

Brand Image Strategy to Attract Consumers' Interest in Buying *Tuuk Tea*

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Abstract

Purpose: This study discusses the brand image development strategy to attract consumers to buy *Tuuk Tea* in Palopo. This study aims to determine the strategy used by *Tuuk Tea* in developing its brand image to attract consumer buying interest.

Design/methodology/approach: This type of research uses qualitative data analysis techniques using SWOT analysis.

Findings: The results of this study were concluded: The SWOT analysis used by *Tuuk Tea* is based on the results of IFAS and EFAS analysis that *Tuuk Tea*'s internal and external conditions are in quadrant I, this shows that *Tuuk Tea* is in a very favorable condition because it has strength so that it can achieve several existing opportunities, so that it is possible to continue to expand, increase growth, and achieve maximum progress. In this position, in order to develop *Tuuk Tea*, the strategic priority is to maintain the company's image, maximize social media as a promotional medium, conduct regular customer satisfaction surveys and improve relationships with consumers through CRM (Customer Relationship Management).

Originality: The originality and renewal in this study is research on human resource management especially in brand image and marketing.

Research limitations/implications: The implication in this study is that brand image are an important component in the marketing management, and needs a future research to elaborate and analysis variables in structural relationship analysis.

Practical & Social implications: The practical implications of this study are as suggestions and information to the company in developing brand image.

Keywords

Development Strategy, Brand Image, Purchase Intention, SWOT

INTRODUCTION

The development of human lifestyles in the modernization era, which is now more practical and instant, makes manufacturers provide instant products to meet people's needs. Every type of business, especially those engaged in the food industry, needs to have a solid development strategy that covers everything from the largest to the smallest. Competitiveness is a major factor of success and survival in the context of globalization. This competitiveness is manifested in the form of high-quality goods that are available in large quantities (Susilo et al., 2021).

However, in this era of globalization, competition is not only based on product advantages and characteristics, but also on brands associated with consumers. In addition, brands help identify the products or

services of individuals or business groups and differentiate them from competing goods from other businesses (Philip Kotler and Kevin Lanne Keller, 2010). Therefore, customers will be more likely to choose the goods we sell if the company can exert a strong branding effect on them. Consumers also consider product quality when making purchases because they will do so if the company can meet their needs.

High creativity is needed to be able to produce products that are creative and globally competitive because product quality can be obtained through the visualization or development of new products that are different from products from other countries. One industry that has the potential to be developed in the culinary field is the Thai Tea beverage business. In almost every street,

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there is a choice of various types of trendy drinks, from taverns, drink trucks, stands, coffee shops, etc. Indonesia is a country with a tropical climate, so packaged drinks are the favorite drinks of Indonesian citizens. Kantar research results show that Indonesian consumers spend more time consuming goods outside the home. In his report entitled *Leveraging The Momentum of Out-of-Home Purchases*, consumption outside the home contributes to several sales sectors including Thai Tea (Kantar Worldpanel, 2019).

Since the beverage industry exploded in recent years, including the city of Palopo, competition in the food and beverage industry has increased significantly. Due to intense business competition, beverage manufacturers must adapt to consumer demand and compete to sell their goods, especially by operating beverage shops.

Thai Tea is a type of tea that comes from the white elephant country, Thailand. Now it is popular all over the world and even has many admirers. This tea has a sweet taste due to the addition of sugar and sweetened condensed milk (cream), and is better served cold. Thai Tea presents a significant business opportunity as one of the most widely consumed beverages with a large market potential (Olfa Yolanda 2019).

One of the well-known taverns in Palopo City is Tuuk Tea. Tuuk Tea is a drink shop that provides Thai glass tea or Thai Tea, but with relatively higher quality flavors and concoctions than similar popular drinks. Tuuk Tea has 3 branches in the city of Palopo which was founded in 2018 having its address at Jalan Andi Djemma, Jln. Andi Kambo and Jln. Merdeka, where at that time Thai Tea was still foreign to the public's ears. However, along with the development of Thai Tea, it has become a viral drink in society, especially among teenagers. Tuuk Tea, which initially only had one cart, now generates a turnover of 600 million in a month, recorded last May.

Looking at it from their own point of view, making a Thai tea drink business is considered a small business that is easy to operate and has a promising future potential. This industry is considered easy to operate because, after years of operation, it is very possible to develop repeat customers and

generate a sizable amount of income (Olfa Yolanda, 2019).

With the large number of business competitors offering similar products, companies must have their own advantages to attract buying interest from consumers to maintain existing market share. Entrepreneurs in the beverage sector are certainly competing to attract consumer buying interest by evaluating the factors that can attract consumer buying interest, including brand image development strategies related to brand names, packaging, characteristics, trust, value, and consumer expectations in describe the brand.

The consumer purchasing decision-making process begins with recognizing the need for a product, followed by searching for information offered or provided by the company, after which the consumer receives several choices and evaluates them, with a number of factors considered during the evaluation, including brand image.).

Brand image is one of the elements that can attract customers to make purchases. Brands play an important role in how customers perceive a company. Consumer opinions and sentiments about the performance of a product are reflected in the brand. According to Kotler and Keller, brand image refers to the perceptions and beliefs of consumers stored in their memories. Consumers who have a positive opinion about a brand are more likely to spread word of mouth about it. Customers who have a good opinion about a product are more likely to buy it (Kiki Eka Setyawati et al., 2021).

When consumers do not have sufficient understanding of something, they use brand image to evaluate a product, goods or service. Customers are more likely to choose products that are well-known and widely used than products that are unfamiliar to them. Consequently, a company's brand is an invaluable asset, and employers work to manage it, primarily through a positive brand image. Entrepreneurs in the culinary industry will then be able to attract and retain clients.

Research conducted by T. Sabri Erdil shows that from the several factors he studied including brand image that influences purchase intention, brand image has long been evaluated as an antecedent of consumer purchase intention. Because brand image

conveys information about product/service quality, price-quality matching cues, and service quality recall, brands sold in stores build a unique understanding and perception of store image in the minds of consumers which then turns into repeat purchase behavior (T. Sabri Erdil, 2015).

Consumer purchasing decisions are significantly influenced by brand perception, and those who have a good perception of the brand are more likely to make purchases of a product. In Kunja Sambashiva Rao's research, et al demonstrated the ePWOM study to examine functional brand image in influencing consumer purchase intentions. His findings imply that consumers on fan page pages vicariously experience the brand through the experiences of other consumers, and develop an emotional connection in the form of a hedonic brand image, which influences their intention to buy. In addition, consumers on exposure to information related to the functionality or performance of a product evaluate the product cognitively and develop a specific functional brand image and base their purchase decision on their interpretation of the ePWOM-related product such as positive reviews, comments and discussions about the brand on media platforms. Social media increases customer perceptions of brand credibility, thereby leading to increased trust and greater purchase intentions (KS Rao, 2021).

In the city of Palopo, Thai tea drinks have mushroomed on the roadside, starting from taverns, drink trucks, stands, coffee shops, etc. With so many Thai Tea businesses in Palopo City and the emergence of well-known brands, Tuuk Tea must be prepared to face quite tough market competition. For a business to be successful and last a long time, there must be development in both the physical world of the business and the products that are made, with the aim of making a lot of money. Tuuk Tea, which has existed since 2018, which initially only had one cart at Panca, now has 3 branches, which still survive today, meaning that the community enjoys Tuuk Tea being a producer of Thai Tea drinks with various quality flavors. Apart from the people who like the drinks provided by Tuuk Tea, of course, the brand image of Tuuk Tea is able to instill a positive image among the public, so that a

good image can attract consumers' buying interest.

Therefore, the researcher took the title of brand image development strategy to attract consumers' buying interest in Tuuk Tea in Palopo to find out the strategy carried out by Tuuk Tea which has been able to survive until now with a good brand image in the minds of consumers so that until now Tuuk Tea is still a brand that much interest.

LITERATURE REVIEW

Strategy

According to Porter, he explained that the strategy is a broad-based formula in order to understand how business competes, the goals that must be achieved, and the policy requirements that must be implemented in order to achieve the goals. Strategy is also interpreted as a process of seeking significant action where it can make changes to the company's current position and future determination (Maria Nila Anggia & Muhammad Rifki Shihab, 2019).

Brand Image

According to Philip Kotler, a brand is the identity of a product or service that is identified as "a name, logo, term, symbol, sign and design" that distinguishes one producer or organization from its competitors. Brand image can be interpreted as the emergence of perceptions in the minds of consumers when remembering a brand for a particular product. According to Keller, brand image is a view of a brand that is described by brand associations in the minds of consumers (AM Firmansyah, 2019). Brand image is built on consumer perceptions to a certain extent can be controlled by marketing strategists.

Purchase Interest

Kotler and Keller mean that buying interest is consumer behavior towards a product that has an interest or desire in deciding to buy a product that is seen based on the experience of using the product. According to MC Carthy, buying interest is defined as the tendency that arises from a customer to purchase goods or services to fulfill their wants and needs (Dyah Panuntun Utam, et al., 2018). According to Dodds, Monroe, & Grewal in Thamrin Abdullah,

buying interest is how far the customer is in making a decision to buy a product. Where customers think carefully about the pros and cons before making a purchase. The consumer's final decision can be seen from a number of influencing factors (Thamrin Abdullah, et al., 2018).

RESEARCH METHODS

This thesis research uses descriptive qualitative research. This is because qualitative research techniques are scientific research that prioritizes the process of close communication interaction between researchers and the topics studied to understand a phenomenon in a natural social context. In this study it is intended to describe how the brand image development strategy carried out by Tuuk Tea in Palopo is to attract consumer buying interest. The data analysis technique in this study uses SWOT analysis so that it can be a tool used to develop strategies based on the environment that influences the company.

The SWOT analysis stages in this study are:

1. Data Collection Stage

At this stage the data that has been collected is classified and then pre-analyzed data is carried out. The data will be divided into internal data such as financial reports, Tuuk Tea's operational activities, and others, then external data such as competitors, consumers, economic growth and market analysis.

2. Analysis Phase

After separating the company's internal data and external data, then proceed with analyzing the data. The data will be made into an internal factor matrix (IFAS) and an external factor matrix (EFAS) to give weights and ratings to each factor. The IFAS EFAS matrix is used to assess the strengths, weaknesses, opportunities, threats and determine the most influential factors for the company.

3. Decision Making Stage

At this stage it will determine what strategy is used by Tuuk Tea. This decision making uses a SWOT diagram. The SWOT diagram is obtained from the results of the IFAS and EFAS Matrix Calculations to produce coordinate points on the X Axis and

Y Axis. To provide a more detailed description of the strategy used by Tuuk Tea, the researchers used the SWOT matrix. The SWOT matrix is used to provide alternative strategies, selecting alternative strategies must be in accordance with the company's strengths and weaknesses as well as its opportunities and threats.

RESULTS AND DISCUSSION

Result

Analysis of Tuuk Tea Internal and External environmental data

Strength

1. Recognized product brand
2. Popular among young people
3. Actively providing brand-related updates on social media.
4. Good service
5. Product line expansion
6. Produced by manufacturers who have credibility
7. Doing an annual event
8. Brand extension

Weaknesses

1. Limited distribution
2. Large HPP (cost of goods sold).
3. Drink side effects
4. Easy to imitate

Opportunity

1. Customer loyalty
2. Market growth
3. Economic growth
4. Population development

Threats

1. Substitute product
2. The level of competition in Thai Tea shops is high
3. Changing consumer tastes
4. Economic decline

IFAS Analysis (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary)

- a. IFAS (Internal Factor Analysis Summary)
Calculation of the weight score on IFAS (Internal Factor Analysis Summary) is generated based on multiplication with the rating based on the table:

| IFAS (Internal Analysis Summary) | | | | | Weakness. Because the total overall score above 2.5 indicates a strong internal position. | | | | |
|-----------------------------------|--|--------|---------|-------|---|--|-------------|---------|-------------|
| | | | | | b. EFAS (External Factor Analysis Summary) | | | | |
| | | | | | The calculation of the weight score on the EFAS (External Factor Analysis Summary) is generated based on multiplication with the rating based on the table: | | | | |
| No | Internal factors | Weight | Ratings | Score | EFAS (External Factor Analysis Summary) | | | | |
| Strength (<i>Strenght</i>) | | | | | Opportunities _ _ | | | | |
| 1 | Recognized product brand | 0.08 | 3 | 0.24 | | | | | |
| 2 | Popular among young people | 0.1 | 4 | 0.4 | No | Factors | Weight | Ratings | Score |
| | | | | | Opportunities _ _ | | | | |
| | Actively providing brand-related updates on social media | 0.1 | 4 | 0.4 | 1 | Customer loyalty | 0.13 | 4 | 0.52 |
| 3 | Good service | 0.11 | 4 | 0.44 | 2 | Market growth | 0.14 | 4 | 0.56 |
| 4 | Product line expansion | 0.07 | 3 | 0.21 | 3 | Economic growth | 0.13 | 4 | 0.52 |
| 5 | Produced by manufacturers who have credibility | 0.08 | 3 | 0.24 | 4 | Population development | 0.15 | 4 | 0.6 |
| 6 | Doing events | 0.09 | 3 | 0.27 | Sub-Total 0.55 2,2 | | | | |
| 8 | Brand extension | 0.10 | 4 | 0.4 | Threats _ _ | | | | |
| Sub-Total 0.73 2,33 | | | | | 1 | Substitute product | 0.12 | 3 | 0.36 |
| Weaknesses _ _ | | | | | 2 | The level of competition in Thai Tea shops is high | 0.11 | 3 | 0.33 |
| 1 | Limited distribution | 0.07 | 3 | 0.21 | Consumer tastes are fickle | | | | |
| 2 | Big HPP | 0.07 | 3 | 0.21 | 3 | Economic decline | 0.10 | 3 | 0.3 |
| 3 | Drink side effects | 0.06 | 2 | 0.12 | 4 | Sub-Total | 0.45 | | 1.35 |
| 4 | Easy to imitate | 0.07 | 2 | 0.14 | Total 1.00 3.55 | | | | |
| Sub-Total 0.27 0.68 | | | | | | | | | |
| Total 1.00 3.01 | | | | | | | | | |

that Tuuk Tea takes advantage of the existing opportunities in an extraordinary way and avoids market threats.

Quadrant Positioning

After completing the steps required to obtain scores and ratings for the IFAS and EFAS indicators, the next step is to consider another potential strategy in the form of quadrant positions in the SWOT analysis diagram. The coordination point in the SWOT analysis is used to determine the company's strategic position, whether it is in Quadrant I, II, III, or IV. It serves to identify whether a company's business strategy is aggressive, diversification, turn-around or defensive. Here the author describes the position diagram of the Tuuk Tea strategy:

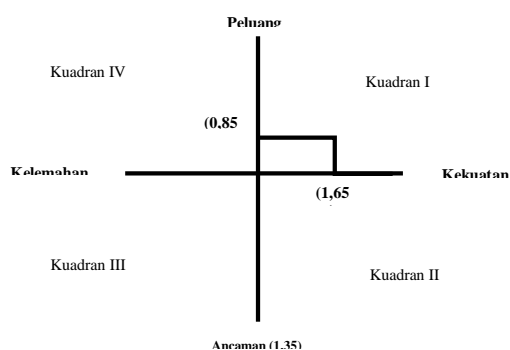


Figure 1.2: Cartesian diagram of Tuuk Tea's SWOT analysis

Discussion

Based on Figure 1.2 above, it is clear that the position of the Tuuk Tea strategy is in Quadrant I, which is where the Aggressive strategy is located. This shows that Tuuk Tea has internal strengths that can be used to take advantage of existing opportunities, which can increase sales and enable Tuuk Tea to develop in the business world. When a company is located in quadrant I, it is in a very advantageous position. The company in question has many opportunities and strengths so that it can take advantage of existing opportunities. The best course of action in this situation is to suppress aggressive growth behavior (growth oriented strategy). Therefore researchers provide SO

strategies to support aggressive growth, as follows:

1. Maintaining the company's image in the eyes of the public so as to increase customer loyalty.

In the findings that the researchers got, Tuuk Tea has made its image positive. What Tuuk Tea does in making its brand image good in the eyes of consumers is by providing good service, making delicious drinks with good quality, then holding annual events such as go to school events to build students' skills. These things are able to make the image of the Tuuk Tea brand good in the eyes of its consumers, possibly because a good image will attract loyal consumers and create a good perception in the minds of consumers.

Kotler in Indra Wijayanto said "the long term success of a particular brand is not based on the number of consumers who purchase it only once, but on the number who become repeat purchases". In this case it can be said that a loyal customer cannot be measured by the number of times he buys, but by how often the customer makes repeat purchases, including recommending the brand to others to buy. The emergence of a good image of a brand makes consumers buy again, this is because the brand already exists in the minds of consumers to be trusted in purchases (Wijayanto & Iriani, 2013).

Previous research conducted by Juventino Sindarto and Lena Ellitan found that the presence of any good brand image will make it more embedded in consumers' memories or in their records. Brand awareness will assist consumers in conveying their purchasing goals (Sindarto & Ellitan, 2022). Therefore, consumers will be more inclined to use goods from brands they know than from brands they don't know because they will consider them safer, therefore creating consumer loyalty.

Every business must be able to maintain its competitive advantage in today's intense competitive conditions, and may even have to continue to grow. The most important thing that must be done and recognized by any company is to follow existing customers while constantly looking for new customers so that none of them leave to become customers of other competitors. In other words, a business must be able to maintain and maintain loyalty. consumers towards a

particular brand of goods is a very important principle, especially when the level of competition is very high and development is slow. In this case, maintaining loyal customers is very important for the survival and success of the company. In contrast to efforts to attract new consumers, efforts to maintain brand loyalty are strategic steps. One that any company should regularly check and monitor is the issue of brand image.

Previous research is in line with this research that a good brand image instilled by business people for their brand makes consumers loyal to a brand with a good image. By continuing to maintain a good brand image and even developing a better image, it can make consumers trust the brand they have.

2. Increasing consumer buying interest in Tuuk Tea by maximizing social media and the internet.

The findings found by researchers are that Tuuk Tea carries out its dominant marketing communication strategy to digital marketing, this can be seen from Tuuk Tea's updates in conveying information about its products on its social media on Instagram which has 5,665 followers. In the findings of the researchers, although Tuuk Tea has utilized social media to attract buying interest, Tuuk Tea has not maximized its marketing on other social media such as Facebook, which is rarely updated and no website has been created. Therefore the researchers provide suggestions to increase consumer buying interest by maximizing the internet and social media.

The theory states that internet technology is a large information network on the internet. The use of the internet as a communication tool connected via e-mail and website applications will make it easier for customers to explore retail websites. In addition, the internet is used for online e-commerce and social media marketing, which can significantly and profitably affect customer interest in making purchases (Azaria & Utami, 2022) .

Previous research conducted by Arvi Nurizza Ardhiansyah & Novi Marlina shows a sizable and profitable impact of social media marketing on consumer interest in making purchases. Consumer interest in buying the product arises after seeing the information

listed, there is interest in finding out more about the products offered by contacting the social media contacts provided, there is commenting activity in the comments column, and there are efforts to follow and share information with many people online. online regarding information posted on official social media accounts (Ardhiansyah & Marlina, 2021) .

Given the many ways the internet is used around the world, especially in Indonesia, it is imperative to take action by investigating the possibility of using it as a marketing tool. All small, medium and large industries must be able to use this opportunity as a reference for business strategy to increase their level of market competition. The development of technology today has become an inseparable aspect of human daily activities, with the internet now making marketers more aggressive in introducing their products and services. The existence of social media as a marketing communication tool is able to make producers convey information and the advantages of their products to consumers.

Previous research is in line with this research because social media is able to attract consumer buying interest when marketing carried out on social media is able to provide interesting information, display its advantages and provide contact access to connect with consumers directly. This is able to make consumers make their choices on the products offered by manufacturers on their official social media. The internet is a medium that makes it very easy for producers to connect with consumers. By establishing marketing communications with consumers through social media, consumers are definitely interested in the goods or services offered.

3. Conduct regular customer satisfaction surveys to monitor customer desires.

Consumers often have changing tastes, some consumers when consuming a product have many expectations before consuming it, so that sometimes there are products that are not in accordance with what consumers want. Therefore , producers must conduct a satisfaction survey first so that it can

be used as a reference to continue to make improvements and innovate their products to retain their customers.

According to Kotler in Dewa Tegar Pramudita et al, customer satisfaction means referring to one's emotions of happiness or annoyance after comparing their expectations with actual experience. The feeling of satisfaction or affection of many people for the brand or business in question fosters an emotional bond. According to Kotler, loyalty is an ingrained obligation to order or contribute to a priority product or service in the future, regardless of changes in customer circumstances and the impact of marketing activities. There are a number of ways to measure customer satisfaction, including regular surveys that can monitor satisfaction directly and also include additional questions to measure intention and likelihood of repeat purchase. According to Kotler in identifying four methods for measuring customer satisfaction, namely every complaint and suggestion, ghost shopping (mytery shopping), lost customer analysis, and customer satisfaction survey (Pramudita et al., 2022).

Previous research conducted by Salman Faris Insani et al found that companies can conduct surveys to identify the level of customer satisfaction. Paying attention to customer satisfaction is one technique for studying customer desires (Insani et al., 2020). Repurchasing a product is a sign of customer satisfaction and has a positive effect on the sales volume of a company. Dissatisfied customers will show signs of the opposite. An unhappy customer will tell someone else about it. Companies will suffer from this, which will lower their sales levels.

4. Improving relationships with consumers through CRM (Customer Relationship Management)

The findings that the researchers got were that Tuuk Tea, in improving its relationship with consumers, only did it through social media and it was still said to be lacking because it only asked customers about the drinks that their customers liked the most through their posts on Instagram, because of that the researchers suggested improving relationships with consumers through CRM (Customer Relationship Management).

The theory states that Customer Relationship Management (CRM) is defined as the integration of technology, people, and procedures into a company's strategy. The idea of marketing management for customer relations is handled by CRM. Customer Relationship Management has the ability to be used as a business performance strategy to increase product demand, or in other words, this activity supports specific marketing tactics for market segments (Nafis & Marasabessy, 2022).

Previous research conducted by Riris Roisah et al found that Customer Relationship Management (CRM) is very important for a company, and small-scale companies (MSMEs) must also pay attention to this problem (Riris Roisah et al., 2019). CRM analysis is used to maximize the value of customer data. Data about customers is used to build this system. An important component of a Customer Relationship Management (CRM) strategy is the collection, storage, processing and utilization of customer data information.

CRM is an integrated and strategic tool used by businesses to manage customer interactions. When using this CRM, companies can learn the latest information about their customers, including things like complaints, product requests, and types of services that should be prioritized. According to Kotler, CRM is a process that enables businesses to provide services to customers in real time and strengthen relationships with each customer through the use of customer information. This CRM is very important and useful for companies in seeing the problems faced by customers in seeing trends that are in vogue.

Previous research is in line with this research because a business organization or company really needs CRM (Customer Relationship Management). Moreover, MSMEs, where the first step is to continue to build good relationships with customers, knowing what data customers need, complaints, etc., really need CRM. With CRM, you can build relationships with customers so that customers don't run to competitors.

CONCLUSION

Based on the analysis of research data that has been carried out at Tuuk Tea in Palopo, the following conclusions can be drawn:

1. The results of the identification of the SWOT analysis on Tuuk Tea can be seen that the strengths possessed are; well-known product brands, popular among young people, actively providing brand-related updates on social media, good service, expanding product lines, produced by credible manufacturers, holding annual events, and expanding brands. The weaknesses are; limited distribution, large COGS (cost of goods sold), side effects of drinks and easy to imitate. The opportunities that exist are; customer loyalty, market growth, economic growth, population development. The rules are; substitute products, high level of competition in Thai Tea shops, changing consumer tastes, economic downturn.
2. The condition of Tuuk Tea in Palopo is located in the first quadrant, it is shown that the company is in a profitable condition because it has an advantage so that existing opportunities can be achieved, for this it is possible to achieve maximum progress, expand, and increase growth.

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