

**THE GENERATION Z PURCHASE INTENTION
IN PLS COFFEE SHOP****Genoveva Genoveva¹, Kevin Gideon Nugroho², Filbertha Nathania
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ABSTRACT

The rapid growth of coffee shops had become a fierce competition, resulting in the number of coffee sales in PLS coffee shop continuing to decline. This competition requires PLS coffee shops to try various ways that will help customers to determine purchase intention. Researchers assume there are 3 factors that could affect customers purchase intention such as product innovation, content marketing, and retail mix. This study is a quantitative research using the multiple regression test that involved 170 generation Z of PLS Coffee Shop as our respondents and used the SPSS analysis technique. The sample was taken using a purposive sample which was distributed randomly around Siwalankerto, Surabaya on 2-16 June 2021. The results of this study prove that product innovation, content marketing, and retail mix applies as an independent variable that effect Purchase Intention. On the other hand, product innovation partially had no effect on purchase intention. However, the hypotheses for content marketing and retail mix are both accepted and have an effect on purchase intention. The content marketing has the biggest contribution to purchase intention (60.2%), therefore, the management could pay attention to the content of marketing. The respondents are generation Z that familiar with the social media, therefore, using the social media as the main promotion tools will maintain the purchase intention.

Keywords: Content marketing; Product Innovation; Purchase Intention; Retail Mix

1. Introduction

The emergence of a fast coffee shop today has a new impact on the lifestyle of consumers. The meaning of the coffee shop is currently experiencing a shift, where visiting the coffee shop is not only a place to do consumption activities, but the coffee shop can also be used as a place to fill leisure time, work meetings, and meet relatives. Along with the development of this industry, coffee shops in Indonesia have experienced many changes, especially the change in the concept that the emergence of modern coffee shops is emerging, which is adapted to the lifestyle of today's consumers (Tarigan, Wijaya, & Marbun, 2020; Rahmah, 2018).

PLS coffee shop is one of the coffee shops near one of the famous campuses in Surabaya. PLS is a favorite coffee shop for students and residents because it has innovative products, unique products, attractive places, and attractive interior designs. The average sales per day are 150 cups, but since the emergence of competitors in the surrounding area and the pandemic conditions, sales have decreased with an average daily sale of 50 cups (PLS, 2021). This coffee shop is starting to be in demand because it has become a place of existence for young people through various accesses displayed on various social media, such as taking photos and status updates as moments aimed at their social environment. For teenagers who drink coffee, the existence of a cafe or coffee shop is not only a satisfying thirst but as a means to build a social life, hang out, or hang out. Coffee drinking activity in a cafe or coffee shop also confirms the identity and pride of young coffee drinkers (Rahmah, 2018). That caused many people, especially young people, to start making coffee shops or cafes as their new lifestyle, which made the coffee shop business grow rapidly.

Because the development of coffee production in Indonesia continues to increase, this is a big enough opportunity for domestic coffee producers to focus on working in the local market. If coffee drinkers were only

identified in the past as adult males, now young men and women both like to drink coffee (Elhadad et al., 2020). This phenomenon makes entrepreneurs see promising business opportunities, so many coffee shops exist. However, it is not only an opportunity; it also causes competition to continue to increase and to get tougher.

To market a product, a store or business entity must have an interesting way of attracting the public's attention and making new views about the products they market. Because there are many similar business sectors, PLS must be able to promote the advantages of the products they market to the public and change their views so that they can be interested in using products marketed by PLS. Given the rapid development of the era at this time, many ways can be used in promotion. Based on the phenomena found in the PLS coffee shop, the researcher wants to further analyze the relationship between the product innovation applied by the coffee shop with the content marketing and Retail mix that they have also applied. The research will research the effect of product innovation, content marketing, and retail mix on purchase intention in PLS coffee shops.

Product innovation refers to the firm's introduction into the market of a new or significantly modified good or service (Annique, U, Cuervo-Cazurra, & Asakawa, 2010). The existence of product innovation is basically to meet market demand. Hence, product innovation can be used as a competitive advantage to bring the company to meet the desired target market (Lahindah, Merisa, & Siahaan, 2018). In addition to product innovation, content marketing is also one of the factors used in this research. According to (Sudarsono et al., 2020), the strategy of implementing content marketing to date is more effective and has a great influence on company profits; this is because content marketing can trigger consumer purchase intention so sales figures can continue to increase. *Content Marketing* is a marketing strategy approach focused on creating and distributing valuable, relevant, and consistent content. Content marketing is also an indirect and direct process of promoting a business or brand through value-added text, video, or audio content both online and offline. This can happen in the form of long-form (such as blogs, articles, e-books, etc.) or conversational forms (for example, sharing content via Twitter or participating in active discussions via blog comments or through online forums) (Gunelius, 2011). In content marketing, one way to convince consumers to buy our products is to do promotions that convince them that the products we market can help or provide them with solutions in their personal lives (Holliman & Rowley, 2014). Content marketing requires a cultural change from "selling" to "helping," which requires different marketing objectives, tactics, metrics, and skills to those associated with more traditional marketing approaches. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands (Alalwan, 2018).

The retail mix is one of the factors used besides product innovation and content marketing. This retail mix strategy is highly effective in stimulating visitors or buyers who visit the store to increase the purchasing power of consumers who visit the store (Sulehri & Ahmad, 2020). The development of the retail business in Indonesia, which is growing rapidly, has increased competition. One way to create a competitive advantage is to apply the right retail marketing mix strategy so that it can satisfy customers. A retail mix has six dimensions. These are location, merchandise assortment, pricing, communication, store design and display, and customer service (Chowdury, 2015).

Faced with this condition, we assume that product innovation, content marketing, and retail mix can impact purchase intention. By paying attention to the competitive advantages of PLS, coffee shops can survive. Compared to previous research, the uniqueness of this study compared to previous research is that this study focuses on one coffee shop, PLS Surabaya; the study was conducted during a pandemic COVID-19 and used generation Z as respondents. Generation Z was born between 1995 and 2010 (Bencsik, Csikos, & Juhaz, 2016). The selection of Generation Z is because they have a unique consumption pattern, which tends to be easy to make buying decisions and have a high level of consumption (Genoveva, 2021).

2. Literature Review

2.1 Purchase Intention

Purchase Intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the likelihood of consumers making a purchase. It means that the customer builds the behavioral intentions before the act of purchase (Assael, 2008; Syarief & Genoveva, 2015). On the other hand, (Schiffman & Kanuk, 2010) it is defined purchase intention as a consumer transaction behavior that tends to show after evaluating a product, and consumer reactions are adopted for a product to measure the possibility of consumer purchases, which means that another definition says that purchase intention is a consumer transaction that tends to show behavior after evaluating the product. And adopting consumer reactions to products to measure the likelihood of consumer purchases.

2.2 Product Innovation

(Kotler & Armstrong, 2018) states that product innovation is a combination of various processes that influence one another. Product innovation is the company's ability to modify its products to add value to the products they produce and can meet consumer needs and tastes. In addition, product value will give consumers more benefits (Lahindah, Merisa, & Siahaan, 2018). Innovation is defined as an idea, product, or piece of technology developed and marketed for customers who perceive it as something new. We might call it the process of identifying, creating, and delivering new value products or benefits not previously offered in the market, with new products or what is meant by original products, product improvements, modified products, and new brands of companies that develop through their research and development efforts (Kotler & Armstrong, 2018). According to (Crawford & Di Benedetto, 2014), product innovation is an innovation used in the entire company's operations where a new product is created and marketed, including innovation in all its functional/useful processes.

Innovation is defined as an idea, product, or piece of technology developed and marketed for customers who perceive it as something new. Meanwhile, Purchase Intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the consumer's likelihood of making a purchase (Assael, 2008). Therefore, (Shiau, 2014) results show that product innovation can positively and significantly impact purchase intention. In this study, the authors believe that product innovation can positively and significantly impact purchase intention; this is due to the nature of consumers in Surabaya, who tend to always like to try new things. Therefore, our first hypothesis is as the following:

H1: Product Innovation has a positive and significant effect on Purchase Intention

2.3 Content Marketing

Content marketing is a marketing strategy approach that focuses on creating and distributing valuable, relevant, and consistent content. (Du Plessis, 2017) introduced a new concept related to content marketing, namely brand storytelling; he gives the following definition: "Content marketing is the technique of telling a strategic brand by changing consumer inactivity through unobtrusive and engaging brand conversations in acquired media. According to (Pulizzi & Barret 2009), content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understood target audience intending to drive profitable customer action.

While (Gunelius, 2011) states that content marketing is a process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline. This can take the form of long-form (such as blogs, articles, e-books, etc.), short forms (such as Twitter updates, Facebook updates, pictures, etc.), or conversational forms (for example, sharing content via Twitter. or participating in active discussions via blog comments or via online forums). Content marketing, according to (Handley & Chapman, 2010), is something that is created or shared by individuals and organizations to tell their story like a conversation. Content marketing is not an ongoing sale and is not an immediate payoff tactic, but should be an embraced and encouraged mindset.

The studies also provide a clear picture that content marketing can have a significant and positive effect on consumer purchase intention. (Yaqubi & Karaduman, 2019) their research conducted in Afghanistan stated that content marketing has a positive and significant effect on purchase intention regardless of the demographic factors of consumers; this is in line with research conducted by (Genoveva, 2021) also obtained research results that content marketing has a positive and significant effect on purchase intention. Therefore, our second hypothesis is as follows:

H2: Content Marketing has a positive and significant effect on Purchase Intention.

2.4 Retail Mix

Retail Mix is a tool used to implement and handle the development of retail strategies that can be used to satisfy the needs of the target market better than competitors. Retail mix, including variable decision-making by retailers to satisfy customer needs and influence their decision-making process (Levy and Weitz, 2009). The definition of the retail mix, according to (Azeem & Sharma, 2015), the retail marketing mix is how the products and services offered by stores are in the same location. Meanwhile, the retail mix definition from (Blut, Teller, & Floh, 2018) states that six basic elements make up the retail mix, namely price, place, promotion, physical evidence, process, and people. The same line was conveyed by (Hanaysha, 2017); this element of the marketing mix forms the marketing activities to influence customer behavior. Another argument is that the retail mix combines product, price, promotion, and store atmosphere (Manoarfa, Juliana, Setiawan, & Karim, 2021).

If the company is able to create a feeling of comfort for consumers or is able to attract attention and provide more benefits to consumers, then this can create consumer purchase intention. This is supported by the results of research conducted by (Manan, Saerang, & Rumokoy, 2015) which state that retail mix has a

significant and direct effect on purchase intention, whereas, in this study, retail mix uses indicators of product assortment, service quality, store atmosphere, and store location. In line with these results, research by (Kembaren & Indriastuti, 2021) also states that the retail mix has a significant and direct effect on purchase intention. Therefore, our third hypothesis is as the following:

H3: Retail Mix has a positive and significant effect on Purchase Intention.

PLS coffee shop as an SME requires a series of strategies in order to compete and maintain business sustainability. PLS coffee shop chooses to combine product innovation, content marketing, and retail mix to influence consumer purchasing decisions. The innovation carried out by PLS is to create new products that still have the main ingredient of coffee, where this process includes Innovative marketing (Waral, 2019). Integrated marketing is also related to content marketing and retail mix, where SMEs can adopt more flexible business strategies (O' Dwyer, Gilmore, & Carson, 2009; Ofek & Toubia, 2010). Based on the result, our fourth hypothesis is as follows:

H4: Product Innovation, Content Marketing, and Retail Mix positively and significantly affect Purchase Intention.

3. Research Method

In this study, researchers used a quantitative research method. Quantitative research is research that relies heavily on a set of numerical data, and quantitative also focuses on testing hypotheses and theories; which in the research process, the researcher will create hypotheses and test these hypotheses with empirical data to determine whether the hypothesis and empirical data support each other (Johnson & Christensen, 2017). The sampling technique used by researchers is a non-probability sampling technique. Researchers use this research technique because it is less time-consuming and more efficient.

The sample criteria selected were generation Z, who have shopped at least once at PLS Coffee Shop in Surabaya and through a questionnaire with fellow students or residents around Siwalankerto, Surabaya on 2-16 June 2021. The determination of the minimum sample size in this study refers to (Hair, Black, & Anderson, 2010) stated that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). In this study, the number of items was 25 question items used to measure four variables; therefore, the minimum number of respondents used was 25 statement items multiplied by five equals 125 respondents. In this study, we got 170 respondents. Statistical analysis, which is used for this research, is multiple linear regression, running by SPSS.

4. Results and Discussion

4.1 Respondent Profile

Respondents used in this research are consumers of PLS coffee shop at Siwalankerto street, Surabaya, the respondents total to 170. The total of male is 88 (51.77%) and female is 82 (48.23%), which says that the consumer of PLS coffee shop is male dominant but not by a large margin. The most common of the consumers of the coffee shop are university students with 92 (54.11%), and the rest are non-students with 78 (45.89%). They are employee, freelance worker and self-employed people.

Table 1. Respondent Profile

		Frequency	Percentage
Gender	Male	88	51.77%
	Female	82	48.23%
Occupation	Students	92	54.11%
	Non-students	78	45.89%

Source: Questionnaire, 2021

4.2 Normality test

Normality test is done to see whether a data has a normal distribution or not. This test is also used to see the distribution between the dependent and independent variables. To past this test the results must have a significance level above 0.05. The test used to decide the normality is the Kolmogorov-Smirnov test. According

to the table 2 below, it is shown that the significance level is 0.065, which is above 0.05. This result means that the data produced by the survey has a normal distribution pattern.

Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

N		Unstandardized Residual
		170
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.42125189
Most Extreme Differences	Absolute	.065
	Positive	.045
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Output SPSS, 2021

4.3 Validity Test

In this study, the validity test is determined with the provision that the R value of each statement has a significance level of less than 5% and the r table for 30 respondents is > 0.361. The results of the validity test on the 25 questions on the questionnaire show that all questions have a significance value of < 0.05 and a score of r-table is above 0.361, then all questions are eligible to be used in the next stage.

4.4 Reliability Test

The reliability test will be done using Cronbach’s alpha (α) statistic test, with the condition that the variables are presumed valid if the Cronbach’s alpha score is above 0.6. Here are the results of the reliability test for the statements used in this research. According to the reliability test on the table 3 below, it is shown that the Cronbach’s alpha score on each variable used is more than 0.6, therefore, all of variables in this research is reliable. Reliable means that the survey used on this research gives a consistent result for the same situations.

Table 3. Reliability Test Results

Variables	Cronbach’s alpha (α)	Result
Product Innovation (X1)	0.730	Reliable
Content Marketing (X2)	0.765	Reliable
Retail Mix (X3)	0.748	Reliable
Purchase intention (Y)	0.797	Reliable

Source: Output SPSS, 2021

4.5 Multiple Regression Test

Multiple regression test is used to see the effect of raising and lowering the independent variables has to the dependent variables. This test is also used to see the simultaneous effect of the 3 independent variables to the dependent. Here are the results of the multiple regression test.

Table 4. Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.909	.416		2.182	.031
X1	.035	.081	.034	.429	.668
X2	.602	.091	.536	6.644	.000
X3	.195	.097	.172	2.004	.047

Source: Output SPSS, 2021

From the table above, we can conclude the multiple regression equation result is:

$$Y = 0.909 + 0.602X_2 + 0.195X_3$$

Constant shows if the value of the independent variables is 0 (zero), then the variable purchase intention's value is 0.909. Regression coefficient X_1 (Product Innovation) is 0.035 shows when there is an increase of the variable Product Innovation of one increment, will result in the increase if the variable Purchase Intention by 0.035 increment. Regression coefficient X_2 (Content Marketing) is 0.602 shows when there is an increase of the variable Product Innovation of one increment, will result in the increase if the variable Purchase Intention by 0.602 increment. Regression coefficient X_3 (Retail Mix) is 0.195 shows when there is an increase of the variable Product Innovation of one increment, will result in the increase if the variable Purchase Intention by 0.195 increment. All of condition with the assumption of the other variables are constant.

T Test

According to the T test in the results of table 4 above, the variable Product Innovation has a significance level of $0.668 > 0.05$ this number means that the hypothesis is not accepted. The variable Product Innovation (X_1) has no significant effect on the variable Purchase Intention (Y). The variable Product Innovation has a significance level of $0.000 < 0.05$ this number means that the hypothesis is accepted. The variable Content Marketing (X_2) has a significant effect on the variable Purchase Intention (Y). Product Innovation has a significance level of $0.047 < 0.05$ this number means that the hypothesis is accepted. The variable Retail Mix (X_3) has a significant effect on the variable Purchase Intention (Y).

F Test

The significance level results from this test are 0.000. This score means the significance level is less than 0.05 ($\alpha=5\%$). The conclusion from the results is all of the independent variables has a simultaneously significant effect to the variable purchase intention (Y).

Table 5. F Test Results
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.992	3	4.664	25.648	.000 ^b
Residual	22.004	167	.182		
Total	35.997	170			

Source: Output SPSS, 2021

Coefficient of Determination (R^2)

From the table 6 below, we can see the coefficient of determination score (R^2) is 0.374. This number means that the ability of the independent variables has to affect the variable purchase intention is 37.4%, the results are considered substantial, the other 62.6% is the effect of other variables which are not used in this research.

Table 6. Coefficient of Determination Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623 ^a	.389	.374	.42644

a. Predictors: (Constant), X_3 , X_1 , X_2

b. Dependent Variable: Y

Source: Output SPSS, 2021

4.6 Discussion

The effect of product innovation can be seen with the T-test result of a significance level above 0.05. According to the T-test, the significance level of 0.668 is larger than 0.05; from this number, a conclusion can be made that product innovation does not affect purchase intention. Thus, from that result, the hypothesis in this research declined. The result of this research shows that product innovation does not have a significant impact on purchase intention. In previous research, some say product innovation impacts purchase intention, but in this case, it is not one of the deciding factors for the consumers of PLS coffee shops.

The effect of content marketing can be seen with the T-test result of a significance level below 0.05. According to the T-test, the significance level of 0.000, which is smaller than 0.05, from this number, a conclusion can be made that content marketing partially has a significant effect on purchase intention. Thus, from that result, the hypothesis in this research can be accepted. Results from this research agree with the research conducted in Afghanistan that is done for the home appliance market (Yaqubi & Karaduman, 2019).

On the other hand, (Genoveva, 2021), in the context of Indonesia, SMEs also concluded that content marketing impact purchase decision. In their research, the variable content marketing has a positive and significant effect on purchase intention, and they also found that demographic factors can be disregarded.

The effect of the retail mix can be seen with the T-test result of a significance level below 0.05. According to the T-test, the significance level of 0.047 is smaller than 0.05; from this number, a conclusion can be made that retail mix partially has a significant effect on purchase intention. Thus, from that result, the hypothesis in this research can be accepted. This conclusion is supported by (Rahmawati & Budiadi, 2014) and (Manan, Saerang, & Rumokoy, 2015).

The effect of all independent variables can be seen in the result of the F test. The Anova result shows that the F is 25.648. The significance level result from this test is 0.000, which is below 0.05. This number means that the three independent variables have a simultaneous effect on purchase intention. This result is in line with (O' Dwyer, Gilmore, & Carson, Innovative marketing in SMEs, 2009).

5. Conclusion and Implications

The conclusion from the results of this research is that simultaneously, independent variables have a positive and significant effect on customers' Purchase Intention. Meanwhile, partially, Product Innovation does not have a significant effect on customer buying interest. Other variables are Content Marketing and Retail Mix, each of which has a positive and significant effect on customers' Purchase Intention. Seeing these results, it can be concluded that customers do not prioritize coffee products with new flavors or with unique processing compared to the other two variables, which are customers' main concerns or important points for them to come to a coffee shop. On the other hand, if the three variables are used or practiced in business, they become benefits for sellers to increase their selling value and turnover.

For the implication management, Content Marketing has the biggest contribution to purchase intention (60.2%); the management could pay attention to marketing content. Content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understood target audience to drive profitable customer action. The respondents are generation Z familiar with social media; therefore, using social media as the main promotion tool will maintain the Purchase Intention.

Suggestions for future research, researchers hope that the next research can add new variables, for example, demographic aspects of respondents, experiential marketing, and economic factors as one the variables studied in subsequent studies. Hopefully, this research is expected to help and can be used as a reference that can be used for further research. It is hoped that further research can complement the shortcomings of this study.

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