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The Influence of Digital Marketing Strategy and Brand Image on Consumer Purchase Intention at Warehouse Coffee Container in Panam, Pekanbaru

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ABSTRACT

This study investigates the influence of digital marketing strategy and brand image on consumer purchase intention at Warehouse Coffee Container in Panam, Pekanbaru, where competition among coffee shops continues to intensify. Digital marketing has become a crucial channel to reach consumers, while brand image strongly shapes consumer perceptions and purchase behavior. A quantitative explanatory design was applied, with data collected from 120 consumers selected through purposive sampling. Questionnaires were distributed to measure perceptions of digital marketing strategy, brand image, and purchase intention. Data analysis was conducted using SPSS, employing validity and reliability tests, classical assumption tests, and multiple linear regression to test the proposed hypotheses. The results demonstrate three major findings: digital marketing strategy has a positive and significant effect on consumer purchase intention, brand image also positively and significantly influences purchase intention, and digital marketing strategy significantly enhances brand image. Furthermore, the joint influence of digital marketing strategy and brand image was found to be significant in determining purchase intention. This study provides both theoretical and practical contributions. Theoretically, it extends evidence on the role of marketing strategies in shaping consumer behavior within the food and beverage industry. Practically, it emphasizes that effective digital marketing combined with a consistent brand image can strengthen competitiveness, attract more consumers, and increase purchase intention in the highly competitive coffee shop market.

1. Introduction

The development of the coffee shop industry in Indonesia has shown rapid growth in recent years and has become part of the country's creative economy sector. Coffee shops today are no longer limited to serving beverages but have evolved into lifestyle hubs for social interaction, work, and leisure. According to the Specialty Coffee Association of Indonesia (SCAI), the number of coffee shops increased from 2,937 outlets in 2018 to 6,932 outlets in 2022, with an average annual growth above 20%. Nielsen (2022) also reported that coffee consumption among millennials and Gen Z increased by 24% over the last three years, reflecting the strategic role of coffee shops in capturing this consumer segment.

Statistical data also support the steady growth of coffee shops in Indonesia. As summarized in Table 1. the number of outlets has almost doubled within five years, confirming that this industry is not a temporary trend but a long-term business opportunity.

Table 1. Growth of Coffee Shops in Indonesia

Year	Number of Coffee Shops	Growth (%)
2018	2,937	-
2019	3,567	21.5%
2020	4,447	24.6%
2021	5,638	26.8%
2022	6,932	23.0%

A similar pattern is evident in Pekanbaru City, Riau Province. As a trade and service hub, Pekanbaru has experienced a continuous increase in the number of coffee shops. According to BPS Kota Pekanbaru (2023), the number of food and beverage outlets has grown by more than 15% annually. The Panam area, strategically located near universities, offices, and residential neighborhoods, has become one of the main centers of coffee shop development and a highly competitive market (Gopal, 2023).

Table 2. Development of Coffee Shops in Pekanbaru

Year	Number of Coffee Shops	Description
2019	85	Started growing significantly
2020	110	Expanded in Panam and city center

2021	135	Dominated by container and outdoor concepts
2022	160	Panam became the hub of student cafés
2023	178	Competition increasingly intense

Source: Field data & local media (2023), processed by the author.

The increasing trend of coffee shops in Pekanbaru is closely tied to consumer behavior, especially among younger generations. Katadata Insight Center (2022) reported that 65% of Indonesian coffee shop consumers are aged 18–30, with 70% choosing coffee shops based on atmosphere and brand image rather than product taste alone. This finding indicates that emotional and lifestyle factors strongly influence purchase decisions, underscoring the importance of both marketing strategy and brand image for coffee shop competitiveness.

One of the notable coffee shops in Panam is Warehouse Coffee Container, which applies a container-based industrial design concept that appeals to students and young professionals seeking aesthetic and comfortable venues. However, the high level of competition requires every coffee shop owner to implement effective marketing strategies. In the digital era, social media platforms such as Instagram, TikTok, and Facebook have become crucial tools for promotions, menu introductions, and consumer engagement. With more than 167 million social media users in Indonesia, 84% of whom use these platforms to search for product information, digital marketing emerges as a decisive factor in shaping purchase intention (Rizkita et al., 2025).

Besides digital marketing, brand image also plays a vital role in influencing consumer behavior. Previous studies have consistently shown that a strong and positive brand image increases consumer trust, purchase intention, and word-of-mouth recommendations (Saputra et al., 2024). However, most existing studies focus on large metropolitan cities such as Jakarta, Bandung, and Surabaya, while empirical research on coffee shops in medium-sized cities like Pekanbaru remains limited and inconclusive. This research aims to fill that gap by examining the influence of digital marketing strategy and brand image on consumer purchase intention at Warehouse Coffee Container in Panam.

In addition to digital marketing strategies, brand image also plays a very important role. Brand image reflects consumer perceptions of a brand. Coffee shops with strong brand images are generally more successful in gaining consumer loyalty. Previous

studies have shown that a positive brand image can increase purchase intention and generate favorable word of mouth among consumers (Saputra et al., 2024).

Based on this background, this study aims to examine the effect of digital marketing strategies and brand image on consumer purchase intention at Warehouse Coffee Container in Panam, Pekanbaru. The findings of this research are expected to contribute both to practitioners, by providing insights into more effective marketing strategies, and to academia, by offering deeper understanding of the relationship between digital marketing, brand image, and purchase intention.

This study aims to provide a deeper understanding of the factors influencing the purchase intention of trendy food among Generation Z, particularly in In general, this study aims to analyze the influence of digital marketing strategy and brand image on consumer purchase intention at Warehouse Coffee Container in Panam, Pekanbaru. Specifically, the objectives of this research are:

1. To examine the effect of digital marketing strategy on consumer purchase intention.
2. To examine the effect of brand image on consumer purchase intention.
3. To examine the effect of digital marketing strategy on brand image.
4. To examine the simultaneous effect of digital marketing strategy and brand image on consumer purchase intention.

2. Literature Review

2.1. Digital Marketing

Digital marketing is a marketing strategy that utilizes technology-based media, particularly the internet, to reach consumers in a broader and more interactive way (Ndasi & CHEUNG, 2026). Digital marketing refers to marketing activities carried out through digital channels such as social media, websites, email, and mobile applications to build relationships with consumers (Mayhilda Nitami et al., 2024). In the coffee shop business context, digital marketing is commonly implemented through social media platforms such as Instagram, TikTok, and Facebook. These platforms are used to introduce new products, share promotional information, and engage with consumers. Effective digital marketing increases brand awareness and significantly influences consumers' purchase intentions (Jusuf, 2022).

2.2. Brand Image

Brand image is defined as the perception of consumers toward a brand formed through experiences, knowledge, and interactions with the brand (Tunca et al., 2024). States that brand image is a set of associations stored in the consumer's memory about a particular brand. In the coffee shop industry, brand image plays a crucial role in determining purchase intention (Nadjwa et al., 2024). A strong brand image makes it easier for coffee shops to attract consumers because it provides emotional and psychological value beyond product quality alone. Elements influencing brand image include interior design, logos, service quality, and consistency in marketing communications (Steven & Ruslim, 2023).

2.3. Consumer Purchase Intention

Purchase intention refers to the tendency of consumers to buy a product or service (Cai et al., 2024). Explain that purchase intention is influenced by internal factors (needs, motivation, attitudes) and external factors (social environment, promotion, brand image) (Saputra, 2023). In the context of coffee shops, purchase intention is not only determined by the taste or quality of beverages, but also by the atmosphere, comfort, and overall customer experience. Consumers' purchase intentions increase when they feel that the products or services offered meet their expectations and needs (Ferdiansyah & Pratomo, 2023).

2.4. Research Hypotheses

Based on the conceptual framework, the hypotheses of this study are formulated as follows (Mahyuzar & Kholifah, 2023):

1. H1: Digital marketing strategy has an influence on consumer purchase intention.
2. H2: Brand image has an influence on consumer purchase intention.
3. H3: Digital marketing strategy has an influence on brand image.
4. H4: Digital marketing strategy and brand image simultaneously influence consumer purchase intention.

3. Research Methodology

3.1. Research Flowchart

Employee performance is the result of work accomplished, and it is examined through the following research flowchart :

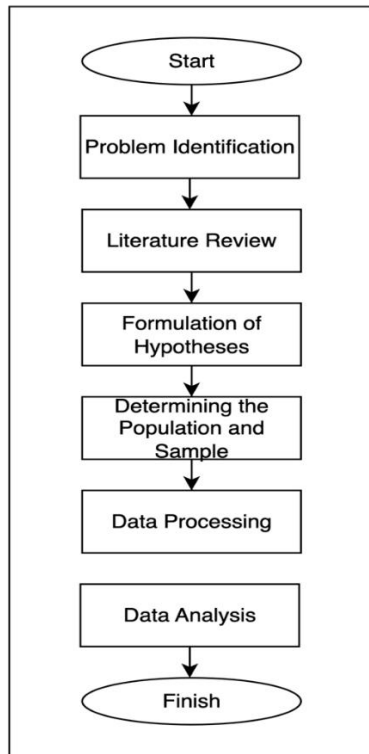


Figure 1. Research Flowchart

3.2. Research Design

This study employs a quantitative approach with an associative method to examine the influence of Digital Marketing Strategy (X1) and Brand Image (X2) on Consumer Purchase Intention (Y) at Warehouse Coffee Container in Panam, Pekanbaru. The research population consists of consumers who have visited Warehouse Coffee Container, with a sample of 120 respondents determined using purposive sampling to ensure relevance to the research objectives. The sample size was considered sufficient based on the minimum requirements for multiple regression analysis, which recommends at least 5–10 respondents per observed indicator. Data were collected using a structured questionnaire with items measured on a 5-point Likert scale, ranging from “strongly disagree” to “strongly agree.” Indicators of digital marketing strategy, brand image, and purchase intention were adapted from previous validated studies. The research instrument was tested for validity using Pearson correlation and for reliability using Cronbach’s Alpha, with all constructs meeting the recommended threshold (>0.70). Data analysis was conducted using SPSS version 25, employing validity and reliability testing, classical assumption tests (normality, multicollinearity, and

heteroscedasticity), and multiple linear regression to test the hypotheses. Hypothesis testing was carried out using t-tests to assess the partial effects and F-test to assess the simultaneous effects of the independent variables on consumer purchase intention.

3.3. Population and Sample

The population in this research consists of all consumers who have visited and purchased at Warehouse Coffee Container. Since the exact number of the population is unknown, the sample was determined using a purposive sampling technique with the following criteria:

1. Respondents have visited the coffee shop at least twice within the last six months.
2. Respondents are at least 17 years old.
3. Respondents have purchased food or beverages at the coffee shop.
4. The total sample used in this study is 120 respondents.

3.4. Types and Sources of Data

1. Primary Data, obtained through questionnaires distributed to respondents (Syafiudin et al., 2022).
2. Secondary Data, obtained from journals, articles, coffee industry reports, and other supporting documents.

3.5. Data Collection Techniques

1. Questionnaire (survey), using a Likert scale 1–5 (1 = strongly disagree, 5 = strongly agree).
2. Observation, observing Warehouse Coffee Container’s digital marketing activities and brand image.
3. Documentation, collecting data from social media and publications related to the coffee shop.

3.6. Operational Definition of Variables

Table 3. Operational Definition of Variables

Variable	Definition	Indicators	Scale
Digital Marketing Strategy (X1)	Marketing efforts through digital platforms to reach a wider audience (Syarif et al., 2024)	(1) Use of social media, (2) Promotional content, (3) Consumer interaction, (4) Digital advertising	Likert 1–5

Brand Image (X2)	Consumers' perception toward the brand image of Warehouse Coffee Container (Swasty et al., 2020)	(1) Brand quality, (2) Brand uniqueness, (3) Reputation, (4) Emotional appeal	Likert 1–5
Consumer Purchase Intention (Y)	Consumers' tendency to purchase at Warehouse Coffee Container (Andhini et al., 2024)	(1) Willingness to try, (2) Intention to repurchase, (3) Recommendation to others, (4) Brand preference	Likert 1–5

3.7. Research Instruments

Table 4. Research Instrument Grid

Variable	Indicators	Number of Items	Scale
Digital Marketing Strategy (X1)	4 indicators	8 items	Likert 1–5
Brand Image (X2)	4 indicators	8 items	Likert 1–5
Consumer Purchase Intention (Y)	4 indicators	8 items	Likert 1–5

3.8. Data Analysis Techniques

Data were analyzed using SPSS software with the following steps:

1. Validity and Reliability Tests, to assess the accuracy and consistency of the instrument.
2. Classical Assumption Tests, including normality, multicollinearity, and heteroscedasticity tests.
3. Multiple Linear Regression Analysis, to examine the effect of X1 and X2 on Y.
4. Hypothesis Testing:
 - a. t-test (partial) to test the effect of X1 on Y and X2 on Y.
 - b. F-test (simultaneous) to test the joint effect of X1 and X2 on Y.
 - c. Coefficient of Determination (R^2) to measure the contribution of independent variables toward the dependent variable.

4. Result and Discussion

4.1. Responden Description

This study involved 120 respondents selected using purposive sampling based on predetermined criteria: consumers who have purchased products at Warehouse Coffee Container in Panam, Pekanbaru. The respondents were categorized by

gender, age, and purchase frequency to describe the profile of the participants.

Table 5. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	52	43.3%
	Female	68	56.7%
Age	15–18 years	27	22.5%
	19–22 years	55	45.8%
	23–26 years	38	31.7%
	> 26 years	0	0%
Purchase Frequency/month	1–2 times	48	40.0%
	3–4 times	44	36.7%
	> 4 times	28	23.3%

The majority of respondents are female (56.7%), indicating that the coffee consumer market in Panam, Pekanbaru, tends to appeal more to women. The largest age group is 19–22 years (45.8%), representing students or early-career young adults, which implies a higher responsiveness to digital marketing and brand influence. Purchase frequency indicates that most consumers buy coffee 1–2 times per month, reflecting moderate but consistent consumption behavior.

Another important observation is that the 23–26-year-old group (31.7%) also contributes significantly to the market, suggesting that marketing strategies must target both student and young professional segments for maximum effect. The age and gender distribution informs the segmentation strategy for Warehouse Coffee Container.

4.2. Validity Test

Validity testing ensures that each questionnaire item correctly measures the intended construct.

Table 6. Validity Test

Indicator	r-count	r-table (n=120, $\alpha=0.05$)	Description
Digital Marketing (X1.1)	0.721	0.179	Valid
Digital Marketing (X1.2)	0.754	0.179	Valid
Brand Image (X2.1)	0.733	0.179	Valid
Brand Image (X2.2)	0.705	0.179	Valid
Purchase Intention (Y1)	0.726	0.179	Valid
Purchase Intention (Y2)	0.748	0.179	Valid

All indicators have r-count values greater than r-table, confirming that the questionnaire items are valid.

This indicates that the questions effectively measure Digital Marketing, Brand Image, and Purchase Intention.

Moreover, consistent validity across items demonstrates that respondents understood the questions well, ensuring the reliability of the data collected. Properly validated items reduce potential bias in measuring respondents' perceptions.

4.3. Reliability Test

Reliability testing was conducted using Cronbach's Alpha to determine the consistency of the questionnaire.

Table 7. Reliability Test

Variable	Cronbach's Alpha	N of Items	Description
Digital Marketing (X ₁)	0.873	4	Reliable
Brand Image (X ₂)	0.861	4	Reliable
Purchase Intention (Y)	0.889	4	Reliable

Cronbach's Alpha values above 0.7 indicate high reliability. This means that the questionnaire items consistently measure the same construct, and the research results are trustworthy.

Additionally, high reliability reduces measurement errors, indicating that respondents answered consistently. This consistency strengthens the accuracy of the regression analysis and hypothesis testing.

4.4. Classical Assumption Tests

4.4.1. Normality Test (Kolmogorov–Smirnov)

Table 8. Normality Test

Statistic	Value
Asymp. Sig.	0.200

The significance value of 0.200 (> 0.05) indicates that the data are normally distributed, satisfying one of the essential assumptions for multiple linear regression. Normal distribution ensures that statistical inferences drawn from the regression analysis, such as t-tests and F-tests, are valid and unbiased.

4.4.2. Multicollinearity Test

Table 9. Multicollinearity Test

Variable	Tolerance	VIF	Description
Digital Marketing (X ₁)	0.721	1.386	No multicollinearity
Brand Image (X ₂)	0.721	1.386	No multicollinearity

Tolerance values above 0.10 and VIF values below 10 indicate no multicollinearity. Each independent variable contributes uniquely to explaining Purchase Intention.

This ensures that the regression coefficients are valid and can be interpreted meaningfully without distortion from correlation between independent variables.

4.4.3. Heteroscedasticity Test (Glejser Test)

Table 10. Heteroscedasticity Test

Variable	Sig.	Description
Digital Marketing (X ₁)	0.354	No heteroscedasticity
Brand Image (X ₂)	0.412	No heteroscedasticity

Significance values above 0.05 confirm that the regression model has homoscedasticity, meaning the residual variance is consistent.

Absence of heteroscedasticity increases the reliability of predictions and ensures no systematic bias in the residuals.

4.4.4. Multiple Linear Regression Analysis

Table 11. Regression Analysis

Variable	B	Std. Error	Beta	t-count	Sig.
Constant	6.215	1.324	-	4.692	0.000
Digital Marketing (X ₁)	0.412	0.098	0.428	4.204	0.000
Brand Image (X ₂)	0.385	0.091	0.403	4.231	0.000

Regression Equation:

$$Y = 6.215 + 0.412X_1 + 0.385X_2$$

Both variables have positive coefficients and significant p-values (<0.05), indicating that increasing digital marketing activities and improving brand image will enhance Purchase Intention.

Moreover, the coefficients are close in magnitude, suggesting that consumers in Panam value influencer marketing and brand perception almost equally. This means an integrated approach is more effective than focusing on only one factor.

4.4.5. Hypothesis Testing

1. T-Test

Table 12. T-Test

Variable	t-count	t-table (df=117)	Sig.	Description
Digital Marketing (X ₁)	4.204	1.980	0.000	H ₁ accepted
Brand Image (X ₂)	4.231	1.980	0.000	H ₂ accepted

Both independent variables significantly affect Purchase Intention individually. Generation Z responds strongly to both digital engagement and perceived brand image.

2. F-Test

Table 13. F-Test

F-count	F-table (df=2,117)	Sig.	Description
52.314	3.07	0.000	Model significant

The F-test confirms that Digital Marketing and Brand Image together significantly influence Purchase Intention, supporting the combined effect hypothesis. This demonstrates that focusing on one variable alone is insufficient; a synergistic strategy is required.

3. Coefficient of Determination (R²)

Table 14. R²

R	R ²	Adjusted R ²
0.723	0.522	0.512

R² of 0.522 means 52.2% of Purchase Intention is explained by Digital Marketing and Brand Image. The remaining 47.8% is influenced by other factors such as product quality, service experience, and peer influence.

This indicates that while marketing and branding are crucial, businesses must also pay attention to product excellence and consumer engagement to sustain long-term loyalty.

4.4 Discussion

1. Hypothesis 1 (H₁): Digital Marketing to Purchase Intention. The first hypothesis is supported (B = 0.412, Sig. = 0.000). This finding confirms Ajzen's *Theory of Planned Behavior (TPB)*, where information exposure through digital platforms strengthens attitudes and behavioral intentions. For young

consumers in Panam, Instagram and TikTok content acts as an external stimulus shaping perceived behavioral control and intention to visit. Managerial implication: Coffee shop owners should design consistent digital campaigns that include interactive posts, time-limited promotions, and influencer endorsements to increase visibility and consumer urgency to purchase.

2. Hypothesis 2 (H₂): Brand Image to Purchase Intention. The second hypothesis is also supported (B = 0.385, Sig. = 0.000). This aligns with Keller's *Consumer-Based Brand Equity Model*, which emphasizes that brand associations and perceived quality directly enhance purchase intention. The unique container design of Warehouse Coffee Container creates symbolic value, reinforcing consumer self-identity and loyalty. Managerial implication: Managers should strengthen brand positioning by maintaining visual identity (logo, design, ambience), ensuring consistent customer experience, and leveraging social media storytelling to highlight brand uniqueness.

3. Hypothesis 3 (H₃): Digital Marketing, Brand Image to Purchase Intention. The third hypothesis is confirmed (F = 52.314, Sig. = 0.000). The results extend prior consumer behavior research by showing that digital engagement and brand perception mutually reinforce each other in driving purchase intention. Digital marketing captures consumer attention, while brand image sustains trust and repeat purchases. Managerial implication: Coffee shops should integrate online strategies with offline experiences—e.g., promoting seasonal menus digitally while ensuring in-store ambience reflects the promised brand image.

4. Hypothesis 4 (H₄): R² Effect of Digital Marketing, Brand Image. The fourth hypothesis is supported (R² = 0.522). This demonstrates that more than half of purchase intention can be explained by the two variables, while the rest depends on other factors such as product quality, pricing, and service excellence. Theoretically, this highlights the multidimensional nature of consumer intention, which cannot be explained by marketing communication alone. Managerial implication: Practitioners should adopt a holistic strategy that combines digital marketing and brand-building with product innovation, fair pricing, and superior service delivery to fully optimize consumer purchase intention.

5. Conclusion

Based on the research “The Effect of Digital Marketing Strategy and Brand Image on Consumer Purchase Intention at Warehouse Coffee Container in Panam, Pekanbaru,” the conclusions are as follows:

1. H₁ – The Effect of Digital Marketing on Purchase Intention. Digital marketing has a positive and significant effect on consumer purchase intention. Exposure to online promotions and social media content increases consumer likelihood to purchase.
2. H₂ – The Effect of Brand Image on Purchase Intention. Brand image has a positive and significant effect on purchase intention. A strong, aesthetic, and lifestyle-oriented brand perception—such as the unique container concept—strengthens consumer motivation to purchase.
3. H₃ – The Simultaneous Effect of Digital Marketing and Brand Image on Purchase Intention. Both variables simultaneously exert a significant influence. Their integration creates a synergistic effect that is more impactful than each factor alone.
4. H₄ – Coefficient of Determination (R²). The R² value of 0.522 shows that digital marketing and brand image jointly explain 52.2% of purchase intention, while 47.8% is influenced by other factors such as product quality, pricing, service experience, and social influence.

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