

The Influence Of Digital Marketing And Service Quality On Consumer Buying Interest In Ankriangan Through Consumer Trust

Lailatul Musfiroh

Faculty of Economic and Management, Departement of Management, University of Nahdlatul Ulama
Sidoarjo, Indonesia, Indonesia
31421076.student@unusida.ac.id

Muhafidhah Novie

Faculty of Economic and Management, Departement of Management, University of Nahdlatul Ulama
Sidoarjo, Indonesia, Indonesia
muhafidhahnovie.mnj@unusida.ac.id

Laily Muzdalifah

Faculty of Economic and Management, Departement of Management, University of Nahdlatul Ulama
Sidoarjo, Indonesia, Indonesia

Afifatus sholikhah

Faculty of Economic and Management, Departement of Management, University of Nahdlatul Ulama
Sidoarjo, Indonesia, Indonesia
A.sholikhah@unusida.ac.id

Abstract

This study aims to analyze the influence of digital marketing and service quality on consumers' purchase intention at Angkringan, considering consumer trust as a mediating variable. The research employs a quantitative method with a causal-explanatory approach. Data were collected through a survey using a questionnaire distributed to 190 respondents who are customers of Angkringan in Jabon District. Data analysis was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). The findings indicate that digital marketing and service quality have a positive and significant influence on consumer trust. Furthermore, consumer trust also has a positive and significant effect on purchase intention. Digital marketing and service quality directly affect purchase intention but also have an indirect effect through consumer trust as a mediating variable. These findings confirm that consumer trust is a crucial factor in strengthening the relationship between marketing strategies, service quality, and consumer purchasing decisions.

Keywords: *Digital Marketing, Service Quality, Consumer Trust, Purchase Intention, Angkringan.*

1. Introduction

The era of globalization and industrial development has brought significant transformations in various sectors, including entrepreneurship in Indonesia. Entrepreneurship plays a crucial role in addressing economic challenges by fostering innovation and supporting the resilience of local economies (Itasari et al., 2020). Small businesses are vital in building connections with communities and ensuring sustainability (Darmawati & Febriyanti, 2024). The intense competition and changing consumer preferences require entrepreneurs to adapt to technology and market trends, where digitalization, service quality, and consumer trust become key factors in reaching a broader market. One of the critical issues in small business sustainability is the ability to adapt to digital marketing strategies and maintain service quality to attract consumers. According to a report by the Indonesian Ministry of Cooperatives and SMEs, around 64.5% of small businesses have adopted digital platforms for marketing

purposes, yet challenges remain in optimizing these strategies effectively (Kemenkop UKM, 2023). Consumer behavior has shifted significantly, with online engagement playing a crucial role in purchase decisions. A survey by APJII (2023) indicates that 78.9% of Indonesian internet users rely on online reviews and social media marketing before making purchasing decisions.

Angkringan, a traditional food stall originating from Yogyakarta, represents a form of local entrepreneurship undergoing transformation (Lotulung et al., 2023). This phenomenon has evolved into a popular gathering place among millennials and Generation Z. The concept of angkringan, which emerged in the 1950s, offers a relaxed atmosphere with traditional culinary offerings (Hakim et al., 2023). Consumer purchase intention in angkringan can be analyzed through several indicators, such as transactional, referential, preferential, and exploratory intentions (Kusuma et al., 2024a). Purchase intention emerges when consumers are influenced by product quality and information, acting as a driving force that encourages them to pay attention to products before making a decision (Saputra et al., 2024). In the digital era, digital marketing strategies have become essential for SMEs, including angkringan businesses. Consumers are now more selective, requiring angkringan owners to develop precise marketing strategies (Rahayu, 2024). The implementation of digital marketing has been proven to enhance consumer purchase intention rapidly (Amaldin et al., 2024). Meanwhile, service quality refers to the effort to meet customer needs and expectations. High service standards encompass skilled employees, adequate facilities, friendly service, effective communication, and an understanding of customer needs (Zed et al., 2024). Service quality significantly influences purchase intention from the perspective of angkringan customers (Nasaru, 2024).

Previous studies have shown mixed results regarding the influence of digital marketing and service quality on purchase intention. Fadhillah (2024) found a significant effect of digital marketing on consumer purchase intention, whereas Rustam et al. (2024) reported otherwise. Rizqiana & Habib (2024) highlighted a significant relationship between service quality and purchase intention, but Supandi et al. (2024) found no such significance. Azhari & Soepatini (2024) identified a significant impact of consumer trust on purchase intention, while Sari & Lestariningsih (2021) did not find a significant relationship. Consumer trust plays a crucial role as a bridge connecting perceptions of digital marketing and service quality with purchase intention (Kusuma et al., 2024). This trust is established when consumers believe that the product and service quality remain consistent and meet their expectations. Digital marketing and service quality collectively shape consumer trust, which acts as a mediating factor in increasing purchase intention (Aji, 2023). Based on the research gap identified, this study aims to analyze the influence of digital marketing and service quality on consumer purchase intention in angkringan businesses, with consumer trust as a mediating variable. This study is expected to provide both theoretical and practical contributions in understanding the factors influencing consumer purchase intention in angkringan businesses in the digital era.

2. Literature Review

Previous studies have explored the impact of digital marketing and service quality on consumer purchase intention, yet the findings remain inconsistent. Digital marketing has been recognized as a crucial factor in increasing consumer engagement and influencing purchasing decisions. Fadhillah (2024) found that digital marketing significantly affects consumer purchase intention, emphasizing the role of online promotions, social media engagement, and digital campaigns. However, Rustam et al. (2024) argued that digital marketing alone is insufficient to drive purchase decisions and must be complemented by other factors such as trust and service quality.

Service quality has also been widely studied in relation to consumer behavior. Rizqiana & Habib (2024) highlighted that service quality significantly impacts consumer purchase

intention, particularly when businesses provide consistent, responsive, and customer-oriented services. Conversely, Supandi et al. (2024) found no significant relationship between service quality and purchase intention, suggesting that other mediating variables, such as consumer trust, may play a crucial role in bridging this gap.

Consumer trust has been identified as a key mediating factor in the relationship between digital marketing, service quality, and purchase intention. Azhari & Soepatini (2024) found that trust significantly influences consumer purchase decisions, as it enhances the perceived reliability of products and services. In contrast, Sari & Lestariningsih (2021) reported that consumer trust does not always lead to higher purchase intention, indicating that additional variables, such as brand perception and customer satisfaction, may influence the outcome.

The research gap lies in understanding the interplay between digital marketing, service quality, and consumer trust in the context of small businesses, particularly in the angkringan industry. Previous studies have examined these variables separately but have not comprehensively analyzed their interconnections. Kusuma et al. (2024) suggested that consumer trust serves as a bridge connecting digital marketing and service quality to purchase intention, reinforcing the need for further investigation.

This study aims to address this research gap by examining the influence of digital marketing and service quality on consumer purchase intention, with consumer trust as a mediating variable. By integrating these factors, this research seeks to provide theoretical contributions to consumer behavior literature and practical insights for small business owners, particularly those operating in the angkringan sector in the digital era.

3. Research Methods

This study utilizes secondary data obtained from the Indonesia Stock Exchange (IDX) and company financial reports for the period from the fourth quarter of 2022 (Q4 2022) to the third quarter of 2024 (Q3 2024). The analysis method employed is the paired sample t-test, which is appropriate for assessing significant differences in financial performance before and after a particular event by comparing two related samples. All financial data are sourced from official and publicly available records to ensure accuracy, objectivity, and replicability. Statistical analysis is conducted using standardized software, and financial indicators are selected based on their relevance and consistency with the research objectives, aiming to provide robust empirical evidence while maintaining high academic rigor.

4. Results and Discussion

Validity Testing

The measurement model, also referred to as the external model, serves to explain the indicators that can be observed directly. According to Hair et al. (2019), a new measurement tool can be considered valid and reliable if it exceeds the minimum threshold of 0.70. Based on this criterion, the information presented in Table 1 confirms that all the variables studied are valid, as their outer loading values exceed 0.70.

Table 1. Outer Loading Values

Variable	Indicator	Outer Loading	Description
Digital Marketing (X1)	X1.1	0,848	Valid
	X1.2	0,818	Valid
	X1.3	0,723	Valid
	X1.4	0,858	Valid
Service Quality (X2)	X2.1	0,798	Valid

	X2.2	0,720	Valid
	X2.3	0,804	Valid
	X2.4	0,753	Valid
Consumer Trust (Z)	Z.1	0,826	Valid
	Z.2	0,879	Valid
	Z.3	0,782	Valid
Purchase Intention (Y)	Y.1	0,816	Valid
	Y.2	0,853	Valid
	Y.3	0,784	Valid
	Y.4	0,880	Valid

(Source: Processed by the author, 2025)

In this study, Average Variance Extracted (AVE) was applied as a method to evaluate convergent and discriminant validity. Hair et al. (2019) stated that convergent validity is considered fulfilled when the AVE value is above 0.50. Based on the results displayed in Table 2, all variables in the study have AVE values higher than the minimum standard of 0.50. This analysis confirms that all variables used in the research meet the required validity standards.

Table 2. Average Variance Extracted (AVE) Values

Variable	Average Variance Extracted (AVE)	Description
Digital Marketing (X1)	0.662	Valid
Consumer Trust (Z)	0.689	Valid
Service Quality (X2)	0.592	Valid
Purchase Intention (Y)	0.696	Valid

(Source: Processed by the author, 2025)

Reliability Test

Reliability testing is used to measure the consistency of the questionnaire as an indicator for assessing specific research variables. According to Hair et al. (2019), a research construct can be considered reliable if its Cronbach's alpha and Composite Reliability values meet or exceed 0.70. Based on the results presented in Table 3, all variables in this study exhibit values exceeding the minimum standard of 0.70. This confirms that all variables in the study can be categorized as reliable and trustworthy for further analysis.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Digital Marketing (X1)	0.828	0.886	Reliable
Consumer Trust (Z)	0.773	0.869	Reliable
Service Quality (X2)	0.771	0.853	Reliable
Purchase Intention (Y)	0.854	0.901	Reliable

(Source: Processed by the author, 2025)

Discriminant Validity Test

This study conducted discriminant validity analysis using the cross-loading method, with the results summarized in Table 4. The analysis indicates that each research item exhibits a much stronger correlation with its intended variable compared to other constructs in the research model. The data confirm that each item has a higher correlation with its respective construct than with others, providing strong empirical evidence that there is no measurement overlap. These findings validate that the measurement instruments effectively distinguish between constructs and are suitable for further analysis.

Table 4. Cross Loading Values

Indicator	Digital Marketing (X1)	Service Quality (X2)	Consumer Trust (Z)	Purchase Intention (Y)
X1.1	0.848	0.653	0.705	0.624
X1.2	0.818	0.627	0.712	0.636
X1.3	0.723	0.629	0.664	0.585
X1.4	0.858	0.716	0.738	0.776
X2.1	0.667	0.798	0.634	0.722
X2.2	0.680	0.720	0.638	0.589
X2.3	0.602	0.804	0.562	0.557
X2.4	0.514	0.753	0.475	0.523
Z.1	0.771	0.662	0.826	0.651
Z.2	0.777	0.670	0.879	0.706
Z.3	0.601	0.551	0.782	0.686
Y.1	0.649	0.671	0.644	0.816
Y.2	0.683	0.672	0.732	0.853
Y.3	0.585	0.577	0.604	0.784
Y.4	0.773	0.699	0.743	0.880

(Source: Processed by the author, 2025)

R-Square Test

In the context of statistical analysis, the R-square test is used to measure and evaluate the significance of the influence exerted by independent variables on dependent variables in the research model. As explained by Ghozali (2008) and Hair et al. (2019), R-square values can be categorized into three levels of interpretation: an R-square of 0.25 indicates a weak influence, 0.50 suggests a moderate influence, and 0.75 or above signifies a strong or substantial influence of independent variables on dependent variables.

Table 5. R-Square Test Results

Variable	R-Square	R-Square Adjusted
Consumer Trust (Z)	0.761	0.759
Purchase Intention (Y)	0.745	0.741

(Source: Processed by the author, 2025)

Based on the analysis results presented in Table 5, the R-square value for Consumer Trust (Z) is 0.761, with an adjusted R-square of 0.759. According to Hair et al. (2019), this value is categorized as strong or substantial, indicating that the independent variables in this research model explain approximately 76.1% of the variation in Consumer Trust, while the remaining 23.9% is influenced by external factors not included in the model. Similarly, the R-square value for Purchase Intention (Y) is 0.745, with an adjusted R-square of 0.741, also categorized as strong. This suggests that the independent variables explain about 74.5% of the variation in Purchase Intention, with the remaining 25.5% attributed to other factors outside the model. Overall, these findings confirm that the research model demonstrates strong predictive capability, as both endogenous variables (Consumer Trust and Purchase Intention) exhibit R-square values classified as strong based on the criteria established by Hair et al. (2019).

Hypothesis Testing

The results of hypothesis testing, as presented in Table 6, indicate the relationships between variables as follows:

Table 6. Path Coefficients Results

Variable	Original Sample (O)	T-Statistics	P-Values	Decision
----------	---------------------	--------------	----------	----------

Digital Marketing (X1) → Consumer Trust (Z)	0.733	11.430	0.000	Accepted
Digital Marketing (X1) → Purchase Intention (Y)	0.211	2.020	0.043	Accepted
Consumer Trust (Z) → Purchase Intention (Y)	0.398	4.498	0.000	Accepted
Service Quality (X2) → Consumer Trust (Z)	0.166	2.296	0.022	Accepted
Service Quality (X2) → Purchase Intention (Y)	0.314	4.920	0.000	Accepted

(Source: Processed by the author, 2025)

Based on the hypothesis testing results in Table 6, the relationship between Digital Marketing (X1) and Consumer Trust (Z) shows a path coefficient value of 0.733, with a t-statistic of 11.430 (>1.96) and a p-value of 0.000 (<0.05). These results indicate that Digital Marketing has a positive and significant influence on Consumer Trust, leading to the acceptance of this hypothesis.

The relationship between Digital Marketing (X1) and Purchase Intention (Y) shows a path coefficient value of 0.211, with a t-statistic of 2.020 (>1.96) and a p-value of 0.043 (<0.05). This confirms that Digital Marketing positively and significantly influences Purchase Intention, thus supporting the hypothesis.

The relationship between Consumer Trust (Z) and Purchase Intention (Y) reveals a path coefficient of 0.398, with a t-statistic of 4.498 (>1.96) and a p-value of 0.000 (<0.05). This finding confirms that Consumer Trust has a positive and significant effect on Purchase Intention, leading to the acceptance of this hypothesis.

Furthermore, the relationship between Service Quality (X2) and Consumer Trust (Z) shows a path coefficient of 0.166, with a t-statistic of 2.296 (>1.96) and a p-value of 0.022 (<0.05). These results confirm that Service Quality positively and significantly affects Consumer Trust, leading to the acceptance of this hypothesis.

The relationship between Service Quality (X2) and Purchase Intention (Y) results in a path coefficient of 0.314, with a t-statistic of 4.920 (>1.96) and a p-value of 0.000 (<0.05). This confirms that Service Quality has a positive and significant effect on Purchase Intention, leading to the acceptance of this hypothesis.

Overall, the hypothesis testing results indicate that all relationships between variables in this research model are positive and significant, with t-statistics exceeding the critical value of 1.96 and p-values below the 0.05 significance level. These findings suggest that both Digital Marketing and Service Quality influence Purchase Intention directly and indirectly through the mediating role of Consumer Trust.

The Influence of Digital Marketing on Consumer Trust

This study finds that digital marketing has a positive and significant effect on consumer trust in angkringan businesses. Effective digital marketing strategies, such as transparent communication and interactive engagement through social media, successfully build consumer trust by providing accessible information about product quality and hygiene standards. This result is consistent with the findings of Amaldin et al. (2024) and Susanto et al. (2023), who emphasized that digital interaction strengthens trust, even for traditional businesses. Compared to the study by Muchran et al. (2022), which found that digital marketing had limited impact on consumer trust in traditional food stalls, the current findings suggest that contextual factors like message transparency and visual appeal play a crucial role in enhancing trust.

The implementation of digital marketing in angkringan significantly impacts consumer trust by providing broader access to information about menus, prices, and food quality. Through digital platforms such as Instagram, Facebook, or messaging apps, angkringan owners can showcase attractive food photos, customer testimonials, and information related to hygiene standards, thereby increasing transparency and ultimately strengthening consumer trust. Direct interaction via social media also allows angkringan businesses to demonstrate responsiveness to customer inquiries and complaints, further reinforcing the trust relationship between consumers and the business.

The Influence of Service Quality on Consumer Trust

Service quality also demonstrates a significant positive influence on consumer trust. The consistent delivery of friendly, responsive, and hygienic service builds a positive perception among consumers, enhancing their confidence in the business. This result supports the research by Rizqiana & Habib (2024) and aligns with Putri et al. (2022), who highlighted that reliable service fosters customer trust. However, it contrasts with the findings of Muchran et al. (2022), who suggested that service quality alone might not be sufficient to build trust without emotional engagement, emphasizing that angkringan businesses need to combine service excellence with authentic emotional connections.

In the context of angkringan, service quality plays a crucial role in building consumer trust. The friendliness of angkringan owners in greeting and serving customers, the speed of order processing, the cleanliness of the dining area, and the willingness to accommodate special requests all create a consistently positive experience. When consumers experience high-quality service repeatedly, they develop the perception that the angkringan has integrity and competence in running its business, which increases their trust and likelihood of returning and recommending the angkringan to others.

The Influence of Consumer Trust on Purchase Intention

Consumer trust significantly affects purchase intention, confirming that higher trust leads to greater willingness to purchase at angkringan businesses. This finding reinforces the results of Azhari & Soepatini (2024), who identified trust as a central driver of purchasing behavior. In contrast, Sari & Lestariningsih (2021) argued that trust must be coupled with positive customer experiences to impact purchase intention effectively. The present study's context-specific evidence suggests that for angkringan, where hygiene and food quality are major concerns, trust built through consistent service and marketing communications is sufficient to drive purchase behavior.

In angkringan businesses, consumer trust is vital because the products sold are directly consumed by customers. When consumers believe that an angkringan maintains cleanliness, uses high-quality ingredients, and serves food with consistent taste, they are more likely to make a purchase and become repeat customers. Trust also alleviates consumer concerns about food safety and hygiene, reducing psychological barriers to purchasing and significantly increasing purchase intention.

The Influence of Digital Marketing on Purchase Intention

Digital marketing has a positive and direct impact on purchase intention among angkringan consumers. Effective use of digital platforms enhances brand visibility and consumer attraction, particularly among younger generations. This is consistent with Rahayu (2024) and Kurniawan & Dewi (2022), who showed that interactive and informative digital marketing stimulates consumer purchasing behavior. However, this finding diverges from Rustam et al. (2024), who found that digital marketing alone did not significantly influence purchase intention unless combined with brand loyalty strategies, indicating that in the context of angkringan, product authenticity and transparency shared through digital media are sufficiently persuasive.

The adoption of digital marketing enables angkringan businesses to reach a broader audience and transform their traditional image into a modern and appealing brand. Engaging visual content on social media—such as high-quality food photos, hygienic cooking process videos, or unique stories behind traditional recipes—creates stronger consumer attraction. Digital marketing strategies like new menu promotions, discounts for online orders, or loyalty programs announced via social media effectively enhance purchase intention, particularly among younger generations who may not be familiar with the traditional angkringan concept.

The Influence of Service Quality on Purchase Intention

The study confirms that service quality positively affects consumer purchase intention. High service standards in speed, cleanliness, and friendliness create memorable consumer experiences that increase purchase probability. These results are consistent with Nasaru (2024) and Wahyuni et al. (2022), who found a direct link between service satisfaction and repeat purchasing. However, it contrasts with the findings of Supandi et al. (2024), who argued that service quality had no significant effect in highly competitive markets, suggesting that in more niche sectors like angkringan, service quality remains a critical determinant of purchasing decisions.

Service quality is a key differentiator in angkringan businesses, considering the high level of competition in the culinary sector. Fast service, friendly interactions with customers, willingness to explain menu options, and cleanliness of the dining area create positive experiences that encourage repeat visits. Consistency in delivering high-quality service also strengthens an angkringan's reputation, reducing consumer hesitation and increasing their willingness to visit, even when other dining options are available nearby.

The Mediating Role of Consumer Trust in the Relationship between Digital Marketing and Purchase Intention

Consumer trust is proven to mediate the relationship between digital marketing and purchase intention. Digital marketing initiatives enhance consumer trust by providing transparency and consistent information, which in turn drives purchasing behavior. This result is in line with Kusuma et al. (2024) and Setiawan & Fadilah (2022), who emphasized that consumer trust built through digital engagement strengthens purchase intentions. This finding adds to the existing literature by demonstrating that in traditional food businesses, unlike in broader retail contexts, trust built via digital transparency plays a more crucial mediating role.

In the context of angkringan, the effective implementation of digital marketing, such as showcasing photos of clean food preparation processes, displaying satisfied customer testimonials, or providing information about high-quality ingredient sources through social media, can significantly enhance consumer trust in the quality and safety of the food offered. This trust then serves as a mediating variable that links the influence of digital marketing on consumer purchase intention. As consumer trust increases through the information obtained from digital platforms, they are more likely to visit the angkringan and make a purchase, even if they have never tried it before.

The Mediating Role of Consumer Trust in the Relationship between Service Quality and Purchase Intention

Lastly, the study reveals that consumer trust mediates the relationship between service quality and purchase intention. High service quality not only improves direct satisfaction but also builds emotional trust, encouraging consumers to repurchase. This finding is supported by Zed et al. (2024) and Hartono & Widyaningsih (2023), who emphasized the psychological importance of service-based trust in driving loyalty. Compared to previous findings that suggest service quality impacts purchase intention independently, this study highlights that in the angkringan context, trust serves as an essential psychological bridge linking service experiences to actual buying decisions.

In angkringan businesses, service aspects such as friendly customer greetings, willingness to explain the menu in detail, fast order fulfillment, and consistently clean dining areas create positive experiences that build consumer trust in the professionalism and integrity of the business. This trust is crucial in encouraging not only one-time purchases but also fostering long-term customer loyalty to the angkringan.

5. Conclusion

The findings of this study confirm that digital marketing and service quality both have a significant and positive impact on consumer trust and purchase intention. Consumer trust itself plays a critical mediating role in enhancing the influence of digital marketing and service quality on purchase decisions. This indicates that when digital engagement is managed effectively and service delivery is consistent and high in quality, consumers are more likely to develop trust, which in turn encourages their intention to purchase—particularly in the context of traditional culinary businesses like angkringan.

6. Suggestion

Based on the results, it is recommended that future digital marketing strategies emphasize transparency and interactive communication to further strengthen consumer trust and drive purchasing behavior. For angkringan businesses, maintaining and continuously improving service quality—especially in terms of promptness, cleanliness, and clear communication—will be essential in influencing customer decisions both directly and indirectly. From a financial perspective, business managers should also focus on optimizing the use of equity and improving working capital efficiency, as current indicators such as Return on Equity (ROE) and Working Capital Turnover (WCT) have not demonstrated significant progress. Future research is encouraged to incorporate additional variables, such as customer satisfaction or brand loyalty, to gain a deeper understanding of consumer behavior in traditional food sectors.

7. Bibliography

- Amaldin, A. D. P., Al-Hasbi, A. M. H., Kurniawan, M. A. I., & Sulaeman, E. (2024). Pengaruh Digital Marketing Terhadap Minat Beli Konsumen dan Dampaknya pada Tingkat Penjualan UMKM di Kabupaten Bekasi. *Innovative: Journal Of Social Science Research*, 4(6), 4153–4160.
- Azhari, K. P., & Soepatini, S. (2024). Pengaruh Tanggung Jawab Sosial Perusahaan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Yang Di Mediasi Kepercayaan Pelanggan (Studi Kasus Pada Wardah). *Jurnal Bina Bangsa Ekonomika*, 17(2), 1268–1287.
- Darmawati, D., & Febriyanti, A. (2024). Pengaruh Iklan Digital Terhadap Minat Beli Konsumen di Angkringan Sedulur, Pekanbaru. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 3(1), 56–66.
- Fadhillah, M. F. (2024). Analisis Strategi Pemasaran, Potensi, Dan Tantangan UMKM Teras Angkringan Dalam Menghadapi Persaingan Di Kecamatan Pamanukan. *Idarah: Jurnal Manajemen Pemasaran*, 1(2), 69–77.
- Ghozali, I. (2008). *Structural equation modeling: Metode alternatif dengan partial least square (pls)*. Badan Penerbit Universitas Diponegoro.
- Hair et al. (2013). pengaruh Pemasaran Kewirausahaan Dan Pengembangan Usaha Tentang Keberlanjutan Bisnis UMKMd di Boyolali.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Itasari, A. A., Hastuti, N. H., & Supriyadi, A. (2020). Pengaruh word of mouth, electronic word of mouth dan kualitas pelayanan terhadap kepuasan pelanggan. *ETTISAL: Journal of Communication*, 5(2), 260–271.

- Kusuma, I. B. K. D., Sukanti, N. K., Herlambang, P. G. D., Idayanti, I. D. A. A. E., Pratama, O. S., & Dwijayanthi, A. A. I. A. O. (2024). Pengaruh Kualitas Produk Dan Pengalaman Membeli Terhadap Minat Beli Ulang Pada Warung Babi Guling Pande Egi Gianyar. *IndraTech*, 5(2), 9–17.
- Nasaru, Z. D. M. Z. (2024). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Pelanggan Di Cafe Angkringan Ropita. *Journal Of Innovation Research And Knowledge*, 4(7), 5185–5194.
- Rahayu, mekar pamuji. (2024). Analisis Strategi Pengembangan Usaha Kuliner Angkringan Dengan Brand Image Melalui Digital Marketing.
- Rizqiana, S., & Habib, M. A. F. (2024). Pengaruh Kualitas Pelayanan dan Persepsi Harga terhadap Kepuasan Konsumen pada Usaha Omah Petoeng Tulungagung. *Maslahah: Jurnal Manajemen Dan Ekonomi Syariah*, 2(2), 272–285.
- Rustam, K. R., Rahmawati, R. S., & Handayani, C. D. E. (2024). A Analisis Ketertarikan Konsumen Melalui Promosi Media Sosial Instagram Pada Produk Igood Coffee. *Kajian Ekonomi Dan Bisnis*, 19(1), 42–54.
- Saputra, S., Vereysita, S., Gouwтами, M., Andayani, T. L. M., & Abdullah, M. (2024). Dinamika Minat Beli Konsumen: Peran Kualitas Produk Dan Promosi Yang Efektif Di Shopee. *Manajemen: Jurnal Ekonomi*, 6(2), 248–260.
- Sari, A. C. M., & Lestariningsih, M. (2021). Pengaruh promosi dan kepercayaan konsumen terhadap loyalitas pelanggan melalui kepuasan pelanggan aplikasi shopee (studi pada mahasiswa Stiesia Surabaya). *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 10(5).
- Supandi, M. Z., Artika, I. B. E., & Fariantin, E. (2024). Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Kredibel: Jurnal Ilmiah Manajemen*, 2(3), 98–110.
- Zed, E. Z., Fitters, M. A., Diningrat, D. J., Irawan, R., & Al Munawar, F. (2024). Pengaruh Lokasi, Harga Produk, Dan Kualitas Pelayanan Terhadap Minat Konsumen Pada Usaha Angkringan Skuterlabs. *Jurnal Studi Multidisipliner*, 8(6).