

DAFTAR PUSTAKA

- Adila, T. M., Bintang, W. S., Fahlevi, M., & Ikhsan, R. B. (2020). Instagram as Information In Developing Purchase Intentions : The Role Of Social E-Wom And Brand Attitude. *IEEE Xplore*, 2(August), 427–431. <https://ieeexplore.ieee.org/abstract/document/9211151/>
- Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2020). Purchase intention toward organic food among young consumers using theory of planned behavior : role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, 0(0), 1–27. <https://doi.org/10.1080/09640568.2020.1785404>
- Aini, A. nian F., & Yuana, P. (2023). Pengaruh Sales Promotion Terhadap Impulse Buying Melalui Attitude. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 2(1), 39–44. <https://doi.org/10.36407/jmsab.v2i1.46>
- Akmal, C. M. (2021). *Brand Awareness Idea*. Quadrant.
- Al-Mu'ani, L., Alwashdeh, M., Ali, H., & Al-Assaf, K. T. (2023). The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude. *International Journal of Data and Network Science*, 7(3), 1217–1226. <https://doi.org/10.5267/j.ijdns.2023.5.003>
- Alifia, S. O. (2022). *Weakness Bundling Product*. Glints. <https://glints.com/id/lowongan/product-bundling-sales/>
- Amalia, C. D., & Lubis, E. E. (2020). Pengaruh content marketing di Instagram stories@ lcheesefactory terhadap minat beli konsumen. *Jom Fisip*, 7(1), 1–11. <https://ipv6.bajangjournal.com/index.php/Juremi/article/view/2418>
- Anggraini, H., Idrus, U., & Afan, S. M. (2025). Pengaruh Promosi Penjualan dan Produk Terhadap Minat Beli Konsumen di DK Mart Telaga Biru. *Jurnal Manajemen Dan Inovasi*, 6(2), 325–335.
- Aqmala, D., & Putra, F. I. F. S. (2022). Ask, Bid, Buy! Online Impulse Buying Behaviour of Ethnic Chinese Mothers in Indonesia. *Quality-Access to Success*, 23(190).
- Ariyani, R., & Trisnowati, J. (2022). Pengaruh promosi penjualan, periklanan dan

- personal selling terhadap keputusan pembelian pada pt. great mataram cabang surakarta. *Surakarta Management Journal*, 4(1), 1–10.
- Ashari, M. (2024). *Strategi Komunikasi Pemasaran Tomoro Coffee Melalui Media Sosial TikTok* [Universitas Negeri Jakarta]. <http://repository.unj.ac.id/50279/>
- Ayu, I., & Dewi, K. (2022). Peran Sikap Dalam Memediasi Hubungan Iklan Instagram Terhadap Minat Beli Konsumen Milenial. *Manajemen, Kewirausahaan Dan Pariwisata*, 2(3), 729–739. <https://ejournal.unhi.ac.id/index.php/widyaamrita/article/view/1886/1162>
- Azizah, N. R. (2025). *Analisis Keterjangkauan Transportasi Publik terhadap Gerai Tomoro Coffee di DKI Jakarta*. Mapid. <https://mapid.co.id/blog/analisis-keterjangkauan-transportasi-publik-terhadap-gerai-tomoro-coffee-di-dki-jakarta>
- Azka, H. Q. A., Rofiq, A., & Suryadi, N. (2023). The Influence of Perceived Usefulness, Perceived Ease of Use, Sales Promotion, and Hedonic Motivation on Continuance Intention Through Attitude: A Study on Shopee Marketplace Users in East Java-Indonesia. *The International Journal of Social Sciences World TIJOSSW*, 5(2), 375–394.
- Bogdan, A., Dospinescu, N., & Dospinescu, O. (2025). Beyond Credibility: Understanding the Mediators Between Electronic Word-of-Mouth and Purchase Intention. *Arxiv Generic Economic*, 1, 22. <https://doi.org/https://doi.org/10.48550/arXiv.2504.05359>
- Bundu, V. N., Zakaria, Z., & Labo, I. A. (2024). The Role of Brand Attitude to Mediate Electronic Word of Mouth on Purchase Intention. *Advances in Business & Industrial Marketing Research*, 2(3), 164–178. <https://doi.org/10.60079/abim.v2i3.252>
- Cahyadi, I. A., & Sirait, T. (2025). Pengaruh Model AIDA Melalui Instagram Terhadap Keputusan Pembelian Konsumen Panda Ramen. *Jurnal Sosial Dan Sains*, 5(7), 2138–2153.
- Christian, S. A., & Tjiptodjojo, K. I. (2023). Penerapan Content Marketing dan Electronic Word of Mouth (e-WOM) pada Purchase Intention. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 6(12), 9910–9914.

- <https://doi.org/10.54371/jiip.v6i12.2744>
- Daulay, R., Handayani, S., & Ningsih, I. P. (2021). Pengaruh Kualitas Produk, Harga, Store Atmosphere dan Sales Promotion Terhadap Impulse Buying Konsumen Department Store di Kota Medan. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1(1).
- Digital, M. (2024). *Tren Pengguna Media sosial dan Digital Marketing Indonesia*. Slice.Id. <https://www.slice.id/blog/tren-pengguna-media-sosial-dan-digital-marketing-indonesia-2024>
- Dwi, L. indah, Fitri, S. N., Reza, M. M., Rofiansyah, & Rahmawati. (2026). The Effect of Customers Engagement and Electronic Word of Mouth n Purchase Decision Through Purchase Intention as a Mediation Variable. *Ekonomi Dan Manajemen*, 6(November 2025). <file:///C:/Users/Andika Bagus/Downloads/OPTIMAL+-+VOLUME.+6,+NOMOR.+1+MARET+2026+Hal+166-184.pdf>
- Elizabeth, M. (2023). The influence of content marketing, sales promotion, and advertising on purchase intention at pt hilmasta digital indonesia. *NCBMA*, 135–145.
- Erland Hamzah, R., & Eka Putri, C. (2020). Analisis Self-Disclosure Pada Fenomena Hyperhonest Di Media Sosial. *Jurnal Pustaka Komunikasi*, 3(2), 223–229.
- Farid, M. S., Cavicchi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., Rasheduzzaman, M., Sharma, D., & Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behavior. *Heliyon*, 9(6), 16657. <https://doi.org/10.1016/j.heliyon.2023.e16657>
- Firah, A., Siregar, N. U., Manajemen, P. S., Bisnis, F. E., & Dharmawangsa, U. (2023). Pengaruh Promotion, Visual Merchandising Dan Personal Selling Terhadap Minat Beli Konsumen Pt Shafcomultitrading Medan. *Jamanku*, 4(2), 1–12. <https://jurnal.harapan.ac.id/index.php/JaManKu/article/view/648/513>
- Fitri, F. N., & Isa, M. (2024). Analisis Pengaruh e-WOM, Brand Attitude, dan trust terhadap Purchase Intention Eco-Friendly Transport di Surakarta. *Economic*

- Reviews Journal*, 3(1), 554–571. <https://doi.org/10.56709/mrj.v3i1.128>
- Giada, M., & Donata, T. V. (2021). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study. *Journal of Fashion Marketing and Management*, 3(26), 473–494. <https://www.emerald.com/jfmm/article-abstract/26/3/473/226383/The-influence-of-fashion-blogger-credibility?redirectedFrom=fulltext>
- Goodstats.id. (2025). *Kedai Favorite Orang Indonesia*. <https://goodstats.id/infographic>
- Gosal, J., Andajani, E., & Rahayu, S. (2020). *Pengaruh e-WOM terhadap travel intention, travel decision, city image dan attitude berkunjung di kota wisata. 2016*. <https://www.academia.edu/download/98441363/427390540.pdf>
- Goyette, I., Ricard, L., & Bergeron, J. (2010). e-WOM Scale : Word-of-Mouth Measurement Scale for e-Services Context *. *Canadian Journal of Administrative Science*, 23, 5–23.
- Gultom, N. C., Tamengkel, L. F., & Punuindoong, A. Y. (2022). Pengaruh Promosi Penjualan Terhadap Keputusan Pembelian pada Kedai Ingat Kopi Kota Sorong. *Productivity*, 3(4), 384–389.
- Hair, J. F., Sarstedt, M., Ringle, C. ., Danks, N. ., & Ray, S. (2022). *An Introduction to Structural Equation Modeling*. Pearson Education Limited.
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2021). Partial least squares structural equation modeling. In *Handbook of market research* (pp. 587–632). Springer.
- Hameed, F., Malik, I. A., Hadi, N. U., & Raza, M. A. (2023). Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude. *Online Journal of Communication and Media Technologies*, 13(2). <https://doi.org/10.30935/ojcm/12876>
- Hardiyannah, T., Hidayati, R., Nasution, A. H., Muslikh, M., & Marhamah, S. (2023). Pengaruh Content Marketing, Sales Promotion, Personal Selling Dan Brand Image Terhadap Minat Beli Pada CV Laditri Karya. *Journal of Accounting, Management, and Economics Research (JAMER)*, 1(2), 75–92. <https://doi.org/10.33476/jamer.v1i2.29>

- Hasani, V. V., Zeqiri, J., & Todorovik, T. (2023). Digital Content Marketing and EWOM: A Mediatonal Serial Approach. *Sciendo*, 14(2), 24–43. <https://hrcak.srce.hr/ojs/index.php/bsr/article/view/27653>
- Herawati, A. F., Yusuf, M., & Cakranegara, P. A. (2022). Social Media Marketing In The Promotion Of Incubator Business Programs. *Darma Agung*, 30(2). <https://id.scribd.com/document/626085363/2304-1-5160-1-10-20221116>
- Herawati, & Imronudin. (2024). Pengaruh Social Electronic Word Of Mouth dan Price Terhadap Purchase Intention dengan Brand Trust sebagai Variabel Mediasi. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(2), 2–212. <https://journal.utnd.ac.id/index.php/value/article/view/1014/535>
- Hidayah, T., & Arsyad, A. T. (2025). Faktor-faktor yang mempengaruhi Keputusan Pembelian pada Coffee Shop Insomnia Jakarta. *Prosiding Seminar Nasional Pemberdayaan Masyarakat (SENDAMAS)*, 4(1), 86. <https://doi.org/10.36722/psn.v4i1.3461>
- Himawati, D., & Firdaus, M. F. (2021). Pengaruh Word Of Mouth dan Manfaat Terhadap Keputusan Menggunakan E-Wallet Dana Melalui Kepercayaan Pelanggan di Jabodetabek. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 04, 424–436. <https://inobis.org/ojs/index.php/jurnal-inobis/article/view/194/173>
- Hutomo, K. (2023). Electronic Word Of Mouth (E-Wom) Foursquare : The New Social Media. *Management Business BINUS*, 9, 711–724. <https://www.neliti.com/publications/167598/electronic-word-of-mouth-e-wom-foursquare-the-new-social-media>
- InsTrack.com. (2025). *Instagram Analysis Tomoro Coffee*. Woodward Site. <https://instrack.app/instagram/tomorocoffee.id>
- Irianto, D. R. (2021). *Pengaruh Content Marketing Dan Brand Image Terhadap Minat Beli Produk Mitra Bukalapak* [Universitas Malang]. <https://doi.org/https://doi.org/10.47467/alkharaj.v6i2.4100>
- Jackson, & Andreas. (2024). The Effect of Content Marketing on Purchase Intention Mediated by E-Wom (Empirical Study : Ice Cream Consumers on Klik Indomaret). *Asian Journal of Social and Humanities*, 2(January 2023),

- 1508–1522. <https://ajosh.org/index.php/jsh/article/view/287>
- Jonathan, V. (2021). *Pengaruh Electronic Word of Mouth (e-WOM), Diferensiasi Produk dan Harga Terhadap Keputusan Pembelian Konsumen Aksesoris Mobil Bermaterial Fiberglass pada Aplikasi Bukalapak* [Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta]. <http://eprints.kwikkiangie.ac.id/3320/>
- Kajtazi, K., & Zeqiri, J. (2020). The effect of e-WOM and content marketing on customers ' purchase intention. *Int. J. Islamic Marketing and Branding*, 5(2), 114–131.
- Kasapa, A., Monoarfa, M. A. S., & Ismail, Y. L. (2024). Kajian Faktor Sikap Dan Promosi Dalam Membentuk Minat Beli Kemeja Wanita Di Shopee. *Jurnal Ekonomi Manajemen*, 28(3), 72–85. <https://jurnalhost.com/index.php/jekma/article/view/850/1049>
- Khair, A. U., & Latief, F. (2023). *Promotion And Brand Image In Building Brand Awareness*. 336–342.
- Khairani, D., & Rubiyanti, R. N. (2025). *Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention Pada Produk N ' Pure Yang Dimediasi Berdasarkan Attitude di Indonesia*. 12(3), 702–708.
- Kinanti, A. S., Hadisiwi, P., & Wahyudin, U. (2025). The Influence of Attitude, Subjective Norms, And Perceived Behavioral Control on Shopping Decisions Through Purchase Intention. *Journal of Humanities and Social Studies*, 08(03), 918–922. [file:///C:/Users/Andika Bagus/Downloads/11482-31360-2-PB.pdf](file:///C:/Users/Andika%20Bagus/Downloads/11482-31360-2-PB.pdf)
- Kominfo, R. (2022). *Mayoritas Warga RI Cari Informasi di Media Sosial*. Databoks. <https://databoks.katadata.co.id/infografik/2022/09/07/mayoritas-warga-ri-cari-informasi-di-media-sosial>
- Kotler, P., & Keller, K. L. (2022). *Marketing Management (16th Global Edition)*. Pearson Education Limited. <https://app.box.com/s/jl6fgnp2xrpxv0evjq6jlicklh7d3s0e>
- Kotler, P., & Keller, K. lane. (2017). *Marketing Management : 15th Edition*. In *Global Edition (15th ed., Vol. 22)*. Pearson Education, Inc. © 2016. <https://app.box.com/s/7lwswtplu78es6kjkra940dzhvzvhl1n>

- Kurniawati, N. K., Widyastuti, N. W., Alifi, M. I., Pratiwi, M., Nisa, H., & Maulana, I. C. (2022). Penerapan Attention, Interest, Desire, Action (AIDA) Terhadap Komunikasi Pemasaran Kerajinan Tangan. *Jurnal Ilmiah Wahana Pendidikan*, 8(9), 347–353.
- Lauw, P. R. K. N. (2023). The analysis of sales promotion and content marketing influence on product purchase intentions in Tiktok Shop. *International Journal of Applied Finance and Business Studies*, 11(November 2022), 176–182
- Lauw, P. R. K. N. (2023). The analysis of s. <https://www.ijafibs.pelnus.ac.id/index.php/ijafibs/article/view/92>
- Lee, H., & Cheon, H. (2020). Exploring Korean Consumers' Attitudes Toward Ethical Consumption Behavior in the Light of Affect and Cognition. *Journal of International Consumer Marketing*, 30(2), 98–114. <https://doi.org/10.1080/08961530.2017.1376241>
- Lewis, E. S. (1908). *Financial advertising*. Levey Bros.
- Luo, X. (2018). Theoretical Study on the Hypothesis Testing P Value. *Advances in Social Science, Education and Humanities Research (ASSEHR)*, 184(Icesem), 369–372. <https://www.atlantis-press.com/proceedings/icesem-18/25900986>
- Marcelina, N. (2024). Kebiasaan Minum Kopi di Setiap Lintas Generasi yang Disebut Sebagai Lifestyle. *Fimela*, 1–10.
- Maritza, P. H. (2024). *Produk Kopi Pada Generasi Z Menggunakan Theory Of Planned Behaviour (Studi Kasus Tilasawa Coffee Roaster)* [STIE Yogyakarta]. [http://repositorybaru.stieykpn.ac.id/3350/1/Ringkasan Skripsi Maritza Pramudita Haryadi 112131690.pdf](http://repositorybaru.stieykpn.ac.id/3350/1/Ringkasan_Skripsi_Maritza_Pramudita_Haryadi_112131690.pdf)
- Martha, H. L., Nuryakin, N., & Arni, A. (2024). The Effect of Content Marketing and Ewom on Purchase Intention and Brand Image. *Sentralisasi*, 13(1), 199–214. <https://doi.org/10.33506/sl.v13i1.2811>
- Mettenheim, W. Von, & Wiedmann, K. P. (2021). The complex triad of congruence issues in influencer marketing. *Academic Paper, January*, 1277–1296. <https://doi.org/10.1002/cb.1935>
- Mtarget. (2024). *Statistika Data Pemasaran Digital*.
- Mulia, U. B. (2024). *The Effect of Content Marketing on Purchase Intention*

- Mediated by E-Wom (Empirical Study: Ice Cream Consumers on Klik Indomaret). 2(January 2023), 1508–1522.*
- Mulyati, H. P., & Sudrajat, A. (2024). Efektifitas Model Aida Sebagai Strategi Pemasaran Dan E-Wom Untuk Mempengaruhi Minat Beli Konsumen Di Era Digital (Studi Kasus Pada Produk Hanasui). *MANEKSI*, 13(4), 873–881.
- Mutiara, F. R., Kokom, K., & Resa, N. (2023). Analysis Of Endorser Credibility And Content Marketing On Consumer Attitudes Towards Sukabumifoodies Advertisements Analisis Kredibilitas Endorser Dan Content Marketing Terhadap Sikap Konsumen Pada Iklan Sukabumifoodies. *Management Studies and Entrepreneurship Journal*, 4(6), 9701–9712.
<https://journal.yrpiiku.com/index.php/msej/article/view/2393/2174>
- Mutiara, N. (2024). *Kisah Pendiri Tomoro Coffee yang Gencar Ekspansi di Indonesia dan Mancanegara.*
- Myindibiz. (2023). *Ekspansi hingga 200 Gerai, Ini Strategi Sukses ala Tomoro Coffe!* <https://indibiz.co.id/artikel/ekspansi-hingga-200-gerai-ini-strategi-sukses-ala-tomoro-coffe>
- Ningsih, E. R. (2021). *Perilaku Konsumen: Pengembangan Konsep dan Praktek Dalam Pemasaran.* Idea Press.
- Nur'sakdah, Saufi, A., & Rinuastuti, B. H. (2021). Analisis Pengaruh Sikap Terhadap Minat Beli Online Melalui Dropshipper Pada Media E-Commerce. *JMM Unram*, 10(3), 175–185.
https://eprints.unram.ac.id/39803/1/C50Nur_sakdah.pdf
- Nur, A. R., Supriyanto, Murti, W., & Matdio, S. (2025). Pengaruh Promosi Sosial Media dan Kualitas Produk Terhadap Loyalitas Pelanggan pada Tomoro Coffee Mangunjaya Tambun Selatan. *Manggala Institute*, 2(9), 4029–4044.
<https://manggalajournal.org/index.php/SINERGI/article/view/1807/2059>
- Nurmahendra, P., & Setyawan, A. A. (2023). Pengaruh Electronic Word of Mouth terhadap Sikap Merek dan Niat Beli Merek Pada Produk Uniqlo di Surakarta. *Jurnal Informatika Ekonomi Bisnis*, 5, 1115–1120.
<https://doi.org/10.37034/infv5i4.711>
- Oetomo, H. R. (2024). *Maudy Ayunda Didaulat sebagai Tomoro Empowering*

Officer. RRI.Co.Id.

- Palit, D. W., & Djemly, S. L. M. W. (2023). The Effect Of Advertising, Personal Selling And Sales Promotion On Consumer Buying Interest In Y.O.U Cosmetic Products In Matahari Dept. Store Manado Town Square. *EMBA (Ekonomi, Business Accounting)*, 11(1), 465–476. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/45920>
- Pangestika, A. J., & Sardjono, H. (2022). *Pengaruh Iklan Shopee Big Sale di Youtube dan Promosi Penjualan Terhadap Minat Beli Para Pengguna Shopee di DKI Jakarta*. 8(4), 3799–3812.
- Pangestuti, I., & Heikal, J. (2024). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Kopi Tomoro dengan Menggunakan Regresi Biner Logistik untuk Menentukan Strategi Pemasaran yang Tepat. *Ranah Research : Journal of Multidisciplinary Research and Development*, 6(5), 2173–2181. <https://doi.org/10.38035/rrj.v6i5.1037>
- Pera, P. W., Binti, N. A., & Mashudi. (2023). Strategi Electronic Word Of Mouth (E-Wom) Sebagai Inovasi Dalam Digitalisasi Pemasaran Entrepreneur Syariah. *Trending : Jurnal Ekonomi, Akutansi, Dan Manajemen*, 1(2), 172–174.
- Prastuti, D. I., & Karyanti, Y. (2020). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian Tiket Kereta api Daring. *Faktor Exacta*, 13(3), 176–184. <https://doi.org/10.30998/faktorexacta.v13i3.7071>
- Purbaningsih, Y., Putri, S. E., Anaconda Bangkara, B. M. A. S., Nurofik, A., & Zahari, M. (2022). Understanding the AIDA Model in Marketing Small Business in the Digital Age: Opportunities and Challenges. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 19978–19989.
- Purwanza, S. W., Wardhana, A., Mufidah, A., Renggo, Y. R., Hudang, A. K., Setiawan, J., & Darwin. (2022). Metodologi Penelitian Kuantitatif, Kualitatif dan Kombinasi. In *Media Sains Indonesia* (Issue March).
- Purwianti, L., Jason, J., & Yulianto, E. (2024). The Influence of Price Value, E-WOM, Subjective Norm, Perceived Behavior Control on Online Purchase

- Intentions through Attitude. *MEC-J (Management and Economics Journal)*, 8(3), 265–284. <https://doi.org/10.18860/mec-j.v8i3.28891>
- Putra Pua, S., Nuringwahyu, S., & Zunaida, D. (2022). Analisis Pengaruh Sikap Generasi Milenial Terhadap Minat Beli Online (Studi Kasus Pada Marketplace Facebook). *JIAGABI*, 11(1), 40–47. <https://jim.unisma.ac.id/index.php/jiagabi/article/view/14947>
- Putrinda Ratu, E., & Tulung, J. E. (2022). The Impact of Digital Marketing, Sales Promotion, and Electronic Word of Mouth on Customer Purchase Intention at Tiktok Shop. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(4), 149–158. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/43705>
- Qazi, T. fiaz, Muzaffar, S., Khan, A., & Basit. (2021). Offer To Buy: The Effectiveness Of Sales Promotional Tools Towards Purchase Intention. *Bulletin of Business and Economics*, 10, 33–42. <https://bbejournal.com/BBE/article/view/97>
- Rahmania, K. N., Ernawati, S., & Badar, M. (2024). Pengaruh Sikap dan Motivasi Pada Minat Beli di Tiktok Shop. *ECo-Fin*, 6(2), 331–340. <https://doi.org/10.32877/ef.v6i2.1413>
- Rahmayanti, S., & Dermawan, R. (2023). Pengaruh Live Streaming, Content Marketing, dan Online Customer Review Terhadap Keputusan Pembelian pada Tiktok Shop di Surabaya. *SEIKO : Journal of Management & Business*, 6(1), 337–344. <https://doi.org/10.37531/sejaman.v6i1.2451>
- Rajalakshmi, A. R., Jayakani, S., & Shanmugam, H. (2024). A Study on Green Entrepreneurship and Electronic Word of Mouth : Special Reference with Kanchipuram District. *Indian Journal of Information Sources and Services*, 14(3), 270–276. <https://ojs.trp.org.in/index.php/ijiss/article/view/4559/7642>
- Riofita, H., Rifky, Mg., Raudatul Salamah, L., Asrita, R., Nurzanah, S., & Islam Negeri Sultan Syarif Kasim Riau, U. (2024). Perubahan Strategi Pemasaran Dalam Menghadapi Tantangan Pasar Konsumen Di Era Digital. *Jurnal Ekonomi Manajemen Dan Bisnis*, 1(3), 21–26. <https://sejurnal.com/pub/index.php/jpim/article/view/5183>

- Risma, M., Eko, S., & Heni, S. (2025). Pengaruh Citra Merek, Harga, dan Promosi Terhadap Keputusan Pembelian pada Tomoro Coffee Semarang. *Capital*, 7(1), 94–95.
- Robi, S. M., & Urip, M. (2025). Strategi Komunikasi Tomoro Coffe Ngaliyan dalam Meningkatkan Penjualan Melalui Layanan dan Iklan Aplikasi Shopeefood. *Ilmiah Multidisiplin*, 1(5), 3741–3754. file:///C:/Users/Andika Bagus/Downloads/JejakDigital__Strategi+Komunikasi+Tomoro+Coffe+Nga liyan+dalam+Meningkatkan+Penjualan+Melalui+Layanan++dan+Iklan+Apli kasi+Shopeefood.pdf
- Rosadi, D. A. V. P. (2024). *Hubungan online trust dengan purchase intention pada konsumen e-commerce Shopee di Kota Malang* [Universitas Negeri Malang]. <http://etheses.uin-malang.ac.id/70511/1/17410143.pdf>
- Rumra, A., & Muhrim, N. (2023). Pengaruh Brand Awareness, Brand Image Dan Brand Equity Terhadap Sikap Merek Dan Dampaknya Pada Minat Membeli Merek Sepeda Motor Kota Ambon. *Syntax Admiration*, 4(11), 2063–2082. <https://www.academia.edu/download/111061549/1169.pdf>
- Santino. (2025). *Data Konsumsi Kopi Harian Rata-Rata di Indonesia*. International Coffee Organization (ICO).
- Sari, N., Saputra, M., & Husein, J. (2020). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Pada Toko Online Bukalapak.Com. *Jurnal Syntax Transformation*, 1(5), 136–140. <https://doi.org/10.46799/jst.v1i5.60>
- Setyawan, A. A. (2024). The Effect of Electronic Word of Mouth on Brand Attitude and Purchase Intention of Healthy Food Products. *Maksipreneur*, 14(1), 149–162. <https://ejournal.up45.ac.id/index.php/maksipreneur/article/view/1970>
- Shwastika, R., & Keni, K. (2021). The Effect of Brand Awareness , Social Media Marketing , Perceived Quality , Hedonic Motivation , and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH)*, 570(Icebsh), 23–31. <https://www.atlantispress.com/proceedings/icebsh-21/125959628>
- Siripipatthanakul, S., & Limna, P. (2022). *The Relationship Between Content*

- Syaiful, R. M. (2025). *Pengaruh live streaming , sales promotion , dan online customers review terhadap purchase intention dengan trust sebagai variabel intervening.*
- Tasya, A., & Sukardi, Y. O. (2025). Pengaruh Kolaborasi Dan Promosi Digital Oleh Tomoro Coffee X Jujutsu Kaisen Terhadap Keputusan Pembelian Konsumen (Survei Pada Pengikut di Instagram @ ankokumedia). *Sinergi : Jurnal Ilmiah Multidisiplin*, 1(2), 336–347. <https://publikasi.ahlalkamal.com/index.php/sinergi/article/view/50/44>
- Tisna Romadoni, Hartanto Halim, & Eman Sulaiman. (2024). Pengaruh Digital Marketing dan Promosi Penjualan terhadap Keputusan Pembelian pada TWN Second Store Tasikmalaya. *MAMEN: Jurnal Manajemen*, 3(4), 328–339. <https://doi.org/10.55123/mamen.v3i4.4251>
- Tristanto, S. H., & Iswati, H. (2025). The Influence of Consumer Perception and Promotion on Purchase Intention Through Perceived Value : A Case Study of Depok Campus Students on a Premium FMCG Brand. *Golde Ration of Marketing And Applied Psychology of Business*, 5(2), 440–453.
- tSurvey.id. (2024). *Efektivitas Strategi Tomoro Coffee di Pasaran.* Telkomsel. https://www.instagram.com/p/C5Py_ZEuA9C/?utm_source=ig_web_copy_link
- Udescu. (2024). *TikTok Engagement Rate Calculator & 10 Tips to Increase Engagement.* Social Insider. <https://www.socialinsider.io/free-tools/social-media-analysis-tools/tiktok-engagement-calculator>
- Umi, N., & Jonathan, S. (2022). Kajian Tentang Indeks Kecocokan Model dalam Pemodelan Persamaan Struktural Berbasis Kovarian Dalam Lisrel dan Amos serta Berbasis Partial Least Square dalam PLS SEM. *Majalah Ilmiah UNIKOM*, 20(2), 1–10. <https://ojs.unikom.ac.id/index.php/jurnal-unikom/article/view/9497/3575>
- Vania, C., & Ruslim, T. S. (2023). The Effect of Environmental Concern, Attitude, Green Brand Knowledge, Green Perceived Value on Green Purchase Behavior with Green Purchase Intention As A Mediating Variable on Green Beauty Products. *Jurnal Ilmiah Manajemen Dan Bisnis*, 9(3), 325.

<https://doi.org/10.22441/jimb.v9i3.18126>

- We Are Social Media. (2025). Digital 2025 : Active Social Media Users in Indonesia. In *Melwater*. <https://datareportal.com/reports/digital-2025-indonesia>
- Widodo, T., Hadinda, A., & Putri, M. (2023). The Effect of E-wom on Purchase Intention Mediated by Information Usefulness and Information Adoption (A Study on Skintific Products). *Quantitative Economics and Management Studies (QEMS)*, 4(4).
- Wijaya, I. S., Sandora, N., & Laelatul, U. A. (2024). *Strategi Marketing 5 . 0 Tomoro Coffee Dalam Persaingan Franchise Di Indonesia*. 0(0), 256–269. <https://jurnalbima.id/index.php/masarin/article/view/238/186>
- Wijayanti, E. D., & Juwita, H. A. J. (2024). The Effects of Word-Of-Mouth and Sales Promotion on Saving Intention with Brand Attitude as The Mediating Variable. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(2), 277–289. <https://doi.org/10.21776/jmppk.2024.03.2.02>
- Windi, R., & Tampenawas, J. L. A. (2023). Pengaruh Influencer Marketing, Content Marketing Dan Efektivitas Tiktok Affiliate Terhadap Brand Awareness Skincare Hanasui (Study Kasus Pada Mahasiswa Jurusan Manajemen Universitas Sam Ratulangi Angkatan 2023). *EMBA (Ekonomi, Business Accounting)*, 11(3), 772–784. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/49429>
- Windy, M., & Ongky, A. S. (2022). Pengaruh Electronic Word Of Mouth (E-Wom) Di Instagram Terhadap Minat Pembelian Pada Merek Kosmetik Lokal Yang Dimediasi Oleh Citra Merek Dan Sikap Merek. *Journal of Strategic Management*, 2(2), 63–65. <https://doi.org/10.1007/s12599-013-0306-0>
- Wu, Y., Wang, L., & Wang, Q. (2024). Research on the Influence of Content Marketing on Consumer Purchase Intention--The Case of Damfool. *Academic Journal of Business & Management*, 6(7), 33–39. <https://doi.org/10.25236/ajbm.2024.060704>
- Yuceer, B., Sarkbay, O. F., & Basal, M. (2024). The Effect of Consumer Attitude on the Effect of Social Media Marketing on Hospital Promotion Activities

- through Content Marketing. *Open Journal of Social Sciences*, 12(02), 375–391. <https://doi.org/10.4236/jss.2024.122021>
- Yulistyan, A. H., & Wahyudi, T. A. (2024). The effect of promotional mix on repurchase intention of lubricant customer through attitude. *Ejournal.Imperiuminstitute.*, 7(2), 291–300. <http://ejournal.imperiuminstitute.org/index.php/JMSAB/article/view/1317>
- Zahra, A., Rohilah, I., Elasifa, M., & Putri Derajat, S. (2024). Peran Strategi Pemasaran Digital Dalam Meningkatkan Loyalitas Konsumen Di Era Industri 4.0. *Jurnal Krakatau Indonesian of Multidisciplinary Journals*, ii(5), 150–167. <http://jurnal.desantapublisher.com/index.php/krakatau/index>
- Zahra, F., & Mirzam, A. A. (2025). Pengaruh Electronic Word of Mouth Dan Pemasaran Media Sosial Terhadap Brand Image Dan Minat Beli Produk Kosmetik E-Commerce. *Journal of Management and Creative Business*, 2(1), 1110–1120. <https://teewanjournal.com/index.php/peng/article/view/1048/396>
- Zain, N. K., Wahyudin, U., & Setiaman, A. (2024). Pengaruh Content Marketing terhadap Minat Beli Produk Instaperfect pada followers akun TikTok @Instaperfect_id melalui Attitude Towards The Brand dan Attitude Towards The Advertisement. *El-Mujtama: Jurnal Pengabdian Masyarakat*, 4(3), 291–301. <https://doi.org/10.47467/elmujtama.v4i3.1460>
- Zaki, M., & Saiman, S. (2021). Kajian tentang Perumusan Hipotesis Statistik Dalam Pengujian Hipotesis Penelitian. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 4(2), 115–118. <https://doi.org/10.54371/jiip.v4i2.216>
- Zayrin, A. A., Nopus, H., Maizia, K. K., & Marsela, S. (2025). *Analisis Instrumen Penelitian Pendidikan (Uji Validitas Dan Relibilitas Instrumen Penelitian)*. 780–789.
- Zikir, M. W., & Ernawati. (2025). Strategi Konten Marketing Di Pt Naturindo Surya Niaga Tasikmalaya. *Jurnal Lentera Bisnis*, 14(3), 3713–3721. <https://doi.org/10.34127/jrlab.v14i3.1633>