

THE INFLUENCE OF PROMOTION, WORD-OF MOUTH, AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS: A STUDY OF KOPI SOE MEDAN

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ABSTRACT

This study aims to examine the influence of promotion, word of mouth, and brand image on consumer purchase decisions at Kopi Soe Medan, while addressing the limited empirical evidence on the relative dominance of these variables in the context of rapidly growing local coffee shop industries in Indonesia. Prior studies have predominantly analyzed these factors in isolation or within broader retail contexts, leaving a gap in understanding their simultaneous and comparative effects in emerging urban coffee markets. A quantitative approach is employed using primary data collected through structured questionnaires distributed to 160 respondents. Data are analyzed using multiple linear regression supported by statistical software, including classical assumption tests, t-tests, F-tests, and the coefficient of determination (R^2). The findings reveal that promotion, word of mouth, and brand image each exert a positive and statistically significant effect on purchase decisions, both partially and simultaneously, confirming the robustness of the proposed model. The coefficient of determination indicates that the model explains a moderate proportion of the variance in purchase decisions, suggesting the presence of additional influencing factors beyond the scope of this study. This research contributes to the literature by providing empirical evidence on the hierarchical influence of key marketing variables within the specific context of local coffee chains, thereby offering a more nuanced understanding compared to prior generalized studies.

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INTRODUCTION

The development of the *coffee shop* business in Indonesia has grown rapidly in recent years, driven by changes in lifestyle, especially among younger generations who use cafés as social and productive spaces (Kotler & Keller, 2022). This phenomenon is not only limited to major cities but has also expanded to medium-sized cities such as

Medan (Tjiptono, 2020). This rapid growth has intensified business competition among coffee shop operators (Kotler & Armstrong, 2021).

As a result, businesses are required to establish competitive advantages to survive in a highly competitive market (Porter, 2019). Product differentiation, service quality, and customer experience have become critical factors in attracting customers (Pine & Gilmore, 2019). Moreover, increasingly selective consumer behavior poses additional challenges for business actors (Solomon, 2020). This condition indicates that coffee shop businesses are no longer merely selling products but also offering value and experiences (Kotler & Keller, 2022). Therefore, understanding market dynamics is essential to remain competitive in this industry (Armstrong et al., 2021). Marketing management involves planning, implementing, and controlling marketing activities to effectively meet consumer needs (Kotler & Keller, 2022). Appropriate marketing strategies can significantly influence consumer perceptions and purchasing decisions (Schiffman & Wisenblit, 2019). The use of an integrated marketing mix is also key to creating competitive advantages (Armstrong et al., 2021). Furthermore, a consumer-oriented approach has become increasingly relevant in the digital era (Chaffey, 2022).

Kopi Soe Medan is one of the coffee shop businesses competing in this industry by offering a trendy concept and relatively affordable prices (Tjiptono, 2020). The business strategies implemented include product innovation, the use of social media for promotion, and leveraging trends in milk-based coffee beverages (Kotler & Armstrong, 2021). Some consumers may be attracted by trends, while others prioritize product quality (Solomon, 2020). This indicates that business strategy success is not always universal (Kotler & Keller, 2022). Therefore, evaluating the effectiveness of these strategies is essential to understand their impact on purchase decisions (Armstrong et al., 2021).

One of the key factors influencing purchase decisions is promotion (Nasution, et al 2025). According to Sudaryatno et al. (2021), a purchase decision is the process by which consumers evaluate various alternatives and ultimately choose a product or service that best meets their needs and preferences, the indicators to measure the purchase decisions based on Sudaryatno et al.(2021) such as engagement, interest, and references. in line with that purchase intention which refers to a company's effort to communicate product value to consumers Based on Dosi et al., (2023) promotion is a marketing activity carried out by companies to communicate, inform, and persuade consumers about products or services in order to influence their purchasing decisions, in measured the promotion there were some indicators such as; adversiting, sales promotion, personal selling, public relations and direct selling. The main objective of promotion is to attract attention and encourage consumers to make purchases (Kotler & Keller, 2022).

Therefore, promotion is a crucial variable in influencing consumer behavior (Kotler & Armstrong, 2021). According to Yuliantoro et al. (2019) *word of mouth* (WOM) is another important factor influencing consumer purchase decisions WOM refers to informal communication among consumers regarding their experiences with products or services (Kotler & Keller, 2022). Information obtained from other consumers tends to be more trusted than advertising Ioo et al (2025). Therefore, WOM plays a critical role in shaping consumer perceptions and influencing purchasing behavior (Kotler & Keller, 2022). The indicator to measured E-wom based on Yuliantoro et al (2019) such as: recommendation intention, positive communication, advocacy/ Encouragement.

Another factor influencing purchase decisions is brand image, which refers to consumer perceptions of a brand (Haqiqi, 2020). Brand image is formed through experiences, marketing communications, and consumer interactions with products (Kotler & Keller, 2022). Brands with a positive image are more likely to gain consumer trust (Solomon, 2020). This increases the likelihood of consumers making purchase decisions (Schiffman & Wisenblit, 2019). Empirical studies show that brand image has a significant impact on purchase decisions (Rahman et al., 2023). Consumers often choose products based on the image associated with the brand (Keller, 2021). Furthermore, a strong brand image can foster customer loyalty (Kotler & Armstrong, 2021). Therefore, in measure the brand image there are some indicators such as; brand identity, brand personality, brand associations, brand attitudes and behaviors, brand benefits and advantages (Haqiqi, 2020).

Based on the above discussion, there is a *research gap* indicating that previous studies on the influence of promotion, WOM, and brand image on purchase decisions show inconsistent results (Putri et al., 2023). Some studies

report significant positive effects, while others find insignificant or varying relationships (Sari et al., 2023). Additionally, research specifically examining these variables in the context of Kopi Soe Medan remains limited (Rahman et al., 2023). This presents an opportunity to introduce novelty in this study (Sugiyono, 2022). The urgency of this research lies in understanding the determinants of purchase decisions in a highly competitive industry (Kotler & Keller, 2022). This study is also expected to provide practical contributions for business practitioners (Armstrong et al., 2021). The objective of this research is to analyze the influence of promotion, WOM, and brand image on consumer purchase decisions. Thus, this study aims to provide a more comprehensive understanding of consumer behavior (Kotler & Armstrong, 2021).

METHOD

This study employs a quantitative research approach using a survey design to examine the influence of promotion, word of mouth, and brand image on consumer purchase decisions. The survey method is chosen because it allows for the collection of standardized data from a large number of respondents efficiently and systematically. The research instrument used is a structured questionnaire measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). This design enables the researcher to quantify respondents' perceptions and analyze relationships between variables statistically. According to Hidayat et al. (2025), a quantitative survey design is appropriate for testing hypotheses and measuring relationships. Data were collected using both primary and secondary sources. Primary data are obtained directly from respondents through the distribution of questionnaires and supported by interviews to gain deeper insights. The questionnaire consists of statements related to promotion, word of mouth, brand image, and purchase decisions, all measured using a Likert scale. Meanwhile, secondary data are collected from supporting documents such as sales reports and company records from Kopi Soe S. Parman Medan. The use of both data sources ensures the validity and completeness of the research data (Sugiyono, 2021).

The population of this study consists of all consumers of Kopi Soe S. Parman Medan. Since the exact number of consumers is unknown, the sampling technique follows the guideline proposed by Hair et al. (2020), which suggests that the sample size should be 5–10 times the number of indicators. With a total of 16 indicators, the required sample ranges from 80 to 160 respondents, and this study uses 160 respondents. The sampling technique applied is accidental sampling, where respondents are selected based on their availability and willingness to participate at the research location. This method is considered practical and efficient given the limitations in accessing the entire population.

The data analysis in this study includes several statistical tests to ensure data quality and hypothesis testing. First, validity and reliability tests are conducted to assess the accuracy and consistency of the questionnaire, where reliability is measured using Cronbach's Alpha (Hidayat et al., 2025). Next, classical assumption tests are performed, including normality, multicollinearity, and heteroscedasticity tests, to ensure the regression model meets statistical requirements (Ghozali, 2021). Furthermore, multiple linear regression analysis is used to examine the relationship between independent variables (promotion, word of mouth, and brand image) and the dependent variable (purchase decision). Hypothesis testing is conducted using t-tests (partial) and F-tests (simultaneous), along with the coefficient of determination (R^2) to measure the explanatory power of the model.

RESULT AND DISCUSSION

Result

The results section of this study presents the findings obtained from the data analysis conducted to examine the influence of promotion, word of mouth, and brand image on consumer purchase decisions at Kopi Soe S. Parman Medan. The characteristic of respondent described on Table 1:

Table 1. Characteristic of Consumer Kopi Soe Medan

Gender	Frequency	Percentage (%)
Male	113	29,38
Female	47	70,62

Total	160	100
Age		
< 20 Tahun	69	43,12
21-30 Tahun	37	23,12
31-40 Tahun	42	26,25
41-50 Tahun	8	5,00
>50 Tahun	4	2,50
Total	160	100%
Education		
SMA	38	23,75
D3	19	11,87
S1	59	36,88
Lainya	44	27,50
Total	160	100%

Sources: Data Analysis (2026)

Table 1 shows the characteristics of Kopi Soe Medan consumers based on gender, age, and education level. The majority of respondents are female, accounting for 70.62% (47 people), while male respondents represent 29.38% (113 people), indicating that female consumers dominate the customer base. Based on age distribution, most respondents are under 20 years old (43.12%), followed by those aged 31–40 years (26.25%) and 21–30 years (23.12%), while respondents aged 41–50 years (5.00%) and above 50 years (2.50%) constitute a smaller proportion, suggesting that the primary market segment is younger consumers. In terms of education level, the majority of respondents hold a bachelor’s degree (S1) at 36.88%, followed by others (27.50%), senior high school (SMA) at 23.75%, and diploma (D3) at 11.87%. Overall, these findings indicate that Kopi Soe Medan’s consumers are predominantly young, educated, and female, reflecting a market segment that is closely associated with lifestyle-oriented consumption patterns.

This finding also confirms the significant role of brand image in influencing consumer behavior, as suggested by Keller (2021). A strong brand image reduces consumer uncertainty, enhances perceived value, and strengthens emotional attachment, which ultimately increases the likelihood of purchase decisions, particularly among younger consumers who are more responsive to brand identity and social trends. Before conducting multiple linear regression analysis, the researcher first performs classical assumption tests to ensure that the data meet the required statistical criteria. Classical assumption tests are a series of diagnostic tests used to validate whether the regression model is appropriate and produces unbiased, consistent, and reliable estimates. These tests typically include normality, multicollinearity, and heteroscedasticity tests (Ghozali, 2021). The normality test aims to determine whether the residuals are normally distributed, the multicollinearity test examines whether there is a high correlation among independent variables, and the heteroscedasticity test checks whether the variance of residuals is constant across observations. Conducting these tests is essential because violations of classical assumptions can lead to inaccurate regression results and misleading conclusions. Therefore, classical assumption testing is a crucial step to ensure the validity and robustness of the regression analysis results. The normality test showed on Table 2

Table 2. The Normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
	Mean	0.000000

Normal Parameters ^{a,b}	Std. Deviation		3.29003092
Most Extreme Differences	Absolute		0.077
	Positive		0.058
	Negative		-0.077
Test Statistic			0.077
Asymp. Sig. (2-tailed)			.021 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.283 ^d
	90% Confidence Interval	Lower Bound	0.275
		Upper Bound	0.290

Sources: Data Analysis (2026)

Table 2 presents the results of the normality test using the One-Sample Kolmogorov–Smirnov method on the unstandardized residuals with a total sample of 160 observations. The results show that the Asymp. Sig. (2-tailed) value is 0.021, which is below the significance level of 0.05, indicating that the residuals are not normally distributed based on the asymptotic approach. However, the Monte Carlo Sig. (2-tailed) value is 0.283, which is greater than 0.05, suggesting that the residuals are normally distributed when using the Monte Carlo method, which is considered more robust for larger samples. This is further supported by the confidence interval range (0.275–0.290), which remains above the threshold of 0.05. The result of Multikolonierity test showed on Table 3:

Table 3. The Multikolonierity test

Model	Collinearity Statistics	
	Tolerance	VIF
1	(Constant)	
	Promotion	0.980 1.021
	Word_of_Mouth	0.840 1.190
	Brand image	0.847 1.181

a. Dependent Variable: purchase decisions

Sources: Data Analysis (2026)

Table 3 presents the results of the multicollinearity test for the independent variables in the regression model, namely promotion, word of mouth, and brand image, with purchase decisions as the dependent variable. The results show that the tolerance values for promotion (0.980), word of mouth (0.840), and brand image (0.847) are all greater than 0.10, indicating that there is no strong correlation among the independent variables. Additionally, the Variance Inflation Factor (VIF) values for promotion (1.021), word of mouth (1.190), and brand image (1.181) are all below the threshold of 10, further confirming the absence of multicollinearity in the model. These findings indicate that each independent variable contributes unique information and does not overlap significantly with other variables. Therefore, it can be concluded that the regression model meets the multicollinearity assumption, allowing further analysis to be conducted reliably. The Result of Heteroskedastisity test showed on figure 1:

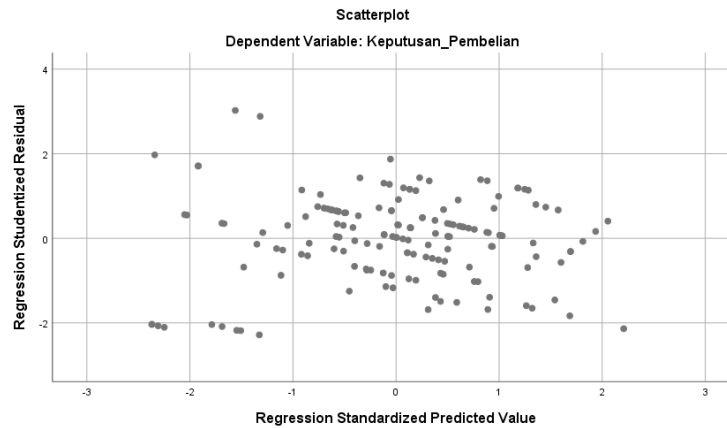


Figure 1. Heteroskedastisity test

Sources: *Data Analysis (2026)*

The scatterplot shows that the points are randomly distributed and do not form any clear or specific pattern, both above and below the value of 0 on the Regression Studentized Residual (Y) axis. This indicates that heteroscedasticity does not occur in the regression model. Therefore, the regression model is considered appropriate and reliable for predicting Purchase Decisions based on Promotion, Word of Mouth, and Brand Image. The Result of Hypotetical Test showed on Table 4:

Table 4. The Parsial Hypothetical Test Coefficients^a

Model	t	Sig.
1 (Constant)	1.897	0.060
Promotion	2.014	0.046
<i>Word_of_Mouth</i>	2.779	0.006
Brand image	4.736	0.000

a. Dependent Variable: Purchase decisions

Sources: *Data Analysis (2026)*

The t-value for the Promotion variable is 2.014 with a significance level of 0.046. With degrees of freedom (df) of 160 ($n-3 = 160$ respondents $- 3$) and a significance level of $\alpha = 5\% : 2 = 0.025$, the t-table value is 1.97519. Since $t\text{-count} > t\text{-table}$, the criterion is that H1 is accepted, meaning that Promotion partially has a positive and significant effect on Purchase Decisions at Kopi Soe. The t-value for the Word of Mouth variable is 2.779 with a significance level of 0.006. With degrees of freedom (df) of 160 ($n-3 = 160$ respondents $- 3$) and a significance level of $\alpha = 5\% : 2 = 0.025$, the t-table value is 1.97519. Since $t\text{-count} > t\text{-table}$, the criterion is that H2 is accepted, meaning that Word of Mouth partially has a positive and significant effect on Purchase Decisions at Kopi Soe. The t-value for the Brand Image variable is 4.736 with a significance level of 0.000. With degrees of freedom (df) of 160 ($n-3 = 160$ respondents $- 3$) and a significance level of $\alpha = 5\% : 2 = 0.025$, the t-table value is 1.97519. Since $t\text{-count} > t\text{-table}$, the criterion is that H3 is accepted, meaning that Brand Image partially has a positive and significant effect on Purchase Decisions at Kopi Soe. The Result of F test showed on Table 5:

Table 5. The Simultant hypothetical test

ANOVA ^a			
Model		F	Sig.
1	Regression	16.075	.000 ^b
	Residual		

a. Dependent Variable: purchase decisions
b. Predictors: (Constant), word of mouth, brand image, promotion

Sources: *Data Analysis (2026)*

Table 5 presents the results of the ANOVA (F-test) used to examine the simultaneous effect of promotion, word of mouth, and brand image on purchase decisions. The results show that the F-value is 16.075 with a significance level of 0.000, which is lower than 0.05. This indicates that the regression model is statistically significant and that all independent variables jointly influence purchase decisions. In other words, promotion, word of mouth, and brand image simultaneously have a significant effect on consumer purchase decisions at Kopi Soe. Therefore, the model is considered fit and suitable for explaining variations in the dependent variable. The result of Koefisien determination showed on Table 6:

Table 6. Koefisien Determinasi (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.486 ^a	0.236	0.221	3.32152

a. Predictors: (Constant), brand image, word of mouth, promotion
b. Dependent Variable: purchase decisions

Sources: *Data Analysis (2026)*

Table 6 presents the coefficient of determination (R²) results, which indicate how well the independent variables explain the dependent variable. The R value of 0.486 shows a moderate correlation between promotion, word of mouth, and brand image with purchase decisions. The R Square value of 0.236 implies that 23.6% of the variation in purchase decisions can be explained by these three independent variables, while the remaining 76.4% is influenced by other factors not included in the model. The Adjusted R Square value of 0.221 confirms this explanatory power after adjusting for the number of variables in the model. Additionally, the standard error of the estimate is 3.32152, indicating the average deviation of the observed values from the regression line. Overall, these results suggest that although the model has a moderate explanatory ability, there are still other important variables that may influence purchase decisions

Discussion

The findings of this study indicate that promotion has a positive and significant effect on purchase decisions, suggesting that effective promotional strategies play an important role in influencing consumer behavior at Kopi Soe. This result can be explained by the ability of promotion to increase product awareness, attract attention, and create persuasive communication that encourages consumers to make purchasing decisions. In line with this, recent studies have shown that promotional activities such as discounts, digital advertising, and social media campaigns significantly enhance consumer purchase intention by shaping perceived value and urgency (Kotler & Keller, 2022; Chaffey, 2023). Moreover, in the context of coffee shop businesses, visually appealing and frequent promotions on platforms like

Instagram and TikTok are particularly effective in targeting younger consumers, who dominate the sample in this study.

Therefore, the significant influence of promotion reflects its strategic role in competitive markets, especially in lifestyle-driven industries such as coffee shops. Furthermore, the results reveal that word of mouth has a positive and significant effect on purchase decisions, highlighting the importance of interpersonal communication and consumer recommendations. Word of mouth is considered highly credible because it is based on real experiences shared by other consumers, which reduces uncertainty and perceived risk in decision-making. Previous empirical research confirms that positive word of mouth significantly increases trust and influences consumer attitudes toward a product or brand (Hennig-Thurau et al., 2021; Erkan & Evans, 2022). In the digital era, electronic word of mouth (e-WOM) through online reviews and social media further amplifies this effect, making it a powerful marketing tool. For Kopi Soe, customer reviews and peer recommendations likely play a crucial role in shaping consumer perceptions and encouraging trial purchases.

Thus, the strong effect of word of mouth in this study aligns with the growing reliance on social validation in modern consumer behavior. In addition, brand image is found to have the strongest positive and significant influence on purchase decisions among all variables. This suggests that consumers are more likely to choose products from brands that have a strong, favorable, and recognizable image. A positive brand image creates emotional connections, builds trust, and enhances perceived quality, which ultimately drives purchase decisions. This finding is supported by previous studies indicating that brand image significantly affects consumer loyalty and buying behavior, particularly in highly competitive markets (Keller, 2021; Aaker, 2022). In the case of Kopi Soe, its branding strategy such as unique product naming, consistent visual identity, and strong positioning as a trendy coffee brand likely contributes to its appeal among young consumers. Therefore, the dominant influence of brand image emphasizes the importance of long-term brand-building strategies in sustaining business performance and attracting consumers.

Implication of The Research

This research implies that coffee shop businesses like Kopi Soe should prioritize strengthening brand image as it has the most dominant influence on consumer purchase decisions. In addition, companies need to optimize promotional strategies and leverage digital marketing to effectively attract and engage target consumers. Furthermore, encouraging positive word of mouth through customer satisfaction and service quality is essential to build trust and increase future purchase decisions.

CONCLUSIONS

The findings indicate that promotion, word of mouth, and brand image are not merely statistically significant predictors of purchase decisions at Kopi Soe, but also play different roles in shaping consumer behavior. Among the three variables, brand image emerges as the most dominant factor, suggesting that consumers tend to rely more on perceived reputation and overall impression of the brand when making purchasing decisions, rather than promotional exposure alone. Word of mouth also shows strong influence, reflecting the importance of peer recommendations and social validation in the coffee shop industry, particularly among younger consumers who are highly responsive to reviews and informal information sharing. Meanwhile, promotion still contributes significantly, but its effect appears more supportive in attracting initial attention rather than sustaining long-term decision-making. From a managerial perspective, these results imply that Kopi Soe should not depend solely on short-term promotional strategies, but instead prioritize building a strong and consistent brand image that can generate trust and emotional attachment. Strengthening customer experience is essential because it directly fuels positive word of mouth, which in turn amplifies organic consumer acquisition at relatively low cost. Therefore, an integrated strategy that aligns branding, customer satisfaction, and targeted promotions is necessary to sustain competitiveness in the increasingly saturated coffee shop market.

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