



# Digital Marketing Strategy on a Café During the Recovery from the Covid-19 Pandemic

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## ARTICLE INFO

### Article history:

Received Oct 07, 2022

Revised Oct 14, 2022

Accepted Nov 04, 2022

### Keywords:

Brand loyalty  
Brand sense scape  
Brand service scape  
Digital marketing  
Social media marketing

## ABSTRACT

The current Covid-19 pandemic has resulted in a decline in buying and selling activities. Some cafes have suffered material and immaterial losses, others have experienced massive layoffs, and others have gone bankrupt. In this case, the right digital marketing strategy is needed to deal with a deteriorating situation. This study aims to determine the effect of implementing digital marketing strategies through social commerce on cafes during the recovery period from the Covid-19 pandemic. This study uses a qualitative and quantitative approach. Interviews were conducted with two cafe managers in the city of Batam. The questionnaire is distributed using a disproportionate random sampling technique. The results show that Social media marketing, Brand Sense Scape, and Brand Service Scape significantly influence Brand Loyalty with an index of 92.8%, which can be concluded as a good category.

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## 1. INTRODUCTION

In this era of globalization, technological developments are increasing rapidly, which encourages every business actor to adapt more quickly to these changes. Especially during the Covid-19 pandemic, digital marketing is increasingly popular, and the government also requires every business actor to understand technology so businesses can continue to run (Marbun & Simanjuntak, 2021). The use of digital marketing provides convenience for both cafe owners and customers in making buying and selling transactions and promotions. This is one of the factors that many cafes have switched from conventional to digital marketing (Utari et al., 2021).

In Indonesia, the development of digital marketing has been outstanding, and this is due to the increasing number of internet users in Indonesia (APJII, 2022). A survey conducted by the Association of Indonesian Internet Service Users shows that the penetration and behavior of internet users in Indonesia are relatively increasing by 10% every year. In 2017, 210.026 million people were using the internet. Social commerce is a medium that can be used to maximize digital marketing strategies. Social commerce is the activity of selling products through social media. From product search, product

research and payment processing take place on social media platforms. As the number of Covid-19 cases increases, so does the use of social commerce in Indonesia. Most people who cannot do activities outside the home tend to use digital platforms to fulfill their daily needs (Aji Fatma Dewi, 2020).

Before the Covid-19 pandemic, cafes engaged in the culinary field were always packed with customers, both local customers and tourists. This is because the Batam city area is adjacent to Singapore and Malaysia. Of course, this is very profitable and is used by cafe owners in expanding their businesses.

The current Covid-19 pandemic has resulted in a decline in buying and selling activities. Some cafes suffered material and non-material losses; others had massive layoffs, while some went bankrupt (Fawaid, 2017). This is because, with the implementation of large-scale social restrictions (PSBB) to lock down, cafe owners are forced to decide between temporary closures or permanent closures. In this case, the right digital marketing strategy is needed to deal with a deteriorating situation. Therefore, researchers will research the effect of implementing digital marketing strategies through social media on cafes in Batam.

## 2. RESEARCH METHOD

### 2.1 Research Flow

The research begins with determining the problem formulation that will be studied further. In the second stage, the researcher will conduct interviews and distribute questionnaires simultaneously where the questions to be asked to follow the operational definition of the variable. The researcher will distribute the questionnaire using Google Forms with cluster disproportionate random sampling technique. In the third stage, the researcher will analyze the qualitative data using codification or grouping to get the number of each question indicator tested, such as quantitative data. Quantitative data analysis will be carried out with valid and reliable tests. The comparison results are then displayed empirically and followed by a holistic and comprehensive discussion. In the fourth stage, the researcher will determine the conclusions of the research that has been done (See Figure 1).

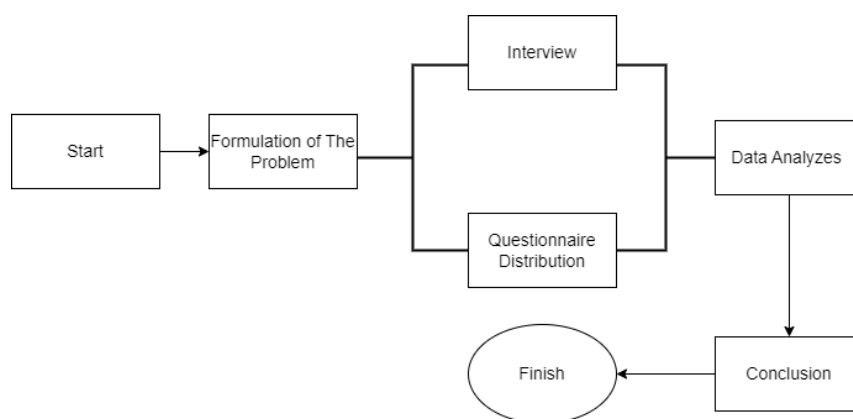


Figure 1. Research Flow

### 2.2 Regression Research Model

Based on the model obtained by (Mandagi & Aseng, 2021) to find out the effect of social media marketing (SMM) on brand loyalty. Brand sense scape mediates the relationship between social media marketing (SMM) and brand loyalty so that the better the perception of café visitors to brand sense scape, the stronger the influence of social

media marketing (SMM) on brand loyalty. The service scape brand mediates the relationship between social media marketing (SMM) and brand loyalty so that the better the perception of cafe visitors towards the service scape brand, the stronger the influence of social media marketing (SMM) on brand loyalty (See Figure 2).

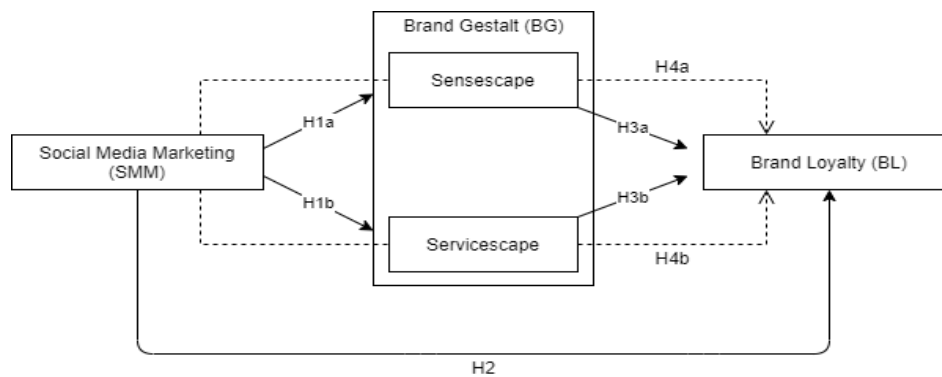


Figure 2. Research Model

Based on the research model, it can be concluded that 7 hypothesis formulations will be used in this study, namely:

- H1a: Social Media Marketing positively influences the brand sense scape.
- H1b: Social Media Marketing positively influences the brand service scape.
- H2: Social Media Marketing has a positive effect on brand loyalty.
- H3a: Brand sense scape has a positive effect on brand loyalty.
- H3b: Brand service scape has a positive effect on brand loyalty.
- H4a: Brand sense scape mediates the relationship between Social Media Marketing and brand loyalty.
- H4b: Brand service scape mediates the relationship between Social Media Marketing and brand loyalty.

### 2.3 Qualitative Data Collection

(Chandra Wicaksono et al., 2019) Recommended that interviews be conducted face-to-face or face-to-face using the telephone. There will always be personal contact. Therefore, the interviewer needs to understand the situation and conditions so that he can choose the time when to do the interview. To obtain the required qualitative data, the researcher will conduct a structured type of interview, namely by asking questions that have been prepared sequentially (Irawan, 2022). By using structured interviews, the writer will get the information he wants to know. Interviews will be conducted with 2 Café administrators in Batam using Whatsapp media, or if possible, done in a face-to-face meeting. The interview process is expected to be completed in 10-15 minutes. The questions that will be asked in this interview follow the operational definition of the variable while exploring additional information that may be used to enrich quantitative research instruments later. The results of the interviews will be analyzed to collect comparative data to test the results of quantitative data analysis.

### 2.4 Quantitative Data Collection

Based on the population census data carried out by the Central Statistics Agency, the total population of Batam City is 1,196,396 people (Badan Pusat Statistik, 2021), so the number of samples calculated using the Slovin formula with a 95% confidence level and 5% margin of error is 385.

$$n = \frac{N}{1+N(e^2)} \quad (1)$$

Information:

n: Sample size

N: Population size

$e^2$ : Percentage of slack that can still be tolerated

The author will use Google Forms to distribute the questionnaire. This is because Google Forms can make it easier for authors to create or collect data correctly and in real time. The questionnaire uses a linear scale from 1 to 5, where one can be interpreted as strongly disagree, and five means strongly agree (Marbun & Simanjuntak, 2021). Before the questionnaire was distributed to all respondents, the researcher took a sample of 30 respondents to test the validity of the questionnaire. After testing, the researcher will then distribute questionnaires to all respondents.

### 2.5 Qualitative Data Analysis

The author will analyze the results of interviews conducted previously through codification by grouping them into several answers to get numbers from each question indicator, which will then be tested as quantitative data.

### 2.6 Quantitative Data Analysis

Testing the quality of the data to be carried out consists of 2, namely validity and reliability. The validity test uses one of Pearson's formulas, namely Bivariate Pearson. This aims to test whether each question used can prove the measured factor. The data is declared valid if the  $r$  count exceeds the  $r$  table. The correlation coefficient significance test is carried out at a significance level of 0.05, meaning that the item is considered valid if it has a significant correlation with the total score (SÜRÜCÜ & MASLAKÇI, 2020). The reliability test used Cronbach's Alpha formula to measure the reliability of each variable used in the research questionnaire. This is because Cronbach's Alpha is the most widely used formula and can detect inconsistent variables. The data is deemed reliable if Cronbach's Alpha exceeds 0.7 (Dewi, 2019).

Model hypothesis testing uses a structural equation modeling (SEM) approach. The reason for using SEM is its superiority in providing more meaningful and valid results in analyzing a complex pattern or relationship between several variables (Wang & Rhemtulla, 2021). Amos makes it possible to define, estimate, assess, and create models or path diagrams to show hypothesized relationships between variables. The applications to be used consist of IBM SPSS Statistics and Smart PLS. SPSS has a reasonably high statistical analysis capability and data management system in a graphical environment using descriptive menus and simple dialog boxes so that its use is easy to understand (Hidayah, 2020).

## 3. RESULTS AND DISCUSSIONS

### 3.1 Descriptive Statistics

Table 1 shows that there were 400 respondent data were analyzed. Respondents comprised 231, or 57.8% male, and 169, or 42.3% female. It can be concluded that the number of male respondents is greater than that of female respondents.

Table 1. Respondent's Results by Gender

Gender	Frequency	Percent
Male	231	57.8
Female	169	42.3
Total	400	100.0

Table 2 shows that the age range of respondents is divided into 12-17 years, 18-23 years, above 23 years, and under 12 years. The highest number of respondents is in the age range of 18-23 years or 56.5%, and the lowest number of respondents is in the age range under 12 years.

Table 2. Respondent's Results by Age

Age	Valid Percentage
Under 12 Years Old	15.5
12-17 Years Old	56.5
18-23 Years Old	25.3
Over 23 Years Old	2.8
Total	100.0

### 3.2 Validity & Reliability Test

The validity test was carried out for 17 questions, each showing that the factor value was more significant than 0.60 (Dewi, 2019). This shows that the questions in the questionnaire can be used because they are valid and can be used to measure research variables. Social Media Marketing, Brand Sense Scape, Brand Service Scape, and Brand Loyalty have Cronbach's Alpha results above 0.6 (Dewi, 2019), so it can be concluded that all of these variables are reliable.

### 3.3 Classic Assumption Test

#### a. Normality Test Results

Figure 3 is a standard P-P plot according to the analyzed data. The figure shows that the points are around the diagonal line, so it can be concluded that the residuals are normally distributed.

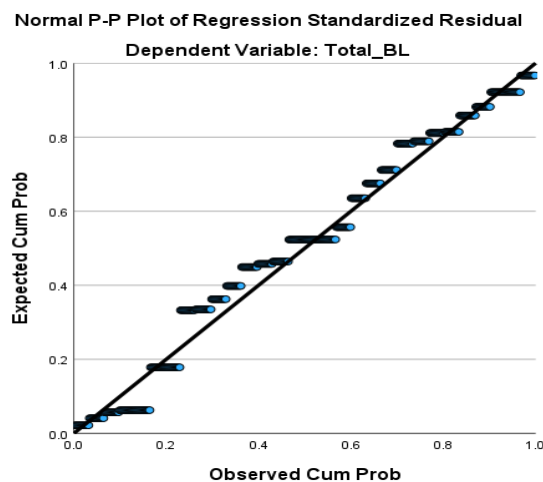


Figure 3. Normality Test Using P-P Plot

Based on the normality test results of the Kolmogorov Smirnov Test in Table 3, it can be seen that the Asymp. Sig (2-tailed) value is <0.0001 or less than 0.005, so it can be concluded that the residuals are not normally distributed.

Table 3. Kolmogorov Smirnov Test Results

		Unstandardized Residual
N		400
Normal Parameters	Mean	0.0000000
	Std. Deviation	0.76180152
Most Extreme Differences	Absolute	0.103
	Positive	0.103
	Negative	-0.102
Test Statistic		0.103
Asymp.Sig. (2-tailed)		<.001

b. Heteroscedasticity Test

Based on Figure 4, it can be seen that the dots do not form a particular pattern and are above and below zero. So it can be concluded that visually the assumption of homoscedasticity is fulfilled.

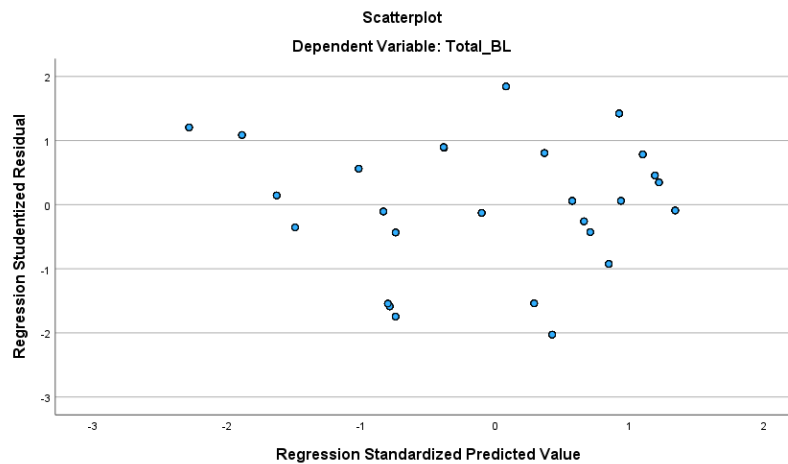


Figure 4 Heteroscedasticity Test Results Using Scatter Plot

c. Multicollinearity Test Results

Table 4 shows that each independent variable used does not correlate because each variable shows a VIF value below ten and a tolerance value above 0.1 (Hartati et al., 2020). This indicates that there is no strong correlation between the independent variables, so the relationship between the independent and dependent variables is not disturbed.

Table 4. Multicollinearity Test Results

Independent Variable	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Social Media Marketing	,174	5,734	There is no multicollinearity
Brand Sense Scape	,987	1,013	There is no multicollinearity
Brand Service Scape	,174	5,751	There is no multicollinearity

### 3.4 Hypothesis Test

a. R Square Test

Based on Table 5, it can be explained that the R Square adjusted value is 0.928, meaning that the independent variables, namely social media marketing, brand sense scape, and brand service scape, can explain the dependent variable, namely brand loyalty of 92.8%. In comparison, 7.2% is explained by other factors not included in the model. It can be concluded that cafes that have implemented social media marketing either by posting the latest information about the café or the facilities provided by the café to provide convenience for customers can increase customer loyalty to certain cafes.

Table 5. R Square Test Results

Model	Adjusted R Square	Std. Error of the Estimate
1	.928	.76468

## b. F Test

The testing criteria are: If the value of Sig > 0.05, then Ho is accepted Ha is rejected. If the value is Sig < 0.05, then Ho is rejected Ha is accepted Table (Hartati et al., 2020).

Table 6. F Test Results

Variable	Sig	Description
Brand Loyalty	<0,001	Significant

Table 6 shows a value of <0.001, so it can be concluded that Social Media Marketing, Brand Sense Scape, and Brand Service Scape simultaneously significantly affect Brand Loyalty.

## c. T Test

Partial hypothesis testing is done with several criteria. The testing criteria in question are: If tcount > ttable, or p-value < = 0.05, Ho is rejected, and Ha is accepted, meaning that the independent variable has a significant effect on the dependent variable. If tcount < ttable, or p-value > = 0.05, then Ho is accepted, and Ha is not accepted, meaning that the independent variable has no significant effect on the dependent variable (Hartati et al., 2020).

Table 7. T Test Results

Variable	Unstandardized Coefficients		t	sig.	Hypothesis
	B	Std. Error			
(Constant)	-4.526	0.376	1,050	0.264	
Total_SMM	0.129	0.035	4,766	<,001	Significant
Total_BSC	0.083	0.012	3,585	<,001	Significant
Total_BSR	0.985	0.037	-5,788	<,001	Significant

## a) Social Media Marketing Test Results

Social Media Marketing shows a value of 1 with a magnitude of 0.117 and a significance with a magnitude of <0.001. This figure is smaller than 0.05, so the first hypothesis can be accepted, meaning that there is a significantly positive influence on Brand Loyalty.

## b) Brand Sense Scape Test Results

Brand Sense scape shows a value of 1 with a magnitude of 0.097 and a significance with a magnitude of <0.001. This number is smaller than 0.05, so the second hypothesis can be accepted. This means that Brand Sense scape significantly positively affects Brand Loyalty.

## c) Brand Service Scape Test Results

Brand Service scape shows a value of 1 with a magnitude of 0.859 and a significance with a magnitude of <0.001. This figure is smaller than 0.05, so the third hypothesis can be accepted. This means that Brand Service scape significantly positively affects Brand Loyalty.

## 3.5 Structural Equation Modelling

## a. Outer Model Tes

There are two deleted variables, namely BSC1 and BSC3. The two variables must match the criteria and affect the testing phase. Table 8 shows that the relationship between indicators and variables is more significant than 0.06, so the questionnaire can be said to be valid.

Table 8. Outer Model Test Results

Correlation of Indicators with Variables	Outer Loading	Conclusion
SMM1 <- Social Media Marketing	0,720	Valid
SMM2 <- Social Media Marketing	0,684	Valid
SMM3 <- Social Media Marketing	0,655	Valid
SMM4 <- Social Media Marketing	0,861	Valid
SMM5 <- Social Media Marketing	0,780	Valid
BSC2 <- Brand Sense Scape	0,981	Valid
BSC4 <- Brand Sense Scape	0,990	Valid
BSR1 <- Brand Service Scape	0,808	Valid
BSR2 <- Brand Service Scape	0,755	Valid
BSR3 <- Brand Service Scape	0,760	Valid
BSR4 <- Brand Service Scape	0,847	Valid
BL1 <- Brand Loyalty	0,716	Valid
BL2 <- Brand Loyalty	0,906	Valid
BL3 <- Brand Loyalty	0,819	Valid
BL4 <- Brand Loyalty	0,906	Valid

## b. Average Variance Extracted Test

Table 9 shows that the values of all variables are above 0.50 (Muhtarom et al., 2022), so it can be concluded that there is no convergent validity problem in the tested model.

Table 9. Average Variance Extracted Test Results (AVE)

Variable	AVE	Conclusion
Social Media Marketing	0,553	Valid
Brand Sense Scape	0,972	Valid
Brand Service Scape	0,630	Valid
Brand Loyalty	0,706	Valid

## c. Inner Model Test

Table 10 shows the test results of the inner model consisting of direct effects and indirect effects between variables consisting of social media marketing, brand sense scape, brand service scape, and brand loyalty.

Table 10. Direct Effect Test Results

Effect	Sample Mean	P-Values	Conclusion
Brand Sense Scape -> Brand Loyalty	0,109	0,000	Significant Positive
Brand Service Scape -> Brand Loyalty	0,759	0,000	Significant Positive
Social Media Marketing -> Brand Loyalty	0,187	0,000	Significant Positive
Social Media Marketing -> Brand Sense Scape	0,199	0,000	Significant Positive
Social Media Marketing -> Brand Service Scape	0,925	0,000	Significant Positive

Based on Table 10, the hypotheses that can be concluded are as follows

## a) Hypothesis 1

The results show that brand sense scape has a direct effect on brand loyalty with a sample mean of 0.109 and P-Values 0.000, so it can be concluded that brand sense scape has a significant positive effect on brand loyalty. It can be interpreted that the more positive the customer's perception of a cafe, the higher the customer loyalty to the café.

## b) Hypothesis 2

The results show that the brand service scape has a direct effect on brand loyalty with a sample mean of 0.759 and P-Values 0.000, so it can be concluded that the brand service scape has a significantly positive effect on

brand loyalty. It can be interpreted that the better the physical environment of a café, be it ambient conditions, spatial layout, or functionality, making it easier to communicate and improve customer mood, the higher customer loyalty to the café will be.

c) Hypothesis 3

The results show that social media marketing has a direct effect on brand loyalty with a sample mean of 0.187 and P-Values 0.000, so it can be concluded that social media marketing has a significantly positive effect on brand loyalty. It can be interpreted that social media content is exciting and makes it easy for customers to get the latest information about cafes so that customer loyalty will be maintained.

d) Hypothesis 4

The results show that social media marketing has a direct effect on brand sense scape with a sample mean of 0.199 and P-Values 0.000, so it can be concluded that social media marketing has a significantly positive effect on brand sense scape. It can be interpreted that interesting social media content and the ease of obtaining café information make customer perceptions of the café better.

e) Hypothesis 5

The results show that social media marketing has a direct effect on the brand service scape with a sample mean of 0.925 and P-Values 0.000, so it can be concluded that social media marketing has a significant positive effect on the brand sense scape. It can be interpreted that interesting social media content regarding a cafe's physical location and facilities can increase customers' mood to visit the café.

Table 11. Indirect Effect Test Results

Effect	Sample Mean	P-Values	Conclusion
Social Media Marketing -> Brand Service Scape -> Brand Loyalty	0,702	0,000	Significant
Social Media Marketing -> Brand Sense Scape -> Brand Loyalty	0,022	0,000	Significant

Based on Table 11, the hypotheses that can be concluded are as follows:

a) Hypothesis 6

The results show that social media marketing on brand loyalty mediated by brand service scape shows a sample mean of 0.702 and P-Values 0.000. They were mediated by brand service scape. This can be interpreted that the content uploaded on social media by cafes in Batam City regarding the cafe's physical environment attracts customers' attention so that loyalty to the café can be formed. It can be concluded that the indirect relationship between social media marketing to brand loyalty has a positive and significant influence and is thriving.

b) Hypothesis 7

The results show that social media marketing on brand loyalty mediated by brand sense scape shows a sample mean of 0.022 and a P-Values of 0.000. It can be concluded that the indirect relationship between social media marketing to brand loyalty has a positive and significant influence and is thriving. They were mediated by brand sense scape. This can be interpreted that the application of social media marketing is one of the determinants of customer perceptions of the good or bad of a cafe so that customers become loyal to certain cafes and give a positive assessment.

### 3.6 Qualitative

The data displayed in this section results from interviews with cafe managers in Batam City. Based on the information obtained from research activities involving two cafes, it can be shown as follows.

#### a. Results of Interview with Namii Café

The following are the results of interviews conducted with Ms. Micel, the administrator of the Namii cafe. The questions asked consisted of 5 questions as follows:

##### a) First question

Question: "What do you think causes customers to keep visiting this café?"  
Answer: "The first reason is that our food and drinks are delicious because we use good quality ingredients, after that the prices we provide to customers are more affordable, not too expensive, and of course, we want to create a comfortable and clean atmosphere when customers come. The café design we made also has various choices such as sofa seating and wooden chairs because sometimes customers come in groups or just the two."

##### b) Second Question

Question: "Why did you set up a café in this area?"

Answer: "I think the location I have chosen is very strategic. I have surveyed other places too. Nevertheless, it turns out that the location I have chosen now is more strategic to make it easier for customers to reach our café."

##### c) Third Question

Question: "What social media marketing strategy do you use to attract customers' attention?"

Answer: "I use social media, so with this social media, I always post interesting content such as promotional content, there are buy one get one, there are buy free meal packages. So with content like that, it can attract customers' attention."

##### d) Fourth Question

Question: "How do you think customers can find out about this café?"

Answer: "As I said earlier, yes, through social media because we often apply posts on social media. Secondly, of course, word of mouth, where customers who have come before telling their friends or relatives that our café is perfect."

##### e) Fifth Question

Question: "What makes this cafe so busy?"

Answer: "customer perception, so far, the customer's perception of our café is excellent. So that customers who have come before refer to their acquaintances."

#### b. Results of Interview With Café Adek

The following are the results of interviews conducted with Mr. Budi, the administrator of Café Adek. The questions asked consisted of 5 questions as follows:

##### a) First Question

Question: "What do you think causes customers to keep visiting this café?"

Answer: "In my opinion, because the cafe environment is quite relaxed, customers feel more comfortable sitting longer. Then, the food and drinks we sell are reasonably priced. We also often provide buy-one-get-one promotions for the drinks we sell."

##### b) Second Question

Question: "Why did you set up a café in this area?"

Answer: "Because the location is in the center of the city where the population is enormous, this will be very beneficial for food and beverage sellers like me."

##### c) Third Question

Question: "What social media marketing strategy do you use to attract customers' attention?"

Answer: "We are more active on social media so that people know about the existence of our café. Sometimes we also often give giveaways in the form of meal vouchers. In implementing social media marketing, we have also made a schedule to determine what needs to be done.

d) Fourth Question

Question: "How do you think customers can find out about this café?"

Answer: "most likely through social media, then through customer referrals who have come here."

e) Fifth Question

Question: "What makes this cafe so busy?"

Answer: "In my opinion, because this cafe has a comfortable atmosphere, many people like to hang out here.

#### 4 CONCLUSION

Social media marketing is critical in realizing customer brand loyalty to certain cafes, directly or indirectly. Through the research that has been done, it can be concluded that social media marketing, brand sense scape, and brand service scape affect brand loyalty as much as 92.8%, so cafes that have implemented social media marketing either by posting the latest information about cafes or the facilities provided by the café to provide comfort for customers. This can increase customer loyalty to certain cafes. The results of interviews with cafe administrators also show the importance of implementing social media marketing as a means to communicate with customers. In addition, exciting content is also able to make the customer's perception of the café better.

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