



Strengthening Local Brand Competitiveness: Factors Driving Repurchase of Kopi Tuku

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ABSTRACT

This research aims to determine whether there is a significant influence of price, product quality, and social media marketing on the repurchase decision of Kopi Tuku. The independent variables consist of price, product quality, and social media marketing, while the dependent variable is the repurchase decision. The research method used in this study is a quantitative method. The population in this study consists of all consumers of Kopi Tuku products in the Jabodetabek area. The sampling technique used in this research is nonprobability sampling, specifically purposive sampling, with a total of 200 respondents. Data analysis uses validity testing, reliability testing, descriptive analysis, multiple linear regression analysis, coefficient of determination (R^2), F-statistic test (simultaneous test), and t-statistic test (partial test). Based on the F-statistic test results (simultaneous test), it can be concluded that price, product quality, and social media marketing simultaneously have a significant influence on the repurchase decision of Kopi Tuku. Based on the t-statistic test results (partial test), it can be concluded that price, product quality, and social media marketing partially have a significant influence on the repurchase decision of Kopi Tuku.

Keywords: *Repurchase Decision, Price, Product Quality, Social Media Marketing, Kopi Tuku*

INTRODUCTION

In recent years, the food and beverage industry has been developing very rapidly, particularly in the coffee beverage sector (Limakrisna & Purba, 2017). This is supported by public interest in trying various types of coffee preparations. In addition, the public currently has a high curiosity about new places. Spending time

in coffee shops has become a lifestyle for society today. Seeing that this business opportunity is very good, many entrepreneurs are interested in running such businesses.

The growth of the digital economy has also accelerated the expansion of coffee brands through social media platforms, where interaction and visibility determine consumer loyalty. In Indonesia, the digital marketing environment is strongly influenced by regulatory frameworks surrounding electronic information and digital content. As noted by Amirullah et al. (2024), the dynamics of online promotion and brand engagement are inseparable from the principles of accountability and transparency set forth by the Electronic Information and Transactions Law, which governs the ethical dimension of digital marketing activities. Furthermore, the rise of digital branding has not only increased opportunities but also created potential challenges in maintaining authenticity and protecting brand integrity. Hakiki et al. (2024) highlight that the spread of digital content without ethical moderation can lead to “digital content crimes,” a phenomenon that pressures businesses to manage their marketing strategies responsibly within legal boundaries. These observations are relevant to Kopi Tuku’s use of Instagram-based promotion, which combines brand storytelling and consumer engagement while still aligning with legal and social expectations.

One of the popular local coffee shops is Toko Kopi Tuku, which was established in 2015. Toko Kopi Tuku is one of the coffee outlets that was once visited and enjoyed by President Joko Widodo with his family in 2017. Toko Kopi Tuku initially started in the Cipete area, South Jakarta, and was run with two employees. Tyo, as the owner of Toko Kopi Tuku, also revealed that when his shop was crowded with visitors, some local community members helped him work as cashiers or shop assistants. Toko Kopi Tuku conducts online promotion through social media, namely Instagram. The promotion involves philosophical considerations, marketing, positioning, and brand equity in using Instagram as an Integrated Marketing Communication approach. Toko Kopi Tuku only conducts promotion on social media advertising. Coffee shop entrepreneurs must have the ability to fulfill consumer desires. With many competitors at present, producers must think more about ways to attract consumers' attention to continue purchasing the products offered by producers. Based on the explanation above, the author is motivated to examine further the reasons consumers repeatedly purchase Kopi Tuku.

LITERATURE REVIEW

Repurchase Decision

According to Peter & Olson (2010), repurchase is a purchasing activity conducted more than once or several times. From this definition, it can be said that there is an intention from customers to repurchase the same product or service. According to Kotler & Lane (2016), it is a post-purchase consumer action, the

occurrence of satisfaction or dissatisfaction after consumer purchases of a product. According to Hawkins et al. (1986), repurchase decision is an activity of buying back conducted by consumers toward a product with the same brand without being accompanied by significant feelings toward that product. According to Schiffman et al. (2010), repeat purchase usually indicates that the product receives acceptance from consumers and consumers are willing to purchase it again on another occasion and in greater quantities.

The decision to repurchase is a critical behavioral indicator reflecting consumer trust, perceived quality, and emotional attachment toward a brand. Kotler & Lane (2016) outline several key behavioral dimensions underlying repurchase decisions. First, commitment to a product arises after consumers evaluate relevant information and make a conscious decision based on perceived value. This commitment often reflects cognitive loyalty, where consumers associate the brand with consistent performance and reliability. Second, habit in purchasing products is formed through prior personal experiences or through social influences such as recommendations from family or friends. This habitual behavior often develops into an automatic decision-making process in which consumers repurchase without extensive deliberation. Third, providing recommendations to others manifests as positive word-of-mouth communication, where consumers actively share favorable experiences to influence others' buying decisions, which is an outcome often associated with affective loyalty. Lastly, making repeat purchases represents the culmination of satisfaction and habit, where consumers continuously buy the same product after feeling confident and comfortable with its quality and performance.

Overall, the repurchase decision is an important indicator of long-term customer retention and brand sustainability. It links emotional satisfaction with rational evaluation, bridging both affective and cognitive aspects of consumer behavior. In the case of Kopi Tuku, repurchase decisions are expected to emerge from a combination of satisfaction with product quality, affordable pricing, and the effective use of social media marketing that strengthens emotional engagement and brand identity.

Price

According to Kotler & Lane (2016) and Schiffman et al. (2010), price is one of the marketing mix elements that produces revenue, while production and other elements generate costs. According to Tjiptono (2014), price is a part attached to a product that reflects how much quality the product has. According to Sudaryono (2016), price is an exchange value that can be equated with money or services for someone or a group at a certain time and place. According to Kotler & Armstrong (2017), price is the amount of money exchanged for a product. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using that product.

Price plays a multifaceted role in shaping purchasing behavior because consumers often perceive it as a proxy for quality, fairness, and social prestige. Kotler & Armstrong (2017) outline several key dimensions that shape consumer perceptions of price. The first is product price affordability, which determines whether consumers can access the product according to their financial capacity. A well-structured price range allows consumers to choose based on their budget and expectations while maintaining the perceived equity between value and cost. The second is price compatibility with product quality. Consumers often associate higher prices with superior quality, especially in categories where durability, reliability, and sensory satisfaction matter. Nevertheless, in highly competitive markets, consumers tend to prefer products that combine affordability with consistent quality, reflecting a balance between rational evaluation and emotional comfort.

Another essential dimension is price competitiveness, which reflects a company's ability to set prices strategically relative to similar products in the market. A competitive price not only enhances sales volume but also strengthens brand positioning by signaling fairness and accessibility to the target segment. Finally, price compatibility with benefits captures how consumers justify their spending based on the functional and symbolic advantages derived from the product. In some cases, consumers may overlook the nominal cost if they perceive the product as offering greater utility, emotional satisfaction, or social recognition.

Therefore, price should not be perceived merely as a transactional instrument, but rather as a strategic communication tool that conveys the brand's market positioning, perceived fairness, and long-term value proposition. In the context of Kopi Tuku, pricing strategies play a pivotal role in reinforcing customer loyalty. By offering products at an accessible price level without compromising quality, Kopi Tuku successfully attracts both middle-income and aspirational consumers, aligning affordability with authenticity and brand trust, which are essential factors driving repurchase behavior.

Product Quality

According to Kotler & Armstrong (2017), product quality is the ability to demonstrate its functions, which includes overall durability, reliability, precision, ease of operation and repair of the product, as well as other product attributes. According to Marwanto (2015), product quality is the entire combination of product characteristics from marketing, engineering (planning), manufacturing (product), and maintenance that make the product used meet customer expectations. According to Kotler & Lane (2016), product quality is a good's ability to provide results or performance that is appropriate or even exceeds what customers want. According to Kotler & Armstrong (2017), product quality is explained as "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued

attributes." This means the ability of a product to demonstrate its functions, including overall durability, reliability, precision, ease of operation and repair of the product, as well as other product attributes.

According to Hakim & Saragih (2019), several dimensions describe product quality as perceived by consumers. The first is performance, which refers to the product's fundamental operating characteristics and its ability to fulfill its intended purpose. Consumers are often guided by their experience of performance when evaluating the worth of a product. The second dimension is durability, which refers to the product's lifespan before replacement becomes necessary. The higher the frequency of use without degradation in performance, the greater the product's durability in the eyes of consumers. The third dimension is conformance to specification, meaning the degree to which a product meets established standards and consumer expectations without defects. This dimension highlights precision and consistency as crucial indicators of quality.

Another dimension is features, which are product characteristics designed to enhance core functionality or add value that stimulates consumer interest. Features often serve as differentiating factors that distinguish one brand from another in competitive markets. Reliability, as the next dimension, represents the probability that a product will operate successfully within a specified period. A reliable product builds consumer confidence and reduces post-purchase dissonance. Aesthetics is another key aspect, referring to the product's sensory appeal, including its design, color, packaging, and overall appearance, all of which contribute to the emotional value perceived by consumers. The final dimension is perceived quality, which reflects consumers' overall impression and subjective judgment about a product's excellence. Even when technical information is limited, perceived quality becomes a dominant driver in shaping purchase and repurchase behavior because consumers often rely on brand reputation and visual cues as indicators of quality.

In essence, product quality plays a decisive role in determining consumer satisfaction and long-term loyalty. High-quality products tend to foster trust and positive word-of-mouth, which are crucial in a competitive market environment. In the context of Kopi Tuku, consistent quality in taste, packaging, and customer experience strengthens the brand's authenticity and differentiates it from competitors. This consistency creates not only satisfaction but also a sense of pride among consumers, encouraging them to make repeat purchases and recommend the brand to others.

Social Media Marketing

According to Gunelius (2011), social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall, and action for brands, businesses, products, people, or other entities and is conducted using social web tools such as blogging, microblogging, social networking, social bookmarking, and content sharing. According to Weinberg (2009), social media marketing is a

process that encourages individuals to promote through websites, their products, or services through online social channels and to communicate by utilizing a much larger community that has a greater likelihood of conducting marketing than through traditional advertising channels. According to Ashley & Tuten (2015), social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals.

Gunelius (2011) outlines several interrelated components that define effective social media marketing strategies. The first component is content creation, which emphasizes that engaging, informative, and creative content serves as the foundation of every social media marketing effort. High-quality content that reflects a brand's personality and authenticity fosters consumer trust and emotional connection. The second component is content sharing, referring to the dissemination of brand messages across multiple digital channels to expand audience reach and stimulate both direct and indirect sales. Sharing relevant content consistently allows businesses to build visibility and encourage customer interaction, strengthening brand recall.

The third component is connecting, which highlights the importance of social networks in establishing and nurturing relationships among individuals who share similar interests or values. Through honest and transparent communication, brands can foster mutual trust and form communities that naturally advocate for their products. The final component is community building, which involves creating and sustaining online groups centered on shared experiences, goals, or lifestyles. These communities serve as platforms for continuous interaction between brands and consumers, reinforcing loyalty through engagement, collaboration, and identity-building.

Social media marketing has evolved into an essential strategic tool for companies seeking to build brand presence and maintain long-term relationships with consumers. Unlike traditional marketing channels that rely heavily on one-way communication, social media platforms enable two-way interaction where consumers can express opinions, provide feedback, and participate in shaping the brand narrative. In the context of Kopi Tuku, the company's use of Instagram exemplifies the power of digital storytelling and community engagement. By consistently producing relatable and visually appealing content, Kopi Tuku manages to strengthen emotional bonds with its audience, promote authenticity, and encourage repeat purchases. This form of marketing not only amplifies visibility but also fosters customer loyalty through shared cultural and social values that align with the brand's identity.

Hypothesis Development

Price is an important factor used as the value of a product offered. As a business actor, determining prices must be carefully considered because product

prices are often associated with the quality of the product, where consumers use price as an indicator of quality or satisfaction with a product. According to research conducted by Arrofu & Budiyanto (2019), price has a significant influence on repurchase decisions. With proper price placement, the product will be viewed favorably by consumers, so purchase decisions will increase. Similar results were also shown in research by Shalihah et al. (2022) in 2021, which showed that price has a positive and significant influence on purchase decisions for Indomie products. According to research conducted by Nimah et al. (2021), the results showed that price has a positive and significant influence on purchase decisions for Indomie products in the Jetis Mojokerto district area.

H2: There is a significant influence of price partially on repurchase decisions for Kopi Tuku.

According to Kotler & Lane (2016), product quality is the ability of a good to provide results or performance that is appropriate or even exceeds what customers want. Quality products will provide satisfaction to consumers and will attract consumers to make purchases again. Product quality becomes one of the things that must be considered by business actors because products with good quality make it very easy for consumers to decide to purchase that product. When the product offered is of good quality, consumers will not hesitate to decide on a purchase. According to research conducted by Bhirawa & Maskan (2021), product quality has a significant influence on repurchase decisions. The main factor that becomes consumer consideration in deciding on a purchase is product quality. Yaumil in 2019 [26] showed that product quality has a positive and significant influence on the purchase decision of Wardah cosmetics. Irawan (2021) showed that product quality has a positive and significant influence on coffee repurchase decisions in online coffee.

H3: There is a significant influence of product quality partially on repurchase decisions for Kopi Tuku.

Social media marketing is defined as a marketing strategy used by people in the form of online networks. Social media marketing is a marketing practice that uses digital distribution channels to reach consumers in ways that are relevant, personal, and cost-effective (Liu, 2024). Masuda et al. (2022) stated that social media marketing has a positive and significant influence on repurchase decisions. This opinion is also supported by Laveen Kumar & Anjani Devi (2024), who concluded that social media marketing has a positive and significant influence. In 2021, Ni Made Puspita Dewi, I Gusti Ayu Imbayani, Pande Ketut Ribek showed that social media marketing has a positive and significant influence on consumer repurchase decisions at Givanda Store Denpasar, which can be accepted. Similar results were also shown in research conducted by Rahayu & Sudarmiatin (2022),

showing that social media marketing has a positive and significant influence on repurchase decisions for culinary tourism destinations in Denpasar city.

H4: There is a significant influence of social media marketing partially on repurchase decisions for Kopi Tuku.

H1: There is a significant influence of price, product quality, and social media marketing simultaneously on repurchase decisions for Kopi Tuku.

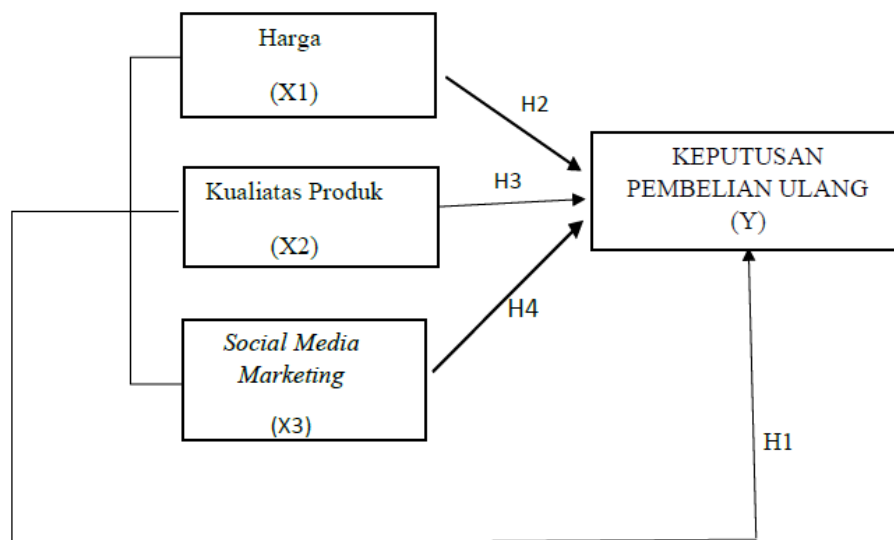


Figure 1 Research Model

Source: Author's Analysis

Research model showing Price (X1), Product Quality (X2), and Social Media Marketing (X3) as independent variables pointing to Repurchase Decision (Y) as the dependent variable.

RESEARCH METHODOLOGY

In this research, the population consists of all consumers of Kopi Tuku products in the Jabodetabek area, whose exact number is not known. According to Roscoe in Creswell (2018) and Sugiyono (2018), the minimum number of sample members is 10 times the number of variables studied. Therefore, in this study, the author took 50 times each of the four variables studied, resulting in a total sample of 200 samples. The sampling technique used is purposive sampling. According to Sugiyono (2018), purposive sampling is a sampling technique of data sources with certain considerations. The specific consideration referred to is those who have made purchases of Kopi Tuku more than once.

The analysis used to determine the influence of price, product quality, and social media marketing on repurchase decisions is multiple linear regression analysis using SPSS version 26. According to (Priyatno, 2010), multiple linear regression analysis is a linear relationship between two or more independent variables (X_1, X_2, \dots, X_n) with the dependent variable (Y). Multiple linear

regression analysis is used to determine the direction of the relationship between independent variables and the dependent variable, whether each independent variable has a positive or negative relationship.

RESULT AND DISCUSSION

This section details the outcomes of the design and development process for the order management system. It covers the system's architectural design, the functional application that was built, and the results of tests conducted to validate its performance.

Validity Test

In this validity test, the author uses a 5% error rate with $N = 200$, and an r table of 0.1387 was obtained.

Table 1 Validity Test of Repurchase Decision

| No. | r Count | r Table | Remark |
|------|---------|---------|--------|
| KPU1 | 0,734 | 0,1387 | Valid |
| KPU2 | 0,751 | 0,1387 | Valid |
| KPU3 | 0,726 | 0,1387 | Valid |
| KPU4 | 0,703 | 0,1387 | Valid |

Source: Author's Analysis

Table 2 Validity Test of Price Variable

| No. | r Count | r Table | Remark |
|-----|---------|---------|--------|
| HG1 | 0,691 | 0,1387 | Valid |
| HG2 | 0,600 | 0,1387 | Valid |
| HG3 | 0,568 | 0,1387 | Valid |
| HG4 | 0,628 | 0,1387 | Valid |

Source: Author's Analysis

Table 3 Validity Test of Product Quality Variable

| No. | r Count | r Table | Remark |
|-----|---------|---------|--------|
| KP1 | 0,659 | 0,1387 | Valid |
| KP2 | 0,631 | 0,1387 | Valid |
| KP3 | 0,764 | 0,1387 | Valid |
| KP4 | 0,766 | 0,1387 | Valid |
| KP5 | 0,777 | 0,1387 | Valid |
| KP6 | 0,710 | 0,1387 | Valid |
| KP7 | 0,713 | 0,1387 | Valid |

Source: Author's Analysis

Table 4 Validity Test of Social Media Marketing Variable

| No. | r Count | r Table | Remark |
|------|---------|---------|--------|
| SMM1 | 0,799 | 0,1387 | Valid |
| SMM2 | 0,785 | 0,1387 | Valid |
| SMM3 | 0,824 | 0,1387 | Valid |
| SMM4 | 0,757 | 0,1387 | Valid |

Source: Author's Analysis

Based on these data, all r calculated values for all statements are greater than r table with N = 200 and an error rate of 5%, which is 0.1387. Therefore, all statements are declared valid.

Reliability Test

The reliability test was conducted using Cronbach's alpha scale obtained from SPSS 26 processing results.

Table 2 Reliability Test

| Variable | Cronbach's Alpha |
|------------------------|------------------|
| Repurchase Decision | 0,871 |
| Price | 0,806 |
| Product Quality | 0,901 |
| Social Media Marketing | 0,906 |

Source: Author's Analysis

Based on Table 2 above, Cronbach's Alpha values are greater than 0.60, which means all variables are considered reliable.

Coefficient of Determination

From the results of data processing using SPSS 26, the adjusted coefficient of determination value (Adjusted R Square) was obtained.

Table 3 Coefficient of Determination: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .827 ^a | .683 | .679 | .795 |

Source: Author's Analysis

Description: Predictors = (Constant), SMM, KP, HG

Based on Table 3 above, the adjusted coefficient of determination (adjusted R square) obtained is 0.679 or 67.9%. Therefore, the influence of price, product

quality, and social media marketing on repurchase decisions is 67.9%, and the remaining 32.1% is influenced by other factors outside the research model.

F Test (Simultaneous Test)

The F test shows whether all independent variables included in the model have an influence together on the dependent variable.

Table 4 F Test: ANOVA

| Model | | Sum of Squares | Dr | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 267.516 | 3 | 89.172 | 141.086 | .000 ^b |
| | Residual | 123.879 | 196 | .632 | | |
| | Total | 391.395 | 199 | | | |

Source: Author's Analysis

Dependent Variable = KPU

Predictors = (Constant), SMM, KP, HG

Based on Table 4 above, the F calculated value is 141.086, which is greater than the F table value of 2.650, and the probability value of 0.000 is less than 0.05. Therefore, H₀ is rejected and H₁ is accepted. This means there is a significant influence of price, product quality, and social media marketing simultaneously on repurchase decisions for Kopi Tuku products.

T Test (Partial Test)

The t test (partial test) shows whether each independent variable partially has a significant influence on the dependent variable.

Table 5 T Test

| Model | | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. |
|-------|------------|------------------|-------------------------|--------------------------------|-------|------|
| 1 | (Constant) | 3.264 | .799 | | 4.087 | .000 |
| | HG | .356 | .076 | .357 | 4.699 | .000 |
| | KP | .121 | .038 | .215 | 3.132 | .002 |
| | SMM | .274 | .048 | .338 | 5.651 | .000 |

Source: Author's Analysis

Description: Dependent Variable = KPU

Based on Table 5 above, the t calculated value of x₁ is 4.699, which is greater than the t table value of 1.972, and the probability value of 0.000 is less than 0.05. Therefore, H₀ is rejected and H₂ is accepted, meaning there is a significant influence of price partially on repurchase decisions for Kopi Tuku products. The results of this study are consistent with Arrofu & Budiyo (2019).

Table 5 also shows that the t calculated value of x_2 is 3.132, which is greater than the t table value of 1.972, and the probability value of 0.002 is less than 0.05. Therefore, H_0 is rejected and H_3 is accepted, meaning there is a significant influence of product quality partially on repurchase decisions for Kopi Tuku products. The results of this study are consistent with Irawan (2021).

Furthermore, Table 5 also shows that the t calculated value of x_3 is 5.651, which is greater than the t table value of 1.972, and the probability value of 0.000 is less than 0.05. Therefore, H_0 is rejected and H_4 is accepted, meaning there is a significant influence of social media marketing partially on repurchase decisions for Kopi Tuku products. The results of this study are consistent with Hanaysha, Made et al., and Ni Made Puspita Dewi.

CONCLUSION

Based on the discussion above, the author provides the following research conclusions. From the F test results, the F calculated value is 141.086, which is greater than the F table value of 2.650, and the probability value of 0.000 is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, which means there is a significant influence of price, product quality, and social media marketing simultaneously on repurchase decisions for Kopi Tuku products.

Regarding the partial effects, the t calculated value of x_1 is 4.699, which is greater than the t table value of 1.972, and the probability value of 0.000 is less than 0.05. Therefore, H_0 is rejected and H_2 is accepted, meaning there is a significant influence of price partially on repurchase decisions for Kopi Tuku products. The t calculated value of x_2 is 3.132, which is greater than the t table value of 1.972, and the probability value of 0.002 is less than 0.05. Therefore, H_0 is rejected and H_3 is accepted, meaning there is a significant influence of product quality partially on repurchase decisions for Kopi Tuku products. Finally, the t calculated value of x_3 is 5.651, which is greater than the t table value of 1.972, and the probability value of 0.000 is less than 0.05. Therefore, H_0 is rejected and H_4 is accepted, meaning there is a significant influence of social media marketing partially on repurchase decisions for Kopi Tuku products.

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