



The Influence of Ad Exposure and Social Influence on Purchase Decisions: The Mediating Role of Purchase Intention at Fore Coffee

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Abstrak

This study aims to analyze the influence of ad exposure and social influence on the purchase decisions of Fore Coffee, with purchase intention as a mediating variable. This study employed a quantitative approach by distributing questionnaires to 100 consumers of Fore Coffee Gayamsari Semarang selected using accidental sampling. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that ad exposure and social influence have a positive and significant effect on purchase intention. Furthermore, purchase intention also has a positive and significant effect on purchase decisions, while ad exposure and social influence do not have a direct significant effect on purchase decisions. In addition, purchase intention is proven to mediate the relationship between ad exposure, social influence, and purchase decisions. The findings highlight the role of purchase intention as an internal consumer response and reinforce the relevance of the Stimulus-Organism-Response (S-O-R) theory in explaining how marketing stimuli influence consumer behavior before leading to purchase decisions.

Keywords: Ad exposure, Social Influence, Purchase Intention, Purchase Decisions, S-O-R Theory

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INTRODUCTION

The food and beverage industry in Indonesia has experienced significant growth in line with increasingly dynamic changes in consumer lifestyles. One of the sectors that has



developed rapidly is the modern coffee shop industry, which has become part of an urban lifestyle, particularly among millennials and Generation Z (Wardani et al., 2022) . Coffee shops no longer function merely as places to enjoy beverages but also serve as spaces for social activities, work, and building relationships (Sunyoto et al., 2025) . This condition increases competition among coffee shop brands in attracting consumer attention.

Fore Coffee is one of the rapidly growing local coffee brands that adopts a digital-first coffee chain concept. The brand demonstrates high visibility on social media platforms. Monitoring data indicate that Fore Coffee recorded 274 mentions reaching approximately 9.4 million audiences, generating 80,772 interactions and 60,603 likes, as well as 274 user-generated content that strengthen organic brand exposure. Public sentiment analysis also shows that approximately 90% of responses are positive. Despite the high level of digital engagement shown by Fore Coffee, challenges in strengthening consumer purchase decisions still remain. This is due to intense competition from other local coffee shop brands such as Janji Jiwa and Kopi Kenangan, which currently hold stronger market positions (Top Brand Index, 2024).

According to Kotler & Armstrong, (2022) in (Aprelyani et al., 2024) , purchase decision refers to the selection of products, services, ideas, or experiences to fulfill consumer needs and expectations. This process involves searching for information, evaluating various alternatives, and selecting products by consumers (Febriyanti & Fajri, 2024).

Previous studies have shown mixed findings regarding the influence of ad exposure and social influence on purchase decisions. Some studies report a positive and significant effect (Hermawati & Nugroho, 2025); Permana, 2020; Setiawan, 2023; Sulistiyaningsih et al 2025) while others reported no significant effect (Annisa et al., 2025 ; Santi et al., 2024) . Most previous studies primarily focus on the direct influence of these variables on purchase decisions without considering the mediating role of purchase intention. In addition, studies examining these variables in the context of modern coffee shop brands, particularly Fore Coffee in Semarang, remain limited.

Therefore, this study aims to fill this research gap by analyzing the influence of ad exposure and social influence on purchase decisions with purchase intention as a mediating variable among Fore Coffee consumers in Semarang. This study also contributes to the application of the Stimulus–Organism–Response (S-O-R) framework in explaining how marketing stimuli influence consumers' internal responses before leading to purchase decisions.

Literature Review and Hypothesis Development

Stimulus-Organism-Response (S-O-R) theory

Stimulus-Organism-Response (S-O-R) theory The Stimulus-Organism-Response (S-O-R) theory explains that external stimuli influence individuals' internal psychological states, which subsequently generate behavioral responses (Mehrabian & Russell, 1974 in Kamilaa et al., 2025). In a marketing context, stimuli such as advertising and social factors affect consumers' perceptions and emotions, leading to purchase-related responses (Kotler &



Keller, 2016 in Septiana & Apriadi, 2025). According to the S-O-R framework, external stimuli do not always directly produce behavioral responses. Instead, stimuli often influence consumers' internal psychological states, such as purchase intention, before leading to actual purchase decisions. This perspective suggests that marketing stimuli may have weaker direct effects on behavioral responses because their influence is often mediated by consumers' internal cognitive and affective evaluations (Eroglu et al., 2001; Bagozzi, 1986 in Kexin et al., 2023). In this study, Ad Exposure and Social Influence act as stimuli that influence Purchase Intention as the internal state, which ultimately leads to Purchase Decision as the behavioral response.

Ad Exposure

Ad exposure refers to the extent to which audiences receive and interact with advertising messages through various media channels. According to Shimp, (2003) in Tranggono et al., (2020) ad exposure occurs when consumers are exposed to and interact with marketing messages, such as seeing magazine advertisements or hearing radio advertisements. In this study, ad exposure is measured using three indicators: frequency of exposure, duration of exposure, and intensity of exposure Pamungkas et al., (2024).

Social Influence

According to Kotler, Keller, & Chernev, (2021), social influence arises from individuals interactions with others, shaping values, norms, and consumption behavior in everyday life. It refers to the ability of individuals or groups to influence others in using a product or service through conveyed messages (Kamal et al., 2024). In this study, social influence is measured through four indicators: social norms, family influence, reference groups, and cultural values (Sangadji & Sopiah, 2016 in Siregar, 2021)

Purchase Intention

According to Kotler & Keller, (2016:15) in Tangka et al., (2022) purchase intention is a behavior that arises as a response to an object, in which consumers begin to show a desire to make a purchase. Meanwhile Purwaningsih, (2013) dalam Albar et al., (2022) explains that purchase intention is part of the behavioral component of consumer attitudes, reflecting the tendency to act before making an actual purchase. According to Suryani (2008) in (Irawati & Akbar, 2024), purchase intention is influenced by internal factors such as needs, perceptions, attitudes, and personality, as well as external factors including culture, social class, social groups, and situational conditions. In this study, purchase intention is measured through four indicators: transactional intention, referential intention, and exploratory intention (Ferdinand, 2014 in Purbohastuti & Hidayah, 2020).

Purchase Decision

According to Aditya & Krisna, (2021) in Devi & Fadli, (2023) purchase decision refers to consumers consideration in determining whether to buy or not buy a product or service based on their needs and desires. It represents the stage at which consumers have made

their choice and proceed to purchase and consume the product (Stansyah et al., 2023). Thus, a purchase decision is not an impulsive action, but rather the result of careful analysis and thoughtful consideration by consumers before deciding to purchase a product (Riyanti et al, 2022). In this study, purchase decision is measured using six indicators: product choice, brand choice, choice of seller or distribution channel, purchase quantity, timing of purchase, and payment method (Kotler & Keller, 2012 in Tranggono et al., 2020).

Conceptual Framework

The research conceptual framework is presented in figure 1.

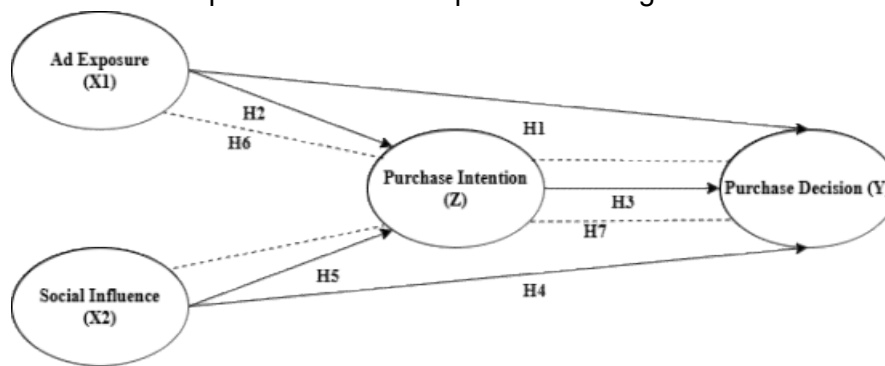


Figure 1. Conceptual Framework

Based on Figure 1, the research hypotheses are formulated as follows:

- H1: Ad Exposure has a positive and significant effect on Purchase Decision
- H2: Ad Exposure has a positive and significant effect on Purchase Intention
- H3: Purchase Intention has a positive and significant effect on Purchase Decision
- H4: Social Influence has a positive significant effect on Purchase Decision
- H5: Social Influence has positive and significant effect on Purchase Intention
- H6: Purchase Intention has a positive and significant mediating effect on the relationship between Ad Exposure and Purchase Decision
- H7: Purchase Intention has a positive and significant mediating effect on the relationship between Social Influence and Purchase Decision

Research Method

This study employs a quantitative approach. The population consists of consumers who have made purchases at the Fore Coffee Gayamsari Outlet in Semarang City. This study used non-probability accidental sampling, where respondents were selected based on those who happened to be encountered during the data collection process (Prayogi & Triyono, 2020). The sample size was determined using the Lemeshow formula because the population size was unknown, resulting in a minimum sample requirement of 96 respondents which was rounded to 100 respondents (Riyanti et al, 2022). Data were collected through a closed-ended questionnaire measured on a five-point Likert scale (Zubaidi et al., 2025). Data were analyzed using PLS-SEM with SmartPLS. The outer model was evaluated using convergent validity, discriminant validity, and reliability tests, while the inner model was

assessed using R^2 and Q^2 values. Hypothesis testing was conducted through bootstrapping with a 5% significance level.

Respondent Characteristics

The characteristics of the respondents in this study are presented in Table 1.

Table 1.
Respondent Characteristics

No.	Criteria	Category	Frequency	Percentage (%)
1	Gender	Male	45	45
2		Female	55	55
3	Age	<17 Years	-	-
4		17-24 Years	60	60
5		25-32 Years	19	19
6		33-40 Years	15	15
7		>40 Years	6	6
8	Occupation	Student	38	38
9		Civil Servant	14	14
10		Private Employee	40	40
11		Teacher	1	1
12		Healthcare Worker	1	1
13		Accountant	1	1
14		Banker	2	2
15	Freelancer	3	3	

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

Based on Table 1, the majority of respondents were female. Most respondents were aged 17–24 years, indicating that Fore Coffee Gayamsari consumers are predominantly from the younger age group. In terms of occupation, the largest proportion of respondents were private employees, followed by students. This suggests that the outlet is mainly visited by young consumers with active professional or academic backgrounds.

Results and Discussion

Outer model

The results of the analysis are presented in Figure 2:

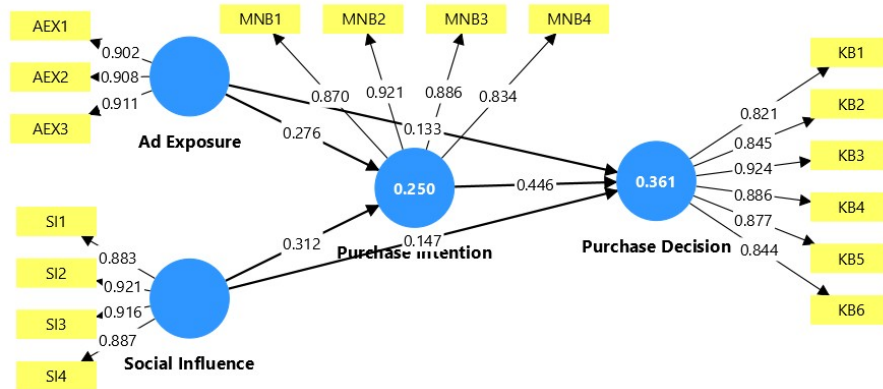


Figure 2. Final Result

The result of the validity and reliability tests are presented in Table 2:

Table 2. Construct Validity dan Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Ad Exposure	0.893	0.904	0.933	0.823
Purchase Decision	0.934	0.944	0.948	0.751
Purchase Intention	0.901	0.904	0.931	0.771
Social Influence	0.924	0.932	0.946	0.813

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

Convergent Validity

The results of the validity and reliability tests are presented in Table 2. All constructs demonstrate good reliability, as indicated by Cronbach's alpha and composite reliability values exceeding the recommended threshold of 0.70 (Hair et al., 2021). Convergent validity was evaluated using outer loading and Average Variance Extracted (AVE). The results show that all indicators have outer loading values above 0.70 and AVE values above 0.50, indicating that all constructs meet the criteria for convergent validity.

Discriminant Validity

Discriminant validity was assessed using the cross loading criterion. A construct is considered to have good discriminant validity when each indicator loads higher on its associated construct than on other constructs (Riyanto & Setyorini, 2024).

Table 3. Discriminant Validity (Cross Loading)

Indicator	Ad Exposure	Social Influence	Purchase Intention	Purchase Decision
AEX1	0.902	0.365	0.320	0.318
AEX2	0.908	0.405	0.434	0.373
AEX3	0.911	0.423	0.357	0.341
SI1	0.443	0.883	0.337	0.295
SI2	0.367	0.921	0.434	0.355
SI3	0.435	0.916	0.419	0.413
SI4	0.346	0.887	0.362	0.362
MNB1	0.343	0.423	0.870	0.525
MNB2	0.385	0.396	0.921	0.493
MNB3	0.348	0.379	0.886	0.521
MNB4	0.380	0.318	0.834	0.441
KB1	0.310	0.185	0.378	0.821
KB2	0.319	0.349	0.525	0.845
KB3	0.416	0.367	0.542	0.924
KB4	0.367	0.448	0.470	0.886
KB5	0.308	0.349	0.574	0.877
KB6	0.245	0.337	0.403	0.844

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

Based on Table 3, all reflective indicators have loading value above 0.70 on their respective constructs and lower cross loading on other constructs. This indicates that each construct is empirically distinct. Therefore, discriminant validity is established.

Reliability Test

According to Hair et al., (2021) a construct is considered reliable if it has a Composite Reliability (CR) value of ≥ 0.70 . Based on Table 2, all constructs meet the reliability criteria, as indicated by Composite Reliability value above 0.70 in accordance with the recommended threshold.

Inner Model

R-square (R^2)

The results of the R-square (R^2) test are presented in table 4:

Table 4. R-square (R^2)

Variable	R-square	Conclusion
Purchase Intention	0.250	Weak Model
Purchase Decision	0.361	Weak Model

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

The R-square (R^2) results are presented in Table 4. R^2 indicates the extent to which independent variables explain the dependent variables (Hair et al., 2021). The results show that Ad Exposure and Social Influence explain the variance of Purchase Intention, while Ad Exposure, Social Influence, and Purchase Intention explain the variance of Purchase

Decision. Overall, the model demonstrates weak explanatory power, indicating that a considerable portion of variance may be influenced by other factors outside the research model.

Q-Square (Q²)

The results of the Q-square (Q²) test are presented in table 5:

Table 5. Q-Square

Variable	Q ² Predict
Purchase Intention	0.206
Purchase Decision	0.165

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

The Q² value was obtained through the blindfolding procedure. According to Hair et al., (2021) a model has predictive relevance if Q² > 0. The results show that Purchase Intention has a Q² value of 0.206 and Purchase Decision has a Q² value 0.165. Since both values are greater than zero, the model has predictive ability is limited and may be influenced by other factors outside the study.

Hypothesis

The result of direct effect hypothesis testing are presented in Table 6:

Table 6. Path Coefficient

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
Ad Exposure -> Purchase Decision	0.133	0.135	0.098	1.360	0.174	Rejected
Ad Exposure -> Purchase Intention	0.276	0.275	0.117	2.363	0.018	Accepted
Purchase Intention -> Purchase Decision	0.446	0.450	0.084	5.321	0.000	Accepted
Social Influence -> Purchase Decision	0.147	0.149	0.091	1.611	0.107	Rejected
Social Influence -> Purchase Intention	0.312	0.320	0.099	3.146	0.002	Accepted

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

The results of hypothesis testing in Table 6 indicate that Ad Exposure does not significantly affect Purchase Decision. However, Ad Exposure significantly affects Purchase

Intention, and Purchase Intention significantly affects Purchase Decision. Similarly, Social Influence significantly affects Purchase Intention but does not significantly affect Purchase Decision. Therefore, H2, H3, and H5 are accepted, while H1 and H4 are rejected.

The results of the indirect effect testing using the bootstrapping technique to examine the indirect influence of Ad Exposure and Social Influence on Purchase Decision through Purchase Intention as an intervening variable can be seen in Table 7:

Table 7. Indirect Effect

Variable	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
Ad Exposure -> Purchase Intention-> Purchase Decision	0.123	2.077	0.038	Accepted
Social Influence -> Purchase Intention-> Purchase Decision	0.139	2.782	0.005	Accepted

Source: Primary data processed using SmartPLS 4.1.1.6, 2025

The results of indirect effect testing in Table 7 indicate that Purchase Intention significantly mediates the relationship between Ad Exposure and Purchase Decision. Similarly, Purchase Intention also significantly mediates the relationship between Social Influence and Purchase Decision.

Discussion

The effect of Ad Exposure on Purchase Decision

The results show that Ad Exposure does not significantly affect Purchase Decision, with a path coefficient of 0.133, a t-statistic of 1.360, and a p-value of 0.174. This indicates that Fore Coffee advertisements have not directly encouraged consumers to make purchasing decisions. According to the Stimulus–Organism–Response (S-O-R) theory, ad exposure functions as a stimulus that influences internal consumer processes before generating a behavioral response. According to the S-O-R framework, external stimuli do not always directly produce behavioral responses. Instead, stimuli often influence consumers' internal psychological states, such as purchase intention, before leading to actual purchase decisions. This perspective suggests that marketing stimuli may have weaker direct effects on behavioral responses because their influence is often mediated by consumers' internal cognitive and affective evaluations (Eroglu et al., 2001; Bagozzi, 1986 in Kexin et al., 2023). However, in this study, the advertising stimulus may not have been strong enough to directly produce a purchase decision. This finding is consistent with Annisa et al., (2025), who found that advertising did not significantly influence purchase decisions. However, it contradicts the findings of Hermawati & Nugroho, (2025), who reported a positive and significant effect of advertising on purchase decisions. These differences may be explained by variations in respondent characteristics, advertising intensity, and the effectiveness of advertising messages.



The Effect of Ad Exposure on Purchase Intention

Based on the analysis results, Ad Exposure on Purchase Intention has a path coefficient of 0.276, with a t-statistic of 2.363 > 1.96 and a p-value of 0.018 < 0.05. This indicates that Ad Exposure has a positive and significant effect on Purchase Intention. The more frequently consumers are exposed to Fore Coffee advertisements, the higher their intention to purchase the product. This finding is consistent with previous studies by (Saputra et al., 2022) dan (Millenienbun & Tamburian, 2022) which found that advertising exposure has a positive and significant effect on purchase intention.

The Effect of Purchase Intention on Purchase Decision

The analysis shows that Purchase Intention on Purchase Decision has a path coefficient of 0.446, with a t-statistic of 5.321 > 1.96 and a p-value of 0.000 < 0.05. This result indicates that Purchase Intention has a positive and highly significant effect on Purchase Decision. In other words, the higher the consumers' intention toward Fore Coffee, the greater the likelihood that they will make a purchase. This finding is in line with Sari, (2020) and Rifky Stansyah et al., (2023) who found a positive and significant relationship between purchase intention and purchase decision.

The Effect of Social Influence on Purchase Decision

The results show that Social Influence does not significantly affect Purchase Decision, with a path coefficient of 0.147, a t-statistic of 1.611, and a p-value of 0.107. This indicates that social influence from others is not strong enough to directly encourage consumers to purchase Fore Coffee products. According to the Stimulus–Organism–Response (S-O-R) theory, social influence acts as an external stimulus that may first affect consumers' internal psychological processes before producing a behavioral response. According to the S-O-R framework, external stimuli do not always directly produce behavioral responses, as they often influence consumers' internal psychological states, such as purchase intention, before leading to actual purchase decisions (Eroglu et al., 2001; Bagozzi, 1986 in Kexin et al., 2023). Therefore, social influence may influence purchase decisions indirectly through internal evaluations rather than directly. This finding is consistent with Suyanto, (2024) , who also reported that social influence did not significantly affect purchase decisions. However, it contradicts the findings of Rendi (2023); Firdaus et al., (2025), who found a positive and significant relationship. These differences may be explained by variations in consumer characteristics and the level of trust in social influence sources.

The Effect of Social Influence on Purchase Intention

The analysis shows that Social Influence on Purchase Intention has a path coefficient of 0.312, with a t-statistic of 3.146 > 1.96 and a p-value of 0.002 < 0.05. This indicates that Social Influence has a positive and significant effect on Purchase Intention. The stronger the influence from friends, family, or the social environment, the higher the



consumers' intention to purchase Fore Coffee. This finding is similar to Stevani & Junaidi, (2021), who stated that influencers significantly affect purchase intention.

The Effect of Ad Exposure on Purchase Decision Mediated by Purchase Intention

The analysis results show that Ad Exposure affects Purchase Decision through Purchase Intention, with a path coefficient of 0.123, a t-statistic of 2.077 > 1.96, and a p-value of 0.038 < 0.05. This finding is consistent with (Saputra et al., 2022; Astono, 2025), who found that advertising exposure significantly influences purchase intention. In addition, Sari, (2020) found a positive and significant relationship between purchase intention and purchase decision (Primadana & Sudaryanto, 2022) also supported that purchase intention can serve as a mediating variable in the relationship between advertising and purchase decision.

The Effect of Social Influence on Purchase Decision Mediated by Purchase Intention

The analysis shows that Social Influence affects Purchase Decision through Purchase Intention, with a path coefficient of 0.139, a t-statistic of 2.782 > 1.96, and a p-value of 0.005 < 0.05. This indicates that Social Influence has a positive and significant indirect effect on Purchase Decision through Purchase Intention. This finding is consistent with (Waluyo & Trishananto, 2021), who demonstrated that purchase intention mediates the effect of social influence on purchase decision. Therefore, Purchase Intention plays an important role in strengthening the influence of social factors on consumers purchase decisions of Fore Coffee.

CONCLUSION

This study concludes that Ad Exposure and Social Influence do not directly influence Purchase Decision. However, both Ad Exposure and Social Influence have a positive and significant effect on Purchase Intention, and Purchase Intention itself significantly influences Purchase Decision. These findings indicate that Purchase Intention plays an important mediating role in the relationship between Ad Exposure, Social Influence, and Purchase Decision. In other words, advertising exposure and social influence can only encourage purchase decisions when they first succeed in increasing consumers' purchase intention. Therefore, it is not merely the presence of advertising that affects consumer behavior, but the level and intensity of advertising exposure that shape purchase intention and ultimately lead to purchase decisions.

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