

# The Influence of Brand Image and Online Promotion on Purchase Decisions of Kopi Kenangan in Depok City

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## Article Information

### Article History

Received, August 9, 2025

Revised, August 28, 2025

Accepted, August 29, 2025

Published, September 5, 2025

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## ABSTRACT

This study aims to analyze the influence of Brand Image and Online promotion on purchasing decisions for Kopi Kenangan in Depok City, both partially and simultaneously. This research uses a quantitative approach method with an instrument in the form of a Likert-scale questionnaire. Data was collected through questionnaires distributed to 150 Kopi Kenangan consumers in Depok City as a sample. Data analysis used multiple linear regression. The sampling technique used non-probability sampling with purposive sampling and Malhotra methods. Data analysis was carried out using Statistical Program for Social Science (SPSS) version 27. The results showed that Brand Image (X1) and Online promotion (X2) both partially and simultaneously have a positive and significant effect on purchasing decisions (Y). The coefficient of determination value indicates that both independent variables contribute 70%, while the remaining 30% is influenced by other variables outside this study.

**Keywords:** *Brand Image, Online Promotion, Purchasing Decisions, Kopi Kenangan, Depok City.*

## 1. INTRODUCTION

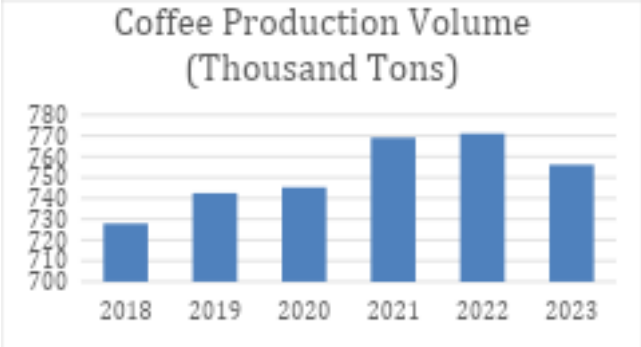
The growth of globalization, driven by technological advancements, has had a profound impact on nearly every aspect of life, particularly the economy. Technological progress and the ease of accessing information in the digital age are key factors in transforming society (Cahyono, 2020).

In today's digital age, businesses no longer rely solely on physical locations or word-of-mouth to attract customers (Trulline, 2021). According to Brown (2022) in a journal article, business activities are no longer limited to traditional methods but increasingly leverage internet technology, particularly through social media, which is deemed more effective and efficient. Entrepreneurs must be able to accept these challenges by leveraging technology to market their products so that their businesses can survive in increasingly fierce competition (Wijaya & Sutanto, 2022).

In the food and beverage industry, especially in coffee shops, social media and other promotional tools play a crucial role in influencing consumer purchasing interest. Some cafes are even active on social media to introduce their products through platforms like Instagram and TikTok (Firmansyah, 2019). Social media sites such as Instagram and TikTok have taken over as the main means of launching goods and services to the general public (Hertin dkk., 2024).

Coffee has become an integral part of popular culture in Indonesia. Coffee is not merely a beverage but also a symbol of lifestyle, a gathering place, and even a tool for expressing creativity. The digitalization trend has also contributed to the growth of coffee shops. According to researchers Adithia et al. (2021), in the past, coffee shops had minimal facilities and comfort. However, today, coffee shops are synonymous with comfortable spaces, featuring air

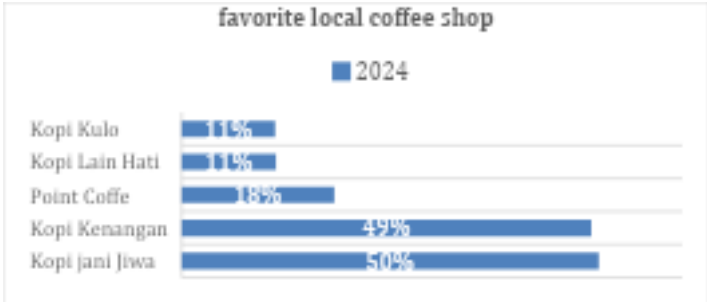
conditioning, Wi-Fi, sofas, comfortable chairs, and unique interior designs. According to Desmaryani (2019), in the growth of a company, especially in an unstable economic environment, the ability to innovate is key for a company to remain competitive against its competitors. Without innovation, a company risks losing its competitive edge and giving competitors the opportunity to take its place.



**Figure 1.1 Coffee Production**  
*Source: www.bps.go.id*

Based on data from the Central Statistics Agency (BPS) in 2023, coffee production in Indonesia continued to increase from 727,900 tons in 2018 to 771,000 tons in 2022, despite a slight decline in 2023. This increase indicates significant growth in the coffee industry.

One of the successful businesses in this industry is Kopi Kenangan, established in 2017. Kopi Kenangan's success was evident from the first day it opened, when 700 cups of coffee were sold (Rachmawati et al., 2020). However, along with its popularity, the coffee industry now faces fierce competition with the emergence of many new competitors. This can be seen from the five local coffee shops that have become consumer favorites in 2024:



**Figure 1.2 Local Coffee Shop Rankings**  
*Source: (Elita Mardani dkk, 2024)*

Although Kopi Kenangan is the most popular local coffee brand in Indonesia, surveys show that it ranks second with 49% of the vote. Other popular coffee shops include Point Coffee (18%), Kopi Lain Hati (11%), and Kopi Kulo (11%).

According to data from the Top Brands Index 2020-2024, Kopi Kenangan has experienced sales fluctuations, even seeing a decline in 2024. This decline reflects the intense competition among coffee shops. Research by Hermawan et al. (2023) in Depok City also found that some coffee shops were not operating at full capacity due to losing customers because of competition, which ultimately affected business performance and led to a decline in rankings in the 2024 Top Brand Award.

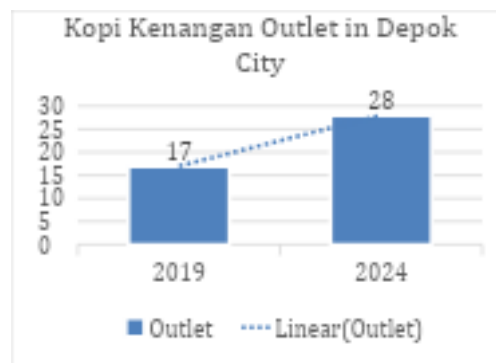
**Table 1.1 Top Brand Index Ranking 2024**

<b>Brand</b>	<b>TBI 2024</b>
Kopi Janji Jiwa	44.80%
Kopi Kenangan	39.00%
Kopi Fore	6.90%
Kopi Kulo	5.40%

Source: <https://www.topbrand-award.com>

Based on Table 1.1, Kopi Kenangan ranks second with a score of 39.00% in the food and beverage category of the 2024 Top Brand Index. Despite the decline, Kopi Kenangan remains in the top brand category. The main issue faced is inconsistency in product presentation, including differences in taste and quality, which can damage the brand image and consumer experience (Kristopher et al., 2024). Therefore, Kopi Kenangan needs to evaluate its products, brand, and promotions to remain competitive (Saputra & Jamiati, 2023).

As one of the cities closest to high coffee consumption, Depok offers great potential for the development of modern coffee shops. The city has a large productive-age population, as well as many modern facilities such as malls and campuses, which are ideal target markets (Hermawan et al., 2023; Kusmilawaty et al., 2022). This phenomenon creates significant opportunities for the food and beverage industry, driving various marketing and sales strategies to attract consumers.



**Figure 1.4 Kenangan Coffee Outlet in Depok City**

Source: <https://kopikenangan.com/outlets>

In 2019, there were 17 Kopi Kenangan outlets in Depok, which increased to 28 outlets in 2024. Despite the rapid growth, this research was conducted because consumer complaints regarding consumer reviews on Google Maps, it was found that the quality of Kopi Kenangan products and outlets varies between branches. This inconsistency is an important consideration, so brand image and online promotion are considered key factors influencing purchasing decisions amid fierce competition in Depok.

Brand image serves as a reflection of a company's products, capable of creating memories and encouraging repeat purchases (Arif & Sari, 2020). A strong brand image makes it easier for consumers to make purchasing decisions (Subawa, 2019). Research by Andrian et al. (2023) shows that brand image has a positive and significant impact, although other studies have shown negative results (Kawilaran & Tumbuan, 2022).

Online promotion is a marketing activity through digital media that enables direct communication with consumers (Purnama, 2020). Kopi Kenangan utilizes this promotion through social media such as Instagram, TikTok, and their own dedicated app, where consumers can view the menu and obtain product information.

A purchasing decision is a process in which individuals select, purchase, and use goods or services to meet their needs (Kotler & Keller, 2021; Kotler & Armstrong, 2018). Although

purchasing decisions are often the most preferred choice, factors such as taste preferences, price, and previous experiences can influence them (Kotler & Armstrong, 2018).

Social media has become the primary channel for companies to promote products and build brand image, which in turn influences purchasing behavior, particularly in Depok City (Wijaya et al., 2024).

Based on declining sales data and fluctuating brand image rankings in 2024, this study focuses on Kopi Kenangan in Depok City. The motivation for this research is to analyze how brand image and online promotions influence purchasing decisions. Therefore, the title of this study is “The Influence of Brand Image and Online Promotions on Purchasing Decisions at Kopi Kenangan in Depok City.”

## **2. LITERATURE REVIEW**

Previous research refers to literature references from researchers who have conducted research before. These references are used as a reference in current research.

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) used to predict an individual's intention to perform a specific action. The main components of TPB are behavioral intention, which is influenced by attitude, subjective norm, and perceived behavioral control. In the context of consumer behavior, TPB is relevant because it describes how consumers plan their purchasing decisions based on their evaluations and beliefs.

### **Consumer Behavior**

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations choose, buy, and use products or services to meet their needs and desires. Factors that influence this behavior include cultural, social, personal, and psychological factors. Consumers tend to consider price, quality, benefits, and functionality before making a purchase decision.

### **Purchase Decision**

A purchase decision is the process by which consumers determine which products to buy. This process consists of five stages: recognition of need, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler in Indrasari, 2019). According to Ferdinand in Semuel (2021), the indicators of purchase decisions include:

- a. Transactional Decision is the consumer's choice to purchase goods from selected website.
- b. Referential Decision is a decision made by customers related to providing recommendations about purchased goods as a reference for others.
- c. Preferential Decision shows the attitude of customers that encourages them to purchase the product.
- d. Exploratory Decision This shows how customers actively seek information about products they like and support the positive and negative attributes of the product.

### **Brand Image**

Brand Image is consumers' perception of a brand formed through experience, communication, and specific associations (Kotler & Armstrong, 2016). Factors that shape brand image include quality, trust, benefits, service, risk, price, and visual identity (Schiffman & Kanuk, 2011 in Sutar, 2020). The three main indicators of brand image according to Keller & Swaminathan (2020) are:

- a. Manufacturer image is how consumers view a company based on factors such as popularity, credibility, and the company's network.
- b. User image is how users view goods or services, including demographics, social class, type of work, and lifestyle.
- c. Product image is how consumers view the product itself, including product features, benefits offered, ease of use, and quality assurance.

### **Online Promotion**

Online promotion is a marketing activity that uses the internet to introduce and sell products to consumers (Rinnanik et al., 2021). This strategy includes digital advertising, interactivity, engaging messages, and brand awareness (Campbell & Wright, 2008 in Kuspriyono, 2017). Rangkuti (2013 in Febryanto, 2021) outlines five indicators of online promotion, namely:

- a. Advertising is done online using indicators such as links to other sites and ad placement on the relevant site.
- b. Sales Promotion is online sales promotion that can be done by selling goods or services for free, using coupons, discounts, or other unique offers.
- c. Public Relations includes frequently asked questions (FAQs) from consumers, press releases, photo galleries, sign-ups for e-newsletters, online testimonials or guestbooks, and free recommendations from other users.
- d. Direct Marketing is online promotion conducted through various digital communication channels, such as phone numbers or member contact numbers, fax numbers, mailing addresses, email links, and forms for providing feedback or comments online.
- e. Personal Selling is sales conducted directly by the company's sales force. The goal is not only to create good relationships with customers but also to sell goods. Exhibitions, incentives, and presentations are personal selling strategies.

### **Previous Research**

Several previous studies have shown the influence of brand image and online promotion on purchasing decisions in various sectors. The results show a significant relationship, both partially and simultaneously, with purchasing decisions.

In a study titled “The Influence of Online Promotion and Brand Image on Purchase Decisions through Consumer Purchase Interest on the Instagram Account @CRSL.Store,” Putri, A., Hatta, and Savitri (2024) found that, although not significant or negative, online promotion and brand image have a significant influence on purchase interest decisions as a mediating variable.

Frea Febri Salsabillah and Nuruni Ika Kusuma Wardani conducted a study titled “The Influence of Brand Image and Online Promotion on Purchase Decisions (Case Study: MERR Starbucks Coffee Surabaya).” Brand image and online promotion have a significant positive effect on customers' decisions to purchase items at Starbucks coffee shops in Surabaya. A good brand image and attractive promotions increase customers' decisions to purchase Starbucks items.

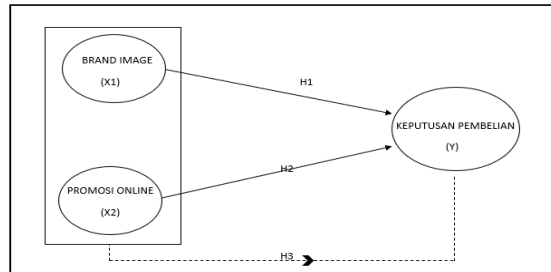
### **Conceptual Framework**

The conceptual framework of this study is based on previous theories and empirical findings, with the independent variables being Brand Image ( $X_1$ ) and Online Promotion ( $X_2$ ), and the dependent variable being Purchase Decision ( $Y$ ). This model shows that there is a partial and simultaneous relationship between these variables.

### Research Hypothesis

Based on the theoretical foundation and previous research, the following hypothesis is formulated:

- H1:** Brand image partially has a significant effect on purchasing decisions.
- H2:** Online promotion partially has a significant effect on purchasing decisions.
- H3:** Brand image and online promotion simultaneously have a significant effect purchasing decisions.



**Figure 2.1 Research Model**  
*Source:* Developed in researchers

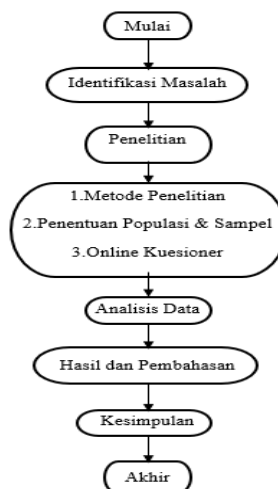
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Figure 2.1 explains that this study aims to examine the influence of three independent variables, namely Brand Image and Online Promotion, on the dependent variable, namely Purchase Decision.

### 3. RESEARCH METHOD

This study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed via Google Forms. The research process is carried out systematically and objectively, from data collection, processing, analysis, to presentation, with the aim of testing the hypothesis.

The research was conducted over a three-month period, from March to May 2025, and was located in the city of Depok, targeting respondents who are consumers of Kopi Kenangan residing in the city of Depok.



**Figure 3.1 Research Flow**  
*Source:* Developed in researchers

The population of this study is all Kopi Kenangan consumers in Depok City. The sample size used is 150 respondents, calculated using the Malhotra formula ( $36 \text{ questions} \times 4 = 144$ , rounded to 150).

Due to the infinite population, this study uses a non-probability sampling method with a purposive sampling technique. The sample criteria were residents of Depok City aged 17–45 years who had purchased Kopi Kenangan products.

Primary data were collected through an online questionnaire with a Likert scale distributed via Google Forms. The collected data were processed using the Statistical Program for Social Science (SPSS) version 27 software. The analysis included:

- a. The Data Instrument Test is an instrument carried out to ensure the reliability and validity of the measuring instruments used properly (Jannata, 2024).
- b. The Classical Assumption Test aims to ensure that the resulting regression coefficients are consistent, unbiased, and accurate. The test includes several tests, such as normality, heteroscedasticity, multicollinearity, and autorelocation. However, because the data used in this study was obtained through questionnaires and did not involve periodic data, an autocorrelation test was not performed.
- c. Multiple Linear Regression Analysis to see the degree of influence of independent variables on bound variables was determined using multiple linear regression analysis.
- d. Hypothesis Test is a hypothesis test that is carried out to understand independent variables against the dependent variables of Partial Test (T Test), Simultaneous Test (F Test), and Determination Coefficient Test (Adjusted R-Square).

#### 4. RESULT AND ANALYSIS

This study focuses on coffee product consumers in Depok City. The researcher collected data through a questionnaire consisting of 36 statements, namely 9 statements for the Brand Image variable (X1), 15 statements for the Online Promotion variable (X2), and 12 statements for the Purchase Decision variable (Y).

The data was then processed using the Statistical Package for the Social Sciences (SPSS) version 27. Before conducting the regression analysis, a series of pre-analysis tests were performed, such as validity, reliability, and classical assumption tests (normality), to ensure that the data met the requirements and was suitable for statistical analysis.

##### a. Partial Test Result (t-test)

Brand Image Variable (X1): The t-test results show that the t-count (3.578) > t-table (1.655) and the significance value  $0.01 < 0.05$ . Brand image serves as a reflection of a company's products, capable of creating memories and encouraging repeat purchases (Arif & Sari, 2020). Brand image is a distinctive characteristic a company possesses to attract consumers, making it easier for the public to distinguish its products from competitors. This is in line with the theory put forward by Tjiptono, (2018:54) that Brand plays a very vital role in marketing strategy, brand is not only limited to a name or logo. In their explanation, Kenneth and Donald, (2018:76) also state that Brand Image can be understood as the perception that consumers want to achieve to fulfill their needs and desires for a product, both individually and in groups. This also aligns with research conducted by (Subawa, 2019) and (Adrian et al., 2023), which states that brand image plays a significant role in driving consumer purchasing decisions. Research by Andrian et al. (2023) shows that brand image has a positive and significant impact, although other studies have shown negative results (Kawilaran & Tumbuan, 2022). This proves that brand image partially has a significant influence on purchasing decisions.

Online Promotion Variable (X2): The t-test results show that the calculated t-value (9.893) is greater than the table t-value (1.655) and the significance level is  $0.01 < 0.05$ . This aligns with the theory of Rinnanik et al. (2021:109), which states that online promotion is an effort to market goods, services, or products to the wider public using the internet. The goal is to

inform consumers about products and services, making easily recognized and encouraging to make purchases through channels such as websites and social media. Research by Salsabillah & Wardani (2023) also shows that effective online promotion increases consumer purchasing decisions, demonstrating that digital-based marketing communications are a crucial tool in shaping consumer decisions in the modern era. At Kopi Kenangan include utilizing social media as a digital marketing strategy on Instagram, the TikTok video app, and other social media platforms. This promotion provides information on "buy 1 get 1 free" product purchases. This indicates that online promotion also has a significant partial influence on purchasing decisions.

**Table of t Test Results**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.121	2.488		2.863	.005
1 <i>Brand Image</i>	.341	.095	.236	3.578	<.001
<i>Promosi Online</i>	.478	.048	.651	9.893	<.001

**b. Simultaneous Test Results (F Test)**

The F-test results show that the calculated F-value (174.485) > the table F-value (3.06) with a significance value of 0.01 < 0.05. These findings prove that H0 is rejected and Ha is accepted. Therefore, the combination of strong brand image and online promotion strategies significantly influences consumer purchasing decisions. These results support findings (Warganegara & Safitri, 2023), which indicate that brand image and online promotion simultaneously have a positive influence on purchasing decisions for Kopi Kenangan MSME products in Bandar Lampung. Thus, it can be concluded that brand image and online promotion simultaneously have a significant influence on purchasing decisions.

**Table of F Test Results**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4449.166	2	2224.583	174.485	<.001 <sup>b</sup>
Residual	1874.167	147	12.749		
Total	6323.333	149			

**c. Adjusted R-Square**

The Adjusted R-Square value obtained is 0.700 or 70%. This figure shows that brand image and online promotion together contribute 70% in explaining the purchase decision variable. The remaining 30% is influenced by factors other than those covered in this study.

**Table Adjusted R-Square Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 <sup>a</sup>	.704	.700	3.571

## 5. CONCLUSION

Based on the results of the study, it can be concluded that:

- a. The Influence of Brand Image: Brand image partially has a significant and positive influence on the decision to purchase Kopi Kenangan in Depok City. A strong brand image, including the image of the manufacturer, users, and products, has been proven to be effective in increasing purchasing decisions.
- b. Influence of Online Promotion: Online promotion also has a partial, significant, and positive influence on the decision to purchase Kopi Kenangan. The use of effective digital promotion, such as informative product catalogs, facilitates consumers and increases purchasing decisions.
- c. Simultaneous Influence: Brand image and online promotion simultaneously have a significant influence on purchasing decisions. The combination of brand image strength and online promotion strategies has a major impact in encouraging consumers to buy.
- d. Contribution of Variables: The two independent variables (brand image and online promotions) contribute 70% to purchasing decisions, while the remaining 30% is influenced by other variables not included in this study.

Based on the research results, it can be suggested that:

- a. Kopi Kenangan Indonesia Stakeholders:  
The findings of this study provide input for Kopi Kenangan management to further optimize the use of digital media in strengthening its brand image and designing effective online promotion strategies to increase sales figures.
- b. Further Research:  
This research enriches the theory of consumer purchasing decisions in the digital era by strengthening our understanding of the influence of brand image and online promotions on consumer purchasing decisions at Kopi Kenangan. This research also contributes new knowledge about the factors influencing Kopi Kenangan consumer behavior, demonstrating that brand image and online promotions are two important factors that Kopi Kenangan needs to consider to increase customer satisfaction and drive sales.

Based on the results of this study, further research is recommended to examine other factors influencing purchasing decisions (price, service quality, product quality), the impact of Kopi Kenangan on consumer behavior, and compare Kopi Kenangan with other competitors to understand its competitive advantage. This study focused solely on Kopi Kenangan consumers residing in Depok City who had purchased Kopi Kenangan products. The variables studied were limited to Brand Image (X1) and Online Promotion (X2) as independent variables, with Purchase Decision (Y) as the dependent variable. The sampling technique used non-probability sampling with a purposive sampling method, therefore, the results of this study cannot be generalized to populations outside the specified respondent criteria.

## ACKNOWLEDGEMENTS

The author is fully aware that the completion of this thesis scientific work is the result of the support and facilities provided by **Jakarta Global University**. Therefore, sincere gratitude is conveyed to all levels of the university for the creation of a supportive academic environment, the availability of resources, and the provision of knowledge that has been provided, which is expected to be a strong foundation for the future of the author.

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