

Digital Marketing Innovation and Online Consumer Behavior: Implications for Brand Equity (Case Study of Coffee Consumers at the Mandala By Pass Medan Branch)

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ABSTRACT

Today, amid the dominance of the digital world, social media platforms have emerged as a highly efficient marketing tool for reaching audiences instantly, extensively, and at an affordable cost. This study is designed to examine in depth the impact of digital marketing strategies and consumer behavior dynamics on brand value formation, focusing on customers of Kopi Petik Mandala by Pass branch in Medan as the research subjects. The survey was conducted at the Kopi Petik location on Jl. Mandala by Pass No.71A, Tegal Sari Mandala I, Medan Denai, Medan City, North Sumatra 20226, from August to September 2025, using a purposive sampling method. The findings of this research explain how both factors, namely digital marketing strategies and consumer behaviour, influence brand strength, as shown in the multiple linear regression analysis. The results, both separately and together, show that digital marketing activities and consumer behavior trends have a positive and significant impact on brand value at Kopi Petik Mandala by Pass branch. Kopi Petik Mandala by Pass branch should utilize digital marketing and understand consumer behavior better to increase sales and brand equity.

Keywords: coffee, consumer behavior, customer, digital marketing, equity

INTRODUCTION

The core tenets of the economic landscape are being reshaped by digital transformation, which is changing business operations for both people and organizations while also upending established procedures (Afrizal, 2024). Social media is now among the most potent means of marketing, enabling swift and extensive consumer engagement at minimal expense in our current digital era. According to the statistics from Riyanto (2025), the number of individuals using social media reached 143 million by January 2025, accounting for 50.2% of the entire population.

Indonesia ranks among the nations with the greatest levels of coffee drinking globally. According to information from Yonatan (2024), coffee has become ingrained in Indonesian culture, with 40% of those surveyed acknowledging they consume two cups daily, 29% reporting one cup daily, and even 9% admitting to three cups daily. Alongside rising public enthusiasm, the coffee industry has seen corresponding expansion. Additional figures from Purwanto (2025) indicate that the Indonesian coffee market's worth is projected to hit US\$11.58 billion by 2025. This surge has spurred the creation of new ventures, compelling business owners to maintain competitiveness to thrive.

Coffee shops have recently become favored social spaces for Indonesian youth, serving as places for both coffee enjoyment and interaction. Research by Putri (2024) indicates that the majority of coffee shop patrons are young individuals aged 18-24 and

university students. The proliferation of coffee shops is also noticeable in Medan, a major Indonesian city. A notable coffee enterprise in Medan is Kopi Petik, a coffee brand experiencing growth in Indonesia and possessing several locations nationwide. Kopi Petik, as a coffee business, faces the impact of market competition, as depicted in the following Table 1.

Table 1. Kopi Petik's Sales

Year	Sales	Sales target	%
2021	427,892,000	450,000,000	95%
2022	444,987,000	450,000,000	99%
2023	459,598,000	450,000,000	102%
2024	464,890,000	500,000,000	93%
2025	482,589,000	500,000,000	97%

Source: interview with owner, 2025

Based on conversations with the proprietor of the Mandala By Pass outlet of Kopi Petik, the business has not been able to meet its intended revenue goals because of several contributing elements. These factors include inconsistent content presentation across stores an underutilization of digital channels, an inadequate use of online personalities to promote the brand, and a scarcity of customer testimonials to persuade potential buyers. The Kopi Petik Mandala by Pass location generally makes use of Instagram and TikTok for its social media presence. These two channels are responsible for attracting a sizable consumer base to the Mandala by Pass shop, although TikTok sees more activity due to its content being more absorbing relative to that offered on Instagram.

For a business, brands hold significant weight, especially given the need for robust competition in fostering and keeping a dedicated customer base, which includes brand rivalry (Kevinli & Gultom, 2020). The extra worth that a brand ascribes to a product or service, surpassing its inherent worth, is referred to as brand equity. When a brand is well-regarded and carries a favorable reputation, it supports a company's marketing efforts and improves consumer experiences. To thrive amidst market competition, every business should aim to compete effectively and provide superior products. Businesses should figure out the appropriate tactics to compete successfully, so they can meet their targets (Sinaga, Gultom, et al., 2024).

Qadir & Ramli (2024) study describes social media as a web-based tool enabling individuals to interact, cooperate, and disseminate diverse content like written words, visuals, moving pictures, and sound in a dynamic manner. Smart use of social media boosts a brand's recognition and sways consumers' choices. By leveraging social media, companies have the ability to grow their presence, engage with their clientele, and mold consumers' attitudes and buying habits (Sinaga et al., 2024). The Mandala by Pass location of Kopi Petik employs Instagram and TikTok as its two main social media channels for everyday tasks. The TikTok presence of Kopi Petik Mandala by Pass sees greater user activity, primarily because TikTok's user demographics skew younger compared to Instagram's. Furthermore, the infrequent updates to the Kopi Petik Mandala by Pass Instagram page pose a challenge for those seeking company details on the platform.

Nowadays, individuals often seek out details about products online through websites or online stores to evaluate feedback and complete transactions, which also holds true for customers of Kopi Petik's Mandala by Pass location. The physical store of Kopi Petik's Mandala by Pass is presently experiencing low foot traffic as customers are more inclined to make purchases online. Zusrony (2021) defines consumer behavior studies as examining the circumstances and methods by which individuals acquire a specific item from a specific brand. Patrons who are pleased with their purchases typically become repeat purchasers and endorse the product to others, which leads to attracting a considerable number of new customers who decide to buy the product (Manik et al., 2022).

This background indicates the presence of a gap in the research that warrants additional investigation. Prior investigations from Park & Namkung (2022) and Mone et al. (2022) have demonstrated that the separate effects of digital marketing and consumer behavior impact brand equity within the coffee sector, but the combined effect of these two aspects has not been assessed, particularly in the setting of Indonesian local coffee brands. The groundbreaking aspect of this research lies in the integration of two important factors, digital marketing and online consumer behavior, in the evaluation of brand equity within the realm of local coffee businesses. This integration offers helpful insights for business professionals and adds to the body of scholarly research in the fields of digital marketing and brand management.

LITERATURE REVIEW

BRAND EQUITY

Harahap et al. (2022) stated that brand equity describes the favorable differentiating effect present within a brand, wherein consumers who recognize the brand name will show their support by choosing that brand. Similarly, according to Sitorus et al. (2022), brand equity represents the positive or negative worth that both manufacturers and consumers derive from a brand of products or services, encompassing its name, symbol, and distinctive attributes. Adding to this, Meliantari (2021) stated that brand equity manifests in consumers' thoughts, emotions, and actions concerning the brand, alongside the price, market share, and profitability it contributes to the company. Brand equity extends beyond mere naming, symbolic representation, or stylistic choices; it signifies an essential element that producers must develop for their products to thrive in the market and secure consumer confidence, as emphasized by Putri et al. (2021). Drawing from the perspectives of these authorities, one can infer that brand equity is essentially a positive or negative value mirrored in consumer behavior, influencing their decision to embrace the brand.

As highlighted by Putri et al. (2021), the metrics of brand equity encompass brand awareness, brand associations, perceived quality, and brand loyalty.

DIGITAL MARKETING

According to Rezeki et al. (2023), promoting goods and services through digital channels to reach and educate consumers is called digital marketing. Following this, Puthussery (2020) explained that the act of promoting goods or services using digital tools, especially through online channels, cell phones, visual ads, and other forms of digital media. Furthermore, according to Utomo et al. (2024), employing digital platforms to promote a business's offerings is a digital marketing strategy. Summarizing these expert views, one can conclude that digital marketing involves promoting goods or services through digital means to perform promotional activities.

According to Puthussery (2020), digital marketing indicators include ease of getting to it, a leading advantage, and being cost-effective.

CONSUMER BEHAVIOR

Zusrony (2021) stated that the analysis of consumer behavior explores the locations, circumstances, and methods employed by individuals when acquiring items from specific companies. Also Nugraha et al. (2021) stated that consumer behavior encompasses all the actions, behaviors, and mental processes that influence consumers' choices before, during, and after acquiring, utilizing, and consuming products or services, or when assessing those experiences. Moreover, Andrian et al. (2022) stated that the consumer behavior theory constitutes a field of research that scrutinizes the ways consumers investigate, pick, buy, utilize, and judge products and services to fulfill their requirements and yearnings. Synthesizing these expert perspectives, it can be inferred that consumer

behavior is fundamentally the mental processes consumers engage in as they explore, choose, procure, and utilize various goods and services.

According to Andrian et al. (2022), the defining aspects of consumer behavior are its ever-changing nature, its reliance on engagement, and its connection to trading.

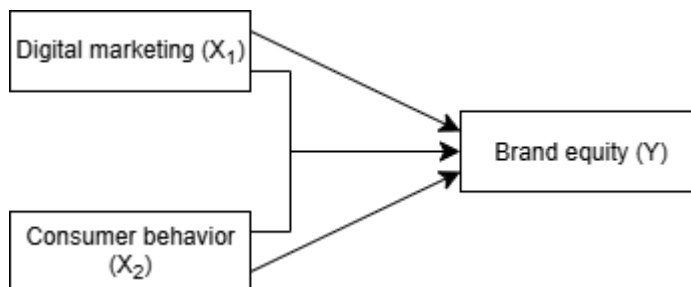


Figure 1. Framework

Building upon the theoretical structure outlined earlier, the succeeding research assumptions are posited:

- H₁: Kopi Petik Mandala By Pass Branch's brand equity is affected by digital marketing.
- H₂: Kopi Petik Mandala By Pass Branch's brand equity is affected by consumer behavior.
- H₃: Kopi Petik Mandala By Pass Branch's brand equity is affected by digital marketing and consumer behavior.

RESEARCH METHOD

This research approach employs a quantitative method, utilizing a survey strategy with a questionnaire serving as the tool for gathering firsthand information. Quantitative research involves a methodical scientific investigation into the components of a phenomenon and the underlying causes of their interconnections (Sinaga, 2023). The information utilized comes from both primary & secondary data. This study took place at Kopi Petik, situated at Jl. Mandala By Pass No.71A, Tegal Sari Mandala I, Medan Denai, Medan City, North Sumatra 20226, over the period from August to September 2025.

The term "population" refers to the entire scope of generalization, encompassing the objects or subjects that possess particular traits and features identified by the researcher for examination, leading to subsequent conclusions (Sugiyono, 2022). The group under study in this research consisted of patrons at the Kopi Petik Mandala By Pass Branch during the research period. The sample size for this study was determined using the method proposed by Hair et al. (2017), which is based on multiplying the number of indicators by 5 to 10. This study employed 10 indicators, resulting in a sample size of $10 \times 10 = 100$ participants. The sampling method used in this study was purposive sampling. Purposive sampling involves a method for gathering research participants based on predetermined and specific criteria (Sugiyono, 2022). The criteria for selecting participants were customers who had previously made purchases at the Kopi Petik Mandala By Pass branch.

RESULTS

1. Validity test

Ghozali (2021) stated that questionnaire validity is assessed through validity testing procedures.

The analysis reveals that the variables for digital marketing (X_1), consumer behavior (X_2), and brand equity (Y) all exhibit Corrected Item-Total Correlation values exceeding the r_{table} benchmark, signifying the validity of each statement item.

2. Reliability test

Ghozali (2021) stated that reliability serves to assess a questionnaire functioning as a pointer for a specific variable or construct.

The outcomes of the assessment indicate that the Cronbach's Alpha scores for the digital marketing (X_1), consumer behavior (X_2), and brand equity (Y) variables were all above the 0.600 threshold, suggesting that these variables are deemed dependable.

3. Classic assumption test

a. Normality test

Ghozali (2021) stated that the purpose of the normality test is to ascertain whether, within a regression model, the disturbance variable or residual exhibits a normal distribution.

Table 2. One-Sample Kolmogorov-Smirnov Test Results

Unstandardized Residual	
N	130
Asymp.sig (2-tailed)	0.194

Source: research result, 2025

Table 4 reveals that the One-Sample Kolmogorov-Smirnov test yielded a significance value of 0.194, surpassing the 0.05 threshold (Sig F > 5%), suggesting that the data under scrutiny adheres to a normal distribution.

b. Multicollinearity test

Ghozali (2021) stated that the purpose of the multicollinearity test is to ascertain if the regression model identifies any interrelationships among the independent variables.

Table 3. Multicollinearity test results

Coefficients ^a			
Model		Collinearity statistics	
		Tolerance	VIF
1	(Constant)		
	Digital marketing (X_1)	0.715	1.399
	Consumer behavior (X_2)	0.715	1.399
a. Dependent variable: brand equity (Y)			

Source: research result, 2025

Referring to the information presented in Table 5, the tolerance and VIF calculation outcomes display values fall within acceptable limits, with tolerance = 0.715 and VIF = 1.399, indicating no multicollinearity.

c. Heteroscedasticity Examination

Ghozali (2021) stated that the purpose of the heteroscedasticity examination is to find out if the regression model has a consistent variance across all observations.

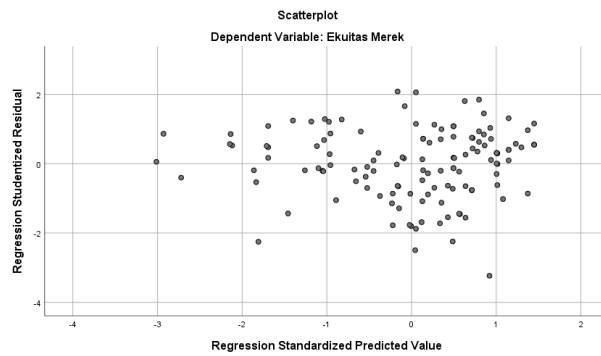


Figure 2. Scatterplot Graph

Source: research result, 2025

As illustrated in Figure 2, the distribution of points on the Studentized Regression Residual (Y) axis does not show any recognizable pattern above or below 0. This absence of heteroscedasticity confirms that the regression model is suitable for analyzing the effects of digital marketing (X_1) and consumer behavior (X_2) on customer satisfaction.

4. Multiple Linear Regression Assessment

Sahir (2022) stated that multiple regression is an analytical technique that uses more than two variables, with at least two independent variables and one dependent variable.

Table 4. Multiple Linear Regression Assessment Results

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	8.421	2.685
	Digital marketing (X_1)	1.089	0.093
	Consumer behavior (X_2)	0.378	0.088

a. Dependent variable: brand equity (Y)

Source: research result, 2025

Brand equity = 8.421+1.089 digital marketing+0.378 consumer behavior + e

The multiple linear regression assessment data displayed in Table 5 resulted in the equation shown below:

1. The constant value of 8.421 indicates that if both digital marketing (X_1) and consumer behavior (X_2) remain unchanged, the brand equity (Y) will be 8.421.
2. A value of 1.089 indicates that for every one-unit increase in the digital marketing variable (X_1), brand equity (Y) will increase by 1.089 units, assuming that consumer behavior (X_2) stays the same.
3. A value of 0.378 indicates that if the digital marketing variable (X_1) is held constant, each one-unit increase in the consumer behavior variable (X_2) will result in a 0,378 units increase in brand equity (Y).

5. Hypothesis testing

a. Partial significance test (t test)

Ghozali (2021) suggests that the t-statistic test essentially illustrates the extent to which an individual explanatory or independent variable elucidates changes in the dependent variable.

Table 5. Partial significance test results

Coefficients ^a			
Model		t	Sig
1	(Constant)	3.136	0.002
	Digital marketing (X ₁)	11.768	0.000
	Consumer behavior (X ₂)	4.280	0.000

a. Dependent variable: brand equity (Y)

Source: research result, 2025

Information derived from Table 7 is outlined below:

The t-value for the digital marketing variable (X₁) is 11.768, which exceeds the t-table value of 1.979, with a significance level of 0.000, falling below 0.05. This suggests a positive and notable individual impact of digital marketing (X₁) on Kopi Petik Mandala by Pass branch.

The t-value recorded for the consumer behavior variable (X₂) is 4.280, surpassing the t-table value of 1.979, with a significance level of 0.000, which is less than 0.05. This indicates a positive and substantial individual influence of consumer behavior (X₂) on Kopi Petik Mandala by Pass branch.

b. Simultaneous significance test (F test)

Ghozali (2021) explains that the F test involves an ANOVA analysis to determine if b₁, b₂, and b₃ are equivalent to zero.

Table 6. F test results

ANOVA ^a			
Model		F	Sig
1	Regression	147.306	0.000

a. Dependent variable: brand equity (Y)

b. Predictors: (constant), digital marketing (X₁), consumer behavior (X₂)

Source: research result, 2025

Table 8 reveals an F_{count} value of 147.306, surpassing the F_{table} value of 3.07 with a significance level of 0.000, below the 0.05 threshold. This leads to the conclusion that brand equity is notably affected by digital marketing (X₁) and consumer behavior (X₂) in the context of coffee purchasing decisions.

6. Determination coefficient test (R²)

Ghozali (2021) stated that the coefficient of determination (R²) primarily assesses the model's capability to account for variance within the dependent variable.

Table 7. Determination coefficient test (R²)

Model summary ^b			
Model	R	R Square	Adjusted R Square
1	0.836	0.699	0.694

a. Dependent variable: brand equity (Y)

b. Predictors: (constant), digital marketing (X₁), consumer behavior (X₂)

Source: research result, 2025

The R square value documented is 0.699, as presented in Table 9, which implies that the model effectively portrays the variability observed in the dependent variable. This signifies that digital marketing (X₁) and consumer behavior (X₂) together account for 69.9% of the total brand equity (Y) at K Kopi Petik Mandala by Pass branch, with the remaining 30.1% being attributable to other variables.

DISCUSSION

The Influence of Online Advertising (X_1) on Brand Strength (Y)

According to the t-test results, the online advertising variable (X_1) shows a positive and significant partial impact on brand strength (Y) at Kopi Petik Mandala Bypass Branch. The findings of this research align with the work of Mone et al. (2022) which was titled "Branding Phenomenon of Local Coffee in Shifting the Existence of Foreign Coffee Brands in Jakarta." To enhance and protect their market position while competing with global coffee companies, local coffee brands employ branding strategies that involve developing compelling values that promote positive word-of-mouth communication, using internet platforms to reach a larger consumer base, and cultivating a favorable brand image to draw in customers.

The Influence of Shopper Actions (X_2) on Brand Strength (Y)

According to the t-test, the shopper actions element (X_2) has a positive and significant partial impact on brand strength (Y) at Kopi Petik Mandala Bypass Branch. This study's conclusions are supported by the research of Park & Namkung (2022) research, "The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry." The data indicates that brand strength is impacted by Instagram advertising, which promotes attitudinal loyalty (brand love) and behavioral loyalty (intention to reuse Instagram) for the brand. This study offers a thorough analysis of how Instagram marketing initiatives affect customer-based brand strength.

The Effect Of Digital Marketing (X_1) And Consumer Behavior (X_2) On Brand Equity (Y)

Based on the Fcount value of 147.306, which is greater than the Ftable value of 3.07, both digital marketing (X_1) and consumer behavior (X_2) significantly and positively influence brand equity (Y) concurrently at Kopi Petik Mandala Bypass Branch. It is anticipated that improvements in digital marketing (X_1) and a deeper understanding of consumer behavior (X_2) will lead to an enhancement in the brand equity of Kopi Petik Mandala by Pass branch. The conclusions drawn from this investigation align with the study conducted by Mone et al. (2022) titled "Branding Phenomenon of Local Coffee in Shifting the Existence of Foreign Coffee Brands in Jakarta," which demonstrates that local coffee brands employ branding strategies to bolster and preserve their presence amidst competition from international coffee brands. Safrudin & Anggarani (2024) in their research titled "The Influence of Social Media Marketing and Brand Experience on Purchase Intent with Brand Equity as a Mediating Variable in Fore Coffee," discovered that social media marketing variables directly and positively affect purchase intent through the mediation of brand equity.

CONCLUSION

The outcomes of this research demonstrate that digital marketing and consumer behavior on brand equity, according to the multiple linear regression analysis conducted. Regarding the digital marketing and consumer behavior factor, findings indicate a substantial and positive individual effect of consumer behavior on brand equity at Kopi Petik Mandala by Pass branch. Moreover, the overall F value indicates a significant and positive combined influence of digital marketing and consumer behavior on brand equity at Kopi Petik Mandala by Pass branch.

Based on these results, it is recommended that Kopi Petik Mandala by Pass continue to invest in and expand its digital marketing strategies while focusing on consumer behavior insights to tailor offerings more effectively. By aligning digital campaigns with consumer preferences and continuously adapting to market trends, the company can further

enhance its brand equity. This integrated strategy will ensure the brand remains competitive, fosters greater customer loyalty, and ultimately drives long-term growth and success.

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