

The Influence of Product Attributes and Consumer Preferences on Single Origin Coffee Purchasing Decisions at Salapan Djati Coffee

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Abstract: This study aims to analyze the influence of product attributes and consumer preferences on the purchasing decision of single origin coffee at Salapan Djati Coffee. Single origin coffee, as one of Indonesia's leading commodities, holds great potential in the coffee industry, both for the domestic and export markets. The method used in this research is a quantitative verification design with a purposive sampling technique, involving consumers who have purchased and consumed V60 single origin coffee. Data analysis was conducted using SmartPLS version 4.0. The research results show that product attributes—such as quality, price, and brand—have a significant influence on purchasing decisions by 14.79%, and consumer preferences also show a positive influence on purchasing decisions by 18.08%. Simultaneously, these factors have a significant combined influence of 32.48%. These findings provide strategic insights for producers and marketers to align products with consumer needs, enhance preferences, and strengthen marketing strategies to compete in the coffee market..

Keywords: Product Attributes, Consumer Preferences, Purchasing Decisions, Single Origin Coffee, Salapan Djati Coffee.

1. Introduction

Indonesia ranks as the third-largest coffee producer in the world, making this commodity one of the leading sectors in the country's plantation industry. In 2022, coffee ranked fifth among Indonesia's top export commodities—following palm oil, rubber, cocoa, and coconut—with an export value of USD 1.15 billion and a volume of 497.97 thousand tons. The outlook for Indonesia's coffee industry shows highly positive growth. In addition to expanding export opportunities, the domestic market still holds considerable potential. The rising popularity of Indonesian coffee in global markets, particularly in Europe and America, further drives the industry's growth—especially for single origin varieties such as Gayo, Mandailing, Malabar, Puntang, and Bajawa. Coffee plays a strategic role as a source of foreign exchange, income for farmers, employment opportunities, a driver of agribusiness and agroindustry sectors, and a catalyst for regional development (Anna, 2023).

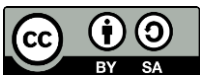
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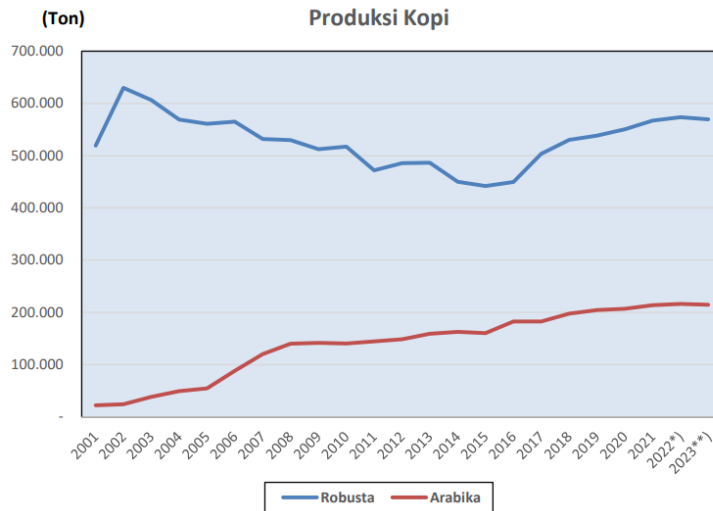
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Gambar 1 Produksi Kopi

Sumber : Badan Pusat Statistik, 2023.

The image shows two distinct coffee production trends. Although the annual production of robusta coffee remains higher, its growth rate trend shows a continuous decline. In contrast, arabica coffee production shows a growth trend that tends to increase. Detailed data on coffee production in Indonesia, based on the type of coffee cultivated and the business ownership status, is presented in the following table.

In Karawang itself, many coffee shops have emerged, each with various concepts and strategies—ranging from a focus on product flavor, ambiance, to service systems. The main goal is to create a satisfying experience for customers, encouraging repeat visits to the coffee shops. In addition, this also aims to strengthen the contribution of MSMEs in supporting regional development, creating job opportunities, promoting income distribution, accelerating economic growth, and aiding in poverty reduction efforts (Neni, 2024). One such coffee shop is Salapan Djati Coffee & Kitchen.

Salapan Djati Coffee & Kitchen is an MSME established in 2019 with a nature-themed outdoor concept, while also offering indoor facilities to accommodate customers during rainy weather. Salapan Djati offers a variety of menu items ranging from coffee, espresso-based drinks, mocktails, appetizers, to main courses. At Salapan Djati, the offering goes beyond just the taste and types of coffee—their single origin coffee features other attributes such as price, variety of coffee bean menus, a comfortable ambiance, and flavor. These factors can also influence consumer preferences. More detailed data on single origin coffee sales per cup at Salapan Djati Coffee is presented below.

Table 1 Sales Data of Single Origin Coffee Products Over an 8-Month Period

No	Period of the year 2023	Sales of Single Origin Coffee V60 Products
1	January	11cup
2	February	13cup

3	March	7cup
4	April	6cup
5	May	4cup
6	June	3cup
7	July	5cup
8	August	7cup
9	September	10cup
10	October	8cup
11	November	15cup
12	December	9cup
TOTAL		98 Cup

Source: Sales Data of Single Origin Coffee Products

Based on the table above, the data shows fluctuations in purchasing decisions related to the product attributes of single origin V60 coffee. From March to August, there was an unstable decline, indicating that during this period, many similar competitors emerged around the Salapan Djati area, which impacted purchasing decisions concerning the product attributes of single origin V60 coffee. Consumer preference refers to the selection or tendency consumers exhibit toward a product or service (Wardhani, n.d.). In addition to the increasing volume of coffee consumption, consumer preference also plays a significant role in influencing purchasing decisions. Understanding consumer preferences is a key strength in maintaining long-term competitiveness (Jessen Donovan, 2022).

Salapan Djati Coffee offers a unique experience of enjoying coffee through the V60 single origin method, which highlights the original character of each coffee bean from different regions. However, although the V60 single origin method offers a complex and aromatic flavor experience, a challenge lies in the differences in consumer preferences. Some customers may prefer the light and clean taste of the V60 method, while others may lean toward a stronger, bolder flavor.

To address these preferences, Salapan Djati Coffee continues to provide education and offer coffee variations tailored to diverse tastes, so each visitor can find a coffee flavor they most enjoy. By explaining the extraction process and flavor profiles, Salapan Djati Coffee hopes to enhance purchasing decisions regarding the uniqueness of single origin V60 coffee as part of the coffee experience.

Product development through innovation aims to produce new goods or services that respond to consumer preferences and needs, thereby generating interest and encouraging purchases. In facing the ever-changing dynamics of the global market, product innovation is also required to build sustainable competitive advantage. For innovation strategies to succeed, there must be alignment between innovative processes and a supportive environment. Furthermore, innovation must be applied consistently and strategically—not just as a temporary or reactive action (Sumarni et al., 2023).

According to previous research, Naibaho (2020) identified several limitations in his study, including demographic variables (age, gender, education), limited availability of local coffee varieties, a lack of analysis on the impact of changing market trends such as specialty coffee, and the unexplored aspects of the consumption experience such as atmosphere and barista interaction. The study found that consumer preferences for Sumatra local coffee were influenced by key attributes such as taste (19.38%), aroma (18.94%), and price (15.99%). Consumers with different income levels showed varying priorities, but these attributes remained dominant. For incomes of IDR 5–10 million: Aroma (18.84%), taste (18.00%), and price (17.41%) were the top attributes. For incomes above IDR 10 million: Consumers tended to prefer coffee with delicious taste, affordable price, distinctive aroma, hot serving, medium grounds, low acidity, and manual brewing.

As for the most favored attribute combination: The 14th combination of attributes was the top choice across all income groups. Although additional attributes such as coffee grounds (13.86%), serving style (13.18%), effect (11.22%), and brewing method (7.39%) were less significant, they still played a role in purchasing decisions. Overall, the study provides insights for producers and marketers to align products with income-based consumer preferences.

This follow-up research is necessary to further explore these factors to provide a more comprehensive explanation regarding product attributes, consumer preferences, and purchasing decisions for single origin coffee. The aim is to offer deeper insight into how product attributes and consumer preferences influence local coffee purchases.

2. Literature Review

Marketing Management

According to Kotler (Radna, 2020), marketing is a social process as well as an organized activity carried out by individuals or groups to achieve specific objectives through the creation of products and their exchange for certain values or rewards with other parties.

According to Boyd, Walker, and Larreche (Radna, 2020), marketing is a series of activities that include the stages of analysis, planning, implementation, coordination, and supervision of marketing programs. These activities involve managing policies related to products, pricing, promotional strategies, and distribution systems for goods, services, or ideas. The entire process aims to create and enhance mutually beneficial value exchanges with the target market in order to support the achievement of organizational goals.

According to William J. Stanton (Radna, 2020), marketing is an integrated system within business activities aimed at designing planning, pricing, promotion, and distribution of products and services to meet the needs of both existing and potential consumers. This definition emphasizes that marketing encompasses various interrelated activities, which not only focus on fulfilling market needs and achieving customer satisfaction but also maintaining a balance between company objectives and consumer expectations.

From the statements above, it can be synthesized that marketing is a series of social and business activities that include analysis, planning, implementation, and control of various policies related to products, pricing, promotion, and distribution. The goal is to create, enhance, and maintain beneficial exchanges between the company and its target market. Marketing is

also designed to meet the needs and satisfaction of both actual and potential consumers while maintaining a balance between organizational goals and consumer expectations.

Product Attributes

Product attributes are components that differentiate one product from another or serve as forms of product development. These elements provide added value and benefits to consumers, while also being one of the key aspects that influence purchasing decisions. Product attributes include various aspects such as features, quality level, price, packaging design, brand name, product warranty, and accompanying services.

According to Isyanto & Wijayanti (2022), service quality is the form of action expected by consumers when they use a company's product or service. Product attributes play a crucial role in shaping consumer perceptions of a product. Not only do they distinguish a product from its competitors, but the attributes must also be able to attract consumer attention and interest. This is because product attributes tangibly provide benefits that align with the buyer's needs and desires.

Meanwhile, according to experts Kotler and Armstrong (Anang, 2020), product attributes are part of the development of products or services, which include the benefits to be offered to customers. In line with this, Suharno and Sutarso (Anang, 2020) stated that the development of a product must begin with formulating the benefits intended to be delivered to consumers. These benefits are then communicated through product attributes such as quality, features, style, and the design of the product itself. (Anang, 2020).

Indicators of Product Attributes

According to Kotler and Armstrong (Anang, 2020), a product generally possesses a number of inherent attributes that cover the following key aspects:

- **Product Quality**

The quality of a product is a central element in the positioning strategy used by marketers. Quality has a direct impact on a product's performance in the market. Therefore, it is closely related to perceived value and the level of consumer satisfaction.

- **Product Features**

Every product can be offered with various features, starting from a basic version with no additional elements as the simplest form. Companies can then develop product variants by adding extra features to enhance appeal. The presence of these features serves as an effective tool to create competitive advantage and differentiate the company's product from competitors.

- **Style and Product Design**

Design encompasses more than just visual style. Besides providing aesthetic appeal, it also aims to enhance the product's functionality, reduce production costs, and create added value that contributes to competitive advantage.

A brand is an identity element that can be in the form of a name, symbol, term, sign, or a combination of all these, serving to identify the maker or producer of a good or service. Consumers often consider the brand an important component of a product, and a well-executed branding strategy can enhance the perceived value of that product.

- **Packaging**

Packaging refers to the activity of designing and producing containers or wrappers for a product. Its main functions are to protect the product, and to facilitate storage and distribution. Unattractive packaging design can reduce consumer purchase interest, while innovative packaging can provide a unique advantage and boost a company's sales over competitors.

- Label

A label can range from a simple tag to a comprehensive description attached to the packaging. Labels serve various purposes, including identifying the product or brand, and conveying important information about the characteristics or contents of the product.

Consumer Preferences

The concept of preference proposed by Samuelson aims to explain individual consumption behavior without directly using a utility-based approach. This approach emerged in response to the weaknesses in measuring consumer satisfaction or utility—particularly because levels of satisfaction cannot be quantified and it is difficult to rank utilities based on consumption. According to Nainggolan et al. (2021), this theory does not aim to eliminate the existence of the Ordinal Utility Theory (OUT), but rather employs a different approach by emphasizing consumer preferences first, and then analyzing the level of utility. In other words, when consumers experience changes in product prices, they will demonstrate certain preferences that form the basis for analyzing consumption behavior (Rahmawaty, 2023).

In its approach, this theory adds two key assumptions to complement the basic assumptions of OUT: that consumers must be consistent in their choices and must demonstrate their choices clearly—what economic literature refers to as revealed preferences. Essentially, consumption behavior is a set of observable real actions, and consumers themselves are individuals who engage in purchasing or using a product (Rahmawaty, 2023).

Consumer Preference Indicators

According to L. Schiffman and L. L. Kanuk (2024), the indicators of consumer preferences include:

- Price

A price that is perceived as fair relative to the benefits received will provide satisfaction to customers, as they feel their purchase decision was appropriate.

- Service Quality

Satisfactory service will strengthen consumer satisfaction, and in the long run, can build loyalty toward the offered product or service.

- Brand

The name or identity of a product can reflect its quality and reliability. Consumers tend to prefer products with widely known and reputable brands.

- Features

The presence of complete features and tangible benefits in a product becomes an attraction for consumers. They are more inclined to purchase products or services that meet their needs and offer added value in use.

Purchase Decision

Consumer decision-making is a continuous process involving four stages: problem identification, evaluation of options, purchase action, and post-purchase evaluation. This process is influenced by environmental factors as well as cognitive and affective processes, which together shape consumer choices and satisfaction with a product or service (Anang, 2020).

According to Peter and Olson in their book (Indrasari, 2020), a purchase decision is an integration process that combines various pieces of information to evaluate two or more behavioral alternatives and choose one of them.

Kotler & Armstrong (2012), in their book (Zusrony, 2021), define a purchase decision as the decision-making process related to buying, which involves determining whether to purchase a product or not to make a purchase at all.

Boyd, Walker, & Larreche (n.d.), in their book (Zusrony, 2021), define purchase decision-making as an approach to solving problems in human activities involving the purchase of products to fulfill desires and needs.

Purchase Decision Indicators

The dimensions and indicators of purchase decisions according to Kotler and Keller (as cited in Indrasari, 2020) explain that the decision to purchase a product involves five sub-decisions as follows:

- Product Choice

Consumers must decide whether to buy a specific product or use their money for other needs. Companies need to focus on individuals interested in the product and the alternatives they consider, such as product needs, product variations, and quality.

- Brand Choice

Buyers must determine which brand to select, considering that each brand has different characteristics. Companies must understand how consumers choose brands and take into account factors like trust and brand popularity.

- Dealer Choice

Buyers must decide which distributor or retailer to visit, which may be influenced by factors such as location, price, and product availability. Companies need to consider ease of access and availability of products for consumers.

- Purchase Timing

Consumers have different habits regarding the timing of purchases—for instance, buying a product monthly, quarterly, semi-annually, or annually.

- Purchase Quantity

Consumers also decide how much of a product to purchase at one time. Companies must be prepared to meet varying demands from buyers based on their needs.

Theoretical Framework And Research Hypothesis

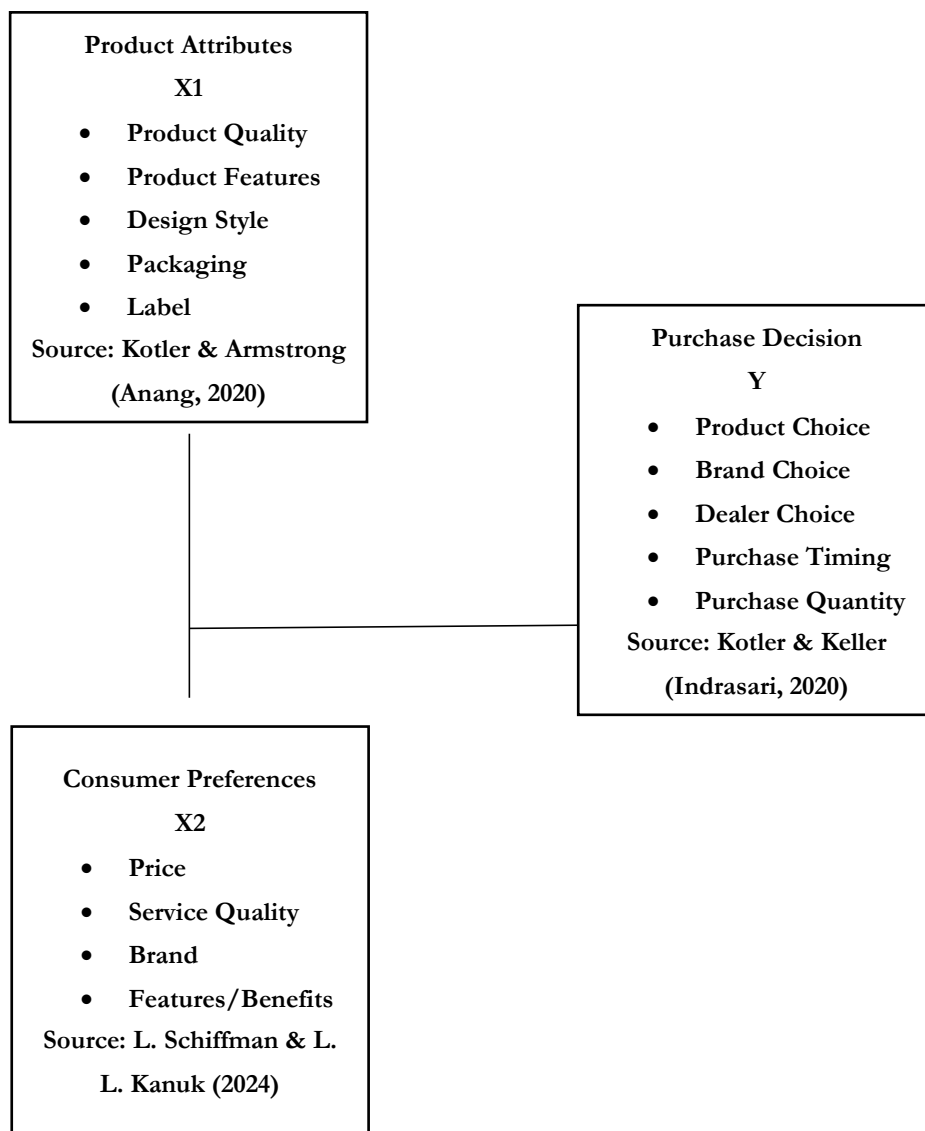


Figure 2 Theoretical Framework

Research Hypotheses:

- There is an influence of product attributes on the purchase decision of single origin coffee at Salapan Djati Coffee.
- There is an influence of consumer preferences on the purchase decision of single origin coffee at Salapan Djati Coffee.
- There is an influence of product attributes and consumer preferences on the purchase decision of single origin coffee at Salapan Djati Coffee.

3. Research Method

This research uses a quantitative verification design conducted at Salapan Djati Coffee & Kitchen. The research population consists of consumers who have purchased and consumed single origin V60 coffee at Salapan Djati Coffee during the study period. The sample will be selected using purposive sampling, which involves choosing consumers that meet the

criteria of the population, such as those who have experience consuming single origin V60 coffee at Salapan Djati Coffee.

Since the exact population is unknown due to the dynamic nature of visitors at Salapan Djati, the sample size is determined using the Hair formula, which is: 5-10 times the number of research indicators (Sugiono, 2020). Therefore, the sample size is determined as $10 \times 14 = 140$ samples.

The data analysis method for this research uses primary data obtained from observations and the distribution of questionnaires. The SmartPLS version 4.0 application is used to analyze the data using the Partial Least Squares (PLS) method and Structural Equation Modeling (SEM).

In this section, you need to describe the proposed method step by step. Explanations accompanied by equations and flow diagrams as illustrations will make it easier for readers to understand your research.

4. Results and Discussion

Outer Loading Value

Outer loading reflects the extent to which the measured variables contribute to the construct being measured. By evaluating the outer loading results, we can assess how much each variable contributes in providing valuable information to the concept being measured. The following figure shows the outer loading data results using SmartPLS 4.

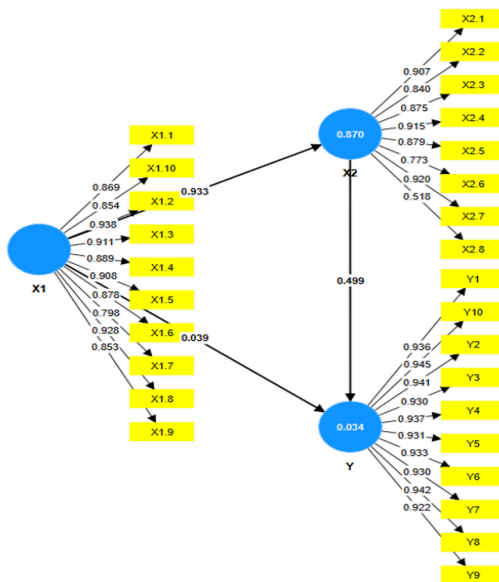


Figure 3 Outer Loading

Source: SmartPLS Output

Based on the results of the outer loading test in the table, all indicators have values above 0.7, except for the "Product Utility" indicator, which has a value of 0.518. A high outer loading value indicates that each indicator has a strong relationship with the construct being measured, and thus can be considered valid in representing the latent variables being studied.

For the Product Attributes variable, indicators such as "Consistency of taste quality" (0.869), "Quality of raw materials" (0.938), and "Packaging safety for the product" (0.928)

show very good convergent validity, indicating that these aspects are important in shaping consumer preferences for product attributes.

For the Consumer Preferences variable, indicators such as "Price perception" (0.907) and "Functional uniqueness" (0.920) make a significant contribution, showing that reasonable pricing and product uniqueness are important factors in building consumer preferences.

Meanwhile, for the Purchase Decision dimension, indicators like "Customer suitability" (0.936), "Need fulfillment" (0.941), and "Brand loyalty" (0.937) show high outer loading values. This indicates that product suitability with customer needs and brand loyalty have a significant influence on consumer purchase decisions.

Validity test cronbach’s Alpha, Composite Reliability, Average Variance Extracted (AVE)

The following are the research results for Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE) using SmartPLS4 software for the product attribute, consumer preference, and purchase decision variables:

Table 2 Validity test cronbach’s Alpha, Composite Reliability, Average Variance Extracted (AVE)

<u>Variabel</u>	Cronbach’s Alpha	Composite Reliability (<u>rho_a</u>)	Composite Reliability (<u>rho_c</u>)	Average Variance Extracted (AVE)
<u>Atribut Produk</u>	0.971	0.972	0.974	0.791
<u>Preferensi Konsumen</u>	0.911	0.951	0.933	0.657
<u>Keputusan Pembelian</u>	0.983	1.025	0.982	0.848

Source: SmartPLS Output by the researcher, 2025

(Annisawati, 2023) in her journal states that to ensure the validity of the AVE (Average Variance Extracted) value, it should exceed 0.50. As shown in Figure 3 above, it is evident that all three variables in this study have an AVE score > 0.5, which concludes that these variables are reliable and have a high level of accuracy. Each construct must have a Cronbach's Alpha and Composite Reliability score > 0.7. Based on the figure above, all three variables in this study have Cronbach's Alpha and Composite Reliability scores > 0.7. Therefore, all question items in each construct are reliable.

T-test (Partial)

According to (Sumardi, 2023), the t-test (partial) in SmartPLS, the significant value can be seen from the path coefficient, statistical value, and P-values using the bootstrapping procedure. In the Partial Least Square (PLS) procedure with the SmartPLS application, this partial test is also conducted with Direct Effects analysis. The direct effect of an exogenous latent variable on an endogenous latent variable is determined using this Direct Effects analysis. This is conducted from an external latent variable to an internal latent variable. The path

coefficient also indicates the reference point for studying direct effects. The following standard points are applied :

- The higher the correlation between variables and hypothesis acceptance, the closer it approaches +1.
- The hypothesis is rejected when the relationship between variables approaches -1.

Table 3 Partial t-test

<u>Variabel</u>	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (0/STTDEV)	P Values
X1 -> X2	0.933	0.934	0.014	66.175	0.000
X1 -> Y	-0.427	-0.419	0.289	1.479	0.139
X2 -> Y	0.499	0.498	0.276	1.808	0.071

Source: SmartPLS Output by the author, 2025

From Table 3, the strength of the relationship between the variables can be observed as follows:

Based on the results shown in Figure 4, it can be explained that:

Variable X1 has a very strong positive influence on X2, with an original sample value of 0.933, indicating a significant direct relationship. Variable X1 has an influence of 14.79% on Y, and Variable X2 has an influence of 18.08% on Y.

R – square Test

Tabel 4 R – square Test

<u>Variabel</u>	R-Square	R-Square Adjusted
X2	0.870	0.869
Y	0.034	0.020

Source: SmartPLS Output by the author, 2025

The R-square value for variable X2 is 0.870, while for variable Y it is 0.034.

F – square Test

According to Sarstedt (2023), using the Partial Least Square (PLS) method and SmartPLS software, the simultaneous test is conducted by examining the F-Square value. To determine whether the independent factors can jointly influence the dependent variable, an F-Square analysis is performed.

Tabel 5 Simultaneous F-Square Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1176.727	2	588.363	3.248	.042 ^b
	Residual	24818.159	137	181.154		
	Total	25994.886	139			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PREFERENSI KONSUMEN, ATRIBUT PRODUK

Source: Data Processing, 2025

Based on the results of the simultaneous F-test, it is shown that both product attributes and consumer preferences together have a significant influence on purchase decisions. This indicates that both the quality of the product and how well it aligns with consumer desires are important factors that affect consumer purchasing decisions. The magnitude of the influence is as follows:

The combined influence of X1 and X2 on Y is 32.48%, indicating that the purchase decision for single origin coffee is influenced by product attributes and consumer preferences, although only by 32%, with the remaining influence attributed to other variables.

5. Comparison

The influence of product attributes—such as price, service quality, brand, and features/benefits—significantly affects consumer preferences. Consumers tend to choose coffee products that offer high quality and reputable brands. Consumer preference for single origin coffee is shaped by their experience in consuming the product, where positive experiences increase the likelihood of repeat purchases. Additionally, there is a significant influence of both product attributes and consumer preferences on purchasing decisions..

6. Implications

Marketing Strategy: Coffee businesses should develop marketing strategies focused on improving product and service quality. Building a strong and trustworthy brand image has the potential to enhance consumer trust, which in turn can meaningfully impact purchasing decisions.

Product Development: Innovation in product development is essential to meet consumer expectations. Attention to product features and benefits is believed to foster consumer loyalty, contributing to improved sales performance.

Consumer Education: Educating consumers about the characteristics of single origin coffee and its associated attributes plays a vital role in helping them make more informed purchase decisions. Activities such as educational programs, coffee tasting events, and information-based promotional campaigns can support this goal.

Market Analysis: Coffee industry players should continuously conduct market analysis to identify and understand emerging trends, such as shifting consumer preferences and the rising popularity of specialty coffee. This is crucial for adapting to market dynamics and maintaining competitiveness. As such, the findings of this study provide valuable insights into the factors influencing consumer purchasing decisions and can serve as a strategic guide for industry players to enhance consumer experiences and support business sustainability.

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