

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity Capitalising on the value of Brand Name, The Free. In the Free Press (Vol. 13, Issue 1)*.
- Amaral, A., Sanderson, D. J., Zuluaga,. (2020). Studi Pembuatan *Cake* dengan Penambahan Kopi Arabika dan Kopi Robusta *Study of Cake Production with Arabika Coffee and Robusta Coffee Addition. Journal of Petrology*, 369(1), 168.<http://dx.doi.org/10.1016/j.jsames.2011.03.003><https://doi.org/10.1016/j.gr.2017.08.001><http://dx.doi.org/10.1016/j.precamres.2014.12.018><http://dx.doi.org/10.1016/j.precamres.2011.08.005><http://dx.doi.org/10.1080/00206814.2014.902757>
- Aburumman, O. J., Omar, K., Al Shbail, M., & Aldoghan, M. (2023). *How to Deal with the Results of PLS-SEM? Lecture Notes in Networks and Systems*, 495 *LNNS (July 2022)*, 1196–1206. https://doi.org/10.1007/978-3-031-08954-1_101
- Adithia, S., & Jaya, M. P. P. (2021). Strategi Pemasaran Digital Produk Minuman Kopi di Masa Pandemi. *Journal of Research on Business and Tourism*, 1(1), 37. <https://doi.org/10.37535/104001120213>
- Agusmawati. (2021). Pelatihan Media Sosial Instagram Untuk Sarana Promosi Ekowisata. *JPMA - Jurnal Pengabdian Masyarakat As-Salam*, 1(1), 1–8. <https://doi.org/10.37249/jpma.v1i1.253>
- Ahmad Rosli, M. S. D., Mat Rani, M. A., Tumiran, M. A., & Mohd Arif, M. I. A. (2022). *Did Rural Micro-Entrepreneurs Do Make A Higher Gain? A Preliminary Study on The Potential of Supply Chain Digitalization Using PLS-SEM Approach. Sains* 15–20. <https://doi.org/10.33102/sainsinsani.volno.442>
- Aliefiani Mulya Putri, G., Putri Maharani, S., & Nisrina, G. (2022). *Literature View Pengorganisasian: Sdm, Tujuan Organisasi Dan Struktur Organisasi. Jurnal Ekonomi Manajemen Sistem Informasi*, 3(3), 286–299. <https://doi.org/10.31933/jemsi.v3i3.819>
- Amin, A. M., & Johansen. (2022). *The Effect Of Brand Image And Product Innovation On Purchase Decisions And Consumer Satisfaction Of Kapal Api Coffee In Pekanbaru. Jurnal Inovasi Bisnis Dan Akuntansi*, 3(1), 89–107. <http://journal.al-matani.com/index.php/invest/index>
- Amora, J. T. (2023). *On the validity assessment of formative measurement models in PLS-SEM. Analysis Perspectives Journal*, 4(2), 1–7.
- Ashari, R. M. H., & Sitorus, O. F. (2023). Pengaruh *Content Marketing* terhadap *Customer Engagement* Kopi Kenangan. *Jurnal EMT KITA*, 7(1), 38–46. <https://doi.org/10.35870/emt.v7i1.726>

- Asia, K. E. N. (2023). *Digital Repository Universitas Jember Analisis Potensi Ekspor Kopi Indonesia Digital Repository Universitas Jember*.
- Association, A. M. (2023). *Learn How Digital Marketing Efforts Drive Business Success in the Modern World*. <https://www.ama.org/what-is-digital-marketing/>
- Aušra, P. (2016). *Content marketing elements and their influence on search advertisement effectiveness: theoretical background and practical insights*. *Management of Organizations: Systematic Research*, 75(April), 97–109. <https://doi.org/10.7220/mosr.2335.8750.2016.75.7>
- Bahrumi, P., Ratna, R., & Fadhil, R. (2022). Levelisasi Penyangaian Kopi: Suatu Kajian. *Jurnal Ilmiah Mahasiswa Pertanian*, 7(1), 522–525. <https://doi.org/10.17969/jimfp.v7i1.19022>
- Balaka, M. Y., Kuswinardi, J. W., Yayati, I. I. D. A., Sains, U., Jawa, A., Di, T., Pembangunan, P., & Yogyakarta, P. (2023). *Aplikasi Mobile dalam Pemasaran Digital: Analisis Literatur tentang Pengaruhnya terhadap Keuangan dan Strategi Pemasaran Bisnis*. 7, 21979–21988.
- Chen, Z., & Yuan, M. (2020). *Psychology of word of mouth marketing*. *Current Opinion in Psychology*. <https://doi.org/10.1016/j.copsyc.2019.06.026>
- Chrisdianto, S. (2020). Optimalisasi perawatan tangki ballast untuk mencegah terjadinya korosi dan cara pencegahannya. 7–16.
- Dasuki, I., & Wahid, U. (2020). Penggunaan Instagram sebagai Media Komunikasi Pemasaran untuk Membangun *Brand Awareness* saat Pandemi Covid-19. *PARAHITA: Jurnal Pengabdian Kepada Masyarakat*, 1(2), 47–54. <https://doi.org/10.25008/parahita.v1i2.49>
- Diandra, P. K. (2021). *Customer Engagement Behavior Model*.
- Djakasaputra, A., Wijaya, O. Y. A., Utama, A. S., Yohana, C., Romadhoni, B., & Fahlevi, M. (2021). *Empirical study of indonesian SMEs sales performance in digital era: The role of quality service and digital marketing*. *International Journal of Data and Network Science*, 5(3), 303–310. <https://doi.org/10.5267/j.ijdns.2021.6.003>
- Eka, N., & Suttedjo, B. (2023). Jurnal Mirai *Management Analisis Variasi Produk dan Citra Merek Terhadap Kepuasan Pelanggan dan dampaknya pada Loyalitas Pelanggan (Studi pada Kopi Kenangan di Kota Semarang)*. *Jurnal Mirai Management*, 8(2), 408–418.
- Fahimah, M., Nur, H., & Jan, R. (2023). *Content Marketing : Brand Experience Produk Frozen Food Melalui Customer Retention*. *Jurnal Investasi*, 9(2), 81–90. <https://investasi.unwir.ac.id/index.php/investasi/article/view/264>
- Ferbita, L. V., Setianti, Y., & Dida, S. (2020). Strategi *Digital Branding* Lembaga

- Ilmu Pengetahuan Indonesia (LIPI) Melalui Media Sosial. *Journal Acta Diurna*, 16(2) 113–136. <https://doi.org/10.20884/1.actadiurna.2020.12.2.2865>
- Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114. <https://doi.org/10.55927/jiph.v1i2.937>
- Gede Wiyasa I, et al. (2020). *The Effect of Service Quality, Employee Trust on Customer Satisfaction and Customer Loyalty Using Positive Emotion As Moderating Variable for the Customer of Coffe Shop in Surabaya and Gresik. International Journal of Business, Economics and Law*, 23(1), 1.
- Gumalang, R. fitalia, Saerang, D. P. ., & Arie, F. V. (2022). *The Influence of Content Marketing, Influencers and Psychological Factors on Brand Awareness of Tiktok Advertising. Arie 128 Jurnal EMBA*, 10(4), 128–138.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). *Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. Long Range Planning*, 46(1–2), 1–12. <https://doi.org/10.1016/j.lrp.2013.01.001>
- Hana, K. F., & Miranti, A. R. (2021). *The Impact of Online Consumer Reviews, E-Service Quality, and Content Marketing on Purchasing Decisions on the Shopee Seller Marketplace, with Islamic Business Ethics as a Moderation Variable. BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 9(2), 345. <https://doi.org/10.21043/bisnis.v9i2.13477>
- Hanipradja, R. A. S. A., Rasmikayati, E., & Saefudin, B. R. (2022). Perilaku Konsumen Kopi di Masa Pandemi COVID-19 (Suatu Kasus Pada Mahasiswa Fakultas Pertanian Universitas Padjadjaran). *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 8(2), 1338. <https://doi.org/10.25157/ma.v8i2.7992>
- Harum, S. (2022). Analisis Produksi Kopi Di Indonesia Tahun 2015-2020 Menggunakan Metode Cobb-Douglass. *Jurnal Ilmiah Ekonomi Pembangunan*, 1(2), 102–109. <https://stiemmamuju.e-journal.id/GJIEP/article/view/107>
- Hidayat, V. R., & Nuzil, N. R. (2023). Pengaruh *Customer Experience, E-service Quality* dan *Customer Engagement* terhadap *Customer Satisfaction* pada Konsumen *Mobile Application E-commerce Shopee*. *Mufakat: Jurnal Ekonomi, Manajemen, Dan Bisnis*, Vol. 2 No, 131–141. <https://jurnal.anfa.co.id/index.php/mufakat/article/view/1073/1045>
- Ho, J., Pang, C., & Choy, C. (2020). *Content marketing capability building: a conceptual framework. Journal of Research in Interactive Marketing*, 14(1), 133–151. <https://doi.org/10.1108/JRIM-06-2018-0082>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). *Consumer brand*

- engagement in social media: Conceptualization, scale development and validation. Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hossan, D., Aktar, A., Zhang, Q., & Malaysia, P. (2020). *A Study on Partial Least Squares Structural Equation Modeling (PLS-SEM) As Emerging Tool in Action Research. LC International Journal OF STEM* , 1(4), 130–145. www.lcjstem.com
- Humaidi, E., Analianasari, A., & Unteawati, B. (2023). Perilaku Konsumen dalam Pembelian Kopi di *Coffe Shop. Agrimor*, 8(2), 53–60. <https://doi.org/10.32938/ag.v8i2.1937>
- Husodo, B. (2020). Konsumsi Kopi untuk Mencegah Penyakit Alzheimer. *Jurnal Ilmiah Kesehatan Sandi Husada*, 12(2), 996–1002. <https://doi.org/10.35816/jiskh.v12i2.439>
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). *Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. Sustainability (Switzerland)*, 13(4), 1–16. <https://doi.org/10.3390/su13042277>
- Ihfa, R., & Harsanti, T. (2019). Komparasi Teknik Resampling Pada Pemodelan Regresi Logistik Biner Studi Kasus : Sikap Remaja terhadap Keperawanan di Indonesia Tahun 2017 (*Case Study : Youth Attitudes towards Virginity in Indonesia in 2017*). *Pengembangan Official Statistics Dalam Mendukung Implementasi SDGs, 2017*, 863–870.
- Inayah, A., Ma'rifat, F. M., Hudaya, M., & Putri, R. A. (2022). *Product Upgrading Analysis of Instant Coffee Industry: A Case Study of Kapal Api Group. Journal of World Trade Studies*, 6(2), 21–37. <https://doi.org/10.22146/jwts.v6i2.2489>
- Ivena Larissa. (2020). *Analysis of the Influence of Content Marketing on Repeat Purchase with Customer Value and Customer Engagement as Intervening Variables at Traveloka in Surabaya. Jurnal Strategi Pemasaran*, 7, 1–12. <http://publication.petra.ac.id/index.php/manajemen.pemasaran/article/view/10360%0Ahttps://publication.petra.ac.id/index.php/manajemen-pemasaran/article/download/10360/9249>
- Jahn, B., Kunz, W. H., & Meyer, A. (2013). *The Role of Social Media for Luxury-Brands – Motives for Consumer Engagement and Opportunities for Businesses. SSRN Electronic Journal, January 2013*. <https://doi.org/10.2139/ssrn.2307106>
- Jois Nurdin, Ramli Mahmud, Rasid Yunus, Z. A. (2020). Pelatihan *Digital Marketing Strategy* di Era Pandemi Covid. *Jurnal Abdidas*, 2(4), 922–927.
- Kadek Adi Martini, N., Luh Adisti Abiyoga Wulandari, N., Wayan Wina Premayani, N., & Purwaningrat, P. A. (2022). Pengaruh *Content Marketing*

Terhadap *Customer Retention* Dengan *Customer Engagement* Sebagai *Variabel Intervening* Pada Konsumen Shopee di Kota Denpasar. *Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 2(3), 905–911.

Kecamatan, K., & Perak, H. (2021). *Nusantara : Jurnal Ilmu Pengetahuan Sosial*. 8(5), 1332–1336.

Khotim Fadhli, & Nia Dwi Pratiwi. (2021). Pengaruh *Digital Marketing*, Kualitas Produk, Dan Emosional Terhadap Kepuasan Konsumen Poskopi Zio Jombang. *Jurnal Inovasi Penelitian*, 2(2), 603–612. <https://stp-mataram.e-journal.id/JIP/article/view/684/585>

Kusmarwanti, K., & Nurhadi, N. (2020). Kopi Dalam Sejumlah Resensi Sastra Di Koran Nasional Indonesia. *Diksi*, 28(2), 145–154. <https://doi.org/10.21831/diksi.v28i2.33206>

Lazuardina, B. A., Farah, D., Purba, W., Rusindiyanto, & Defri, I. (2022). Pemanfaatan Limbah Daun Kopi Sebagai Minuman Kesehatan di Desa Suberrejo, Jawa Timur. *Jurnal Pengabdian Masyarakat Teknik Mesin*, 2(1), 72–80.

Litmanen, H. C., & Sari, W. P. (2021). Analisis Pengaruh *Content Marketing* terhadap *Customer Engagement* (Studi Pada Instagram @bloomcoffeejkt). *Prologia*, 5(1), 184. <https://doi.org/10.24912/pr.v5i1.10113>

Lontoh, P. D., Tumbuan, W. J. F. A., & Wangke, S. J. (2021). *The Influence of Word of Mouth and Social Media Marketing on Customer Purchase Intention At Msmes Cofee Shops in Manado*. *Jurnal EMBA*, 9(3), 1829–1837.

Lou, C., & Xie, Q. (2021). *Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty*. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>

Mahaputra, M. R., & Saputra, F. (2021). *Relationship Word of Mouth , Advertising and Product Quality To Brand Awareness*. *Dinasti International Journal of Digital Business Management*, 2(6), 1099–1108.

Manajemen, Y. P., Ekonomi, F., Bisnis, D., Abduracman, U., & Situbondo, S. (2022). Peranan Loyalitas Dalam Memediasi *Brand Image* Dan *Experiential Marketing* Terhadap Minat Beli Ulang Konsumen Kopi Kapal Api Di Kabupaten Bondowoso. *The Role of Loyalty in Mediateing Brand Image and Experiential Marketing Towards Consumers' Interest To Buy R*. 6, 572–583.

Manyanga, W., Makanyeza, C., & Muranda, Z. (2022). *The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics*. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2082015>

Marie, A. L., Sulisty, T. D., Ratnaningtyas, H., & Monita, M. (2021). Pengaruh

Peran Kualitas Produk Dan Harga Terhadap Kepuasan Pelanggan Di Kopi Praja, Bintaro Tangerang Selatan. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 6(2), 13–17. <https://doi.org/10.33005/mebis.v6i2.230>

Martono, S., & Prameswari, D. (2021). *Strategy to Increase Sales Through Brand Awareness on Local Brand Instant Coffee Products. JMBPreneur: Jurnal Manajemen*. <https://jmbpreneur.org/index.php/jmbpreneur/article/view/19>

Maspul, K. A. (2022). *Antara Kolonialisme dan Keberlangsungan Kopi di Indonesia Antara Kolonialisme Dan Keberlangsungan Kopi Di Indonesia Kurniawan Arif Maspul August 29 th 2020. August 2020*. <https://doi.org/10.13140/RG.2.2.25974.32329>

Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). *Pls-Sem Statistical Programs: a Review. Journal of Applied Structural Equation Modeling*, 5(1), i–xiv. [https://doi.org/10.47263/JASEM.5\(1\)06](https://doi.org/10.47263/JASEM.5(1)06)

Merliana, S., Susanti, W., & Anhar, F. P. (2023). *The Influence of Brand Ambassadors and Taglines on Brand Awareness of Kapal Api Coffee Product in Babadan District , Ponorogo*. 281–293.

Mubarokah, S., & Rita, M. R. (2020). *Anteseden Perilaku Konsumtif Generasi Milenial: Peran Gender Sebagai Pemoderasi. International Journal of Social Science and Business*, 4(2), 211–220. <https://doi.org/10.23887/ijssb.v4i2.24139>

Muklasin, Z., & Qodar, A. (n.d.). *The Effect of Advertising Value on Customer Retention with Brand Awareness (A Study at University's Brawijaya Student Watching Ads Gojek Cerdikiawan on Youtube)*.

Muklasin, Z., & Qodar, A. (2020). *The Effect of Advertising Value on Customer Retention with Brand Awareness (A Study at University's Brawijaya Student Watching Ads Gojek Cerdikiawan on Youtube)*.

Nabilla, Zulfa; Rubiyanti, N. (2020). *The Effect of Content Marketing on Customer Retention with Customer Engagement as Intermediate Variables on the Use of Zomato Websites. Corporate Governance (Bingley)*, 10(1), 54–75.

Navila, V. dan A. (2023). *Analisis Pengaruh Gaya Hidup Dan Kepuasan Pelanggan Sebagai Variabel Intervening Terhadap Keputusan Pembelian Berulang Produk Kopi Gayo Aceh Di Coffee Shop Tuku Cipete Vivi Navila. Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan*, 1(4), 292–302. <https://doi.org/10.58192/wawasan.v1i4.1294>

Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). *Business strategy and the management of digital marketing. Business Horizons*, 64(2), 285–293. <https://doi.org/10.1016/j.bushor.2020.12.004>

Pangestu dan Ariwibowo. (2023). *Keputusan Pembelian Konsumen Coffee Shop JIMEA | Jurnal Ilmiah MEA (Manajemen , Ekonomi , dan Akuntansi)*. 813–

827.

- Panggalo, H. (2020). Program studi budidaya tanaman perkebunan budidaya tanaman perkebunan politeknik pertanian negeri pangkep 2020.
- Park, C. I., & Namkung, Y. (2022). *The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031657>
- Pasoloran, Y. K. (2021). *The Influence of Content Marketing Dimensions on Customer Engagement in Grab Company*.
- Praja, Y. (2022). Pengaruh Iklan, Harga Dan Kualitas Produk Terhadap Minat Beli Ulang Konsumen Kopi Kapal di Kabupaten Bondowoso. *Jurnal Manajemen Dan Bisnis Indonesia*, 8(1), 31–41. <https://doi.org/10.32528/jmbi.v8i1.7568>
- Prasilowati, S. L., Suyanto, S., Safitri, J., & Wardani, M. K. (2021). *The Impact of Service Quality on Customer Satisfaction: The Role of Price. Journal of Asian Finance, Economics and Business*, 8(1), 451–455. <https://doi.org/10.13106/jafeb.2021.vol8.no1.451>
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian *Marketing: Perbandingan Hasil. Journal of Industrial Engineering & Management*. 216–227. <https://ijospl.org/index.php/ijospl/article/view/64>
- Purwanto, A., & Sudargini, Y. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Analysis for Social and Management Research: A Literature Review. Journal of Industrial Engineering & Management Research*, 2(4), 114–123.
- Purwanto, N. (2019). Variabel Dalam Penelitian Pendidikan. *Jurnal Teknodik*, 6115, 196–215. <https://doi.org/10.32550/teknodik.v0i0.554>
- Puspita, H. R., Pujiarto, A., & Fahimah, A. (2020). Pengaruh *Customer Engagement* Terhadap Kepercayaan *Customer* Toko Daring Shopee. *Jurnal Ekonomi Dan Perkembangan Bisnis*, 4(2), 63.
- Quraniah, S. A., & Mayasari, I. (2022). Analisis Penerapan *Customer Relationship Management* Pada *Website* dan Media Sosial Instagram (Studi Kasus Pada Shopee, Toko Kopi Tuku, Zalora, dan PT. Tirta Investama (Aqua). *Jurnal Manajemen Dan Bisnis Madani*, 3(1), 1–19. <https://doi.org/10.51353/jmbm.v3i1.530>
- Rahmawati, C. K., & Fianto, B. A. (2020). Analisis Deskriptif Pada Dimensi Kualitas Layanan *Mobile Banking (M-Banking)* Terhadap Kepuasan Nasabah Perbankan Syariah. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 7(6), 1118. <https://doi.org/10.20473/vol7iss20206pp1118-1127>
- Rauf, A., Manullang, S. O., Ardiansyah, T. E., Diba, F., Akbar, I., Awaluddin, R., Muniarty, P., & Firmansyah, H. (2021). *Digital Marketing: Konsep dan*

Strategi. In *Insania* (Issue September).

- Raysyah, S. R., Veri Arinal, & Dadang Iskandar Mulyana. (2021). Klasifikasi Tingkat Kematangan Buah Kopi Berdasarkan Deteksi Warna Menggunakan Metode Knn Dan Pca. *JSiI (Jurnal Sistem Informasi)*, 8(2), 88–95. <https://doi.org/10.30656/jsii.v8i2.3638>
- Rizqiningsih, D. U., & Widodo, A. (2021). Pengaruh *Green Marketing* dan *Service Quality* terhadap Loyalitas Pelanggan dengan *Customer Satisfaction* sebagai *Variabel Intervening* (Studi Kasus di Starbucks Coffee Kota Surabaya). *Jurnal Samudra Ekonomi Dan Bisnis*, 12(2), 242–256. <https://doi.org/10.33059/jseb.v12i2.3351>
- Rodrigues, A. S. B., Silva, D. N., Várzea, V., Paulo, O. S., & Batista, D. (2022). *Worldwide Population Structure of the Coffee Rust Fungus Hemileia vastatrix Is Strongly Shaped by Local Adaptation and Breeding History*. *Phytopathology*, 112(9), 1998–2011. <https://doi.org/10.1094/PHYTO-09-21-0376-R>
- Rohim, A. (2022). Pengaruh *Brand Ambassador* dan *Brand Awareness* Terhadap Keputusan Pembelian Dimoderasi oleh *Brand Image* (Studi Kasus Pada Pengguna Shopee di Kecamatan Lowokwaru Kota Malang).
- Rossi, M., Ethika, D., & Widyarini, I. (2021). Analisis Kepuasan Konsumen Kopi pada Kedai Kopi di Wilayah Purwokerto. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 5(3), 878–891. <https://doi.org/10.21776/ub.jepa.2021.005.03.25>
- Rumondang, A., Sudirman, A., Sitorus, S., Kusuma, aditya H., Manuhutu, M., Sudarso, A., Simarmata, J., Hasdiana, D., Tasnim, T., & Arif, nina F. (2020). Pemasaran Digital dan Perilaku Konsumen.
- Sağlam, M., & El Montaser, S. (2021). *The Effect of Customer Relationship Marketing in Customer Retention and Customer Acquisition*. *International Journal of Commerce and Finance*, 7(1), 191–201.
- Sahat, S. F., Nuryartono, N., & Hutagaol, M. P. (2018). Analisis Pengembangan Ekspor Kopi Di Indonesia. *Jurnal Ekonomi Dan Kebijakan Pembangunan*, 5(1), 63–89. <https://doi.org/10.29244/jekp.5.1.63-89>
- Sahin, B. (2021). *Exploring Digital Marketing Strategies toward Inbound-Outbound Techniques: A Qualitative Analysis of Turkish Startups*. *Management Analysis Journal*, 10(3), 278–288.
- Saragih, N., & Sembiring, S. (2022). Pelatihan Aplikasi Microsoft SPSS Dalam Pengolahan Data Primer Penelitian Bagi Mahasiswa Fakultas Ekonomi Unika Santo Thomas Medan. *Kaizen : Jurnal Pengabdian Pada Masyarakat*, 1, 21–28. <https://doi.org/10.54367/kaizen.v1i1.2034>
- Saraswati, D. A., & Hastasari, C. (2020). Strategi *Digital Content Marketing* pada Akun Media Sosial Instagram Mojok.co Dalam Mempertahankan *Brand*

Engagement. Biokultur, 9(2), 152. <https://doi.org/10.20473/bk.v9i2.22980>

- Sastypratiwi, H., & Nyoto, R. D. (2020). JEPIN (Jurnal Edukasi dan Penelitian Informatika) Analisis Data Artikel Sistem Pakar Menggunakan Metode Systematic Review. *Jurnal Edukasi Dan Penelitian Informatika*, 6(2), 250–257. <http://dx.doi.org/10.26418/jp.v6i2.40914>
- Satrio, H. (2022). Pengaruh *Content Marketing* Terhadap *Customer Retention* Dengan *Brand Awareness* Sebagai Mediator Pada Social Media Instagram Official Lazada Indonesia (Studi kasus pada masyarakat Gresik yang pernah membeli barang di Lazada dan pernah melihat konten Instagram).
- Sawitri, H., & Faculty, M. (2021). Program Studi Kedokteran Universitas Malikussaleh. 16, 168–172.
- Sekarningrum, E. A. (2023). Pengaruh kualitas produk kopi, lokasi, suasana dan motivasi konsumen terhadap keputusan pembelian kopi di kedai kopi serab. 1–113. https://repository.uinjkt.ac.id/dspace/bitstream/123456789/68021/1/E.AGUNG_SEKARNINGRUM-FST.pdf
- Sesario, R., Nugroho Djati Satmoko, Errie Margery, Yusi Faizathul Octavia, & Miska Irani Tarigan. (2023). *The Comparison Analysis of Brand Association, Brand Awareness, Brand Loyalty and Perceived Quality of Two Top of Mind Camera Products. JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(2), 388–392. <https://doi.org/10.35870/jemsi.v9i2.1058>
- Snapcart. (2023). *Indonesia's Coffee Consumption Trends in 2023*. <https://snapcart.global/indonesias-coffee-consumption-trends-in-2023/>
- Sohaib, O. (2021). *Social networking services and social trust in social commerce: A PLS-SEM approach. Journal of Global Information Management*, 29(2), 45–60. <https://doi.org/10.4018/JGIM.2021030102>
- Statistik, B. P. (2023). Badan Pusat Statistik Kopi. <https://indonesiabaik.id/infografis/produksi-kopi-indonesia-2017-2022#:~:text=Menurut laporan Statistik Indonesia 2023,yang tertinggi yakni pada 2021.>
- Sugianto, D., Suwartono, C., & Sutanto, S. H. (2020). Reliabilitas dan validitas Self-Compassion Scale versi Bahasa Indonesia. *Jurnal Psikologi Ulayat*, 7(2), 177–191. <https://doi.org/10.24854/jpu107>
- Sugiyono. (2017). Metode Penelitian & Pengembangan R&D. In *CV. Alfabeta, Bandung* (pp. 91, 267, 268).
- Sundari, S., & Lestari, H. D. (2022). Pemasaran Digital Dalam Kewirausahaan. *WIKUACITYA: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 94–99. <https://doi.org/10.56681/wikuacitya.v1i1.23>
- Suriani, N., Risnita, & Jailani, M. S. (2023). Konsep Populasi dan *Sampling* Serta

Pemilihan Partisipan Ditinjau Dari Penelitian Ilmiah Pendidikan. *Jurnal IHSAN: Jurnal Pendidikan Islam*, 1(2), 24–36. <https://doi.org/10.61104/ihsan.v1i2.55>

Sutrisno*1 , Syailendra Reza Irwansyah2 , Alfi Rochmi3, Teguh Setiawan Wibowo4, H. U. R. (2022). *Analysis Of Product Quality, Price And Brand Awareness On The Purchase Decision Of Coffee Products At Mccafe Fast Food Restaurant. Management Studies and Entrepreneurship Journal*, 3(6), 4121–4128. <http://journal.yrpiiku.com/index.php/msej>

Syahputri, A. Z., Fallenia, F. Della, & Syafitri, R. (2023). Kerangka berfikir penelitian kuantitatif. *Tarbiyah: Jurnal Ilmu Pendidikan Dan Pengajaran*, 2(1), 160–166.

Teori, L., Kotler, P. M., & Rangkuti, M. (2012). *2014-1-00285-MN Bab2001*. 9–34.

Tjiptono. (2016). *Service Quality and Product Quality Key to Improve Customer Loyalty. Journal of Business and Management Review*, 2(9), 620–633. <https://doi.org/10.47153/jbmr29.2092021>

Wahyudi, W., Mukrodi, M., Sugiarti, E., Marayasa, I. N., & Mawardi, S. (2022). Mengenal Pemasaran Digital Dan *Market Place*: Solusi Meningkatkan Penjualan di Masa Pandemi Covid-19. *Jurnal PKM Manajemen Bisnis*, 2(1), 44–53. <https://doi.org/10.37481/pkmb.v2i1.237>

Wei, X., Huang, J., Zhang, L., Pan, D., & Pan, J. (2022). *Evaluation and Comparison of SEM, ESEM, and BSEM in Estimating Structural Models with Potentially Unknown Cross-loadings. Structural Equation Modeling*, 29(3), 327–338. <https://doi.org/10.1080/10705511.2021.2006664>

Wibowo, F. S., Hurdawaty, R., & Sulistiyowaty, R. (2023). *Studying the Consumption Behaviour of Generations Y and Z towards Ready-To-Drink Coffee. International Journal of Travel, Hospitality and Events*, 2(1), 285–300. <https://doi.org/10.56743/ijothe.v2i1.220>

Widodo, T., & Alivia Febrianti, I. V. (2021). Pengaruh *Customer Engagement Terhadap Brand Loyalty Dengan Variabel Mediasi Brand Attachment Dan Customer Trust. Jurnal Mitra Manajemen*, 5(5), 343–356. <https://doi.org/10.52160/ejmm.v5i5.537>

Yani, D., Yusuf, M., Rosmawati, E., & ... (2022). *Branding Brand Image Strategy Study Through Digital Marketing Overview on MSMEs: Sanggabuana Coffee (KoSa) in Mekarbuana Village, Karawang. Jurnal of Economics and Business*. <http://ijemr.politeknikpratama.ac.id/index.php/ijemr/article/view/59%0Ahttp://ijemr.politeknikpratama.ac.id/index.php/ijemr/article/download/59/64>

Yelvita, F. S. (2022). *Mobile app vs. desktop browser platforms: The relationships among customer engagement, experience, relationship quality and loyalty*

intention, 8. <https://doi.org/10.1080/0267257X.2022.2106290>.

Yuliawan, K. (2021). Pelatihan SmartPLS 3.0 Untuk Pengujian Hipotesis Penelitian Kuantitatif. *Jurnal Pengabdian Kepada Masyarakat*, 5(1), 43–50.

Zaki, M., & Saiman, S. (2021). Kajian tentang Perumusan Hipotesis Statistik Dalam Pengujian Hipotesis Penelitian. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 4(2), 115–118. <https://doi.org/10.54371/jiip.v4i2.216>

Zeng, N., Liu, Y., Gong, P., Hertogh, M., & König, M. (2021). *Do right PLS and do PLS right: A critical review of the application of PLS-SEM in construction management research*. *Frontiers of Engineering Management*, 8(3), 356–369. <https://doi.org/10.1007/s42524-021-0153-5>

Zhafira, T., Kinasih, D. D., & Hardilawati, W. L. (2023). Pengaruh *Customer Engagement* dan *Customer Experience* Terhadap *Customer Retention* Pada ESL Express Cabang Soekarno Hatta Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1), 347–356.