

# **The Impact of Taste, Experiential Marketing, and Word of Mouth on Purchase Decisions Affecting Customer Loyalty at Ohkopi.id Coffee Shop, Pangkalpinang**

<sup>1</sup>Bagas Olanada, <sup>2</sup>Nelly Astuti

<sup>1,2</sup> Faculty of Economics and Business, Management Study Program, Universitas Pertiba

Corresponding Author:  
olandabagas@gmail.com

## **Abstract**

*This research aims to analyze the influence of taste, experiential marketing and word of mouth on purchasing decisions which have an impact on customer loyalty at the Ohkopi.id Pangkalpinang coffee shop. This research uses quantitative research involving the wider community as respondents. Data was collected through distributing questionnaires which included taste variables, experiential marketing and word of mouth, purchasing decisions and customer loyalty. Multiple linear regression analysis is used to test the relationship between these variables. The results of the analysis show that there is a significant influence between taste, experiential marketing and word of mouth on purchasing decisions which have an impact on customer loyalty. Consistent and satisfying flavors can increase the chances of repeat purchases and build customer loyalty. Experiential marketing focuses on creating unique and memorable experiences for consumers. Word of Mouth, whether directly or via digital platforms, has a big influence on purchasing decisions. Purchase decisions that result in satisfaction and positive experiences tend to increase customer loyalty.*

**Keywords:** *taste, experiential marketing, word of mouth, purchasing decisions and customer loyalty*

## **1.INTRODUCTION**

The development of technology has influenced the way of thinking, behavior, and culture within society. With the advancement of technology, the business world has been growing rapidly. One of the booming business sectors is the coffee shop business. This is marked by the proliferation of coffee shops across Indonesia, which are now commonly referred to as coffee shops.

The coffee-drinking trend in Indonesia drastically increased after the release of the film “Filosofi Kopi” on April 9, 2015. This coffee-drinking trend has led to an annual increase in coffee consumption in Indonesia. In the past, only older generations enjoyed coffee, but now it has become a trend among all social classes, especially millennials. Drinking coffee seems almost like a necessity and even a benchmark for their existence.

As the coffee shop business continues to grow, business owners must brainstorm and develop the right marketing strategies that align with current market conditions. Based on experience, consumers tend to build certain expectations. These expectations will influence customer satisfaction levels. Several factors, both internal and external to consumers, affect customer loyalty. Therefore, business owners must be able to identify consumer behavior in order to gain a competitive edge over their competitors.

Currently, in Pangkalpinang City, there are many coffee shops, ranging from street vendors to modern concept coffee shops. One of the modern concept coffee shops in Pangkalpinang City is Ohkopi.id. Ohkopi.id is located at Jl. A. Yani, No. 121 Batin Tikal, Pangkalpinang City. This coffee shop is strategically located and easily accessible to customers. The target customers are students, communities, and millennials in Pangkalpinang City. Ohkopi.id offers an outdoor atmosphere located on the side of the road. This concept creates a relaxed and intimate ambiance for its customers, offering a view of passing vehicles.

The competition in the coffee shop business in Pangkalpinang City has become increasingly competitive. The competition in terms of taste, experiential marketing, and word of mouth (word-of-mouth promotion) are aspects that often serve as comparisons between one coffee shop and another. This situation challenges business owners to provide the best taste, experiential marketing, and word of mouth for their customers.

Ohkopi.id offers affordable prices for its customers, which are also competitive with its competitors. In terms of taste, Ohkopi.id provides good and authentic flavors for its customers, although there are still some shortcomings in terms of service. For promotion, Ohkopi.id currently uses word of mouth and social media, specifically Instagram.

As one of many coffee shops in Pangkalpinang City, Ohkopi.id faces the dynamics of competition with other coffee shops. To remain competitive, Ohkopi.id must focus on marketing strategies, such as conducting monitoring and evaluation on the taste offered, the experiential marketing provided, and the word-of-mouth promotion, as these factors significantly influence purchasing decisions. However, in reality, there are still some issues at Ohkopi.id in Pangkalpinang City related to customer loyalty.

## **2. Literature Review**

### **2.1. Taste**

According to Drummond and Brefer (2010), taste is the way of selecting food or beverages, which is distinct from the flavor itself. Flavor, in turn, is the result of the work of taste buds located on the tongue. On the tongue, cheeks, throat, and roof of the mouth, which are parts of the sense of taste.

### **2.2. Experiential Marketing**

According to Schmitt (2010), experiential marketing is a marketing approach that engages the emotions and feelings of consumers by creating unforgettable positive experiences, so that consumers become loyal and enthusiastic about a particular product. The ultimate goal of all company efforts, especially those related to providing experiences to consumers, is to build strong customer loyalty to the company's service products, with the expectation that such consumers will not only remain loyal but also spread information about the company's products through word of mouth. Over time, programs aimed at giving special attention to the experiences of consumers when consuming products/services have continued to evolve.

### **2.3. Word of Mouth**

A consumer tends to seek information about a product or service they intend to purchase through recommendations from others who have already tried the product or service. When there is no direct experience felt by the buyer, word of mouth becomes one of the most trusted and valuable sources of information for learning about brands, products, and services to be used (Cakim, 2010:6).

### **2.4. Purchase Decision**

According to S.P. Siagan, decision-making is a systematic approach to the nature of alternatives and taking appropriate action. Based on the definition above, it can be concluded that a purchase decision is an action taken by the consumer to buy a product, where in every purchase, the consumer always combines knowledge and attitudes towards the stages to be

passed, with various real alternatives to the solutions, until they can determine their stance and take the appropriate action.

## 2.5. Customer Loyalty

Customer loyalty is a deep commitment to repurchase or continue supporting a preferred product or service in the future, even though situational influences and marketing efforts may cause customers to switch (Kotler & Keller, 2016). This is because, with a loyal attitude towards the company, consumers will repeatedly choose to use the company's products or services and will not be influenced by marketing strategies employed by other companies.

A = Taste  
 B = Experiential Marketing  
 C = Word of Mouth  
 D = Purchase Decision  
 E = Customer Loyalty

## 3. METHOD

In this study, the data analysis technique uses a quantitative technique, which involves precisely calculating the data obtained from the distribution of questionnaires. This research is a type of quantitative research method aimed at studying a specific population or sample. Data collection uses research instruments, and data analysis is quantitative/statistical in nature, with the aim of testing hypotheses that have been established (Sugiyono, 2019). This study aims to examine the impact of Taste (X1), Experiential Marketing (X2), and Word of Mouth (X3) on Purchase Decisions (Y), which in turn affect Customer Loyalty (Z) at Ohkopi.id Coffee Shop, Pangkalpinang.

### 3.1. Population

Population refers to the generalization area that consists of objects/subjects with specific qualities and characteristics determined by the researcher to be studied and from which conclusions will be drawn (Sugiyono, 2019). In this study, the population consists of all customers who visited Ohkopi.id Coffee Shop in Pangkalpinang in March, totaling 143 consumers who have made a purchase at Ohkopi.id Coffee Shop, Pangkalpinang.

### 3.2. Sample

According to Sugiyono (2019), a sample is a part of the number and characteristics possessed by the population. Sampling is conducted because the researcher has limitations in conducting research, including time, energy, funds, and the large size of the population.

#### 3.2.3. Sampling Technique

In this study, the technique used by the researcher is Non-Probability Sampling. According to Sugiyono (2014), Non-Probability Sampling is a sampling technique that does not give all members or elements of the population an equal chance to be selected as a sample.

In sampling, the researcher used the Purposive Sampling technique, which is a sampling technique based on certain considerations (Sugiyono, 2010). The criteria for respondents selected as samples are:

- Consumers of Ohkopi.id who have made at least 2 purchases.
- Consumers of Ohkopi.id aged between 17 and 45 years.
- Consumers of Ohkopi.id with a minimum education level of high school/vocational school or equivalent. Based on these criteria, 105 eligible individuals were identified, who will be used as the sample for this study.

### 3.3. Data Analysis Technique

According to Sugiyono (2019), data analysis is the process of searching for and organizing the data obtained from interviews, field notes, and documentation in a systematic manner. This involves categorizing data, breaking it down into units, synthesizing it, organizing it into

patterns, selecting what is important and relevant to study, and drawing conclusions that are easily understood by oneself and others.

### **3.4. Research Instrument Testing**

The validity and reliability tests are used to assess the data from each item of the questionnaire presented to respondents, to obtain accurate calculation results, ensuring that each statement has validity and reliability, which is used to measure its truthfulness.

#### **3.4.1. Validity Test**

The validity test is used to measure whether a questionnaire is valid or not. An instrument or questionnaire is said to be valid if the questions in the instrument or questionnaire are capable of revealing what the questionnaire is intended to measure (Ghozali, 2018). The correlation of the item total score is compared with the critical correlation value of 0.30. If the calculated correlation ( $r$ )  $> 0.30$ , it is considered valid, indicating that the instrument has good construct validity. Conversely, if the correlation coefficient is smaller than 0.30, the statement is considered invalid (Sugiyono, 2016).

#### **3.4.2. Reliability Test**

According to Ghozali (2018), reliability is a tool for measuring a questionnaire that serves as an indicator of a variable or construct. A questionnaire is said to be reliable or trustworthy if the responses to the statements are consistent or stable over time. With the decision-making criteria as stated by Ghozali (2018), as follows:

1. If the Cronbach's Alpha ( $\alpha$ ) coefficient  $> 0.60$ , then the question is considered reliable or a construct or variable is considered reliable.
2. If the Cronbach's Alpha ( $\alpha$ ) coefficient  $< 0.60$ , then the question is considered unreliable.

### **3.5. Classical Assumption Test**

To understand how independent variables (X) affect the dependent variable (Y), the researcher uses regression analysis to compare two different variables. In regression analysis, to obtain a valid regression model, the following assumptions must be met. These assumptions include normality test, multicollinearity test, and heteroscedasticity test.

#### **3.5.1. Normality Test**

According to Ghozali (2018), the purpose of the normality test is to check whether, in the regression model, the disturbance or residual variable follows a normal distribution. As known, t-tests and f-tests assume that residual values follow a normal distribution. There are two ways to detect if residuals are normally distributed: graphical analysis or statistical tests. The normality test used is the Kolmogorov-Smirnov test. Data is accepted if the significance value is greater than 0.05 ( $P > 0.05$ ). Conversely, if the significance value is less than 0.05 ( $P < 0.05$ ), the data is rejected.

#### **3.5.2. Multicollinearity Test**

According to Ghozali (2018), the multicollinearity test is used to check if there is any correlation between the independent variables in the regression model. A good regression model should not have correlations between independent variables. If the regression model shows a high or perfect correlation between independent variables, it is considered to have multicollinearity. The detection of multicollinearity in this study can be done by observing the tolerance value: If the tolerance value  $\leq 0.10$  or the VIF value  $\geq 10$ , it indicates the presence of multicollinearity. If the tolerance value  $\geq 0.10$  or the VIF value  $\leq 10$ , it indicates no multicollinearity (Ghozali, 2018).

#### **3.5.3. Heteroscedasticity Test**

According to Ghozali (2018), the heteroscedasticity test is used to examine whether there is an unequal variance of residuals from one observation to another in the regression model. A good regression model is one that exhibits homoscedasticity, meaning there is no heteroscedasticity.

### **3.6. Coefficient of Determination Analysis**

According to Ghozali (2018), the coefficient of determination is used to measure the extent of influence that independent variables have on the dependent variable in a partial manner. The coefficient of determination is the square of the correlation coefficient and is used to measure the strength of the relationship between each variable used in the model.

### **3.7. Regression Test**

#### **3.7.1. Multiple Linear Regression Analysis**

Data analysis methods are techniques used to process research results to obtain instruments and conclusions. The data analysis method used in this study is multiple linear regression analysis. Multiple linear regression analysis is used to examine the relationship between the independent variables (Taste (X1), Experiential Marketing (X2), and Word of Mouth (X3)) and the dependent variable (Purchase Decision (Y)) that impacts Customer Loyalty (Z) at Ohkopi.id Coffee Shop, Pangkalpinang.

### **3.8. Hypothesis Testing Criteria**

#### **3.8.1. F-Test**

According to Ghozali (2018), the F-statistic test essentially shows whether all independent variables included in the model have a joint effect on the dependent variable.

#### **3.8.2. t-Test**

According to Ghozali (2018), the t-statistic test essentially shows how far the influence of one independent variable is in explaining the dependent variable. To test the partial effect of the independent variables on the dependent variable, the partial regression coefficient test (t-test) is used.

## **4.RESULTS AND DISCUSSION**

Research Variables	N	Mean	Category
Taste (X1)	105	4.23	Satisfied
Experiential Marketing (X2)	105	3.94	Satisfied
Word of Mouth (X3)	105	4.28	Satisfied
Purchase Decision (Y)	105	4.28	Satisfied
Customer Loyalty (Z)	105	4.08	Satisfied

#### **4.4.1. The Simultaneous Effect of Taste (X1), Experiential Marketing (X2), and Word of Mouth (X3) on Purchase Decision (Y)**

Based on the calculations, the F calculated value is 38.452 with a probability level (significance) of 0.000, while the F table value with df (3;101) is 2.694. Since  $F_{\text{calculated}} > F_{\text{table}}$  ( $38.452 > 2.694$ ) or the significance value (probability) is 0.000, which is much smaller than 0.05 ( $\alpha$ ),  $H_0$  is rejected and  $H_a$  is accepted. Therefore, it can be concluded that there is a significant effect of the taste, experiential marketing, and word of mouth variables on the purchase decision of Coffee Shop Ohkopi.id Pangkalpinang.

The

equation:

$$Y = 4.982 + 0.360 X_1 + 0.236 X_2 + 0.281 X_3 + e$$

This equation indicates:

- The effect of taste, whether higher or lower, influences the purchase decision. This is supported by the regression coefficient of taste, which is 0.360.
- The effect of experiential marketing, whether higher or lower, influences the purchase decision. This is supported by the regression coefficient of experiential marketing, which is 0.236.
- The effect of word of mouth, whether higher or lower, influences the purchase decision. This is supported by the regression coefficient of word of mouth, which is 0.281.

The F calculated value is 38.452 with a probability level (significance) of 0.000, which is smaller than 0.05 ( $\alpha$ ), so  $H_0$  is rejected and  $H_a$  is accepted. Therefore, it can be concluded that there is a significant positive effect of taste, experiential marketing, and word of mouth simultaneously on the purchase decision at Coffee Shop Ohkopi.id Pangkalpinang. This is supported by previous research by Subandi (2016) with the title "The Effect of Word of Mouth Promotion on Brand Preference and Purchase Decision," which states a hypothesis that there is an effect of word of mouth on purchase decisions.

#### **4.4.2. The Effect of Taste ( $X_1$ ) on Purchase Decision (Y)**

Based on the calculations from the t-test, it can be seen that the effect of taste ( $X_1$ ) on the purchase decision (Y) is significant. This can be seen from the partial significance test (t-test) where the calculated t value is 15.799, which is greater than the table t value of 1.983, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ), so  $H_0$  is rejected and  $H_a$  is accepted. Therefore, it can be concluded that there is a significant effect of the taste variable on the purchase decision of Coffee Shop Ohkopi.id Pangkalpinang. This is supported by previous research by Siti Maimunah (2019) with the title "The Effect of Service Quality, Price Perception, and Taste on Purchase Decisions and Customer Loyalty," which states a hypothesis that there is an effect of taste on purchase decisions.

#### **4.4.3. The Effect of Experiential Marketing ( $X_2$ ) on Purchase Decision (Y)**

Based on the calculations from the t-test, it can be seen that the effect of experiential marketing ( $X_2$ ) on the purchase decision (Y) is significant. This can be seen from the partial significance test (t-test) where the calculated t value is 17.106, which is greater than the table t value of 4.982, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ). Therefore,  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that there is a significant effect of experiential marketing on the purchase decision at Coffee Shop Ohkopi.id Pangkalpinang.

This is in line with the research by Retno Dewanti, Tjia Fie Chu, and Steven Wibisono (2011) titled "The Effect of Experimental Marketing, Emotional Branding, and Brand Trust on Brand Loyalty," which states a hypothesis that there is an effect of experiential marketing on purchase decisions.

#### **4.4.4. The Effect of Word of Mouth ( $X_3$ ) on Purchase Decision (Y)**

Based on the calculations from the t-test, it can be seen that the effect of word of mouth ( $X_3$ ) on the purchase decision (Y) is significant. This can be seen from the partial significance test (t-test) where the calculated t value is 5.346, which is greater than the table t value of 4.982, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ). Therefore,  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that there is a significant effect of word of mouth on the purchase decision at Coffee Shop Ohkopi.id Pangkalpinang.

This is in line with the research by Bagas Aji Pamungkas and Siti Zuhroh (2016) titled "The Effect of Promotion on Social Media and Word of Mouth on Purchase Decisions," which states a hypothesis that there is an effect of word of mouth on purchase decisions.

#### **4.4.5. The Effect of Taste (X1) on Customer Loyalty (Z)**

Based on the calculations from the t-test, it can be seen that the effect of taste (X1) on customer loyalty (Z) is significant. This is supported by the regression coefficient of taste of 1.983, and the partial significance test (t-test) resulted in a calculated t value of 15.799, which is greater than the table t value of 1.983, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ). Therefore, H0 is rejected and Ha is accepted. Thus, it can be concluded that there is a significant effect of taste on customer loyalty at Coffee Shop Ohkopi.id Pangkalpinang. This is in line with research by Sri Mutiara, Rahmad Solling Hamid, and Ahmad Suardi (2021) with the title "The Effect of Service Quality, Price Perception, and Taste on Customer Satisfaction," which states a hypothesis that there is an effect of taste on customer loyalty.

#### **4.4.6. The Effect of Experiential Marketing (X2) on Customer Loyalty (Z)**

Based on the calculations from the t-test, it can be seen that the effect of experiential marketing (X2) on customer loyalty (Z) is significant. This is supported by the regression coefficient of experiential marketing of 1.983, and the partial significance test (t-test) resulted in a calculated t value of 17.106, which is greater than the table t value of 1.983, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ). Therefore, H0 is rejected and Ha is accepted.

Thus, it can be concluded that there is a significant effect of experiential marketing on customer loyalty at Coffee Shop Ohkopi.id Pangkalpinang. This is in line with the research by Retno Dewanti, Tjia Fie Chu, and Steven Wibisono (2011) with the title "The Effect of Experimental Marketing, Emotional Branding, and Brand Trust on Brand Loyalty," which states a hypothesis that there is an effect of experiential marketing on customer loyalty.

#### **4.4.7. The Effect of Word of Mouth (X3) on Customer Loyalty (Z)**

Based on the calculations from the t-test, it can be seen that the effect of word of mouth (X3) on customer loyalty (Z) is significant. This is supported by the regression coefficient of word of mouth of 1.983, and the partial significance test (t-test) resulted in a calculated t value of 5.346, which is greater than the table t value of 1.983, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ). Therefore, H0 is rejected and Ha is accepted. Thus, it can be concluded that there is a significant effect of word of mouth on customer loyalty at Coffee Shop Ohkopi.id Pangkalpinang. This is in line with the research by Bagas Aji Pamungkas and Siti Zuhroh (2016) with the title "The Effect of Promotion on Social Media and Word of Mouth on Purchase Decisions," which states a hypothesis that there is an effect of word of mouth on customer loyalty.

#### **4.4.8. The Effect of Purchase Decision (Y) on Customer Loyalty (Z)**

Based on the calculations from the t-test, it can be seen that the effect of purchase decision (Y) on customer loyalty (Z) is significant. This is supported by the regression coefficient of the purchase decision of 1.983, and the partial significance test (t-test) resulted in a calculated t value of 5.346, which is greater than the table t value of 1.983, with a significance value (probability) of 0.000, which is much smaller than 0.05 ( $\alpha$ ). Therefore, H0 is rejected and Ha is accepted.

Thus, it can be concluded that there is a significant effect of purchase decision on customer loyalty at Coffee Shop Ohkopi.id Pangkalpinang. This is in line with the research by Nugroho J. Setiadi (2008) with the title "Consumer Behavior, Concepts, and Implications for Strategy and Marketing Research, Decision Making Analysis," which states a hypothesis that there is an effect of purchase decision on customer loyalty. This is supported by the regression coefficient for purchase decisions of 1.983, along with the partial significance test (t-test) yielding a t-value of 5.346, which is higher than the t-table value of 1.983. The significance level (probability) of 0.000 is much smaller than 0.05 ( $\alpha$ ), thus H0 is rejected and Ha is accepted.

Therefore, it can be concluded that there is a significant influence between the purchase decision variable and customer loyalty at Ohkopi.id Coffee Shop in Pangkalpinang. This is consistent with the study conducted by Nugroho J. Setiadi (2008) titled *Consumer Behavior, Concepts and Implications for Strategy and Marketing Research, Decision-Making Analysis*. The previous research hypothesis states that there is an influence of the purchase decision variable on customer loyalty.

## **5. Conclusion**

### **5.1 Conclusion**

Based on the research results and discussion regarding the influence of taste, experiential marketing, and word of mouth on purchase decisions and their impact on customer loyalty:

- Taste, experiential marketing, and word of mouth simultaneously have an effect on purchase decisions at Ohkopi.id Coffee Shop in Pangkalpinang.
- Taste influences purchase decisions at Ohkopi.id Coffee Shop in Pangkalpinang.
- Experiential marketing influences purchase decisions at Ohkopi.id Coffee Shop in Pangkalpinang.
- Word of mouth influences purchase decisions at Ohkopi.id Coffee Shop in Pangkalpinang.
- Taste, experiential marketing, word of mouth, and purchase decisions simultaneously affect customer loyalty at Ohkopi.id Coffee Shop in Pangkalpinang.
- Taste influences customer loyalty at Ohkopi.id Coffee Shop in Pangkalpinang.
- Experiential marketing influences customer loyalty at Ohkopi.id Coffee Shop in Pangkalpinang.
- Word of mouth influences customer loyalty at Ohkopi.id Coffee Shop in Pangkalpinang.
- Purchase decisions influence customer loyalty at Ohkopi.id Coffee Shop in Pangkalpinang.

### **5.2 Suggestions**

1. To enhance taste's impact on purchase decisions that affect customer loyalty, if the coffee shop has its own distinct characteristic, it is likely to have a positive and significant impact on purchase decisions and encourage customers to subscribe.
2. To enhance experiential marketing's impact on purchase decisions that affect customer loyalty, experiential marketing has a very significant influence and cannot be ignored. It makes it easier for customers to ask questions and become loyal to the coffee shop in Pangkalpinang.
3. To enhance word of mouth's impact on purchase decisions that affect customer loyalty, word of mouth becomes one of the reasons for potential customers to become aware of the product and persuade others to try it.

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We hope that this work can contribute to the development of knowledge and practical improvements.

## **INNOVATION**

Discovering new problem-solving concepts can significantly contribute to addressing existing issues. Through this research, a new approach has been found that offers potential solutions, particularly in enhancing customer loyalty at Ohkopi.id Pangkalpinang. By focusing on the critical factors such as taste, experiential marketing, and word of mouth, this study reveals how these elements can not only influence purchasing decisions but also foster stronger customer loyalty. The findings of this research provide valuable insights for businesses in the coffee shop industry, enabling them to better understand and cater to their customers' needs, ultimately driving long-term customer satisfaction and loyalty.

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