

DAFTAR PUSTAKA

- Aaker. (2018). *Manajemen Ekuitas Merek*. Mitra Utama.
- Adrian, D., Rachman, M., Adrian, D., & Rachman, M. (2021). Jurnal Indonesia Sosial Sains. *Jurnal Indonesia Sosial Sains*, 2(2), 215–222.
- Aisyi, A. S., & Astuti¹, S. R. T. (2022). Analisis Pengaruh Celebrity Entrepreneur Dan Electronic Word Of Mouth (E-Wom) Terhadap Purchase Decision Dengan Brand Awareness Sebagai Variabel Mediasi: Studi Kasus Pada Street Boba Di Semarang. *Diponegoro Jjournal Of Management*, 11(5), 1–12.
- Andrea, A. S. (2020). Pengaruh Electronic Word Of Mouth (Ewom), Celebrity Endorser, Dan Online Advertising Terhadap Brand Awareness. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(5), 464–469.
- Anggraini, A. A. A. M. (2022). *Efektifitas Komunikasi Electronic Word Of Mouth (Ewom) Di Instagram @Sea_Coffee Untuk Meninggalkan Penjualan*.
- Apjii. (2024). *Survei Penetrasi Internet Indonesia*.
- Arfah, Y. (2022). *Keputusan Pembelian Produk*.
- Armawan, I. (2022). Analysis Of Effect On The Social Media Marketing And Ewom On Purchase Intention Of Black Sweet Coffee Shop. *Jurnal Manajemen Bisnis*, 12(02), 166–177. <https://doi.org/10.22219/mb.v12i02.22499>
- Arniessa, A. D., & Dwiridotjahjono, J. (2024). Online Advertisements (Survey On Product Buyers On Shopee In Surabaya) Pengaruh Aida (Attention , Interest , Desire , Action) Terhadap Efektivitas Iklan Online (Survey Pada Pembeli Produk Di Shopee Di Kota Surabaya). *Management Studies And Entrepreneurship Journal*, 5(1), 2574–2584.
- Aswani, R., Kar, A. K., Ilavarasan, P. V., & Dwivedi², Y. K. (2018). Search Engine Marketing Is Not All Gold: Insights From Twitter And Seoclerks. *International Journal Of Management*, 38(1), 10–116.
- Awaludin, M. N., & Sukmono, S. (2020). The Effect Of Social Media Marketing And Brand Awareness On Purchase Decisions With Viral Marketing As Intervening Variables On Janji Jiwa Coffee Consumers Among Students Using Social Media Area Jabodeta. *Afebi Management And Business Review*, 5(1), 54–68.
- Balomenou, N., & Garrod, B. (2019). Photographs In Tourism Research : Prejudice , Power , Performance And Participant-Generated Images. *Tourism Management*, 70(April 2018), 201–217. <https://doi.org/10.1016/j.tourman.2018.08.014>

- Bps. (2020). *Produksi Perkebunan Menurut Kecamatan Dan Jenis Tanaman Di Kudus* (P. 1).
- Bps. (2023). *Statistik Kopi Indonesia*.
- Brand, T. (2023a). *Indonesia-Masuk-10-Besar-Negara-Dengan-Jumlah-Starbucks-Terbanyak*.
<https://Data.Goodstats.Id/Statistic/Gammashafina/Indonesia-Masuk-10-Besar-Negara-Dengan-Jumlah-Starbucks-Terbanyak-Rejgg>
- Brand, T. (2023b). *Subkategori : Cafe / Tempat Nongkrong*.
https://Www.Topbrand-Award.Com/Komparasi_Brand/Bandingkan?Id_Award=3&Id_Kategori=6&Id_Subkategori=593
- Brestilliani, L. (2020). Pengaruh Brand Awareness, Brand Ambassador, Dan Harga Terhadap Keputusan Pembelian Online Pada Marketplace Shopee (Studi Pada Mahasiswa Stiesia). *Jurnal Ilmu Dan Riset Manajemen*, 9(2).
- Cabrian, S. (2021). Bagaimana Kedai Kopi Ohayou Meningkatkan Proses Keputusan Pembelian Konsumen Di Kota Bandung. *Jurnal Administrasi Bisnis*, 17(1), 55.
- Cahyono, F. D. (2016). Analisis Faktor-Faktor Pembentuk Electronic Word Of Mouth (Ewom) Dan Pengaruhnya Terhadap Minat Beli (Survei Pada Followers Akun Instagram @ Saboten _ Shokudo). *Jurnal Administrasi Bisnis (Jab)*, 37(1), 148–157.
- Charlesworth, A. (2015). *An Introduction To : Social Media Marketing*. Routledge.
- Cheung, M. L., & Iii, P. J. R. (2019). Developing A Conceptual Model For Examining Social Media Marketing Effects On Brand Awareness And Brand Image Media Marketing Effects On Brand Awareness And Brand Image. *International Journal Of Economics And Business Research*, 17(3), 243–261.
<https://doi.org/10.1504/Ijeb.2019.10019330>
- Chrismardani, Y. (2023). *Konsep Dan Praktek E-Word Of Mouth (Ewom)* (C. Dr. Ir. Nurita Andriani, Mm., Csrs (Ed.); Pertama). Eureka Media Aksara.
- Damayanti, Y. (2019). Kajian Literatur Efektivitas Electronic Word Of Mouth (E-Wom) Dalam Meningkatkan Minat Beli Konsumen Di Sosial Media. *Jurnal Manajemen Dan Inovasi (Manova)*, 02, 31–45.
- Dewi, L. S., Herlina, E., & Kasman. (2021). Pengaruh Tagline Dan Jingle Iklan Terhadap Brand Awareness. *Business Management And Entrepreneurship Journal*, 3(September), 55–64.
- Diwyarthi, N. D. M. S. (2022). *Digital Marketing*.
- Donthu, N., Kumar, S., C, N. P., B, N. P., & C, A. M. (2021). Jurnal Riset Bisnis Memetakan Penelitian Electronic Word-Of-Mouth (Ewom): Tinjauan Sistematis Dan Analisis Bibliometrik. *Journal Od Business Research*, 135,

758–773.

- Erpiana, N. (2021). Pengaruh Pemasaran Media Sosial Dan Kesadaran Merek Terhadap Keputusan Pembelian Kopi Lain Hati (Studi Kasus: Pelanggan Kopi Lain Hati Di Bekasi). *Jurnal Administrasi Bisnis*, 1(5), 399–408.
- Erwin, Ardyan, E., & Putra, S. D. (2022). Social Media Marketing Trends : Influencers Accounts For Smes Product Marketing. *International Journal Of Economics, Business And Accounting Research (Ijebאר)*, 6(3), 1293–1305.
- Erwin, Musmulyadi, & Inawati. (2021). *Keputusan Pembelian Interaktif B2b Dan B2 C (Pertama)*. Deepublish.
- Fahmi, A. (2023). Pengaruh Social Media Marketing , Brand Image Dan Lifestyle Terhadap Purchase Decision Pada Produk Starbucks. *Jurnal Simki Economics*, 6(2), 508–519.
- Fajri, I., Rizkyanfi, M. W., & Ismaya, R. (2021). The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto. *Journal Gastronomy Tourism*, 8(2), 97–110.
- Fatma, M., Khan, I., & Rahman, Z. (2021). The Effect Of Csr Engagement On Ewom On Social Media. *International Journal Of Organizational Analysis*, 28(4), 941–956. <https://doi.org/10.1108/Ijoa-10-2019-1895>
- Fauziya, F. (2023). Analisis Brand Awareness Terhadap Buying Decisions Konsumen Starbucks Coffee (Studi Kasus Di Cabang Buah Batu – Kota Bandung). *Journal Of Social Science Research*, 3, 6563–6578.
- Fenetta, A. (2020). Pengaruh Brand Awareness Dan Perceived Quality Terhadap Purchase Intention: Brand Loyalty Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(6), 270–275.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*.
- Fetscherin, M. (2019). The Fi Ve Types Of Brand Hate : How They A Ff Ect Consumer Behavior ☆. *Journal Of Business And Social Science Review*, 101(December 2017), 116–127. <https://doi.org/10.1016/J.Jbusres.2019.04.017>
- Firmansyah, A. (2019). Pemasaran : Dasar Dan Konsep. In *Jurnal Bisnis Dan Ekonomi (Jbe)* (Vol. 24, Issue 1).
- Firmansyah, M. A. (2019). *Pemasaran (Dasar Dan Konsep)* (Issue June).
- Firmansyah, M. A. (2023). *Pemasaran Produk Dan Merek*. Qiara Media.
- Foster, B. (2020). Effect Of The Use Of Internet Marketing And Ewom On Brand Awareness. *Opcion*, 36(91), 158–175.

- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer Attitudes Towards Instagram Advertisements In Egypt : The Role Of The Perceived Advertising Value And Personalization Consumer Attitudes Towards Instagram Advertisements In Egypt : The Role Of The Perceived Advertising Value And Personalization. *Cogent Business & Management*, 6(1), 1618431. <https://doi.org/10.1080/23311975.2019.1618431>
- Gabriella, T. P. (2022). Pengaruh Social Media Marketing, Dan E-Wom Terhadap Keputusan Pembelian Melalui Brand Awareness Sebagai Mediasi Pada Kedai Kopi Janji Jiwa Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, 11(1), 1–10. <https://doi.org/10.33508/Jumma.V11i1.3946>
- Getaruelas, R. (2019). Impact Of Social Media Advertisement To The Customer Product Brand Awareness Of Selected International Coffee Shops In Muscat , Oman : An Inquiry To The Customer. *Asian Journal Of Management Sciences & Education*, 8(January), 11–19.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program Amos 24*.
- Ginting, Y. A. F. (2022). The Effect Of Social Media Marketing Effort On Customer Response Through Brand Equity In Starbucks Store. *International Journal Of Social Service And Research*, 2(12), 1121–1240.
- Goodstats. (2023). *E-Commerce-Paling-Banyak-Dikunjungi-Sepanjang-2023-Jefbouxgje* (P. 1).
- Guha, S., Mandal, A., & Kujur, F. (2022). The Social Media Marketing Strategies And Its Implementation In Promoting Handicrafts Products : A Study With Special Reference To Eastern India. *Journal Of Research In Marketing And Entrepreneurship*, 23(2), 339–364. <https://doi.org/10.1108/Jrme-07-2020-0097>
- Gunawan, L., Haryono, S., & Andreani, F. (2021). Social Media Influencer, Brand Awareness And Purchase. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18–26. <https://doi.org/10.9744/Jmk.23.1.18>
- Haque-Fawzi, M. G., Iskandar, A. S., & Erlangga, H. (2022). *Konsep , Teori Dan Implementasi*.
- Hariono, L. (2018). Apakah E-Wom (Electronic Word Of Mouth) Bisa Mengalahkan Wom (Word Of Mouth) Dalam Mempengaruhi Penjualan. *Kompetensi*, 12(1).
- Harto, B., & Rukmana, A. Y. (2023). *Social Media Marketing* (Issue September).
- Hashifah, S. N., & Kunci, K. (2024). Pengaruh E-Wom Dan Price Terhadap Purchase Decision Melalui Consumer Trust Pada Kopi Kenangan Di Cabang Medan Resort City. *Jurnal Ekonomi Dan Ekonomi Syariah*, 7(2), 1458–1474.
- Heggde, G. (2018). *Social Media Marketing*.

- Hidayanti, A. A., & Masyhudi, L. (2020). Pengaruh Eletronic Word Of Mouth, Daya Tarik Dan Lokasi Terhadap Minat Berkunjung Wisatawan Di Desa Tete Batu Lombok Timur. *Jurnal Inovasi Penelitian*, 1(2), 129–143.
- Horphet, N. (2020). An Analysis Of Multimodal Text Design In Social Media Marketing: A Case Study Of Starbucks Posts On Instagram. *Vacana*, 8(1), 119–154.
- Indra, C., Putra, W., Nursal, M. F., Iye, R., & Widyawaty, E. D. (2022). *Perilaku Konsumen*.
- Kim, D., & Shawn, S. (2019). The Psychological And Motivational Aspects Of Restaurant Experience Sharing Behavior On Social Networking Sites. *Service Business*, 13(1), 25–49. <https://doi.org/10.1007/S11628-018-0367-8>
- Kominfo. (2018). *Memaksimalkan Media Sosial Dalam Lembaga Pemerintah*.
- Kominfo. (2022). *Status Literasi Digital Di Indonesia*.
- Kotler, P. (2019). *Marketing Management*.
- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (5 (Ed.)).
- Lee, J., & Hong, I. B. (2019). Consumer ' S Electronic Word-Of-Mouth Adoption : The Trust Transfer Consumer ' S Electronic Word-Of-Mouth Adoption : The Trust Transfer Perspective. *International Journal Of Electronic Commerce*, 23(4), 595–627. <https://doi.org/10.1080/10864415.2019.1655207>
- Manalu, D., & Roshinta, J. (2021). Pengaruh Gaya Hidup Dan Pendapatan Terhadap Keputusan Pembelian Starbucks Coffee Di Center Point Medan. *Jurnal Ilmu Sosial Dan Politik*, 1(2), 173–189.
- Manik, C. M., & Siregar, O. M. (2022). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Pada Konsumen Starbucks Di Kota Medan. *Journal Of Social Research*, 1(7), 694–707.
- Manullang, A., Nainggolan, D. C., Aurani, K., Alim, S., & Adlina, H. (2023). Strategi Ekspansi Global Pada Perusahaan Starbucks Dalam Bisnis Internasional. *Jurnal Manajemen, Bisnis Dan Akuntansi*, 2(3), 26.
- Mayasari, I., Paramadina, U., Wijanarko, A. A., Paramadina, U., Wiadi, I., Paramadina, U., Kurniaty, D., & Paramadina, U. (2020). *Branding: Konsep Dan Studi Merek Lokal* (Issue January).
- Melkisedek, M. H. (2017). Kafe Sebagai Gaya Hidup Masyarakat Konsumerisme (Studi Kasus Pada Starbucks) Tradisi Minum Kopi Di Indonesia. *Jurnal Desain Komunikasi Visual Nirmana*, 17(1), 53–58. <https://doi.org/10.9744/Nirmana.17.1.53-58>
- Mileva, D. N. (2019). Pengaruh Social Media Marketing Dan Persepsi Kualitas Terhadap Niat Beli Surabaya Snowcake (Studi Pada Masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen*, 7(2), 446–452.

- Nam, K., Baker, J., Ahmad, N., & Goo, J. (2019). Determinants Of Writing Positive And Negative Electronic Word-Of-Mouth: Empirical Evidence For Two Types Of Expectation Confirmation. *Decision Support Systems*, 129, 113168. <https://doi.org/10.1016/j.dss.2019.113168>
- Narottama, N. (2022). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Konsumen. *Jumpa*, 8(2), 741–773.
- Oktafiani, I. (2022). Pengaruh Ewom, Lokasi Dan Harga Terhadap Keputusan Pembelian Kedai Kopi Jevera Coffee And Eatery. *Jurnal Dimensi*, 11(2), 282–297.
- Pamungkas, I. (2023). Pengaruh Social Media Marketingdan Electronic Word Of Mouthterhadap Brand Awarenesspada Perusahaan Kopi Kenangan. *Jurnal Pendidikan Dan Konseling*, 5(1), 2461–2468.
- Pebrianti, W., & Awal, M. (2020). Digital Marketing , E-Wom , Brand Awareness Dan Keputusan Pembelian Kopi Milenial. *Jurnal Ilmu Ekonomi Dan Sosial*, 11(1), 48–56.
- Philp, M., Ashworth, L., Rogers, T., W, D. S., & Mg, O. N. (2020). I Should Have Known Better !: When Firm-Caused Failure Leads To Self-Image Concerns And Reduces Negative Word-Of-Mouth. *Journal Of Business Research*, 116, 283–293. <https://doi.org/10.1016/j.jbusres.2020.05.018>
- Prameswari, R. D., & Giri, R. R. W. (2022). The Effect Of Social Media Marketing Activities On Purchase Intention With Brand Awareness, Brand Image, Brand Equity As Intervening Variables On Kopi Janji Jiwa In Bandung City. *International Journal Of Social Sciences And Management Review*, 5(5), 72–87.
- Pramono, B., Gs, A. D., Istanti, E., & Kn, R. M. B. (2023). Impact Of Social Media Marketing And Brand Awareness On Purchase Intention In Coffee Shop Culinary In Surabaya. *International Journal Of Entrepreneurship And Business Development*, 06(05), 968–977.
- Prayoga, I., & Rachman, M. (2020). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Fore Coffee. *Jurnal Syntax Transformation*, 1(5).
- Putrajaya, N., & Nugraha, H. S. (2023). Advertising And Wom Effect Towards Consumer Buying Decision Process On Janji Jiwa Coffee In Jakarta. *Journal Business Economic, Communication, And Social Sciences*, 5(1), 35–46. <https://doi.org/10.21512/Becossjournal.V5i1.8776>
- Putri, O. (2020). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Kopi Robusta Muria Siap Saji Di Kudus. *Jurnal Agrista*, 8(1), 58–69.
- Qahfi, Z., Primadani, B., & Putri, S. (2022). Pengaruh Electronic Word Of Mouth Di Instagram Terhadap Brand Awareness Sisi Barat Cafe. *Jurnal Ilmu Komunikasi Dan Bisnis*, 8(1), 25–41.

- Rafid, M., Sutaguna, I. N. T., Rukmana, A. Y., & Fauzan, R. (2023). Social Media Application For Coffee Shop Development In Bandung City. *Journal Of Islamic Economic And Busines*, 5(2), 194–202.
- Rahayu, C. P., & Witjaksono, B. (2023). Terhadap Purchase Decision Melalui Brand Awareness Pada Produk Kopi Kenangan. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 5(2), 88–105.
- Rahayu, S. D. (2023). Pengaruh Kualitas Layanan Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Pada Cafe Sintesis Coffee Di Karawang. *Jurnal Ilmiah Wahana Pendidikan*, 9(1), 474–477.
- Rahmawati, A. R. (2021). Pengaruh Social Media Marketing Dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen J.Co Donuts And Coffee Kota Samarinda. *Ejournal Administrasi Bisnis*, 9(1), 17–28.
- Revilia, D. (2020). Literasi Media Sosial : Kesadaran Keamanan Dan Privasi Dalam Perspektif Generasi Milenial Social Media Literacy : Millenial ' S Perspective Of Security And Privacy Awareness. *Jurnal Penelitian Komunikasi Dan Opini Publik*, 24(1), 1–15.
- Reza, M., Ismail, A., Indriyani, S., & Arief, I. (2023). The Influence Of Social Media , Location , Service Quality And Store Atmosphere On Purchase Decision Of Coffee Café Customers. *Journal Of Social Science Research*, 3(3), 1–8.
- Rolando, B. (2024). Pengaruh E-Wom Terhadap Keputusan Pembelian Online: Studi Kasus Pada Pelanggan Aplikasi Kopi Kenangan. *Jurnal Manajemen Dan Kewirausahaan*, 1(4), 193–210.
- Rosini, & Nurningsih, S. (2018). Pemanfaatan Media Sosial Untuk Pencarian Dan Komunikasi Informasi Kesehatan 1. *Berkala Ilmu Perpustakaan Dan Informasi*, 14(2), 226–237. <https://doi.org/10.22146/Bip.33844>
- Saidi, S. A., Asnawi, R. A. A., & Huwae, V. E. (2016). Peran Citra Merek Dan Kesadaran Merek Sebagai Mediasi Pengaruh Digital Marketing Terhadap Keputusan Pembelian Pada Kopi Tuni Maluku. *Journal Of Islamic Economic And Business*, 05(01), 42–58.
- Salvation, M. D., & Sorooshian, S. (2018). The Role Of Social Media Marketing And Product Involvement On Consumers ' Purchase Intentions Of Smartphones. *Computational Methods In Social Sciences*, 6(1), 65–81.
- Setianingsih, W. E. (2022). The Role Of Price , E-Wom , And Store Atmosphere. *Jurnal Ekonomi Dan Bisnis*, 6(1), 95–109. <https://doi.org/10.22236/Agregat>
- Setiawati, S. D., Retnasari, M., & Fitriawati, D. (2019). Strategi Membangun Branding Bagi Pelaku Usaha Mikro Kecil Menengah. *Jurnal Abdimas*, 2(1), 125–136.
- Socialblade. (2024). *Insight Tiktokstarbucks*. Socialblade.

- Soefhwan. (2022). Pengaruh Social Media Marketing , Product Quality , Dan Store Atmosphere Terhadap Purchase Intention Dengan Brand Image Sebagai Variabel Mediasi Pada Coffee Shop Di Aceh. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(10), 4484–4497.
- Suasana, I. (2021). The Role Of Brand Image Mediates The Effect Of Electronic Word Of Mouth On Repurchase Intention In Starbucks Coffee. *International Journal Of Management And Commerce Innovations*, 9(1), 328–338.
- Sudirman, A. (2022). *Brand Marketing: The Art Of Branding*.
- Syaifuddin, A., Maskur, A., Bisnis, D., & Semarang, U. S. (2023). The Influence Of Social Media Marketing , Brand Image And Product Quality Perception On Purchasing Decisions (Study On Consumers Of Starbucks Coffee Shop Semarang). *Jurnal Ekonomi*, 12(02), 1529–1532.
- Takahashi, Y. (2019). Consumer Behavior Dna For Realizing Flexible Digital Marketing. *Fujitsu Scientific & Technical Journal*, 55(1), 27–31.
- Tee, J., Erdiansyah, R., & Aulia, S. (2020). Pengaruh Word Of Mouth Dan Brand Awareness Terhadap Keputusan Pembelian Xing Fu Tang Di Indonesia. *Prologia*, 4(1), 18–24.
- Thi, H. N. (2021). Overview Of Social Media Marketing And Starbucks' Social Media Marketing Strategy. *Proceedings Of The International Conference On Research*, 28, 29–34. <https://doi.org/10.15439/2021km9>
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing*.
- Upadana, M. W. K. (2020). Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Keputusan Pembelian. *E-Journal Manajemen*, 9(5), 1921–1941.
- Verma, D., Prakash, P., Behl, A., & Dwivedi, Y. K. (2023). Computers In Human Behavior Understanding The Impact Of Ewom Communication Through The Lens Of Information Adoption Model : A Meta-Analytic Structural Equation Modeling Perspective. In *Computers In Human Behavior* (Vol. 143). Elsevier Ltd. <https://doi.org/10.1016/j.chb.2023.107710>
- Vermeer, S. A. M., Araujo, T., Bernritter, S. F., & Noort, G. Van. (2019). Seeing The Wood For The Trees : How Machine Learning Can Help Firms In Identifying Relevant Electronic Word-Of-Mouth In Social Media. *International Journal Of Research In Marketing*, 36(3), 492–508. <https://doi.org/10.1016/j.ijresmar.2019.01.010>
- Victoria, & Utama, T. (2022). Pengaruh Brand Awareness Terhadap Keputusan Pembelian Di Pt Nusa Jawa Logistik 1. *Ilmu Manajemen*.
- Wardhana, A., Syahputra, S., & Sisilia, K. (2019). *Riset Pemasaran* (Issue August).

Widianto, N. (2023). *Pengaruh Rating Dan Promosi Terhadap Keputusan Pembelian Pengguna Aplikasi Shopeefood (Studi Generasi Z Di Wilayah Rajabasa)*.

Wintang, F. P., & Pasharibu, Y. (2021). Electronic Word Of Mouth , Promosi Melalui Media Instagram Dan Kualitas Produk Terhadap Keputusan Pembelian Pendahuluan. *Jurnal Penelitian Dan Pengembangan Sains Dan Humaniora*, 5(1), 115–124.

Yusmanizar, Haning, T., Unde, A., & Yunus, M. (2020). Analisis Karakteristik Penggunaan Media Sosial. *Jurnalisa*, 06(2), 200–215.

Buku Pedoman Penulisan Tesis Magister Manajemen, 2023

Shopeefood, 2024.

Tiktok, 2024.

<https://www.starbucks.co.id/>. Februari, 17, 2024.