

DAFTAR PUSTAKA

- Aaker, D. (1991). *Managing Brand Equity*. New York: The Free Press.
- Aaker, D. (1996). *Building Strong Brands*. New York: McMillan.
- Alalwan., d. (2017). Social Media in Marketing: A Review and Analysis of The Existing Literature. *Telematics and Informatics* 34, 1177-1190.
- Anderson, P. A. (2020). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business Review (BBR)* DOI: <http://dx.doi.org/10.15728/bbr.2020.17.6.4>.
- Andrew N. Mason, J. N. (2021). Social Media Marketing Gains Importance After Covid-19. *Cogent Business & Management*, <https://doi.org/10.1080/23311975.2020.1870797>.
- Annisa, A. (2021). Sejarah Revolusi Industri dari 1.0 sampai 4.0. DOI: 10.13140/RG.2.2.20215.24488.
- Ansari S., d. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights (JPVAI)* ISSN: 2663-9181, 5-10.
- Arie M, A. K. (2015). The Influence of Brand Awareness and Brand Image on Purchase Decision (Study on Aqua Consumers in Administrative Science Faculty Brawijaya University Class of 2013) . *Jurnal Administrasi Bisnis (JAB)/Vol. 2 No. 2*.
- Arifin M, K. &. (2021). Strategi Pemasaran Digital dalam Meningkatkan Volume Penjualan pada Amanda Cafe di Era Revolusi Industri 4.0. *Journal MISSY (Management and Business Strategy)* ISSN : 2775-3700.
- Armawan I., d. (2023). The Effect of Social Media Marketing, Serqual, Ewom on Purchase Intention Mediated by Brand Image and Brand Trust: Evidence From Black Sweet Coffee Shop. *International Journal of Data and Network Science* 7, 141–152.
- Augusty, T. &. (2010). Studi Mengenai Keputusan Pembelian Jasa Wedding and Event Organizer (Studi kasus di Mahkota Wedding and Event organizer Semarang). *Skripsi*.
- Aulia Rachmaningtyas, S. T. (2021). Daya Saing Ekspor Kopi Indonesia di Pasar Internasional. *AGRILAN : Jurnal Agribisnis Kepulauan Volume 9 No. 3*.

- Ayu, I. (2021). Social Media as Marketing Tool in Coffee Industry: A Literature Review. *Journal Faculty of Economic and Business, University of National Education (Undiknas) Denpasar*.
- Badan Pusat Statistik. (2021). *Kota Sungai Penuh Dalam Angka*. Kota Sungai Penuh: BPS Sungai Penuh.
- Badan Pusat Statistik. (2022). *Jambi Dalam Angka*. Jambi: BPS Provinsi Jambi.
- Bizhanova K., d. (2019). Impact of Digital Marketing Development on Entrepreneurship. *E3S Web of Conferences 135: 04023*.
- Budiatmo, M. K. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang. *Diponegoro Journal Of Social And Politic*, <http://ejournal-s1.undip.ac.id/index.php/>, 1-7.
- Budiono S, J. T. (2021). Measurement of Purchase Intention through Brand Awareness, Perceived Quality, Brand Loyalty: An Experience from Indonesia. *Proceedings of the International Conference on Industrial Engineering and Operations Management Bangalore, India*.
- Cahaya F, S. K. (2016). Pengaruh Word Of Mouth Terhadap Minat Beli dan Dampaknya pada Keputusan Pembelian (Survei pada konsumen Legipait Coffeeshop Malang). *Jurnal Administrasi Bisnis (JAB)/Vol. 34 No. 1*.
- Chaffey, D. &. (2013). *E-marketing Excellence: Planning and Optimizing your Digital Marketing*. Routledge.
- Chasanah A, S. J. (2021). Digital Marketing Changes of Micro Small Enterprises Before and During Covid-19 Pandemic in Bogor, Indonesia . *Business Review and Case Studies*, Vol. 2 No. 1. DOI: <http://dx.doi.org/10.17358/brcs.2.1.1>.
- Chatterjee, S. &. (2020). Why Do Small and Medium Enterprises Use Social Media Marketing and What is The Impact: Empirical Insights From India. *International Journal of Information Management*, <https://doi.org/10.1016/j.ijinfomgt.2020.102103>.
- Chen Y, Y. L. (2021). The New Evidence of China's Economic Downturn: From Structural Bonus to Structural Imbalance. *PLOS ONE* / <https://doi.org/10.1371/journal.pone.0257456>.

- Chetan, P. D. (2021). Impact of Digital Marketing a Bibliometric Review. *International Journal of Innovation Science*.
- Darmadi, D. d. (2001). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Darmoyo, S. L. (2017). Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust (Study On Japanese Brand Electronic Product). *Jurnal Manajemen/Volume XXI, No. 02*, 179-194.
- Dermawan E, A. S. (2022). The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions through Purchase Intention in Kopiria. *Pinisi Discretion Review Volume 6, Issue 1*, 37-44.
- Dodi, W. A. (2016). The Impact of Brand Equity Towards Consumer's Purchase Intention (An Empirical Study of Teh Botol Sosro Product, on College Student in Faculty Economics and Business University of Brawijaya Malang. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*.
- ERCAN, F. Ç. (2015). The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness by Housing Companies. *Yıldız Teknik Üniversitesi Mimarlık Fakültesi*.
- Erlangga H, .. d. (2021). Effect of Digital Marketing and Social Media on Purchase Intention of Smes Food Products. *Turkish Journal of Computer and Mathematics Education* , 3672-3678.
- Ervina, M. (2021). Prospek Industri Pengolahan Kopi di Kabupaten Kerinci. *Khazanah Intelektual Volume 5 Nomor 2*.
- Fajri I, M. W. (2021). The Effect of Social Media Marketing on Purchase Decisions with Brand Awareness as an Intervening Variables in Praketa Coffee Shop Purwokerto. *THE JOURNAL GASTRONOMY TOURISM Volume 8 Issue 2*, 97-110.
- Fatima, T. &. (2019). Achieving SME Performance Through Individual Entrepreneurial Orientation: An Active Social Networking Perspective. *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-03-2019-0037> In Press.
- Ferdinand, A. T. (2006). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Undip.

- Francisco, M. H. (2022). Drivers of Purchase Intention in Instagram Commerce. *Spanish Journal of Marketing ESIC*.
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Undip.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS 19. Edisi 5*. Semarang: Badan Penerbit Undip.
- Ghufron, M. (2018). Revolusi Industri 4.0 : Tantangan, Peluang dan Solusi Bagi Dunia Pendidikan. *Seminar Nasional dan Diskusi Panel Multidisiplin Hasil Penelitian & Pengabdian kepada Masyarakat*.
- Gunelius, S. (2011). *30 Minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Gupta A., d. (2022). Influence of Cartoon Characters on Generation Alpha in Purchase Decisions. *Young Consumers j VOL. 23 NO. 2 .DOI 10.1108/YC-06-2021-1342*, 282-303.
- Habi, &. P. (2022). Social Media in Marketing of Ride-Hailing: A Systematic Literature Review. *Procedia Computer Science 197*, 102–109.
- Haenlein M., d. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, 5-25.
- Hair, J. F. (2010). *Multivariate data analysis: A global perspective (seventh ed)*. New Jersey: Pearson Education, Inc.
- Hanael R., d. (2022). The Effect of Social Media Marketing on The Purchase Decision of Kooka Coffee Products Using Brand Image as a Mediation Variable. *Agricultural Socio-Economics Journal Volume 22, Number 3* , 223-232 .
- Hasanah, H. I. (2022). Analisis Strategi Promosi @Jurnalrisa Coffee di Masa Pandemi Covid-19 di Media Sosial Instagram. *Jurnal Ilmiah Wahana Pendidikan*, DOI: <https://doi.org/10.5281/zenodo.6943622>, 123-137.
- Haseeb M, d. (2019). Industry 4.0: A Solution towards Technology Challenges of Sustainable Business Performance. *MDPI Soc. Sci. 2019, 8, 154; doi:10.3390/socsci8050154*.
- Herlina A, M. D. (2020). The Role of Digital Marketing on Purchase Intention and Purchase Decisions at Kopi Si Budi Surakarta. *The 3rd International*

Conference on Techonolgy, Education, and Social Science 2020 (The 3rd ICTESS 2020).

- Hermawan, S. d. (2016). *Metode Penelitian Bisnis*. Malang: Media Nusa Creative.
- I Gusti, &. M. (2021). The Effect of Brand Image, Brand Awareness, and Brand Association on Smartphone Purchase Intention (Case Study in Denpasar). *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 117-122.
- J Sandra, &. S. (2021). Pengaruh Social Media Marketing Instagram Terhadap Niat Beli Konsumen pada Kopi Janji Jiwa. *Journal Of Management (SME's)*, Vol 14, No. 3,, 375-387.
- Juan A, R. P. (2021). The Influence of Promotion, Brand Image and Brand Awareness Towards Purchasing Decision Janji Jiwa Coffee. *International Journal of Current Economics & Business Ventures*, 26-41.
- Junaidi. (2019). *Aplikasi AMOS Dan Structural Equalition Model (SEM)*. Makassar: UPT Unhas Press.
- Kabani, S. (2012). *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Build Buzz, and Increase Revenue*. I'm Bella Books.
- Kaur K, &. P. (2021). Social Media: A Blessing or a Curse? Voice of Owners in The Beauty and Wellness Industry. *The TQM Journal DOI 10.1108/TQM-03-2021-0074*.
- Keni, G. G. (2022). Pengaruh Brand Awareness, Brand Image, dan Marketing Mix Terhadap Purchase Intention Kopi Bubuk Lokal di Bali. *Jurnal Manajemen Bisnis dan Kewirausahaan Vol 6 No 4*, 353-358.
- Kotler, A. &. (2003). *Dasar-dasar Pemasaran Jilid I, Edisi kesembilan*. Jakarta: PT. Indeks Gramedia.
- Kotler, P. &. (2012). *Principles of marketing*. Boston: Pearson Prentice Hall.
- Kotler, P. (2010). *Principles of Marketing: a South Asian perspective, 13/E*. India: Pearson Education .
- Kotler, P. d. (2009). *Manajemen Pemasaran Jilid I dan II*. Jakarta: PT.Gramedia Pstaka Utama.
- Kumar A, G. B. (2021). An Overview of Industrial Revolution and Technology of Industrial 4.0. *International Journal of Research in Engineering and*

Science (IJRES), ISSN (Online): 2320-9364, ISSN (Print): 2320-9356, 64-71.

- Lawrence, M. J. (2022). The Influence of Digital Transformation on The Growth of Small and Medium Enterprises in South Africa. *Problems and Perspectives in Management*, 20(3), doi:10.21511/ppm.20(3).2022.24, 297-309.
- Luh N, W. N. (2019). Green Product, Social Media Marketing and Its Influence on Purchasing Decisions. *International Journal of Applied Business & International Management*.
- M. Angela N, & G. (2019). Pemanfaatan Media Sosial oleh Komunitas Historia Indonesia. *Prologia Vol. 3, No. 2*, 393–400.
- Martin Consuegra, D. D. (2019). Examining Consumer Luxury Brand Related Behavior Intentions in A Social Media Context: The Moderating Role of Hedonic and Utilitarian Motivations. *Physiology & Behavior*, 200, <https://doi.org/10.1016/j.physbeh.2018.03.028>, 104–110.
- Maspul, K. A. (2021). The Role of Instagram in Specialty Coffee Marketing during the Pandemic in the United Arab Emirates. *DOI: 10.20935/AL3602*.
- Matak Aja, V. N. (2020). Effect of Social Media Marketing on Instagram Towards Purchase Intention: Evidence From Indonesia's Ready to Drink Tea Industry . *International Journal of Data and Network Science 4* , 91–104.
- Mehmet, E. (2022). The Use of Digital Marketing in Information Transport in Social Media: The Example of Turkish Companies. *Transportation Research Procedia 63*, 2579–2588.
- Mirasaputri, P. A. (2022). Pengaruh Brand Ambassador dan Brand Image Terhadap Minat Beli yang Berdampak pada Keputusan Pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 32-46.
- Moslehpour M., d. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal Theretical and Applied Electronic Commerce Research*.
- MUAWANAH, I. (2019). Fenomena Maraknya Coffee Shop sebagai Gejala Gaya Hidup Anak Muda di Kota Metro (Studi Pada Mahasiswa IAIN Metro). *Skripsi*.

- Nguyen, H.-A. H. (2020). Gender Inequality During The COVID-19 Pandemic: Income, Expenditure, Savings, and Job Loss. *IZA – Institute of Labor Economics*.
- Nisrina, M. (2015). *Bisnis Online Manfaat Media Sosial Dalam Meraup Uang*. Yogyakarta.
- Oktareza, R. (2012). The Effect of Brand Equity on Iphone Purchasing Decision (Study at Faculty of Economics and Business Students, University of Brawijaya). *Journal Faculty of Economics and Business, University of Brawijaya*.
- P. Kotler, H. K. (2019). *Marketing 4.0: Bergerak dari Tradisional ke Digital*. Jakarta: Gramedia Pustaka Utama.
- Panagiotopoulos, Z. K. (2018). 4th Industrial Revolution: The Challenge of Changing Human Resources Skills . *European Journal of Training and Development Studies* , 1-7.
- Prihandono, A. S. (2019). Influence Lifestyle, Consumer Ethnocentrism, Product Quality on Purchase Decision Through Purchase Intention. *Management Analysis Journal* 8 (1).
- Puntoadi, D. (2011). *Menciptakan Penjualan Melalui Social Media*. Jakarta: PT.Elex Media Komputindo.
- Purba N, Y. M. (2021). Revolusi Industri 4.0 : Peran Teknologi dalam Eksistensi Penguasaan Bisnis dan Implementasinya. *Jurnal Prilaku dan Strategi Bisnis Vol 9 No 2*, 91-98.
- Purnama D., d. (2021). Digital Marketing: Implementation of Digital Advertising Preference to Support Brand Awareness. *Academy of Strategic Management Journal*.
- Rahayu, M. A. (2022). Analisis Efisiensi Kinerja Agroindustri Kopi di Kota Sungai Penuh, Provinsi Jambi, Indonesia . *Agro Bali : Agricultural Journal*, <https://doi.org/10.37637/ab.v5i2.941>, 322-330.
- Rai, M. (2018). A Study of Efficacy of Digital Marketing on Consumer Purchase Behavior in Allahabad District. *International Journal for Research in Applied Science & Engineering Technology* 6 (11), 1136-1144.

- Rajeh, J. (2018). An Examination of The Factors Affecting Consumer's Purchase Decision in The Malaysian Retail Market. *PSU Research Review Vol. 2 No. 1. DOI 10.1108/PRR-08-2017-0034.*
- Rao, N. &. (2018). Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in The Indian Passenger Bike Market. *International Journal of Management, Technology and Engineering*, 8(11), 3092–3107. <http://ijamtes.org/gallery/351.pdf>.
- Redha, S. A. (2021). Analysis Toward Purchase Decision Determinant Factors. *Asian Management and Business Review, Volume 1 Issue 2*, 155-164.
- Regina, M. (2018). Pengaruh Kepercayaan Pelanggan Terhadap Niat Pembelian Gadget di Shopee Indonesia. *Jurnal Manajemen Maranatha, Program Studi S1-Manajemen, Fakultas Ekonomi, Universitas Kristen Maranatha. ISSN 1411-9293 | e-ISSN 2579-4094.*, 31-40.
- Rizaty, M. A. (2022, November 28). Retrieved from dataindonesia.id: <https://dataindonesia.id/digital/detail/indonesia-miliki-9738-juta-pengguna-instagram-pada-oktober-2022>
- Salcido, M. (2021). Benefits and Advantages of Using Social Media. <http://www.organicseoconsultant.com/advantagesofusingsocialmedia> .
- Santoso, S. (2015). *AMOS 22 untuk Structural Equation Modelling Konsep Dasar dan Aplikasi*. Jakarta: PT. Elex Media Komputindo.
- Sari S, S. &. (2021). Analisis Brand Awareness dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya di Makassar. *Journal of Business Administration (JBA), Vol.1, No.1.*
- Satya, V. E. (2018). Kajian Singkat Terhadap Isu Aktual dan Strategis Strategi Indonesia Menghadapi Industri 4.0. *Info Singkat: Kajian Singkat Terhadap Isu Aktual Dan Strategis*, , 19-24.
- Sengkey M, S. L. (2021). The Effect of Price Perception, Product Quality and Location on Consumer Purchase Decisions through Buying Interest as Intervening Variables on Msme Products During the Covid-19 Pandemic. *European Journal of Life Safety And Stability (EJLSS)* www.ejlss.indexedresearch.org Volume 6.
- Sharif, N. (1993). Rationale and Teh Framework for a Technology Management Information System. *School of Management Asian Institute of Technology, Bangkok, Thailand.*

- Sigit, S. N. (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 (AMBR)*.
- Sugiyono. (2007). *Metodologi Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sullivan, Y. W. (2019). Social Media Enablers and Inhibitors: Understanding Their Relationships in A Social Networking Site Context. *International Journal of Information Management*, <https://doi.org/10.1016/j.ijinfomgt.2019.03.014>, 170-189.
- Supiyandi A, S. H. (2022). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. *CommIT Journal 16(1)*, 9-18.
- Sutariningsih N, .. d. (2021). Peran Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Purchase Intention. *E-Jurnal Manajemen 10 (2)*, 145-164.
- Syaputra, M. &. (2020). Analisis Prospektif Agroindustri Kopi di Kabupaten Kerinci. *Prosiding Senantias Badan Penelitian dan Pengembangan Daerah Provinsi Jambi*.
- Thota, S. (2018). Social Media: A Conceptual Model of The Why's, When's and How's of Consumer Usage of Social Media and Implications on Business Strategies. *Academy of Marketing Studies Journal*, 22(3), 1-12.
- Tran Le Na, N. H. (2021). A Study of User's M Wallet Usage Behavior: The Role of Long Term Orientation and Perceived Value. *Cogent Business & Management*, 8(1), <https://doi.org/10.1080/23311975.2021.1899468> .
- Varela C, Y. K. (2022). Social Media Marketing System: Conceptualization, Scale Development and Validation. *Internet Research Emerald Publishing Limited DOI 10.1108/INTR-06-2021-0393*.

- Wardhana, A. (2015). Strategi Digital Marketing dan Implikasinya pada Keunggulan Bersaing UKM di Indonesia. *Prosiding Seminar Nasional Forum Keuangan dan Bisnis IV tahun 2015*, 327-337.
- Watini S., d. (2022). Adaptation of Digital Marketing of Coffee MSME Products to Digital Transformation in the Era of the Covid-19 Pandemic. *Startupreneur Bisnis Digital (SABDA)*, <https://journal.pandawan.id/sabda/>.
- Wijaya, K. (2021). Pengaruh Viral Marketing dan Kesadaran Merek Terhadap Minat Beli dengan Kepercayaan Konsumen sebagai Variabel Mediasi. *Skripsi*.
- Zhang, J. J. (2015). Building Industrial Brand Equity by Leveraging Firm Capabilities and Co Creating Value with Customers. *Industrial Marketing Management*, 51., 47–58.

