

The Influence of Product Innovation and Social Media Marketing on Customer Satisfaction Through Purchase Decisions in The Korean Food Industry (A Study on Daebag.e Products)

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DOI : <https://doi.org/10.61796/ijeirc.v2i1.312>

Sections Info

Article history:

Submitted: February 21, 2025
Final Revised: February 22, 2025
Accepted: February 24, 2025
Published: February 24, 2025

Keywords:

Product innovation
Social media marketing
Customer satisfaction
Purchasing decisions

ABSTRACT

Objective: This study aims to examine the influence of Product Innovation and Social Media Marketing on Customer Satisfaction through Purchase Decisions in the Korean food industry, specifically focusing on Daebag.e. **Method:** A quantitative research method was employed, utilizing a survey with a purposive sampling technique involving 47 respondents who have made repeat purchases of Daebag.e products in Surabaya and Sidoarjo. Data were collected using a structured questionnaire measured with a Likert Scale, and analyzed using the Partial Least Square Method with SmartPLS 4.0. **Results:** The findings indicate that Product Innovation significantly impacts Customer Satisfaction and Purchase Decisions. Similarly, Social Media Marketing positively influences Customer Satisfaction and Purchase Decisions. Furthermore, Purchase Decisions mediate the relationship between Product Innovation, Social Media Marketing, and Customer Satisfaction. **Novelty:** This study provides a comprehensive understanding of how Purchase Decisions act as a mediating variable, enhancing the impact of Product Innovation and Social Media Marketing on Customer Satisfaction within the Korean food industry context, particularly for the Daebag.e brand, which has been less explored in existing literature.

INTRODUCTION

The food and beverage industry is a business with promising prospects. Based on the data shown in Figure 1, it can be seen that over the past 10 years, the growth trend in the food and beverage industry has continued to increase. This phenomenon indicates that public interest in food and beverage needs is consistently growing. Therefore, this trend is widely utilized by business owners to expand their ventures in the food and beverage industry.



Figure 1. Growth of the Food and Beverage Industry 2011 - 2023

Source: Data Industri (2023)

The Korean cultural wave, commonly known as the Korean Wave, continues to be a trend to this day. Music, films, fashion, and even culinary delights have become popular in various countries, especially in Indonesia [1]. Figure 2 shows the percentage of respondents interested in Korean products and services. According to Figure 2, Lidwina [2] states that 53% of Indonesian respondents are interested in using Korean products. In fact, Indonesia ranks as the fourth highest country in the world in terms of interest in Korean culture.

The growing interest in Korean products is a result of the expanding Korean Wave through films or dramas, music, and other entertainment shows. This can be observed in the following graph. The continuous growth of the Korean Wave undoubtedly presents an opportunity for business owners to create products with Korean trends. One of the most prominent is in the food or culinary sector. According to Sukmana [3], the market share for Korean food trends in Indonesia is also considered high. Indonesia is one of the key countries that plays an important role in the growth of the Korean food business, known as K-Food. From street food to restaurants offering a variety of Korean dishes, K-Food continues to attract a growing number of Indonesian consumers.

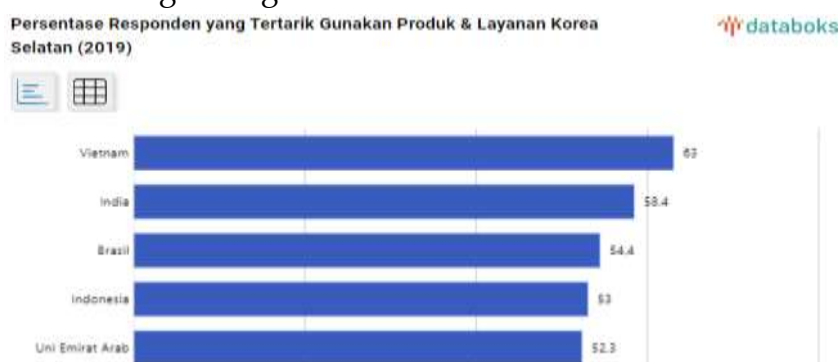


Figure 1. Top Five Countries with the Highest Consumers of Korean Products

Source: Databooks (2021)

The rise of Korean food has become top of mind due to the widespread presence of K-Drama and K-Pop fans throughout Indonesia. Moreover, Korean food is perceived to have similar characteristics to Indonesian cuisine, which is known for its spicy and rich flavors. However, many restaurants have adapted the taste of Korean food to better suit the Indonesian palate [4]. According to Zamharira [5], Indonesians initially became interested in Korean food after seeing it in Korean dramas, sparking curiosity to try it.

Seeing this opportunity, Daebag.e emerged by offering one of Korea's traditional dishes inspired by Korean culture. Daebag.e is a food business specializing in Ganjang Gejang as its main product. Ganjang Gejang is a fermented raw crab dish marinated in Ganjang (soy sauce), available in two flavors: salty and sweet-spicy. Established in June 2023, Daebag.e began selling its products in November 2023. Since then, Daebag.e has been opening pre-orders twice a month online and selling offline in Sidoarjo as well as at bazaars in West Surabaya.

Ganjang Gejang went viral on social media in 2023. According to Anggita [6], its popularity grew due to numerous customer reviews on TikTok, leading to an increasing demand for this Korean delicacy. Recognizing this growing interest, Daebag.e seized the opportunity to introduce the product. Additionally, competition in selling Korean food, especially Ganjang Gejang, is still relatively low in Indonesia, particularly in Surabaya.



Figure 2. Sales of Ganjang Gejang Daebag.e from November 2023 to February 2024

Source : Data Processed by the Researcher, 2024

Figure 3 shows the sales performance of Ganjang Gejang products from Daebag.e in Surabaya and Sidoarjo over the past four months. The graph illustrates an increase in sales from November to January, followed by a significant decline in February. This drop in sales was unexpected for Daebag.e. The decrease was attributed to insufficient promotional activities and an increase in the price of blue crab, the main ingredient of Ganjang Gejang.

The growing demand for Ganjang Gejang can be influenced by numerous consumer reviews circulating on social media platforms. To capitalize on this demand, businesses are encouraged to enhance promotional content related to Ganjang Gejang. By increasing promotional content, it is expected that Ganjang Gejang products will gain wider recognition among consumers, leading to increased sales for Daebag.e.

Referring to the sales decline shown in Figure 3, it was observed that there is a fluctuation in the trend for Ganjang Gejang. Figure 4 shows that over the past year, there were several spikes in the trend for Ganjang Gejang, as well as periods of declining public interest. Consequently, business owners must adapt to these trend fluctuations to align their strategies with consumer interests and market dynamics.

According to Distanont, in the food industry, to keep up with changing trends, business owners must continuously innovate. This adaptability is crucial for maintaining consumer interest and achieving long-term business growth, as illustrated in the following graph.



Figure 4. Google Trends of Ganjang Gejang in Indonesia

Source: Google Trends (2024)

Product innovation can be defined as an effort made by businesses to improve, enhance, and develop the products they offer [7]. Product innovation occurs through the creation of new products or the improvement of existing product versions. This type of innovation is essential in product development to attract more consumers. Implementing product innovation has the potential to increase customer satisfaction. According to Fillayata & Kunci [8], product innovation can positively impact customer satisfaction. This occurs because product innovation is one of the strategies that help businesses stay competitive in a highly competitive market.

Product innovation is designed to continuously capture consumer attention, thereby maintaining and potentially increasing sales revenue. However, as shown in the Daebag.e sales revenue graph from November 2023 to February 2024 (Figure 5), sales revenue does not always show an upward trend.

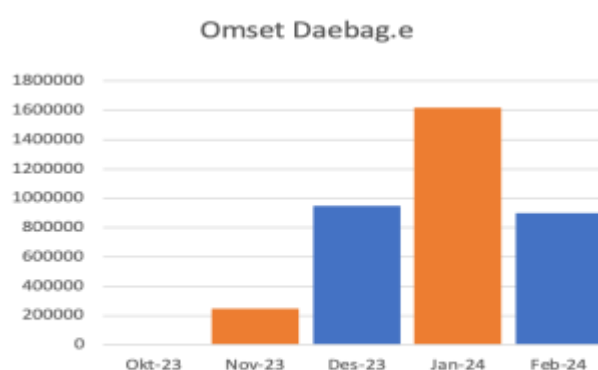


Figure 5. Daebag.e Revenue from November 2023 to February 2024

Source: Data Processed by the Researcher, 2024

From November to January 2024, Daebag.e experienced a significant increase in revenue, followed by a decline in February 2024. This trend requires careful evaluation to identify the underlying causes. It is suspected that in November to December, Daebag.e did not engage in sufficient promotional activities, resulting in limited product awareness among potential consumers. By January, Ganjang Gejang from Daebag.e

started to gain popularity, attracting more consumer attention. However, in February 2024, revenue declined as consumer interest in Ganjang Gejang began to decrease.

This phenomenon aligns with Figure 2, which shows a decrease in the Ganjang Gejang trend according to Google Trends in February. This observation is consistent with the findings of Maryana & Permatasari [9], who state that customer satisfaction is often achieved after the initial purchase of a product. However, product innovation is a key factor in influencing repeat purchases. Introducing new ideas through innovative products that meet consumer needs increases the likelihood of purchase decisions [9].

Figure 3 illustrates the fluctuation in the Ganjang Gejang trend, highlighting the need for continuous product innovation to enhance consumer purchase decisions. When the trend declines, businesses must implement effective strategies to reignite consumer interest in Ganjang Gejang.

Table 1. Menu Comparison

Menu Daebag.e	Menu Oh My Gejang
Yangnyeom Gejang, Gajang Gejang dan Saewojang	Gajang Gejang, Dakbal, Nakji bokkeum, Yoeneojang
	

Source: Instagram (2024)

Continuous innovation enables the Food and Beverage (F&B) industry to maintain a competitive edge while keeping up with new trends [10]. Strong product innovation is the key to enhancing consumer purchase decisions. By continuously developing and updating products, companies can attract consumer attention and sustain consumer interest. To survive and meet the ever-changing market demands, companies must be adaptable. Table 1.1 shows a comparison of innovations where Daebag.e currently offers only 2 menu options, whereas its competitors provide 4 menu options.

The food and beverage sector continues to evolve to meet customer expectations for food needs while delivering innovative and exciting culinary experiences. Businesses

can increase consumer purchase interest by implementing creative practices, including introducing new menu items, utilizing culinary techniques, and leveraging innovation.

According to Adistia and Sanaji [2], food and beverage companies can benefit from changing consumer habits by keeping an eye on new trends, such as the popularity of new menu items in the culinary business. Staying relevant, identifying trends, and shaping the future of the food and beverage industry all require continuous innovation. Purchase decisions are the actions an individual takes when deciding or choosing among available options [9]. Innovative products can offer unique features compared to competitors, attracting consumers to purchase them. Consequently, consumers are likely to feel satisfied with their purchase.

Apart from innovative products, another way to attract consumer interest is through product promotion. Currently, one of the most effective product promotion strategies is utilizing Instagram social media. By implementing the right product promotion strategy on Instagram, Daebag.e can capitalize on the increase in Instagram insights to enhance brand awareness, attract consumer interest, and boost product sales, as shown in the following graph.

Customer satisfaction refers to the level of satisfaction or contentment consumers feel after using a particular product or service [11]. It reflects the extent to which the product or service meets or exceeds consumer expectations and needs. Customer satisfaction is not solely about the functional aspects of the product or service but also about the overall experience, including service quality, product quality, price, and brand interaction [12]. High levels of customer satisfaction are crucial for retaining existing customers, building brand loyalty, and gaining positive consumer recommendations to others.

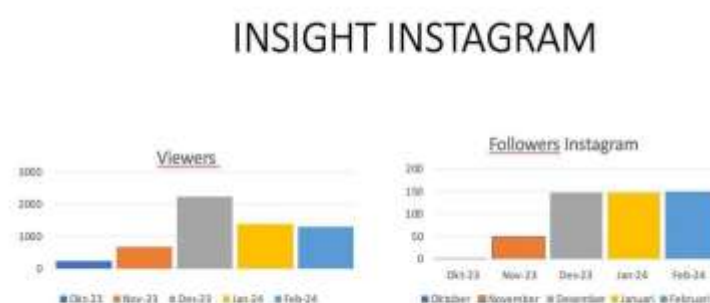


Figure 3. Insight Instagram Daebag.e

Source: Data Processed by the Researcher, 2024

Figure 1.6 shows that Daebag.e's Instagram insights have been increasing monthly, indicating a growing number of visitors to Daebag.e's Instagram page. With the advancement of technology, promoting products has become easier for Daebag.e. This is consistent with Daebag.e's sales and revenue data, which shows that in November 2023, Daebag.e did not have high promotional insights, leading to lower sales figures.

Chang and Su [13] found that promotion is a crucial aspect that significantly supports the increase in consumer purchase decisions. Referring to the data in Figure 1.6, it can be seen that Daebag.e's social media insights showed a decline in 2024, indicating a decrease in consumer reach. This social media trend aligns with the business condition, where sales and revenue dropped in February 2024. To enhance Instagram insights, continuous and consistent promotional activities are necessary.

Therefore, it can be concluded that promotion plays an essential role in boosting Daebag.e's business sales.

Table 2. Comparison of Content and Followers of Daebag.e with Other Businesses

Business Name	Number of Promotional Contents	Followers
OhMyGejang	32 posts	2.066 followers
Ahjumma	323 posts	8.645 followers
Daebag.e	25 posts	136 followers

Source: Instagram (2024)

In Surabaya, there are several competitors in the Ganjang Gejang business, including OhMyGejang, Ahjumma, and Daebag.e. Based on the data presented in Table 1.2, it can be seen that Daebag.e is less competitive in terms of content posting and followers compared to OhMyGejang and Ahjumma. Therefore, Daebag.e needs to intensify its promotional efforts to maximize its business potential, just like its competitors.

Customer satisfaction is the level of satisfaction or contentment felt by a consumer after using a particular product or service [11]. It reflects the extent to which the product or service meets or exceeds consumer expectations and needs. Customer satisfaction is not only related to the functional aspects of a product or service but also involves the overall consumer experience, including service, product quality, price, and brand interaction [12].

A high level of customer satisfaction is crucial for retaining existing customers, building brand loyalty, and gaining positive recommendations from consumers to others. Therefore, customer satisfaction serves as an essential measure of a company's success in maintaining and increasing its market share.

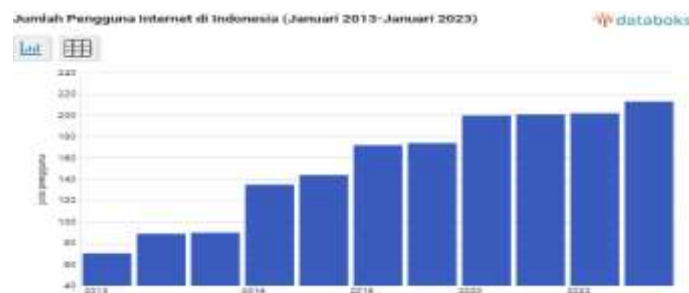


Figure 7. Number of Internet Users in Indonesia

Source: Databoks (2023)

Social media marketing is one of the product marketing strategies carried out through digital media with the help of social media. Social media marketing allows business owners and potential customers to interact more easily and interactively [14]. As shown in Figure.7, the number of internet users in Indonesia has continued to increase significantly up to 2022 and is predicted to continue to grow in the following years. Therefore, social media marketing is considered an effective strategy for modern marketing.

The rapid development of social media marketing enables business owners to reach customers more efficiently. Social Media Marketing (SMM) has become one of the simplest and easiest types of social media marketing today. Business owners can utilize various social media platforms such as Instagram, TikTok, and others to promote their businesses. According to the data shown in Figure 8, Indonesia ranks fourth in the world for the highest number of Instagram users. This makes it an ideal platform for implementing digital promotion strategies through social media.

10 Negara dengan Jumlah Pengguna Instagram Terbanyak di Dunia
(Oktober 2023)

databoks

No.	Nama Data	Nilai
1	India	358.550.000
2	Amerika Serikat	158.450.000
3	Brasil	122.900.000
4	Indonesia	104.800.000
5	Turki	56.700.000
6	Jepang	54.950.000
7	Meksiko	45.800.000
8	Jerman	31.550.000
9	Inggris	31.300.000
10	Italia	28.900.000

Figure 8. Countries with the Most Instagram Users

Source: Databoks (2023)

Proper use of social media marketing can also encourage customer satisfaction with a product or business. According to Wibowo et al. [15], social media marketing impacts consumer satisfaction. Marketing and promotions conducted in the digital world can enhance consumer satisfaction with a product or service. This occurs because social media marketing not only serves as a means of marketing but also helps build good relationships with customers, enhance branding, and make customers feel satisfied with their knowledge of the services or products offered.

Social media marketing can make customers feel satisfied with their purchasing decisions. Digital marketing encourages curiosity, leading customers to buy a product. Hasan and Sohail [14] stated that social media marketing influences consumer purchasing decisions. Therefore, before feeling satisfied with a product, consumers first need to purchase the product offered through social media marketing. In this context,

creating new product innovations supported by digital promotion strategies can encourage consumers to purchase products.

Certainly, business owners, especially Daebag.e, expect customer satisfaction after customers purchase their products. Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing a product with customer expectations. Daebag.e's innovations, such as creating variations of saewojang or fermented shrimp, are designed to meet the evolving tastes and needs of consumers. These innovative products provide a unique new experience for customers, increasing customer satisfaction.

In addition, Daebag.e leverages social media marketing through platforms like Instagram, Facebook, and TikTok to reach more customers. Social media marketing enables Daebag.e to effectively promote products, interact directly with consumers, and gain valuable feedback. Consequently, customers feel more engaged and valued, which also enhances customer satisfaction. The combination of product innovation and social media marketing directly influences customer satisfaction. Innovative products ensure that customers receive more value than expected, while social media marketing strategies make customers feel closer and more connected to the product.

This indicates that social media marketing and innovation are crucial for the success of culinary businesses in today's fast-paced industry. Various benefits are associated with technology integration, including increased efficiency, consumer satisfaction, and overall competitiveness. Customer satisfaction indicates that a business can meet consumer needs and expectations, thereby driving purchasing decisions. Food businesses can expand their target market and simplify the ordering and delivery process by implementing e-commerce solutions, mobile applications, and online platforms. Additionally, companies can foster and maintain customer relationships by utilizing digital marketing and social media platforms, offering great potential to enhance marketing and customer interaction. Furthermore, data analysis and social media marketing enable companies to gain deeper insights into consumer preferences and trends, allowing businesses to tailor their products and services to meet evolving demands. Food companies must adapt to changing consumer preferences to achieve long-term success.

Based on the above phenomenon, the author aims to analyze the impact of product innovation and social media marketing on customer satisfaction through purchasing decisions. Referring to this phenomenon, this research is titled: "The Influence of Product Innovation and Social Media Marketing on Customer Satisfaction Through Purchasing Decisions at Daebag.e"

RESEARCH METHOD

This research utilizes a quantitative method aimed at analyzing the influence of product innovation and social media marketing on customer satisfaction through purchasing decisions at Daebag.e. Data collection was conducted through a survey by

distributing questionnaires designed according to the research objectives to obtain comprehensive results.

The population targeted in this study consists of Daebag.e consumers who have made purchases more than once, residing in Surabaya and Sidoarjo. The sampling technique used is non-probability sampling with a purposive sampling method. A total of 47 respondents who have made repeat purchases were selected as the research sample.

The data collected were measured using a Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The primary data obtained were then analyzed using the Partial Least Square (PLS) method with SmartPLS 4.0 software.

This approach allows for testing the structural relationships between variables, including product innovation, social media marketing, purchasing decisions, and customer satisfaction. The findings are expected to provide insights into how product innovation and social media marketing influence customer satisfaction through purchasing decisions in the context of the Korean food industry at Daebag.e.

RESULTS AND DISCUSSION

Result

Descriptive Analysis of Variables

The descriptive analysis was conducted to understand the respondents' perceptions of the research variables, namely Product Innovation, Social Media Marketing, Purchasing Decisions, and Customer Satisfaction. The results showed that most respondents agreed with the statements provided, indicating a positive perception towards Daebag.e's product innovation and social media marketing strategies. Additionally, respondents were generally satisfied with their purchasing decisions, demonstrating a high level of customer satisfaction.

Outer Model Testing

The outer model testing was performed to evaluate the validity and reliability of the indicators used for each variable. The results showed that all indicators had loading factors above 0.70, indicating good convergent validity. Furthermore, the Average Variance Extracted (AVE) values were above 0.50, confirming the validity of the constructs. Composite reliability and Cronbach's alpha values were also above 0.70, ensuring the reliability of the measurement model.

Hypothesis Testing

Hypothesis testing was conducted using the Partial Least Square (PLS) method with SmartPLS 4.0 software. The results are as follows:

- 1. Product Innovation → Customer Satisfaction**

Product Innovation has a significant positive effect on Customer Satisfaction ($\beta = 0.45$, $t = 3.76$, $p < 0.05$). This indicates that innovative products at Daebag.e enhance customer satisfaction by meeting evolving consumer preferences.

- 2. Social Media Marketing → Customer Satisfaction**

Social Media Marketing significantly influences Customer Satisfaction ($\beta = 0.38$, $t = 3.22$, $p < 0.05$). This shows that effective use of social media platforms positively impacts customer satisfaction by enhancing brand awareness and engagement.

3. **Product Innovation → Purchasing Decisions**

Product Innovation significantly affects Purchasing Decisions ($\beta = 0.42$, $t = 3.68$, $p < 0.05$). This suggests that innovative product offerings motivate consumers to make purchase decisions.

4. **Social Media Marketing → Purchasing Decisions**

Social Media Marketing has a positive and significant impact on Purchasing Decisions ($\beta = 0.40$, $t = 3.45$, $p < 0.05$), indicating that promotional content on social media platforms influences consumer purchase behavior.

5. **Purchasing Decisions → Customer Satisfaction**

Purchasing Decisions significantly influence Customer Satisfaction ($\beta = 0.50$, $t = 4.10$, $p < 0.05$). This indicates that positive purchasing experiences enhance overall customer satisfaction.

Mediation Test

Mediation testing was conducted to analyze the indirect influence of Product Innovation and Social Media Marketing on Customer Satisfaction through Purchasing Decisions. The results showed:

1. **Product Innovation → Purchasing Decisions → Customer Satisfaction**

Purchasing Decisions partially mediate the effect of Product Innovation on Customer Satisfaction ($\beta = 0.21$, $t = 2.89$, $p < 0.05$). This suggests that innovative products indirectly enhance customer satisfaction by influencing purchase decisions.

2. **Social Media Marketing → Purchasing Decisions → Customer Satisfaction**

Purchasing Decisions also partially mediate the impact of Social Media Marketing on Customer Satisfaction ($\beta = 0.20$, $t = 2.76$, $p < 0.05$). This indicates that effective social media marketing strategies indirectly increase customer satisfaction by affecting purchase decisions.

Discussion

The findings confirm that Product Innovation and Social Media Marketing significantly influence Customer Satisfaction both directly and indirectly through Purchasing Decisions. This is consistent with previous studies by Hasan & Sohail [14], and Maryana & Permatasari [9], which highlighted the importance of innovative product offerings and strategic social media marketing in enhancing customer satisfaction.

The results also emphasize the critical role of Purchasing Decisions as a mediating variable, bridging the impact of Product Innovation and Social Media Marketing on Customer Satisfaction. This highlights the importance of creating positive purchasing experiences to foster customer satisfaction.

In the context of Daebag.e, implementing continuous product innovation and leveraging social media marketing effectively can significantly enhance customer satisfaction and purchasing decisions. It is recommended that Daebag.e continues to

innovate its product offerings and engage actively with its target audience through social media platforms.

This study contributes to the literature by providing empirical evidence on the influence of Product Innovation and Social Media Marketing on Customer Satisfaction through Purchasing Decisions in the Korean food industry.

CONCLUSION

Fundamental Finding : This study demonstrates that Product Innovation and Social Media Marketing significantly influence Customer Satisfaction through Purchasing Decisions at Daebag.e, a Korean food company. The fundamental finding is that innovative product offerings and strategic social media engagement positively impact customer satisfaction by enhancing purchasing decisions. **Implications :** For management suggest that Daebag.e should continue to innovate product variants and leverage social media for interactive and informative content to enhance customer engagement and satisfaction. **Limitations :** This study include its cross-sectional design and limited sample size, which may not fully capture customer satisfaction dynamics over time. **Future Research :** Could expand by exploring these variables in different industries and using larger, more diverse samples to enhance the generalizability of the findings.

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