.org/https://doi.org/10.1108/YC-07-2022-1557>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51-70. <https://doi.org/https://doi.org/10.1007/s11747-020-00733-3>
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase



- Intention. *Procedia Economics and Finance*, 35, 401-410. [https://doi.org/https://doi.org/10.1016/S2212-5671\(16\)00050-2](https://doi.org/https://doi.org/10.1016/S2212-5671(16)00050-2)
- Litya, N. (2018). "The Rise of Indonesia's Modern Concept of Coffee Shops", The Low Down - Momentum website: available at: <https://thelowdown.momentum.asia/indonesias-rise-of-modern-new-concept-of-coffee-shops/>
- Liu, H.-H., & Wang, Y.-N. (2019). Interrelationships between Viral Marketing and Purchase Intention via Customer-Based Brand Equity. *Journal of Business and Management Sciences*, 7, 72-83. <https://doi.org/10.12691/jbms-7-2-3>
- Liu, M. T., Liu, Y., & Mo, Z. (2020). Moral norm is the key: An extension of the theory of planned behaviour (TPB) on Chinese consumers' green purchase intention [Theory of planned behaviour]. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1823-1841. <https://doi.org/https://doi.org/10.1108/APJML-05-2019-0285>
- Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9(6), 350-370. <https://doi.org/10.1108/10610420010356966>
- Machi, L., Nemavhidi, P., Chuchu, T., Nyagadza, B., & de Villiers, M. V. (2022). Exploring the impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. *International Journal of Research in Business and Social Science*, 11(5), 176-187. doi:<https://doi.org/10.20525/ijrbs.vUi5.1841>
- Magasic, M. (2016). The 'Selfie Gaze' and 'Social Media Pilgrimage': Two Frames for Conceptualising the Experience of Social Media Using Tourists. In (pp. 173-182). [https://doi.org/10.1007/978-3-319-28231-2\\_13](https://doi.org/10.1007/978-3-319-28231-2_13)
- Mansoor, M., & Noor, U. (2019). Determinants of Green Purchase Intentions: Positive Word of Mouth as moderator. *Journal of Business & Economics*, 11(2), 143-160. <https://www.proquest.com/scholarly-journals/determinants-green-purchase-intentions-positive/docview/2362135187/se-2?accountid=49069>
- Martin, K., & Ramsaran-Fowdar, R. (2013). An examination of the consumer buying behaviour of single-parent households.
- Meenaghan, T. (1995). The role of advertising in brand image development. *Journal of Product & Brand Management*, 4(4), 23-34. <https://doi.org/10.1108/10610429510097672>
- Merisavo, M., & Raulas, M. (2004). The impact of e-mail marketing on brand loyalty. *The Journal of Product and Brand Management*, 13(7), 498-505. doi: <https://doi.org/10.1108/10610420410568435>
- Meslat, N. (2018). Impact of social media on customers' purchase decision : case: Chocolaterie Thibaut, France.
- Mitic, M. and Kapoulas, A. (2012), "Understanding the role of social media in bank marketing", *Marketing Intelligence & Planning*, Vol. 30 No. 7, pp. 668-686. <https://doi.org/10.1108/02634501211273797>
- Moisescu, O. (2014). Assessing Customer Loyalty: A Literature Review.

- Morgan, R., & Hunt, S. (1994). The Commitment-Trust Theory of Relationship Marketing. *the journal of marketing*, 58, 20-38. <https://doi.org/10.2307/1252308>
- Moslehpour, M., Ismail, T., Purba, B., & Wing-Keung Wong. (2022). What makes GO-JEK go in indonesia? the influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89. doi:<https://doi.org/10.3390/jtaer17010005>
- Mowen, J., & Minor, M. (2002). *Perilaku Konsumen* (Vol. 1). Jakarta: PT Penerbit Erlangga.
- Musika, Y. (2019). “ALASAN PELANGGAN BERKUNJUNG KE KEDAI KOPI.” Otten Magazine. <https://majalah.ottencoffee.co.id/alasan-pelanggan-berkunjung-ke-kedaikopi/>
- Mustinda, L. (2016, November 22). Generasi Millennial Terbukti Lebih Banyak Minum Kopi Dibandingkan Generasi Sebelumnya. Detikfood, p. 1. Retrieved from <https://food.detik.com/info-kuliner/d-3350957/generasi-millennial-terbuktilebih-banyak-minum-kopi-dibandingkan-generasi-sebelumnya>
- NapoleonCat. (2024). *Instagram users in Indonesia - January 2024*. <https://napoleoncat.com/stats/instagram-users-in-indonesia/2024/01/>
- Neti, S. (2011). Social Media and Its Role in Marketing. *International Journal of Enterprise Computing and Business Systems*. Vol. 1, Issue 2, ISSN (Online): 2230-8849.
- Ngo, H. M., Liu, R., Moritaka, M., & Fukuda, S. (2023). Determinants of consumer intention to purchase food with safety certifications in emerging markets: evidence from Vietnam. *Journal of Agribusiness in Developing and Emerging Economies*, 13(2), 243-259. <https://doi.org/https://doi.org/10.1108/JADEE-06-2021-0138>
- Nguyen, M. S. (2023). The influence of social media marketing on brand loyalty and intention to use among young vietnamese consumers of digital banking. *Innovative Marketing*, 19(4), 1-13. doi:[https://doi.org/10.21511/im.19\(4\).2023.01](https://doi.org/10.21511/im.19(4).2023.01)
- Nguyen, P. V., & Tran, T. T. (2013). Modeling of Determinants Influence in Consumer Behavior towards Counterfeit Fashion Products.
- Okto Nopita Girsang, N. E. H. (2024). Pengaruh Media Sosial, Kepercayaan, dan Citra Merek Terhadap Keputusan Pembelian Pada E-Commerce Bukalapak di Kota Batam. *Universitas Putera Batam*, 7, 473-484. <https://jurnal.kdi.or.id/index.php/eb/article/download/1495/814/7574>
- Oliver, R. L. 2010. *Satisfaction: A Behavioral Perspective on The Customer*. New York: McGraw-Hill.
- Pandey, S., & Srivastava, D. (2016). Antecedents of Customer Purchase Intention. *IOSR Journal of Business and Management*, 18, 55-82. <https://doi.org/10.9790/487X-1810035582>
- Philip Kotler, “Manajemen Pemasaran Jilid II Ed. Milenium”, (Jakarta: Prenhalindo, 2004), Terjemahan Teguh dan Rusli Molan, h.204

- Praditbatuga, P., & Thirakomen, N. (2018). FACTORS INFLUENCING CONSUMER PURCHASE INTENTION TOWARDS IMPORTED BEDDING BRANDS. *AU E-Journal of Interdisciplinary Research*, 3(2). <https://www.proquest.com/scholarly-journals/factors-influencing-consumer-purchase-intention/docview/2384091036/se-2?accountid=49069>
- Qaderi, A. (2019). Attitudes and Purchase Intention towards Counterfeiting Luxurious Fashion Products among Yemeni Students in China.
- Quinn, K. (2016). Why We Share: A Uses and Gratifications Approach to Privacy Regulation in Social Media Use. *Journal of Broadcasting & Electronic Media*, 60(1), 61-86. <https://doi.org/10.1080/08838151.2015.1127245>
- Rahardjo, P. *KOPI*. Penebar Swadaya Grup. <https://books.google.co.id/books?id=DMJNCgAAQBAJ>
- RatnaSinha, T. P. S. (2017). The Impact of Social Media on Business Growth and Performance in India. *International Journal of Research in Management & Business Studies*, 4, 36-40.
- Reichheld, F. F., & Schefter, P. (2000, Jul). E-loyalty: Your secret weapon on the web. *Harvard Business Review*, 78, 105-113. Retrieved from <https://www.proquest.com/magazines/e-loyalty-your-secret-weapon-on-web/docview/227807543/se-2>
- Reynolds, K. E., & Beatty, S. E. (1999). Customer benefits and company consequences of customer-salesperson relationships in retailing. *Journal of Retailing*, 75(1), 11-32. [https://doi.org/https://doi.org/10.1016/S0022-4359\(99\)80002-5](https://doi.org/https://doi.org/10.1016/S0022-4359(99)80002-5)
- Rhazaoui, Y., Sözer, E. G., Civelek, M. E., & Ertemel, A. V. (2024). The Mediator Role of Brand Image in the Effect of Product Knowledge on Brand Loyalty: A Study on Mobile Phone Brands. *Business and Economics Research Journal*, 15(3), 211-227. <https://doi.org/https://doi.org/10.20409/berj.2024.442>
- Saeed, R., Nawaz, R., Mehmood, A., Ishfaq, U., Dustgeer, F., Sami, A., Mahmood, Z., & Choudhary, M. (2013). Effect of brand image on brand loyalty and role of customer satisfaction in it. *World Applied Sciences Journal*, 26, 1364-1370. <https://doi.org/10.5829/idosi.wasj.2013.26.10.1343>
- Šerić, M., & Praničević, D. G. (2018). Consumer-Generated Reviews on Social Media and Brand Relationship Outcomes in the Fast-Food Chain Industry. *Journal of Hospitality Marketing & Management*, 27(2), 218-238. <https://doi.org/10.1080/19368623.2017.1340219>
- Shahid, Z., Hussain, T. and aZafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Marketing and Consumer Research*, 33, 34-38.
- Shaw, M. (2012). *The State of Social Media*. London: Daring Marketing Institute.
- Singh, T., & Cullinane, J. (2010). Social networks and marketing: Potential and pitfalls. *International Journal of Electronic Marketing and Retailing*, 3. <https://doi.org/10.1504/IJEMR.2010.034829>

- Statista. (2023). *Sales value of Kopi Janji Jiwa in Indonesia from 2019 to 2023*. <https://www.statista.com/statistics/1389817/indonesia-kopi-janji-jiwa-sales-value/>
- Statista. (2023). *Sales value of Kopi Kenangan in Indonesia 2019-2023*. <https://www.statista.com/statistics/1389797/indonesia-kopi-kenangan-sales-value/>
- Strauss, J. & Frost, R. (2001). *E-marketing*. New Jersey: Prentice Hall.
- Sugiyono. 2017. *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D)*. Bandung: Alfabeta.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta
- Supardin, L., Rokhmawati, H. N., & Kuncorowati, H. (2023). The Role of Brand Image, Price and Trust on Purchase Intention Herbal Medicine. *INTERNATIONAL JOURNAL OF ECONOMICS AND MANAGEMENT REVIEW*, 1(2), 69-82. <https://doi.org/10.58765/ijemr.v1i2.147>
- Sutrisno, Hadi. (1991). *Metodologi research*. Yogyakarta: Andi Offset.
- Swani, K., Milne, G., Cromer, C., & Brown, B. (2013). Fortune 500 Companies' Use of Twitter Communications: A Comparison between Product and Service Tweets. *International Journal of Integrated Marketing Communications*, 5.
- Talbot, J. M. (1997). The struggle for control of a commodity chain: Instant coffee from Latin America. *Latin American Research Review*, 32(2), 117-135. <https://www.proquest.com/scholarly-journals/struggle-control-commodity-chain-instant-coffee/docview/218153693/se-2?accountid=49069>
- Tajudeen, F. (2012). Impact of social media usage on organizations. *Proceedings - Pacific Asia Conference on Information Systems, PACIS 2012*.
- Tirtiroglu, E., & Matt, E. (2008). QUALIFYING PURCHASE INTENTIONS USING QUEUEING THEORY. *Journal of Applied Quantitative Methods*.
- Toffin, Majalah Mix. (2020). 2020 Brewing in Indonesia: Insight for Successful Coffee Shop Business. Diakses pada URL <https://toffin.id/e-book>
- TopBrandAward. *Komparasi Brand Index*. [https://www.topbrandaward.com/komparasi\\_brand/bandingkan?id\\_award=1&id\\_kategori=2&id\\_sukategori=730](https://www.topbrandaward.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_sukategori=730)
- Trianasari, N., Fitriani, N., & Rachmawati, I. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND INFLUENCER ENDORSEMENT THROUGH BRAND IMAGE AND TRUST, AND THEIR IMPACT ON THE PURCHASE INTENTION OF THE MS GLOW BRAND THROUGH THE TIKTOK APPLICATION [A influencia do marketing de mídia social e do endosso do influenciador por meio da imagem e da confiança da marca e seu impacto na intenção de compra da marca ms glow por meio do aplicativo tiktok la influencia del marketing en medios sociales y el respaldo de influencers a través de la imagen de marca y la confianza, y su impacto en la intención de compra de la marca ms glow a través de la aplicación tiktok]. *International*

- Journal of Professional Business Review*, 8(10), 1-23.  
<https://doi.org/https://doi.org/10.26668/businessreview/2023.v8i10.3793>
- Tsai, W.-H. S., & Men, L. R. (2013). Motivations and Antecedents of Consumer Engagement With Brand Pages on Social Networking Sites. *Journal of Interactive Advertising*, 13(2), 76-87.  
<https://doi.org/10.1080/15252019.2013.826549>
- Tucker, C. (2011). *Draft: Coffee Culture: Local Experiences, Global Connections*.
- Upamannyu, N. K., & Mathur, G. (2013). Effect of Brand Trust, Brand Affect and Brand Image on Customer Brand Loyalty and Consumer Brand Extension Attitude in FMCG Sector. *PRIMA*, 3(2), 1-14.  
<https://www.proquest.com/scholarly-journals/effect-brand-trust-affect-image-on-customer/docview/1478065515/se-2?accountid=49069>
- Vázquez-Carrasco, R., & Foxall, G. R. (2006). Influence of personality traits on satisfaction, perception of relational benefits, and loyalty in a personal service context. *Journal of Retailing and Consumer Services*, 13(3), 205-219.  
<https://doi.org/https://doi.org/10.1016/j.jretconser.2005.08.006>
- Wang, F., Wang, Y., Han, Y., & Cho, J. H. (2024). Optimizing brand loyalty through user-centric product package design: A study of user experience in dairy industry. *Heliyon*, 10(3), e25484.  
<https://doi.org/10.1016/j.heliyon.2024.e25484>
- WeAreSocial. (2024). *Digital 2024: 5 billion social media users*.  
<https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>
- Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*.
- Wen-Jung, C. (2020). Experiential marketing, brand image and brand loyalty: A case study of starbucks. *British Food Journal*, 123(1), 209-223.  
[doi:https://doi.org/10.1108/BFJ-01-2020-0014](https://doi.org/10.1108/BFJ-01-2020-0014)
- Wu, W.-L., & Lee, Y.-C. (2012). The Effect Of Blog Trustworthiness, Product Attitude, And Blog Involvement On Purchase Intention. *International Journal of Management & Information Systems (Online)*, 16(3), 265.  
<https://www.proquest.com/scholarly-journals/effect-blog-trustworthiness-product-attitude/docview/1418459063/se-2?accountid=49069>
- Yaseen, S., & Mazahir, I. (2019). Impact of corporate credibility, brand awareness, brand image and brand loyalty on purchase intention in the telecommunication sector of karachi. *Global Management Journal for Academic & Corporate Studies*, 9(1), 86-99. Retrieved from <https://www.proquest.com/scholarly-journals/impact-corporate-credibility-brand-awareness/docview/2264570935/se-2>
- Yee Wong, F., Ng Siew, I., Seng, K., Xin-Jean, L., & Rathakrishnan, T. (2022). How does social media marketing enhance brand loyalty? Identifying mediators relevant to the cinema context. *Journal of Marketing Analytics*, 10(2), 114-130.  
<https://doi.org/https://doi.org/10.1057/s41270-021-00110-1>

- Yılmaz, B., Acar-Tek, N., & Sözlü, S. (2017). Turkish cultural heritage: a cup of coffee. *Journal of Ethnic Foods*, 4(4), 213-220. <https://doi.org/https://doi.org/10.1016/j.jef.2017.11.003>
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211. <https://www.proquest.com/scholarly-journals/examination-selected-marketing-mix-elements-brand/docview/224876896/se-2?accountid=49069>
- Yunaida, E. (2017). Pengaruh Brand Image ( Citra Merek ) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(2), 798-807.
- Zinnbauer, M., & Honer, T. (2011). How Brands Can Create Social Currency - A Framework for Managing Brands in a Network Era. *Marketing Review St. Gallen*, 28(5), 50-55. <https://doi.org/https://doi.org/10.1007/s11621-011-0063-8>