

Analysis of the Influence of Social Media Marketing on Repeat Purchase Decisions Through Loyalty as an Intervening Variable at Kopi Gerobak (Study on Urban Coffee Semarang)

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Abstract. *This Study analyzes the effect of social media marketing on repeat purchase decisions with loyalty as an intervening variable among Urban Coffee Semarang consumers. The research applied an explanatory quantitative method with 100 respondents selected through purposive accidental sampling. Data were collected using questionnaires and analyzed with Partial Least Square (PLS). The results show that social media marketing has a positive and significant effect on both loyalty and repeat purchase decisions, while loyalty also positively and significantly influences repeat purchase decisions. These findings highlight that effective social media marketing strategies can increase loyalty and encourage repeat purchases.*

Keywords: Marketing; Media; Loyalty; Social.

1. Introduction

Coffee has long been one of the largest business commodities in Indonesia. The culture of drinking coffee has been practiced by Indonesian people since ancient times. In the past, drinking coffee was synonymous with fathers and adults only. However, in the modern era like now, the activity of drinking coffee (ngopi) has become very popular among young people. Reported by the ICO (International Coffee Organization) data on coffee consumption in Indonesia continues to increase every year and in the last ten years, the Indonesian coffee industry has experienced significant growth of 250%. Minister of Economy Airlangga Hartanto said that coffee is one of the plantation commodities that plays a vital role in economic activities in Indonesia, because it is the third largest plantation commodity after palm oil and rubber with a percentage contribution to the plantation GDP of 16.15%. Through its quite important and promising role in the national economy, the coffee industry has great potential to continue to grow in Indonesia. Some regions that are famous for coffee production are Gayo Aceh, Papua, Kintamani Bali, Toraja Sulawesi, and Java Ijen Raung coffee from Bondowoso.

Business competition in this modern era requires strong skills and strategies in the marketplace to survive and even win. Coffee shops in Semarang come with different visions

and missions, each with its own unique character. Many coffee shop owners in Semarang compete with each other in developing their business concepts and promotions, ranging from traditional promotions to leveraging the digital 5.0 era. Urban Coffee is one such coffee shop in Semarang, located on Jl.

Kedungmundu, Jl. Indraprasta, and Jl. Banyumanik. Established in 2021, Urban Coffee is a well-known coffee destination in Semarang. Its engaging concept and comprehensive facilities have made it a popular coffee destination in Semarang. As it develops, Urban Coffee must continually monitor and follow trends in Indonesia, particularly in Semarang.

One of Urban Coffee's distribution expansion efforts is by opening a sub-sales line through mobile coffee shops. Mobile coffee shops are considered to increase sales of the coffee shop's products, making their products more accessible to consumers. With mobile coffee shops, business owners can easily reduce production costs and achieve more affordable selling prices. Furthermore, the presence of social media in the current digital 5.0 era greatly assists business owners in providing appropriate marketing for their business lines. As the business world develops with intense competition, consumers are becoming more discerning in their decision-making when choosing high-quality goods at the desired price to receive the greatest value from their purchases. Coffee shops today are not only required to sell delicious coffee, but they are also required to meet all aspects of consumer expectations, from attractive designs to complete facilities. Starting from having a diverse menu, having Wi-Fi access, and also Instagrammable outlets.

2. Research Methods

The type of research used in this study is explanatory research analysis, or explanatory research. This method seeks to explain and highlight the relationships or influences of the variables proposed in the study and to test the formulated hypotheses. The description contains descriptive information. However, the focus remains on the relationships or influences between the variables proposed in the study and testing the formulated hypotheses (Sugiyono, 2012). This research is a correlational study that analyzes the causal relationships (influences) between the variables in the study. The approach used in this research is a quantitative approach based on statistical and empirical data.

3. Results And Discussion

The subjects of this study were consumers of Urban Coffee (Gerokarta) Semarang. Data collection used a questionnaire via Google Form distributed online via WhatsApp from July 25 to

August 12, 2025, 100 consumers were interviewed with the following characteristics:

Table Respondent Characteristics

Characteristics	Information	Frequency	Percentage
	Man	64	64

Gender	Woman	36	36
	Total	100	100
	<20 years	30	30
	20 – 29 years old	53	53
Age	30 – 39 years old	14	14
	≥ 40 years	3	3
	Total	100	100
	Students	30	30
	Self-employed	16	16
Work	Government employees	3	3
	Private employees	51	51
	Total	100	100
	< Rp. 1,500,000	11	11
	Rp. 1,500,000 – Rp. 2,000,000	19	19
Income	Rp. 2,000,000 – Rp. 3,000,000	44	44
	>Rp. 3,000,000	26	26
	Total	100	100

Based on the gender characteristics of 100 Urban Coffee (Cart) Semarang consumers, 64% were male, indicating that men dominate coffee shop purchases compared to women. Coffee has become part of the modern lifestyle, and for some men, it is a symbol of efficiency and productivity, some men also consider coffee shops as a comfortable place to relax, meet friends.

Age characteristics show that 53% of Semarang Urban Coffee (Cart) consumers are aged 20-29, falling into the young/early adulthood category. For those aged 20-29, visiting a coffee shop isn't just about drinking coffee; it's become a lifestyle. They want to be in the spotlight and stay on top of trends, and they consider coffee shops to be "Instagrammable."

Employment characteristics show that 51% of Urban Coffee (Gerokart) Semarang customers are private sector employees. This indicates that private sector employees are often the primary customers of coffee shops. This is because coffee shops often serve as comfortable places to work, relax, or meet colleagues outside the office. Furthermore, the trend of flexible or remote working has also driven an increase in visits to coffee shops by private sector employees.

Income characteristics show that 44% of Urban Coffee (Cart) Semarang consumers have an income of Rp. 2,000,000 – Rp. 3,000,000.

/month. Someone with a high income will typically consume more coffee than someone with a low income. Therefore, it can be said that income can influence a person's coffee consumption, as coffee consumption has become part of a person's lifestyle.

Descriptive analysis aims to determine respondents' responses to each question. In this case, descriptive analysis explains customer responses to questions posed regarding each variable

of social media marketing, loyalty, and repeat purchase decisions. To determine respondents' responses to each variable, this study grouped them into one score category using a scale range with the following formula (Umar, 2017):

$$\text{Hospital} : \frac{TT - TR}{\text{Scale Information}}$$

Scale

Information

$$\text{Hospital} : \text{Scale Range} \quad T R : \text{Score Lowest (1) TT} : \text{Score Highest (5)}$$

Based on the formula above, the scale range can be calculated:

$$\text{Hospital} : \frac{5 - 1}{3}$$

$$\text{Hospital} : 1.3$$

Thus the interval value can be explained as follows: Low : 1 – 2.33

Currently : 2.34 – 3.67

Tall : 3.68 – 5.0

Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis is a multivariate statistical analysis method used to test and develop complex causal relationship models. The results of PLS-SEM can be described as follows:

Inner model evaluation, also known as structural modeling, is used to assess the causal relationships (cause-and-effect relationships) between latent variables in a research model. The results of inner model evaluation in research can be described as follows:

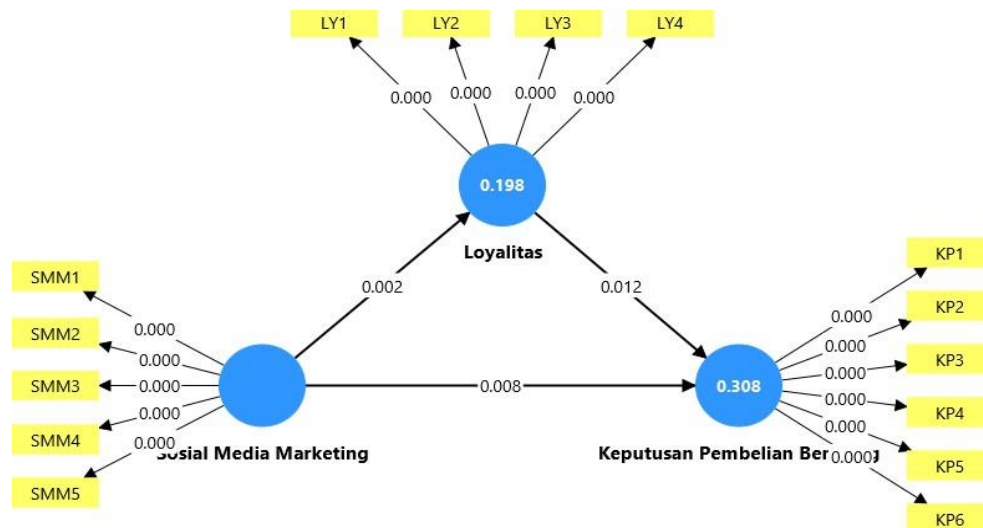


Figure Inner Model (Structural Model)

Based on the image above, it can be explained regarding the results of the path coefficient, indirect effect, R-square (R²), f-square (F²), goodness of fit test.

1) Direct Influence

Path coefficient In PLS-SEM, it is used to measure the strength and direction of the relationship between constructs (latent variables) in a structural model. The path coefficient is evaluated based on the p-value and T-statistic generated from bootstrapping. If the p-value is less than or equal to 0.05 and the T-statistic is greater than 1.96, the direct effect is considered statistically significant.

Table Direct Influence (Path Coefficient)

Path Coefficient	Original sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T statistics	P values	Information
Social media Marketing -> Loyalty	0.445	0.449	0.152	2,918	0.002	H1 accepted
Social Media Marketing -> Decision Repeat Purchase	0.350	0.342	0.144	2,425	0.008	H2 accepted
Path Coefficient	Original sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T statistics	P values	Information
Loyalty -> Purchase Decision Repeatedly	0.303	0.297	0.133	2,271	0.012	H3 accepted

Based on the data presented in table above, it can be seen that of the three hypotheses proposed in this study, as follows:

a. The Influence of Social Media Marketing on Loyalty

Based on the path coefficient results, it is known that the P-values that determine the influence of social media marketing on loyalty are $0.002 < 0.05$ and the T-Statistics value $(2.918) > 1.96$. Meanwhile, the original sample has a value of 0.445 (positive). This indicates that social media marketing has a positive and significant effect on loyalty. These results support the first hypothesis, meaning H1 is accepted.

b. The Influence of Social Media Marketing on Repeat Purchase Decisions

Based on the results of the path coefficient, it is known that the P-Values that form the influence of social media marketing on repeat purchasing decisions are $0.008 < 0.05$ and the T-Statistics value is (2.425) .

> 1.96 . Meanwhile, the original sample had a value of 0.350 (positive). This indicates that social media marketing has a positive and significant effect on repeat purchase decisions. These results support the second hypothesis, meaning H2 is accepted.

c. The Influence of Loyalty on Repeat Purchase Decisions

Based on the path coefficient results, it is known that the P-values that determine the influence of loyalty on repeat purchase decisions are $0.012 < 0.05$ and the T-Statistics value $(2.271) > 1.96$. Meanwhile, the original sample has a value of 0.303 (positive). This indicates that loyalty has a positive and significant effect on repeat purchase decisions. These results support the third hypothesis, which means H3 is accepted.

2) Indirect Influence

Indirect effect In PLS-SEM, it is used to test the relationship between independent and dependent variables mediated by other variables. In other words, the indirect effect measures the extent to which the independent variable influences the dependent variable through the mediator variable. The indirect effect is evaluated based on the p-value and T-statistic generated from bootstrapping. According to Rahadi (2023), in PLS-SEM, the critical value with an alpha of 0.1 for a one-sided test is 1.28. Therefore, if the p-value is less than or equal to 0.1 and the T-statistic is greater than 1.28, the indirect effect is considered statistically significant.

Table Indirect Effect (Specific Indirect Effect)

Path Coefficient	Original sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T statistics	P values	Information
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Social Media Marketing -> Loyalty -> Purchase Decision Repeatedly	0.135	0.138	0.084	1,607	0.054	Able to mediate
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Based on the data presentation in table it can be seen that the P-Values specific indirect effect value is $0.054 < 0.1$ and the T-Statistics value (1.607) > 1.28 with the original sample value of 0.135 (positive). This means that loyalty can mediate the positive and significant influence of social media marketing on repeat purchase decisions.

Table *Direct Effect*, Indirect Effect and Total Effect

Social Media Marketing	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
<i>Direct Effect</i>	0.350	0.342	0.144	2,425	0.008
<i>IndirectEffect</i>	0.135	0.138	0.084	1,607	0.054
<i>Total Effect</i>	0.484	0.480	0.126	3,487	0.000

Based on the data presented in Table above, it can be seen that the direct influence of social media marketing on repeat purchase decisions is 0.350 . Meanwhile, the indirect influence of social media marketing on repeat purchase decisions through loyalty is 0.135 and the total influence is 0.484 . This shows that the direct influence is greater than the indirect influence. In other words, social media marketing directly has a greater impact on repeat purchase decisions than through loyalty.

3) *R-square*(R^2)

All variance in the construct explained by the model is represented by R-Square. The output from determining the R-Squares value is as follows:

Table R-Square Value

No	Variables	R-Squares	Adjusted R-Squares
1	Repeat Purchase Decision	0.308	0.294
2	Loyalty	0.198	0.190

Based on table the Adjusted R-square value of repeat purchase decisions is 0.294 , meaning that 29.4% of the variation or change in repeat purchase decisions is influenced by social media marketing and loyalty, while the remaining 70.6% is influenced by other variables not studied. The Adjusted R-square value for loyalty is

0.190 , this means that 19% of the variation or change in loyalty is influenced by social media marketing, the remaining 81% is influenced by other variables that were not studied.

4) *F-Square*(F^2)

The F2 value criteria consist of three classifications: 0.02 (small/poor); 0.15 (moderate/sufficient); and 0.35 (large/good) (Setiaman, 2023)

Based on the table above, it can be seen that the social media marketing variable has a fairly large substantive influence on loyalty (0.247). Meanwhile, the loyalty variable has a small substantive influence on loyalty repeat purchase decisions (0.106) and social media marketing on repeat purchase decisions (0.142).

5) *Goodness of Fit*

Based on the data processing that has been carried out using the smart PLS 4.0 program, the SRMR, d_ULS, d_G, chi square and NFI values were obtained.

The results of the PLS model goodness of fit test in the table above indicate an acceptable model fit. This result indicates that the model has a good level of fit with the data, meaning the proposed model accurately represents the relationships between variables in the data.

Discussion:

1) Direct Influence

a. The influence of social media marketing on loyalty

The research results show that social media marketing has a positive and significant influence on loyalty. This means that effective social media marketing can build customer loyalty through stronger relationships between customers and brands, increasing engagement.

Research conducted by Valian et al. (2024) shows that social media marketing has a positive and significant influence on loyalty. This is in line with research conducted by Handori et al. (2024) that social media marketing has a positive and significant influence on customer loyalty, where higher loyalty leads to higher purchasing decisions.

Social media marketing plays a crucial role in building customer loyalty at Urban Coffee (Gerokart) Semarang. This is because social media allows businesses to interact directly with customers, answering questions, responding to complaints, and providing relevant information. This positive engagement can increase customers' trust and affinity for the brand, which in turn can drive loyalty. Social media can be an effective platform for promoting and managing loyalty programs, making it easier for customers to access information, benefits, and rewards. Furthermore, through data collected from social media, businesses can understand customer preferences and behaviors, enabling them to offer more personalized and relevant experiences. This personalization can make customers feel valued and more likely to remain loyal to the brand.

Social media marketing in this study consists of 5 indicators in sequence, the indicators that

have the greatest influence on loyalty are trendiness, forward information, interaction, entertainment and customization, it can be explained that the trendiness indicator is trendy or contemporary content that makes Urban Coffee (Gerobak) Semarang look dynamic, relevant, and "follow" the latest trends. This can build a strong and positive brand image in the eyes of customers and build a sense of togetherness and community of Urban Coffee (Gerobak) Semarang which directly contributes to loyalty.

The forward information indicator, when Urban Coffee (Gerobak) Semarang consistently provides relevant and transparent information about its offerings and activities, builds trust in the eyes of customers. Trust is a key factor in loyalty. This interaction indicator enables a conversation between Urban Coffee (Gerobak) Semarang and customers, creating a more personalized experience and building long-term relationships.

This entertainment indicator can increase audience interest and engagement with Urban Coffee (Gerokart) Semarang's social media posts. This can increase the number of new followers and build a strong community, which is a crucial foundation for customer loyalty. This customization indicator allows customers to find products or services that meet their needs and desires, resulting in a more satisfying experience this satisfaction can then increase their loyalty to Urban Coffee (Cart) Semarang.

b. The influence of social media marketing on repeat purchase decisions

The research results show that social media marketing has a positive and significant influence on repeat purchase decisions. This means that social media allows for broader and faster dissemination of product information and fosters direct interaction with consumers, which can ultimately drive purchase interest and repeat purchase decisions.

Research conducted by Piramitha et al. (2021) demonstrated that social media marketing influences purchasing decisions. This aligns with research conducted by Oktaviansih (2022), which found that social media marketing can increase consumer purchasing decisions.

Social media helps introduce products and brands to a wider audience, increasing brand awareness (brand awareness) which is the first step in the purchasing process. Through social media, companies can convey detailed information about products, including features, benefits, prices, and how to use them, making it easier for consumers to make decisions. Social media allows two-way interaction between sellers and buyers. Consumers can ask questions, provide feedback, and get more information, which can increase trust and purchasing interest.

Urban Coffee (Gerokart) Semarang's social marketing can influence consumers' repeat purchasing decisions. This is because creative and informative content on social media can attract consumers' attention and make them interested in purchasing the product. Clear information, positive reviews, and good interactions on social media can encourage consumers to try or buy the product. Furthermore, content shared on social media can spark discussions and recommendations from other consumers (WOM), which have a significant

influence on purchasing decisions. Positive reviews and testimonials from other consumers can build trust and convince consumers to try the product.

Social media marketing in this study consists of 5 indicators in sequence, the indicators that have the greatest influence on repeat purchase decisions are trendiness, forward information, interaction, entertainment and customization, it can be explained that the trendiness indicator refers to trendy content from Urban Coffee (Gerokart) Semarang which displays new products, unique decorations, or special events will attract customers' interest to try and feel the sensation of novelty, encouraging the decision to come back again to look for a similar experience.

This forward information indicator can make customers aware of new menus, special offers, or interesting events at Urban Coffee (Gerobak) Semarang, this knowledge motivates customers to come back to try or participate, which leads to repeat purchase decisions. Interaction indicators such as replying to comments or messages, show that Urban Coffee (Gerobak) Semarang cares and is easy to contact, this builds a more personal and positive relationship with customers, which can increase trust, so customers feel safe to buy again.

This entertainment indicator allows coffee shops to build stronger relationships with customers, when customers feel emotionally connected through entertaining content, thus forming the perception that Urban Coffee (Gerokar) Semarang provides more value than just a product, namely entertainment and fun interactions, this can encourage customers to come back. Customization indicators such as recommendations for favorite drinks or special birthday offers will make customers feel more appreciated and have a personal connection with Urban Coffee (Gerokar) Semarang, this emotional connection will encourage customers to come back.

c. The influence of loyalty on purchasing decisions

The results of the study show that loyalty has a positive and significant influence on purchasing decisions. This means that the higher the loyalty, the higher the loyalty. The higher the level of customer loyalty, the more likely they are to make repeat purchases and recommend the product or service to others. Research by Zulviko et al. (2022) found that loyal customers tend to purchase products or services from the same brand more frequently, even when other options are available. This aligns with research by Thessa (2023) that found that higher loyalty leads to higher purchasing decisions.

Loyalty has a positive and significant influence on purchasing decisions at Urban Coffee (Gerokart) Semarang because loyal customers tend to repurchase products or services from the same company, perhaps even in larger quantities or more frequently. Furthermore, loyal customers tend to be more difficult to persuade to switch to another brand, even if competitors offer lower prices or attractive promotions. This creates a more stable revenue stream for the business, reduces marketing costs to acquire new customers, and strengthens the brand's position in the market.

Loyalty in this study consists of 4 indicators in sequence. The indicator that has the greatest influence on repeat purchase decisions is a positive image, showing immunity to the pull of competitors, loyalty and referring to others. It can be explained that this positive image indicator can build customer trust in the quality of Urban Coffee (Cart) Semarang's products and services encourages customers to keep coming back.

This indicator shows immunity to the pull of competitors, indicating that customers consider Urban Coffee (Gerokarta) Semarang as the best and have become a habit of consuming it, so that customers will not impulsively switch just because there is an attractive promotion from competitors. This loyalty indicator can build an emotional bond, and more often choose Urban Coffee (Gerokarta) Semarang compared to other coffee shops. This indicator of referring to others creates social trust and reduces risk for potential new customers, thus encouraging them to try and eventually become regular customers of Urban Coffee (Gerokarta) Semarang.

2) Indirect Influence

The research results prove that loyalty can mediate the influence of social media marketing on repeat purchasing decisions of consumers at Urban Coffee (Gerokart) Semarang. meaning, Social media marketing can increase consumer loyalty, and this loyalty is what then encourages consumers to make repeat purchases.

The results of this study are in line with research conducted by Hamiddan Mokodompit (2024) that loyalty acts as a mediating variable and provides a partial mediation (complementary) effect, which means that brand loyalty plays an important role in connecting social media marketing and consumer purchasing decisions. This is in line with research conducted by Widianti and Ramli (2024) that loyalty can mediate the influence of social media marketing on repeat purchasing decisions.

Loyalty plays a crucial role in connecting social media marketing with consumer purchasing decisions at Urban Coffee (Gerokart) Semarang. This is because social media can build strong relationships between brands and consumers. Relevant interactions and content on social media can increase brand awareness and trust, ultimately driving consumer loyalty. This loyalty, in turn, strengthens consumers' purchasing decisions, leading them to choose products or services from brands they like.

In the case of Urban Coffee (Gerokart) Semarang, they used social media to promote their new product. They shared engaging content about the product, held quizzes with prizes, and engaged with consumers through comments and messages. Through these activities, consumers became more aware of the new product, felt closer to the brand, and were ultimately more likely to purchase it. If consumers are satisfied with the product and their experience, they are more likely to become loyal customers and recommend the product to their friends.

This study found that the direct impact of social media marketing on repeat purchase

decisions is greater than through loyalty as a mediating variable, in the case of Urban Coffee (Gerobak) Semarang, it can be explained that effective social media marketing can increase brand awareness, generate interest, and encourage repeat purchase decisions. In this case, social media marketing functions as a direct sales driver, not just as a tool to build loyalty that leads to sales. So, although important, loyalty is not always a strong predictor of repeat purchase decisions. Some consumers may be loyal to a particular product at Urban Coffee (Gerobak) Semarang because of habit or convenience, not because of deep loyalty. In addition, loyalty can change quickly depending on changes in consumer preferences or offers from competitors.

4. Conclusion

Based on the results of the research that has been carried out, it can be concluded that: Social media marketing has a positive and significant influence on loyalty, this means that the better the social media marketing strategy implemented, the greater the possibility of customers becoming loyal to Urban Coffee (Gerokarta) Semarang. Social media marketing has a positive and significant influence on repeat purchase decisions, this means that social media marketing can introduce products, build relationships and provide useful information so that it can facilitate the repeat purchase decision process by consumers. Loyalty has a positive and significant effect on repeat purchase decisions, this means that the higher the level of customer loyalty, the more likely they are to make repeat purchases and recommend the product or service to others. Loyalty is able to mediate the influence of social media marketing on repeat purchase decisions, this means that social media marketing can be an effective tool for building customer loyalty, which in turn can encourage repeat purchase decisions.

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