

**THE INFLUENCE OF STORE ATMOSPHERE, SOCIAL MEDIA
MARKETING, AND LIFESTYLE ON PURCHASE DECISIONS (CASE
STUDY OF PT MERAKI BINAR AMERTA: NORTHWOOD CAFÉ
GEGERKALONG AND CIHAMPELAS BRANCHES)**



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Abstract

This study analyzes the influence of store atmosphere, social media marketing, and lifestyle on purchase decisions of consumers at Northwood Café branches in Gegerkalong and Cihampelas, PT Meraki Binar Amerta. The results indicate that consumers' purchase decisions are categorized as excellent, with an overall average score of 4.31. The highest dimension is the decision about the number of products (4.36), while the lowest is the consumer satisfaction raises in the product (4.27). The store atmosphere is rated excellent, with an average score of 4.31, the highest dimension being interior factor (4.36) and the lowest being display (4.26). Social media marketing is rated good, with an average score of 4.17, the highest dimension being be honest (4.25) and the lowest being be humble (4.06). Consumers' lifestyle in Bandung, who choose Northwood Café as a leisure spot, is rated excellent, with an average score of 4.37, the highest dimension being interest (4.46) and the lowest being activity (4.32). The relationship analysis shows that store atmosphere has a significant and very strong influence on purchase decisions (98.8%), social media marketing has a significant and strong influence (67.0%), while lifestyle also has a significant influence but with a weak relationship (10.8%).

Keywords: Store Atmosphere, Social Media Marketing, Lifestyle, Purchase Decisions

INTRODUCTION

The increasingly fierce competition in the culinary business poses both a challenge and a threat for business players to improve and maintain their business strategies in order to ensure the survival of their companies (Arhando, 2020). Bandung City is one of the cities with a high level of attractiveness in the food and beverage sector. Bandung's culinary scene has also become an icon for food enthusiasts, both local and from outside the city. The Ministry of Tourism has named Bandung as one of the top national culinary tourism destinations after Solo, Bali, Semarang, and Yogyakarta (Disparbud, 2015).

One sector in the culinary business that has seized this opportunity is the coffee shop industry, driven by the increasing coffee consumption in Indonesia over the past few years, with the consumption of domestically processed coffee products growing at an average rate of over 7% per year. The main factor behind the increase in coffee consumption is the growing upper-middle-class population and the changing lifestyles of Indonesians, as seen in the rise of coffee consumption since 2016 (Widiarini, 2019).

The coffee shop phenomenon has become an integral part of Indonesian youth culture, experiencing rapid growth in various cities. In Bandung, the number of coffee shops increased from 157 in 2019 to 227 in 2020, before dropping to 200 in 2021. However, in 2022 the number surged dramatically to 582. Such intense competition forces business owners to adopt the right strategies and implement differentiation to boost sales and influence consumer purchase decisions.

One factor that can influence purchase decisions is the store atmosphere. Store atmosphere refers to the combination of store characteristics such as architecture, layout, signage and displays, colors, temperature, scents, and music which collectively create a certain image in the minds of customers (Savira, 2020).

Another factor is social media marketing (Kambali & Siti, 2021). Social media marketing can influence purchase decisions when content such as images, videos, and captions are engaging enough to persuade consumers to buy the promoted products (A. N. Pratiwi, 2022). When the content promotes brand information and product or service offers in a way that is appealing to consumers, they are more likely to actively participate and engage with the brand.

The internet or online media became the most widely used promotional medium in 2020, with a share of 71.74%. The widespread use of social media as a marketing platform has led many marketers to carry out their campaigns on social media, aiming to reach more consumers this is now widely known as Social Media Marketing (Yahya, 2016).

In addition, lifestyle can also affect purchase decisions. Lubis et al. (2020) define lifestyle as a person's pattern of living, including shopping habits and time allocation. Lifestyle describes how people spend their time (activities), what they consider important in their surroundings (interests), and their thoughts about themselves and the world around them (opinions) (Yuniarti, 2015).

Northwood is a culinary franchise business established in 2016 with six branches in Bandung, including Gegerkalong, Setiabudi, Kota Baru Parahyangan, Cihanjuang, T-Space, and Cihampelas. As a local coffee and eatery brand, Northwood uses Instagram to promote its products and reach a wider audience. With an Instagrammable concept, a comfortable ambiance, a work-from-café atmosphere, and a family-friendly vibe, Northwood's Instagram account has 15.9 thousand followers and 140 posts showcasing its menu and café aesthetics.

From March to June 2024, Northwood experienced a decline in customers and revenue, resulting in losses and unexpected expenses. This decline indicates issues in consumer purchase decisions, making it necessary to introduce innovations and new stimuli to attract customers.

Based on this, the author is interested in conducting research entitled “The Effect of Store Atmosphere, Social Media Marketing, and Lifestyle on Purchase Decisions (Case Study of PT Meraki Binar Amerta: Northwood Café Gegerkalong and Cihampelas Branches).

LITERATURE REVIEW

Marketing Strategy

A marketing strategy involves making decisions regarding marketing budgets, marketing mixes, and marketing allocations, taking into account the expected environmental conditions and competitive landscape. According to Chandra, a marketing strategy is a plan that outlines the company’s expectations regarding the impact of various marketing activities or programs on product demand in a particular target market (Dimas Hendika, 2016).

Marketing Management

Marketing management relates to the process of identifying and meeting customer needs, ultimately creating customer satisfaction. According to Kotler and Keller, it is “the art and science of choosing target markets and building profitable relationships with them” (Kotler & Keller, 2017).

Consumer Behavior

Consumer behavior refers to actions that may directly or indirectly involve acquiring, consuming, and disposing of products and services in the decision-making process (Sunyoto, 2013). Consumer behavior focuses on consumer decisions to consume a product in order to achieve satisfaction (Mutholip, 2012).

Store Atmosphere

Store atmosphere refers to designing an attractive and unique store environment to leave an impression on consumers. Café owners must create a planned atmosphere that aligns with their target market. To create a beautiful and pleasant environment, cafés must consider elements of store atmosphere such as interior, exterior, store layout, and general interior (Utami, 2006).

Social Media Marketing

Social media marketing is a tool that offers unique opportunities to market businesses, products, and services opportunities that did not exist decades ago. Today, business owners must experiment and adapt to market conditions using social media marketing tactics to achieve company goals (Rangkuti, 2013).

Lifestyle

According to Sutisna (2012) in Luthfianto & Suprihhadi (2017), lifestyle is broadly defined as a way of life identified by how people spend their time (activities) as seen in their work, hobbies, shopping, sports, and social activities; their interests, such as in food, fashion, family, and recreation; and their opinions about themselves, social issues, business, and products.

Purchase Decisions

Purchase decisions are influenced by behaviors and attitudes that determine a person's choices and willingness to buy something in the long term. According to Buchari Alma (2016), purchase decisions are consumer decisions influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process factors.

RESEARCH METHOD

This is a quantitative study. According to V Wiratna Sujarweni (2021), quantitative research produces findings obtained through statistical rules or measurements—in this case, measuring store atmosphere, social media marketing, and lifestyle in relation to purchase decisions at PT Meraki (Northwood).

This study uses a causal associative approach. A causal associative study aims to determine the relationship between two or more variables, specifically a cause-and-effect relationship, where there are independent variables and dependent variables (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif, dan R&D, 2019). This approach is used to examine the relationship between store atmosphere, social media marketing, and lifestyle with purchase decisions at PT Meraki (Northwood).

The population for this study must have characteristics determined by the researcher and aligned with the research variables. The population in this study consists of the 15.9 thousand followers of Northwood's Instagram account. The sampling technique used is purposive sampling, with the following criteria:

1. Respondents must be at least 17 years old.
2. Respondents must be active followers of the Northwood Instagram account.
3. Respondents must have made a purchase at Northwood.

The number of samples is determined using the Slovin formula:

$$\begin{aligned} n &= \frac{15.900.000}{1 + 15.900.000 \times 0.05^2} \\ &= \frac{15.900.000}{1 + 15.900.000 \times 0.0025} \\ &= 399.99 \approx 400 \end{aligned}$$

Thus, the sample size in this study is 400 Instagram followers of Northwood who meet the criteria.

RESULTS AND DISCUSSION

Data Analysis

Classical Assumption Test

Normality Test

The normality test is part of the classical assumption test aimed at determining whether residuals are normally distributed. A good regression model has a normal or near-normal distribution. The decision criterion is based on the significance value being greater than 0.05.

Table 1.
Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		250
Normal Parameters ^{a,b}	Mean	.1360700
	Std. Deviation	.74028603
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	.050
Test Statistic		.087
Asymp. Sig. (2-tailed)		.068 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Table 1 shows that the Asymp. Sig (2-tailed) value is 0.068. Since the Asymp. Sig (2-tailed) value > 0.05, namely 0.068 > 0.05, the regression model is normally distributed. In addition, the normality test can also be observed through the normal probability plot, as shown in Figure 1.

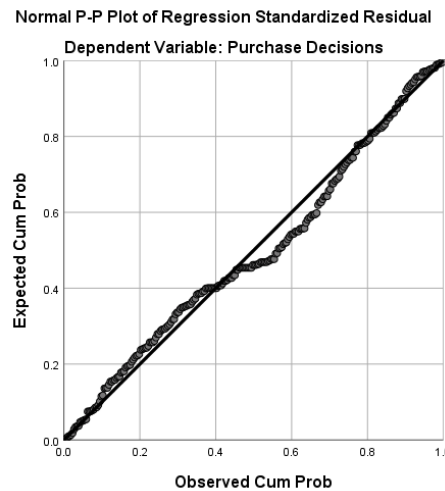


Figure 1.
Normal Probability Plot

Figure 1 shows that in the presentation of the normal probability plot, the points spread around the diagonal line and the distribution follows the diagonal line. Therefore, the regression model in this study is normally distributed.

Multicollinearity Test

The purpose of the multicollinearity test is to identify whether there is a correlation between independent variables. To detect the presence of multicollinearity in the regression

model, the tolerance value and Variance Inflation Factor (VIF) of each independent variable can be examined. The decision criterion is: if the VIF value is less than 10.00 and the tolerance value is greater than 0.1, there is no indication of multicollinearity in the regression model.

Table 2.
Multicollinearity Test

Variable	Collinearity Statistics		Description
	Tolerance	VIP	
Store Atmosphere	0.278	3.598	There is no multicollinearity
Social Media Marketing	0.258	3.869	There is no multicollinearity
Lifestyle	0.865	1.157	There is no multicollinearity

Source: Data Analysis, 2025

Table 2 shows that the store atmosphere variable has a VIF value of less than 10.00, namely $3.598 < 10.00$, and a tolerance value greater than 0.1, namely $0.278 > 0.1$. The social media marketing variable has a VIF value less than 10.00, namely $3.869 < 10.00$, and a tolerance value greater than 0.1, namely $0.258 > 0.1$. The lifestyle variable has a VIF value less than 10.00, namely $1.157 < 10.00$, and a tolerance value greater than 0.1, namely $0.865 > 0.1$. This indicates that the regression model does not experience multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is an inequality of variance in residuals between observations in the regression model. The heteroscedasticity test can be seen from the scatterplot between the predicted values of the dependent variable (ZPRED) and its residuals (SPREID).

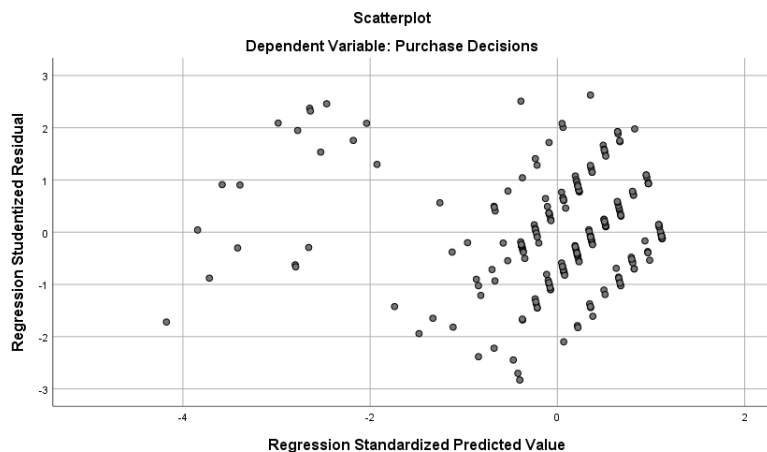


Figure 2.
Scatter Plot

Figure 2 shows that the distribution of points is scattered randomly, without forming a clear pattern above or below the value 0 on the Y-axis. Therefore, it can be concluded that the regression model does not experience heteroscedasticity problems.

The heteroscedasticity test can also be performed using the Glejser test. The decision criterion is based on a significance value (Sig.) > 0.05 .

Table 3.
Glejser Heteroscedasticity Test

Variable	Sign	Description
Store Atmosphere	0.202	There are no symptoms of heteroscedasticity.
Social Media Marketing	0.384	There are no symptoms of heteroscedasticity.
Lifestyle	0.143	There are no symptoms of heteroscedasticity.

Source: Data Analysis, 2025

Table 3 shows that the store atmosphere variable has a significance value > 0.05 , namely $0.202 > 0.05$; social media marketing has a significance value > 0.05 , namely $0.384 > 0.05$; and lifestyle has a significance value > 0.05 , namely $0.143 > 0.05$. This indicates that the regression model does not have heteroscedasticity symptoms.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to determine the relationship between store atmosphere, social media marketing, and lifestyle on purchase decisions. The results are presented in Table 4.

Table 4.
Multiple Linear Regression

		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
	Model	B	Std. Error	Beta
1	(Constant)	.594	.525	
	Store Atmosphere	.771	.013	.964
	Social Media Marketing	.027	.015	.032
	Lifestyle	-.013	.019	-.006

a. Dependent Variable: Purchase Decisions

The regression model for store atmosphere, social media marketing, and lifestyle on purchase decisions can be written as:

$$DP = 0.594 + 0.771 SA + 0.027 SMM - 0.013 LS$$

The coefficients in the multiple linear regression can be interpreted as follows:

- The constant value of 0.594 means that purchase decisions are valued at 0.594 units if store atmosphere, social media marketing, and lifestyle remain constant.
- The store atmosphere coefficient of 0.771 means that every 1-unit increase in store atmosphere will increase purchase decisions by 0.771 units, assuming social media marketing and lifestyle remain constant.
- The social media marketing coefficient of 0.027 means that every 1-unit increase in social media marketing will increase purchase decisions by 0.027 units, assuming store atmosphere and lifestyle remain constant.
- The lifestyle coefficient of -0.013 means that every 1-unit increase in lifestyle will decrease purchase decisions by 0.013 units, assuming store atmosphere and social media marketing remain constant.

Correlation Test

The correlation test is used to assess how strong the relationship is between store atmosphere, social media marketing, and lifestyle on purchase decisions.

Table 5.
Correlation Test

Variable	Correlation Coefficient	Description
Store Atmosphere → Purchase Decisions	0.988	Very Strong
Media Social Marketing → Purchase Decisions	0.670	Strong
Lifestyle → Purchase Decisions	0.108	Not Strong

Source: Data Analysis, 2025

Table 5 presents the results of the correlation test, which show the relationship between store atmosphere, social media marketing, and lifestyle with purchase decisions, as follows:

1. Store Atmosphere and Purchase Decisions
Table 5 shows that the correlation value between store atmosphere and purchase decisions is 0.988 or 98.8%. This means that store atmosphere has a very strong relationship with purchase decisions.
2. Social Media Marketing and Purchase Decisions
Table 5 shows that the correlation value between social media marketing and purchase decisions is 0.670 or 67.0%. This means that social media marketing has a strong relationship with purchase decisions.
3. Lifestyle and Purchase Decisions
Table 5 shows that the correlation value between lifestyle and purchase decisions is 0.108 or 10.8%. This means that lifestyle has a weak relationship with purchase decisions.

Hypothesis Testing

A hypothesis is a temporary answer to the problem formulation in a study. The hypotheses in this study consist of the alternative hypothesis (H1) and the null hypothesis (H0). They are stated as follows:

- a. **H1**: Store atmosphere, social media marketing, and lifestyle have a significant effect on purchase decisions.
- b. **H0**: Store atmosphere, social media marketing, and lifestyle do not have a significant effect on purchase decisions.

To test the validity of the hypotheses and assess the influence of store atmosphere, social media marketing, and lifestyle on purchase decisions, a t-test was used. The decision in the t-test was based on the calculated t-value and the t-table value at a 5% significance level, with 397 degrees of freedom, which is 1.96. The decision criteria are described as follows:

- a. **H1**: If the significance value (Sig) < 0.05 or t-value > t-table, it can be concluded that store atmosphere, social media marketing, and lifestyle have a significant effect on purchase decisions partially.
- b. **H0**: If the significance value (Sig) > 0.05 or t-value < t-table, it can be concluded that store atmosphere, social media marketing, and lifestyle do not have a significant effect on purchase decisions partially.

Table 6.
Hypothesis Testing

Variable	t-value	Sig	Description
Store Atmosphere → Purchase Decisions	127.369	0.000	Significant Effect
Social Media Marketing → Purchase Decisions	17.988	0.000	Significant Effect
Lifestyle → Purchase Decisions	2.160	0.031	Significant Effect

Table 6 presents the results of the t-test, which indicates the partial effect of store atmosphere development, social media marketing, and lifestyle on purchase decisions, as follows:

1. Effect of Store Atmosphere on Purchase Decisions

Table 6 shows that the t-value for the store atmosphere variable on purchase decisions is 127.269. Since the t-value > t-table value (127.369 > 1.96) and the Sig (2-tailed) value < 0.05 (0.000 < 0.05), this indicates that store atmosphere has a significant effect on purchase decisions.

2. Effect of Social Media Marketing on Purchase Decisions

Table 6 shows that the t-value for the social media marketing variable on purchase decisions is 17.988. Since the t-value > t-table value (17.988 > 1.96) and the Sig (2-tailed) value < 0.05 (0.000 < 0.05), this indicates that social media marketing has a significant effect on purchase decisions.

3. Effect of Lifestyle on Purchase Decisions

Table 6 shows that the t-value for the lifestyle variable on purchase decisions is 2.160. Since the t-value > t-table value (2.160 > 1.96) and the Sig (2-tailed) value < 0.05 (0.000 < 0.05), this indicates that lifestyle has a significant effect on purchase decisions.

Overview of Store Atmosphere, Social Media Marketing, Lifestyle, and Purchase Decisions

The purchase decisions of Northwood Café’s consumers are considered excellent, with an average score of 4.31, the highest being on the *decision about the number of products* dimension (4.36), indicating that visitors are attracted by positive reviews and affordable prices. The lowest dimension is *consumer satisfaction raises in product* (4.27), but consumers remain satisfied and intend to visit again. The store atmosphere is also rated as excellent (4.31), with *interior factor* as the highest dimension (4.36), reflecting cleanliness and captivating live music entertainment. The lowest dimension is *display* (4.26), yet product and menu information remains well-organized.

Northwood Café’s social media marketing is rated good (4.17), with *be honest* as the highest dimension (4.25), indicating clear information delivery and quick clarification in case of errors. The lowest dimension is *be humble* (4.06), yet Northwood remains responsive and patient in answering customer inquiries. The lifestyle of Bandung residents in choosing Northwood as a leisure destination is considered excellent (4.37), with *interest* as the highest dimension (4.46), reflecting high interest in café products. The lowest dimension is *activity* (4.32), but visitors still enjoy the served menu. The modern lifestyle following trends drives the increase in purchase decisions, in line with the community’s lifestyle patterns expressed through their activities, interests, and opinions.

Effect of Store Atmosphere on Purchase Decisions

The study results indicate that store atmosphere has a significant effect on purchase decisions. This is evident from the t value $> t$ table value, i.e., $127.369 > 1.96$, and the Sig (2-tailed) value < 0.05 , i.e., $0.000 < 0.05$. Moreover, store atmosphere has a very strong relationship with purchase decisions at 0.988 or 98.8%. This shows that the better the store atmosphere presented by Northwood Café, the more it can stimulate consumers' perceptions and emotional responses, ultimately increasing their purchase decisions at the café.

These findings align with the studies conducted by Lazuardy (2023), Sinarwaty (2023), Pratiwi (2019), and Kurniawan (2021), which state that store atmosphere significantly affects purchase decisions. However, they contradict the studies conducted by Sugiono (2020) and Purnama (2023) which state that store atmosphere does not significantly affect purchase decisions.

Effect of Social Media Marketing on Purchase Decisions

The study results indicate that social media marketing has a significant effect on purchase decisions. This is shown by the t value $> t$ table value, i.e., $17.988 > 1.96$, and the Sig (2-tailed) value < 0.05 , i.e., $0.000 < 0.05$. In addition, social media marketing has a strong relationship with purchase decisions at 0.670 or 67.0%. This means that the better the social media marketing managed and designed by Northwood Café, the more it can enhance consumers' purchase decisions at the café.

These results are consistent with studies conducted by Lina (2024), Rimmy (2023), and Tiufany (2024), which state that social media marketing significantly affects purchase decisions. However, they contradict studies by Wachjuni (2024), Limingkewas (2023) and Azzahra (2021) which state that social media marketing does not significantly affect purchase decisions.

Effect of Lifestyle on Purchase Decisions

The study results show that lifestyle has a significant effect on purchase decisions. This is indicated by the t value $> t$ table value, i.e., $2.160 > 1.96$, and the Sig (2-tailed) value < 0.05 , i.e., $0.000 < 0.05$. However, lifestyle has a weak relationship with purchase decisions at 0.108 or 10.8%. This suggests that an increase in lifestyle factors can influence consumer behavior in making purchases at Northwood Café. Purchase decisions in cafés tend to be influenced by the prevailing lifestyle in the community.

These findings align with studies by Qur'naesih (2022), Lazuardy (2023), and Rimmy (2023), which state that lifestyle significantly affects purchase decisions. In contrast, they differ from studies by Thania (2021) and Fahmi (2023) which state that lifestyle does not significantly affect purchase decisions.

CONCLUSION

The study on The Effect of Store Atmosphere, Social Media Marketing, and Lifestyle on Purchase Decisions (Case Study of PT Meraki Binar Amerta: Northwood Café, Gegerkalong and Cihampelas Branches) presents several conclusions, including:

1. Purchase decisions among Northwood Café customers are categorized as very good, with an overall average score of 4.31. The highest average score is in the dimension *decision about the number of products* at 4.36 (very good category), while the lowest is in *consumer satisfaction raises in product* at 4.27 (very good category). The store atmosphere at Northwood Café is also rated very good, with an overall average score of

4.31. The highest average score is in the *interior factor* dimension at 4.36 (very good category), and the lowest in the *display* dimension at 4.26 (very good category). Social media marketing managed by Northwood Café is rated good, with an overall average score of 4.17. The highest average score is in the *be honest* dimension at 4.25 (very good category), and the lowest in the *be humble* dimension at 4.06 (good category). The lifestyle of Bandung residents in choosing Northwood Café as a place to spend their leisure time is rated very good, with an overall average score of 4.37. The highest average score is in the *interest* dimension at 4.46 (very good category), and the lowest in the *activity* dimension at 4.32 (very good category).

2. Store atmosphere has a significant effect on purchase decisions and shows a very strong relationship, with a correlation coefficient of 0.988 or 98.8%.
3. Social media marketing has a significant effect on purchase decisions and shows a strong relationship, with a correlation coefficient of 0.670 or 67.0%.
4. Lifestyle has a significant effect on purchase decisions but shows a weak relationship, with a correlation coefficient of 0.108 or 10.8%.

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