**Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 5 No. 1, pp. 180-191, November, 2026**
**http://conference.eka-prasetya.ac.id/index.php/ibec**

# How Social Media Marketing and Product Innovation Shape Generation Z Revisit Intention: Evidence from Cafés in Medan

**Maggie Lerian[1], Sri Rezeki[2], Agustino[3], Silvina Artan[4]**

Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1,3,4]
Jl. Merapi No.8, Pusat Ps., Kec. Medan Kota, Kota Medan, Sumatera Utara 20212

Universitas Negeri Medan[2]
Jl. William Iskandar Ps. V, Kenangan Baru, Kec. Percut Sei Tuan, Kabupaten Deli Serdang, Sumatera Utara 20221

*Corresponding author: maggielerian01@gmail.com[1]

## ABSTRACT

This study examines the effects of social media marketing and product innovation on the revisit intention of Generation Z consumers at cafés in Medan. A quantitative approach was employed by surveying 120 Generation Z consumers who had visited and purchased products from cafés in Medan at least twice within the previous six months. Respondents were selected using purposive sampling, and the data were analyzed using partial least squares structural equation modeling with SmartPLS. The findings show that social media ma rketing has a positive but insignificant effect on revisit intention (β = 0.132; t = 0.588; p = 0.557). Product innovation also has a positive but insignificant effect on revisit intention (β = 0.122; t = 0.720; p = 0.472). The model explains only 3.7% of the variance in revisit intention, indicating that consumers' intentions to revisit cafés are predominantly influenced by other factors not included in the model. These findings suggest that social media promotion and product innovation alone are insufficient to generate revisit intention among Generation Z consumers. Café managers should integrate digital marketing and product innovation with service quality, customer experience, pricing, and servicescape management.

**Keywords:** Cafés; Generation Z; Product Innovation; Revisit Intention; Social Media Marketing.

## INTRODUCTION

Digitalization has significantly transformed global consumer behavior. Recent data indicate that there were 5.79 billion social media users worldwide as of April 2026 (approximately 69.9% of the global population), positioning social media as a primary channel in shaping modern consumption decisions (Statista & Data Reportal 2026). Consumers increasingly rely on online ratings and reviews prior to purchasing products or services (OECD, 2019). However, small and medium enterprises (SMEs) in the food and beverage (F&B) sector still lag in optimizing digital technology compared to other industries (World Economic Forum, 2025). Meanwhile, the 7th UNWTO World Forum on Gastronomy Tourism highlighted that gastronomy contributes substantially to social and economic development, with digital platforms playing a crucial role in connecting consumers to local culinary experiences (UNWTO, 2022).

At the national level, the café industry represents a vital component of Indonesia's culinary creative economy. The culinary subsector contributes IDR 455.44 trillion (41%) to the national creative economy GDP and employs approximately 9.5 million workers (Kadarisman, 2022; Kompas Cyber Media, 2021). Furthermore, the market value of Indonesia's coffee shop business is estimated at IDR 4.8 trillion annually, driven

primarily by Generation Y and Generation Z consumers (Toffin Indonesia, 2020). Domestic coffee consumption is projected to reach 4.83 million bags (289,800 metric tons) for the 2026/2027 period, reflecting sustained demand for coffee-based products and experiential consumption (United States Department of Agriculture, 2026).

This trend is also evident in Medan City, where the accommodation and F&B sectors continue to support regional economic growth (BPS Kota Medan, 2026). Generation Z consumers view cafés not only as places to eat and drink, but also as spaces for socializing, working, and building shareable social media experiences (Muflikh et al., 2024). With internet penetration in North Sumatra reaching 70.03% (APJII, 2025), social media has become a primary information source prior to visiting a café.

To strengthen the empirical foundation of this study, a preliminary survey was conducted among 30 Generation Z café consumers (N = 30) in Medan City. The initial observations revealed a clear disconnect between digital or product stimuli and repeat visitation behavior. While 66.7% of respondents (n = 20) indicated that engaging social media content influenced their initial visit, 73.3% of respondents (n = 22) reported that social media promotions failed to drive repeat visits if the on-site physical experience was unsatisfactory. Similarly, although 70.0% of respondents (n = 21) valued unique menu offerings and visual presentation, 76.7% of respondents (n = 23) noted that menu novelties served primarily as short-term attractions rather than sustained drivers for revisit intention unless paired with taste consistency and fair pricing. Furthermore, a substantial 83.3% of respondents (n = 25) exhibited strong variety-seeking behavior, explicitly preferring to explore new café venues rather than returning to previously visited establishments. These preliminary findings highlight a clear empirical problem, as digital marketing and product innovations successfully attract first-time patrons but demonstrate limited efficacy in sustaining Generation Z's revisit intention in Medan's highly competitive café market.

According to Badan Pusat Statistik Indonesia (2021), Generation Z individuals (born between 1997–2012) are aged 14–29 in 2026. As digital natives, they exhibit high adaptability to digital platforms and rely heavily on social media to seek menu, ambiance, and pricing information (Febliza et al., 2025). In Medan City, Generation Z is estimated at 615,113 residents, accounting for roughly 24.5% of the total population (BPS Kota Medan, 2026; BPS Provinsi Sumatera, 2026). Given this sizable market segment and intensifying café competition, understanding the factors that drive Generation Z's revisit intention is essential for business sustainability.

**Tabel 1.**
Previous Studies

| Author | Variables | Object | Findings | Research Gap |
|---|---|---|---|---|
| Ibrahim et al. (2021) | Social media marketing, revisit intention, brand trust & brand loyalty as mediators | Coffee shops, Northern Cyprus | SMM positively affects revisit intention through brand trust and brand loyalty. | Did not involve product innovation; non-Indonesian context. |
| Kim et al. (2018) | Restaurant innovativeness (CPRI scale), customer perception | Restaurants, United States | Menu innovation enhances positive customer perceptions. | Not linked to revisit intention; lacked SMM. |
| Chun & Nyam-Ochir, (2020) | Service quality, revisit intention | Fast food restaurants, | Service quality positively affects revisit intention. | Not tested with SMM or product innovation. |

| | | | | |
|---|---|---|---|---|
| | | South Korea | | |
| Waworuntu et al. (2022) | Social media marketing, purchase intention (brand image as mediator) | General retail, Gen Z consumers in Indonesia | SMM increases brand image and Gen Z purchase intention. | Dependent variable was purchase intention, not revisit intention; non-café. |
| Muhajir et al. (2024) | Entrepreneurship, business innovation, and market acceptance | National F&B industry, Indonesia | Business innovation contributes positively to market acceptance. | Not linked to revisit intention; not specific to cafés or Gen Z. |
| Chen & Lazuardi (2023) | Social media influencer, café atmosphere, purchase decision | Café T1311, Medan | Both variables positively influence purchase decisions. | Dependent variable was purchase decision, not revisit intention. |
| Rezeki et al. (2025) | Social media marketing, servicescape, and purchase decision | Ming Kopi, Medan | SMM and servicescape enhance purchase decisions. | Dependent variable was purchase decision, not revisit intention; no product innovation. |
| Salsa & Sinaga (2025) | Service experience, payment innovation, and customer satisfaction | Jco Donuts & Coffee, Medan | Both variables enhance customer satisfaction. | Dependent variable was satisfaction, not revisit intention. |
| Willia et al. (2025) | Financial technology, digital marketing, and customer satisfaction | Aroma Bakery, Lubuk Pakam (Gen Z) | Both variables enhance Gen Z customer satisfaction. | Dependent variable was satisfaction, not revisit intention; bakery object. |

*Source:* Authors' synthesis (2026)

Existing literature demonstrates consistent limitations. Studies examining social media marketing primarily focus on purchase intention, purchase decision, or brand loyalty (Chen & Lazuardi, 2023; Rezeki et al., 2025; Waworuntu et al., 2022), without incorporating product innovation as a co-predictor in the same empirical model. Conversely, research on product innovation centers on customer perceptions or market acceptance without evaluating revisit intention (Kim et al., 2018; Muhajir et al., 2024). Furthermore, studies explicitly analyzing revisit intention predominantly position service quality or customer satisfaction as key determinants rather than digital marketing or product innovation (Chun & Nyam-Ochir, 2020; Salsa & Sinaga, 2025; Willia et al., 2025).To bridge this knowledge gap, this study proposes a novel conceptual framework integrating Social Media Marketing and Product Innovation as simultaneous determinants of Revisit Intention among Generation Z consumers in the café sector in Medan City.

## LITERATURE REVIEW

### Grand Theory

This study adopts the Stimulus–Organism–Response (S–O–R) Theory as its primary theoretical foundation (Blanco-Encomienda & Rosillo-Díaz, 2025). Within this framework, Social Media Marketing and Product Innovation serve as external stimuli (S) designed to influence consumers' internal cognitive and affective evaluations (O), which ultimately trigger Revisit Intention as the behavioral response (R). It should be

noted that while the S–O–R framework conceptualizes the internal organism (O) as an intervening evaluation process (such as customer satisfaction or perceived value), this study specifically focuses on testing the direct linkage between external marketing stimuli (S) and behavioral response (R). Examining this direct path allows the research to evaluate whether digital and product-related stimuli independently possess sufficient strength to directly drive repeat visitation among Generation Z café consumers, while treating the unmeasured organism process as a contextual mechanism that helps explain direct behavioral outcomes.

**Revisit Intention**

Revisit intention refers to a consumer's willingness to repeat a visit to the same establishment in the future following a prior consumption experience (Ibrahim et al., 2021). For Generation Z consumers, revisit intention is formed through the continuous evaluation of past experiences, satisfaction, and perceived value (Gupta & Pande, 2023; Lee et al., 2020). In the café industry, it serves as a critical indicator of customer retention and positive word-of-mouth recommendations (Hwang et al., 2021). Adopting the restaurant measurement scale from Chun & Nyam-Ochir (2020) revisit intention in this study is measured through three indicators: intention to return in the near future, designating the café as a primary choice, and willingness to recommend the café to others.

**Social Media Marketing**

Social media marketing involves utilizing digital platforms to foster two-way communication, enhance customer engagement, and deliver value (Kotler & Keller, 2022). Interactive and informative social media content acts as a digital stimulus that shapes internal consumer evaluations and builds brand engagement (Hwang et al., 2021; Waworuntu et al., 2022). In the café sector, social media serves as a essential source of information regarding menu offerings, ambiance, and customer reviews prior to visitation. Adopting the framework by Gunelius as utilized in Sarah et al. (2021), social media marketing is measured through four dimensions: content creation, content sharing, connecting, and community building.

**Product Innovation**

Product innovation involves developing new products or enhancing existing offerings to create higher consumer value and adapt to market trends (Kotler & Armstrong, 2018). Given Generation Z's novelty-seeking tendencies, unique menu concepts and appealing product presentations act as strong stimuli that enrich the overall dining experience (Kim et al., 2018; Muhajir et al., 2024). From the S–O–R and Experience Economy perspectives, menu innovativeness enhances perceived value and customer satisfaction, thereby encouraging repeat visitation. This study adopts the menu innovativeness dimensions from the Consumer Perception of Restaurant Product Innovation (CPRI) scale developed by (Kim et al., 2018), encompassing menu novelty, taste uniqueness, variety of choices, distinct presentation, and alignment with current food trends.

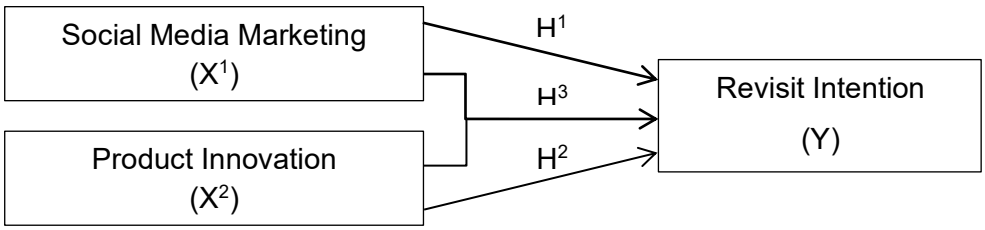



**Figure 1.** Theoretical Framework

### Research Hypothesis

Based on the theoretical framework, the hypotheses for this study are formulated as follows:

$H_1$ : Social Media Marketing has a significant positive effect on Revisit Intention

$H_2$ : Product Innovation has a significant positive effect on Revisit Intention

## RESEARCH METHOD

### Research Design

This study was conducted across cafés located in Medan City, North Sumatra, from July 2026 to September 2026. This quantitative study employed a structured online questionnaire distributed to café visitors, and the collected data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS statistical software.

### Population and Sample

The target population comprises Generation Z consumers residing in Medan City who have visited and made purchases at local cafés at least twice within the past six months. A purposive sampling technique was employed. Sample size determination followed the guidelines of Hair et al. (2019), recommending a sample size of 5 to 10 times the total number of indicators. With a final measurement model consisting of 23 retained indicators, the minimum required sample is 115. Therefore, the final sample of 120 valid respondents used in this study satisfies the criteria for stable PLS-SEM estimation.

### Data Collection Technique

Data collection was carried out through the distribution of an online questionnaire utilizing a 5-point Likert scale ranging from (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, to (5) Strongly Agree.. A screening question confirmed respondent eligibility prior to survey completion. The survey link was distributed via social media platforms and online communities.

### Data Analysis

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM), a method suitable for complex inter-variable relationships and non-normally distributed data. Model evaluation was executed in two stages. First, the measurement model assessed internal consistency reliability (Cronbach's Alpha and Composite Reliability), convergent validity (factor loadings and AVE), and discriminant validity (HTMT ratio). Second, the structural model evaluated model fit (SRMR), the coefficient of determination ($R^2$), effect size ($f^2$), predictive relevance ($Q^2$), and the significance of hypothesized paths via a bootstrapping procedure.

## RESULTS

**Table 2.**
Respondent Demographic and Behavioral Profile (N = 120)

| Characteristic | Category | Frequency (n) | Percentage (%) |
|---|---|---|---|
| Gender | Female | 72 | 60.00 |
| | Male | 48 | 40.00 |
| Age | 14–18 years | 15 | 12.00 |
| | 19–23 years | 95 | 79.17 |

| | | | |
|---|---|---|---|
| | 24–29 years | 10 | 8.33 |
| Occupation / Status | Student | 99 | 82.50 |
| | Private Sector Employee | 12 | 10.00 |
| | Entrepreneur | 6 | 5.00 |
| | Civil Servant / Government Employee | 1 | 0.83 |
| | Others | 2 | 1.67 |
| Café Visit Frequency / month | 1–2 times | 56 | 46.67 |
| | 3–5 times | 48 | 40.00 |
| | 6–8 times | 3 | 2.50 |
| | More than 8 times | 13 | 10.83 |
| Estimated Spending / Visit | < IDR 50,000 | 68 | 56.67 |
| | IDR 50,000 – IDR 100,000 | 44 | 36.67 |
| | > IDR 100,000 | 8 | 6.67 |
| Most Frequent Social Media Used for Café Info | TikTok | 65 | 54.17 |
| | Instagram | 51 | 42.50 |
| | YouTube | 4 | 3.33 |

Table 2 summarizes the demographic and behavioral profiles of the 120 valid Generation Z respondents (aged 14–29) in Medan City who had visited local cafés at least twice in the past six months. Using PLS-SEM, the measurement model's convergent validity was assessed based on standard criteria requiring outer loadings to exceed 0.70 and Average Variance Extracted (AVE) to surpass 0.50.

**Table 3.**
Measurement Model Evaluation

| Construct | Number of Indicators | Outer Loading Range | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|---|---|
| X1 | 12 | 0.704-0.842 | 0.946 | 0.968 | 0.951 | 0.620 |
| X2 | 7 | 0.723-0.841 | 0.900 | 0.939 | 0.919 | 0.619 |
| Y | 4 | 0.725-0.884 | 0.862 | 0.753 | 0.882 | 0.653 |

*Source:* Primary data, processed with SmartPLS (2026)

Measurement model evaluation was conducted to assess internal consistency reliability and convergent validity (Hair et al., 2019) During the initial screening, five indicators (PI2, PI5, PI9, RI3, and RI6) with outer loadings below 0.70 were deleted to refine construct parsimony, as they were conceptually redundant or weakly aligned with the local café context. As presented in Table 3, the final 23-indicator model satisfies all criteria, with outer loadings exceeding 0.70, Average Variance Extracted (AVE) values above 0.50, and reliability scores (Cronbach's Alpha, rho_A, and Composite Reliability) all surpassing 0.70. Furthermore, discriminant validity was confirmed as all Heterotrait–Monotrait Ratio (HTMT) values (0.119–0.169) fell well below the conservative 0.85 threshold (Table 4).

**Table 4.**
HTMT Test

| Construct | X1 | X2 | Y |
|---|---|---|---|
| X1 | - | - | - |
| X2 | 0.169 | - | - |
| Y | 0.119 | 0.123 | - |

*Source:* Primary data, processed with SmartPLS (2026)

**Table 5.**
Structural Model Quality and Fit

| Metric | Value | Reference Criterion | Empirical Conclusion |
|---|---|---|---|
| $R^2$ (Revisit Intention) | 0.037 | > 0.00 | Very weak explanatory power |
| $Q^2$ (Revisit Intention) | -0.022 | > 0.00 | Lacks predictive relevance |
| $f^2$ (X1 → Y) | 0.018 | > 0.02 | Negligible effect size |
| $f^2$ (X2 → Y) | 0.015 | > 0.02 | Negligible effect size |
| SRMR | 0.074 | < 0.080 | Acceptable model fit |
| NFI | 0.791 | > 0.900 | Sub-optimal model fit |

*Source:* Primary data, processed with SmartPLS (2026)

The structural model was evaluated based on explanatory power ($R^2$), predictive relevance ($Q^2$), effect size ($f^2$), and overall model fit (Table 5). Social Media Marketing and Product Innovation jointly explain only 3.7% of the variance in Revisit Intention ($R^2 = 0.037$). Coupled with negligible effect sizes ($f^2 < 0.02$) and a negative $Q^2$ value (-0.022), the model exhibits very limited explanatory power and lacks predictive relevance. While the SRMR value (0.074) indicates an acceptable model residual, the NFI (0.791) falls below the 0.90 cutoff, suggesting sub-optimal overall fit.

**Table 6.**
Hypothesis Testing Results

| Hypothesis/ Path | *β* | *T*-Value | *P*-Value | Inner VIF | 95% CI (Bias-Corrected) | Decision |
|---|---|---|---|---|---|---|
| H1: X1 → Y | 0.132 | 0.588 | 0.557 | 1,021 | [-0.422, 0.275] | Not Supported |
| H2: X2 → Y | 0.122 | 0.720 | 0.472 | 1,021 | [-0.347, 0.263] | Not Supported |

*Source:* Primary data, processed with SmartPLS (2026)

Hypothesis testing was performed using the bootstrapping procedure (Table 6). Prior to assessing path significance, lateral collinearity was confirmed not to distort the estimates, as Inner VIF values (1.021) were well below the 3.0 threshold. The results indicate that Social Media Marketing has a positive but statistically non-significant effect on Revisit Intention ($\beta$ = 0.132; t = 0.588; p = 0.557). Its 95% bias-corrected confidence interval spans zero (-0.422, 0.275), thereby rejecting H1. Similarly, Product Innovation demonstrated a non-significant effect on Revisit Intention ($\beta$ = 0.122; t = 0.720; p = 0.472) with a confidence interval crossing zero (-0.347, 0.263), failing to support H2.

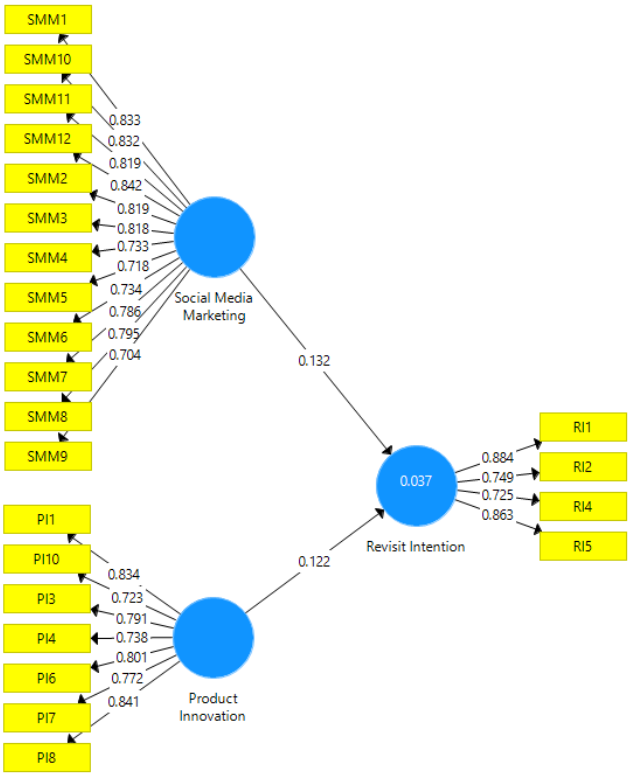



**Figure 2.** Outer Model

## DISCUSSION

**The Effect of Social Media Marketing on Gen Z's Revisit Intention in Medan Cafés**
The empirical findings indicate that Social Media Marketing has a positive but statistically non-significant direct effect on Revisit Intention ($\beta$ = 0.132; $t$ = 0.588; $p$ = 0.557). Grounded in the Stimulus–Organism–Response (S–O–R) Theory, digital content serves as an external stimulus (S) designed to capture consumer attention. However, the non-significant outcome suggests that digital marketing stimuli alone are insufficient to directly trigger a behavioral response (R) in the form of repeat visitation among Generation Z café consumers in Medan. In the local café context, interactive social media posts, promotional teasers, and visual content primarily generate brand awareness and initial trial visits rather than long-term customer retention. Once an initial visit occurs, repeat visitation is governed predominantly by actual on-site experiences rather than virtual promotional communication.

This finding diverges from Ibrahim et al. (2021), who reported a positive influence of social media marketing activities on revisit intention in coffee shops. However, a precise comparison reveals structural differences between the two research models. Ibrahim et al. (2021) established that social media marketing operates through a sequential mediation mechanism involving brand trust and brand loyalty (O). In contrast, the present study evaluated a direct structural path without intermediate mediators. This distinction highlights that digital marketing activities do not exert an automatic direct drive on repeat visits; rather, their efficacy depends on building internal psychological states such as trust and loyalty over time.

**The Effect of Product Innovation on Gen Z's Revisit Intention in Medan Cafés**
Product Innovation demonstrated a positive but statistically non-significant direct effect on Revisit Intention ($\beta$ = 0.122; $t$ = 0.720; $p$ = 0.472). From the Experience Economy perspective, menu innovativeness enriches the overall consumption environment. Nevertheless, the empirical results confirm that menu novelty, distinct taste, and

creative presentation do not directly ensure repeat visits among Generation Z consumers in Medan. Generation Z consumers exhibit high variety-seeking behavior and low brand loyalty in competitive F&B markets. Consequently, novel menu items often serve as short-term novelties that attract initial curiosity but fail to guarantee repeat visits unless backed by consistent food quality, fair pricing, and superior service delivery.

This result contrasts with Kim et al. (2018), who found that restaurant product innovation significantly enhances customer perceptions. However, Kim et al. (2018) measured broad customer perceptions of innovativeness (CPRI scale) rather than direct repeat visitation behavior. Similarly, while Muhajir et al. (2024) observed that business innovation contributes positively to general market acceptance in the national F&B sector, market acceptance of a product does not automatically translate into customer retention at a specific café establishment. Therefore, product innovation remains an essential hygiene factor for market entry and initial attraction, but it lacks the independent strength to directly dictate Generation Z's revisit intention without holistic service support.

**The Explanatory Power of the Research Model ($R^2$)**
The structural model yielded an $R^2$ value of 0.037 (Adjusted $R^2$ = 0.021), indicating that Social Media Marketing and Product Innovation jointly explain only 3.7% of the variance in Revisit Intention. Coupled with a negative predictive relevance ($Q^2$=-0.022), these metrics demonstrate that the conceptual model possesses very limited explanatory power. Theoretically, these results confirm that Generation Z's revisit intention in the F&B sector is a highly complex behavioral outcome that cannot be adequately captured solely through promotional and product-related stimuli. Unmeasured contextual determinants such as service quality, physical atmosphere (*servicescape*), perceived price-value fairness, and overall customer satisfaction play a far more decisive role in driving customer retention and warrant empirical integration in future research.

## CONCLUSION

This study examined Social Media Marketing, Product Innovation, and Revisit Intention among 120 Generation Z café consumers in Medan. Both hypothesized direct relationships were positive but not statistically significant (Social Media Marketing: $\beta$ = 0.132, p = 0.557; Product Innovation: $\beta$ = 0.122, p = 0.472). The model explained 3.7% of the variance in Revisit Intention ($R^2$ = 0.037) and showed no predictive relevance in the reported test ($Q^2$ = −0.022). These results do not establish that social media marketing or product innovation directly predicts revisit intention in this sample. The study is limited to Generation Z respondents in Medan, cross-sectional data, and two predictors. Future studies should test other aspects of the café experience and use a broader sample.

## RECOMMENDATION

Café managers may continue to evaluate social media content and product innovation, while also collecting customer feedback on service, value, and the in-café experience. The present results do not establish which of these additional factors will increase revisit intention; they identify useful priorities for evaluation and future testing.
Future studies are recommended to include Customer Satisfaction, Service Quality, Perceived Value, Servicescape, and Brand Trust. Researchers may also examine mediating mechanisms that explain how social media marketing and product innovation influence revisit intention.

## REFERENCES

Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). *Survei Penetrasi Internet dan Perilaku Penggunaan Internet*. Asosiasi Penyelenggara Jasa Internet Indonesia.

Badan Pusat Statistik Indonesia. (2021). Berita Resmi Statistik Hasil Sensus Penduduk (SP2020). In *Bps.Go.Id* (Number 27).

Badan Pusat Statistik Kota Medan. (2026). *Kota Medan dalam Angka* (Vol. 39).

Badan Pusat Statistik Provinsi Sumatera. (2026). *Provinsi Sumatera Utara dalam Angka*.

Blanco-Encomienda, F. J., & Rosillo-Díaz, E. (2025). Exploring Brand Attitude in E-Commerce Using The S-O-R Model: The Role of Information Quantity, Information Quality and Source Credibility. *Journal of Product and Brand Management*, *34*, 1041–1055. https://doi.org/10.1108/JPBM-04-2024-5095

Chen, M., & Lazuardi, D. (2023). The Influence of Social Media Influencers and Café Atmosphere on Purchase Decision at Café T1311 Medan. *Proceeding International Business and Economics Conference (IBEC)*, *2*, 81–91. https://doi.org/10.47663/ibec.v2i1.85

Chun, S.-H., & Nyam-Ochir, A. (2020). The Effects of Fast Food Restaurant Attributes on Customer Satisfaction, Revisit Intention, and Recommendation Using DINESERV Scale. *Sustainability*, *12*(18), 7435. https://doi.org/10.3390/su12187435

Danuri, & Maisaroh, S. (2019). *Metodologi Penelitian Pendidikan*. Penerbit Samudra Biru.

Data Reportal. (2026). *Digital 2026: Global Overview Report*. Data Reportal.

Febliza, A., Kadarohman, A., Aisyah, S., & Abdullah, N. (2025). Generation Z and the Use of Digital Technology: A Review from 2014 to 2023. *Jurnal Pendidikan Sains Indonesia*, *13*, 53–67. https://doi.org/10.24815/jpsi.v13i1.40797

Goi, C. L. (2006). A Review of Marketing Mix : 4Ps or More ? *International Journal of Marketing Studies*, *1*(1), 2–15. https://doi.org/10.5539/ijms.v1n1p2

Gupta, K. P., & Pande, S. (2023). Understanding Generation Z Consumers' Revisit Intentions to Robotic Service Restaurants. *Young Consumers*, *24*, 331–351. https://doi.org/10.1108/YC-09-2022-1598

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage.

Hwang, J., Eves, A., & Stienmetz, J. L. (2021). The Impact of Social Media Use on Consumers' Restaurant Consumption Experiences: A Qualitative Study. *Sustainability (Switzerland)*, *13*(12). https://doi.org/10.3390/su13126581

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

Kadarisman, Y. (2022). Recipe for The Global Plate. *Jurnal Kepariwisataan Indonesia:*

*Jurnal Penelitian Dan Pengembangan Kepariwisataan Indonesia*, *16*, 117–137. https://doi.org/10.47608/jki.v16i22022.117-137

Kim, E., Tang, L. (Rebecca), & Bosselman, R. (2018). Measuring Customer Perceptions of Restaurant Innovativeness: Developing and Validating a Scale. *International Journal of Hospitality Management*, *74*, 85–98. https://doi.org/ /10.1016/j.ijhm.2018.02.018

Kompas Cyber Media. (2021, August). Sektor Kuliner Penyumbang Terbesar PDB Ekonomi Kreatif Indonesia. *Kompas.Com*.

Kotler, P., & Armstrong, G. (2018). Principles of Marketing seventeenth edition: Creating Customer Value and Engagement. *Principles of Marketing*.

Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Pearson.

Lee, S., Chua, B. L., & Han, H. (2020). Variety-Seeking Motivations and Customer Behaviors for New Restaurants: An Empirical Comparison Among Full-Service, Quick-Casual, and Quick-Service Restaurants. *Journal of Hospitality and Tourism Management*, *43*, 220–231. https://doi.org/10.1016/j.jhtm.2020.04.004

Muflikh, Y. N., Zamborita, D. Z., & Burhani, A.-M. A. I. (2024). Purchasing Decisions and Consumer Preferences of Millennials and Zoomers at Coffee Shops. *Journal of Consumer Sciences*, *9*(1), 102–121. https://doi.org/10.29244/jcs.9.1.102-121

Muhajir, A., Sinaga, H. D. E., Utami, E. Y., Karo-karo, A. P., & Triadi, D. (2024). Pengaruh Kewirausahaan dan Inovasi Bisnis terhadap Penerimaan Pasar pada Industri Makanan dan Minuman di Indonesia. *Sanskara Manajemen Dan Bisnis*, *2*(02), 103–114. https://doi.org/10.58812/smb.v2i02.368

OECD. (2019). Understanding Online Consumer Ratings and Reviews. In *OECD Digital Economy Papers* (289; Number 288). https://doi.org//10.1787/eb018587-en.

Rezeki, S., Nainggolan, E., & Leonardi, N. (2025). Increasing Consumer Purchasing Decisions: A Look At The Utilization Of Social Media Marketing And Servicescape At Ming Kopi. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, *13*(4), 4373–4388. https://doi.org/10.37676/ekombis.v13i4.8291

Salsa, S., & Sinaga, H. D. E. (2025). Driving Customer Satisfaction in the Digital Era: The Role of Service Experience and Payment Innovation at Jco Donuts & Coffee Thamrin Plaza. *Proceeding International Business and Economics Conference (IBEC)*, *4*, 830–844. https://doi.org/10.47663/ibec.v4i1.338

Sarah, K. S., Hurriyati, R., & Hendrayati, H. (2021). Analisis Social Media Marketing Melalui Instagram Terhadap Keputusan Pembelian Pada Produk Clothing Linkswear. *Jurnal Manajemen (Edisi Elektronik)*, *12*(3), 412–428. https://doi.org/10.32832/jm-uika.v12i3.4877

Statista. (2026). *Internet and Social Media Users in The World 2026*. Statista.

Sugiyono, P. D. (2019). Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendidikan). *Metode Penelitian Pendidikan*, *67*(2019), 18.

Toffin Indonesia. (2020). *Indonesian Coffee Trend 2020*.

United States Department of Agriculture (USDA). (2026). *Coffee Annual*.

UNWTO. (2022). 7th UNWTO World Forum on Gastronomy Tourism - Concept Note. In *World Tourism Organization*.

Waworuntu, E. C., Mandagi, D. W., & Pangemanan, A. S. (2022). 'I See It, I Want It, I Buy It': The Role of Social Media Marketing in Shaping Brand Image and Gen Z's Intention to Purchase Local Product. *Society*, *10*(2), 351–369. https://doi.org/10.33019/society.v10i2.463

Willia, S., Gunawan, A., & Lazuardi, D. (2025). The Influence of Financial Technology and Digital Marketing on Customer Satisfaction of Aroma Bakery and Cake Shop ( Case Study of Generation Z Lubuk Pakam). *Proceeding International Business and Economics Conference (IBEC)*, *4*, 730–747. https://doi.org/10.47663/ibec.v4i1.325

World Economic Forum. (2025). *How to Help Small Businesses Thrive in The Digital Economy*. World Economic Forum.