

THE INFLUENCE OF SOCIAL MEDIA ADVERTISING, CUSTOMER EXPERIENCE AND RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION AT JK COFFEE & ROASTERY IN BIREUEN REGENCY

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Abstract

This study was conducted with the aim of evaluating the extent of the influence of three main factors, namely social media advertising, customer experience, and relationship marketing on the level of consumer satisfaction at JK Coffee & Roastery located in Bireuen Regency. The researcher used a quantitative approach by applying multiple linear regression analysis techniques, and to test the hypothesis, SPSS statistical software was used as an auxiliary tool. In the sampling process, the *purposive sampling* method is applied, which is the selection of respondents based on special considerations or criteria that have been predetermined. The research sample consisted of 100 consumers who had made at least one to two transactions at JK Coffee & Roastery. The data collected in this study is quantitative, namely in the form of numbers used to measure variables that have been determined in the population group and sample. The main data source came from respondents who were the direct objects of this research activity. Based on the results of the analysis, it was found that the social media advertising variable (X_1) showed a positive and significant influence on customer satisfaction (Y), with a significance value of 0.000 which was below the threshold of 0.05, and a t -count value of 4.435 which exceeded the t -table of 1.985, so that the first hypothesis (H_1) was acceptable. On the other hand, the customer experience variable (X_2) has a significance level of 0.109 over 0.05 and a t -cal value of 1.613 which is still below the table, so the second hypothesis (H_2) is rejected because there is no real effect on customer satisfaction. Finally, the relationship marketing variable (X_3) showed a significance of 0.000 and a calculation of 5.551, both showed values that met the criteria of statistical significance, so that the third hypothesis (H_3) was accepted and proved that relationship marketing plays a large and significant role in influencing customer satisfaction.

Keywords: *Social Media Ads, Customer Experience, Relationship Marketing, Customer Satisfaction.*

INTRODUCTION

In an era of globalization and fierce business competition, attention to customer experience is increasing. Customer satisfaction should be the primary focus of a business operational strategy. Retaining loyal customers is considered more effective than just attracting new customers. Therefore, business actors need to build strong relationships and consistent communication with customers, not just fulfill product or service quality promises. Marketing plays a crucial role in driving business progress and growth in the competitive modern era. As a key driver in increasing sales and achieving the company's strategic goals, marketing also contributes to the formation of economic value and the pricing of goods and services (Langgeng, 2022). With the development of technology, digital marketing has become an effective means to expand brand reach and attract customers. In addition, a relationship marketing strategy that focuses on long-term relationships with consumers is key to creating loyalty through continuous interactions, personalized services, and quick responses to customer feedback. To maintain the continuity of business operations, it is important for companies to build strong emotional and functional relationships with customers. Customer satisfaction is a key element in maintaining the existence of a business, so marketing strategies must not only attract new customers, but also focus on maintaining the loyalty of old customers through continuous

innovation (Masito, 2021). One of the sectors that has shown rapid growth in recent years is the café industry, especially those serving processed coffee. Cafes now not only function as a place to relax and socialize, but have evolved to become part of the lifestyle of modern society that reflects personal identity and preferences (Wardhana Aditya, 2014). Over time, the role of cafes has undergone a significant transformation from just a place to enjoy coffee to a social space that is integral to the life of modern society. Today, the café serves as a place of social interaction that provides psychological comfort and emotional satisfaction. The tradition of drinking coffee that has existed for a long time is now part of the contemporary lifestyle and the media strengthens social relations. Coffee consumption is projected to continue to increase along with changes in taste, cultural influences, and life dynamics. This development has also encouraged cafes to innovate through strategies such as digital promotion, a comfortable atmosphere, and relational marketing. In Bireuen Regency, the number and variety of cafes increased sharply. In the past, traditional cafes were simple and the visitors were limited. Today, the café looks modern with professional service and a variety of products, attracting consumers of all ages and social statuses. One of the region's standout cafes is JK Coffee & Roastery, which has become a local favorite.

Bireuen Regency is currently experiencing rapid growth in the coffee shop industry, with many businesses presenting creative and innovative concepts. One of the standouts is JK Coffee & Roastery, which carries a semi-open space design without a canopy, which, although aesthetically pleasing, has the potential to reduce comfort in hot weather. However, the strategic location on the Medan-Banda Aceh route provides access advantages for local and out-of-region visitors. JK Coffee & Roastery was founded by Azhari Jamil, a prominent coffee entrepreneur in Bireuen, JK Coffee & Roastery officially opened on February 21, 2021, starting with local tradition events and religious activities. Initially focused on coffee production and export, the venture has evolved into an integrated café that offers a complete experience from bean processing to coffee serving. According to Mohd Nazar Isza Putra, supervisor at JK Coffee, this café combines production and direct service to consumers to follow the trend of coffee drinking culture that continues to grow in Aceh. The main uniqueness of JK Coffee lies in the coffee process that is carried out directly on site, providing an educational and memorable experience for coffee lovers. In addition to serving drinks at affordable prices (IDR 5,000–IDR 40,000), JK Coffee also sells quality coffee beans at a price of IDR 140,000-IDR 200,000/kg. This strategy contributes greatly to revenue growth, especially from the coffee export sector.

JK Café is crowded on weekdays from 9 am to 2 pm, while on weekends, visitors crowd this place in the afternoon until evening. Reservations can be made via Instagram (@jkcafeandroastery), WhatsApp, or directly on site. The business owner, Azhari Jamil, has a big vision to make JK Café a coffee learning center, by providing training such as *processing*, *roasting*, to barista skills, as well as expanding coffee exports to various countries. This information was obtained from an interview on October 2, 2024. In the context of customer satisfaction, according to Tse and Wilton (in Sartika, 2022), satisfaction arises when product performance meets or exceeds consumer expectations. Brown (in Utami, 2019) added that satisfaction is a psychological condition when consumer needs are optimally met. This satisfaction can create loyalty and word-of-mouth promotion that supports the company's image and sales in a sustainable manner. Customer satisfaction arises when the performance of a product or service meets or exceeds consumer expectations. If it doesn't fit, customers will feel disappointed. These expectations are formed from past experiences, recommendations from those closest to them, and promises from marketers. Satisfied customers will tend to be loyal, do not mind price changes, and provide positive reviews, thus playing a big role in maintaining and expanding the market (Teuku, 2016). Customer satisfaction is essential for business continuity. To achieve this, not only the quality of service is considered, but also the price, the comfort of the environment, and the customer experience during the interaction process. Satisfied customers generally make repeat purchases and spread the positive experience to others.

In the context of modern marketing, social media has become a very effective strategic tool to reach consumers, especially the younger generation of smartphone users. Platforms like Instagram and Twitter allow for the rapid and interactive dissemination of information. Engaging visual content can drive user actions, such as sharing information or making a purchase. Emotional and evocative social media strategies have also proven to be more successful in increasing campaign effectiveness (Abdullah, 2017; Ar Robi et al., 2019; Morisson, 2015; Naufal et al., 2022). For JK Coffee & Roastery, the use of social media is a crucial step in expanding market reach and maintaining relationships with customers. Through engaging content and active interaction, the café builds positive relationships and strengthens the brand's image. Customer experience is also an important factor in forming loyalty. This experience encompasses all customer interactions with brands, from before, during, to after using a product or service. If the experience is negative, it can disrupt the relationship with customers and decrease revenue (McColl-Kennedy et al., 2019; Tivasuradej & Pham, 2019; Ken & Sandra, 2021). Therefore, JK Café continues to strive to

create positive experiences in order to increase loyalty and expand the market through satisfied customer recommendations. In addition, relationship marketing plays an important role in creating and maintaining customer loyalty. This strategy emphasizes continuous interaction, two-way communication, as well as value creation in long-term relationships. The main focus is not on finding new customers, but rather on developing and maintaining relationships with existing customers, so that promotional costs can be reduced and companies have a strong market foundation (Affran et al., 2019; Ogbechi, 2018; Gilboa et al., 2019). Relationship-based marketing strategies are very important in building customer loyalty in coffee shops such as JK Coffee & Roastery. By providing personalized treatment and a memorable experience, cafes can create harmonious interactions that increase customer satisfaction. This satisfaction has the potential to drive the frequency of repeat visits and expand market reach through positive recommendations from consumers who feel valued. Based on this background, the researcher is interested in conducting a study on the Influence of Social Media Advertising, Customer Experience, and Relationship Marketing Strategy on the Consumer Satisfaction Level of JK Coffee & Roastery. This research aims to provide a comprehensive understanding of how these three factors contribute simultaneously in creating customer satisfaction and loyalty in a sustainable manner.

LITERATURE REVIEW

The Influence of Social Media Ads on Customer Satisfaction

The Theory of Planned Behavior (TPB) is a development of the *Theory of Reasoned Action* (TRA) proposed by Ajzen (1988). TPB adds the concept of *Perceived Behavioral Control* (PBC), which explains that not all individual actions are in complete control, so it requires an understanding of the extent to which this control affects a person's intentions and behavior. Social media has become an effective and efficient means of promotion along with technological developments. The platform enables two-way communication, reaches a wider audience, and reduces promotional costs. Advertising through social media allows for a more targeted and interactive message, making it easier to introduce products to potential consumers. Customer satisfaction appears after the purchase intention is formed, but it is not necessarily immediately followed by the purchase action. Consumers often delay purchases due to various considerations such as time, place, and cost. Advertising has an important role in conveying product information clearly and comprehensively, helping consumers in making purchasing decisions. Technological advancements have also changed the marketing system, from print to digital media. One of the most popular strategies today is the use of Instagram feeds in digital marketing, because of its ability to spread content quickly and interactively.

H₁ : "Social media advertising affects customer satisfaction at JK Coffee And Roastery in Bireuen Regency."

The Influence of Customer Experience on Customer Satisfaction

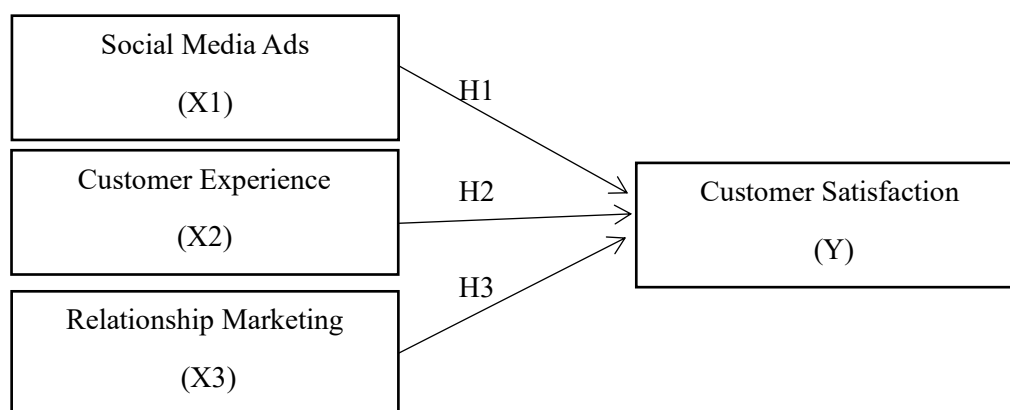
According to McColl-Kennedy et al. (2019), user experience is an important aspect that determines consumer acceptance of new applications or services and strengthens the relationship between companies and customers. Tivasuradej & Pham (2019) mention that this experience is formed from simultaneous collaboration between brands and customers, while Keni & Sandra (2021) affirm that customer experience encompasses all interactions before, during, and after the use of a product or service. However, research by IrawanLubis et al. (2023) at Café Pasco Pematangsiantar and Asniwaty et al. (2019) at Starbucks Coffee Samarinda shows that although customer experience is positive, its effect on customer satisfaction is not significant.

H₂: "Customer experience affects customer satisfaction at JK Coffee And Roastery in Bireuen Regency."

The Influence of Relationship Marketing on Customer Satisfaction

Relationship marketing is a strategic approach in marketing that focuses on building and maintaining long-term and sustainable relationships between companies and customers. The main goal is to create customer loyalty and increase satisfaction for both parties, thereby supporting sustainable business continuity (Al-Qahtani, 2015; Gilboa et al., 2019). This approach emphasizes the importance of consistent communication and constant exchange of information to strengthen relationships. Previous research, such as by Kartika et al. (2019), shows that relationship marketing has a positive and significant effect on customer satisfaction. A similar thing was also found by Dua Mea and Laga (2021), which highlighted the influence of relationship marketing in increasing customer loyalty in service sectors such as cafes. Overall, relationship marketing has been proven to be effective in increasing customer satisfaction and loyalty which has a positive impact on business performance.

H₃ : "Relationship Marketing Affects Customer Satisfaction at JK Coffee And Roastery in Bireuen Regency."



Picture 1 Conceptual Framework

METHOD

In this study, the researcher used a type of quantitative data, namely by providing a questionnaire for respondents or people in Bireuen Regency who have subscribed to or become coffee consumers/connoisseurs at JK Coffee & Roastery in Bireuen Regency. The questionnaire was developed based on the results of previous research with social media advertising indicators Kartika et al., (2019), customer experience Asniwati et al., (2019), relationship marketing Dua Mea & Laga, (2021). The sampling method used in this study is the *purposive sampling* method, which is a sample selection technique based on certain criteria that are relevant to the purpose of the research. In this study, the sample taken amounted to 100 respondents. Respondents were selected from JK Coffee & Roastery visitors who were willing to provide data, either directly or indirectly, as long as they met the criteria as a relevant data source related to the variables studied.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study consisted of people who lived in Bireuen Regency and had made purchase transactions at JK Coffee & Roastery located in Bireuen Regency with a total of 100 people. The characteristics of the respondents used as a reference in this study include aspects of gender, profession, income level, education level, and frequency of purchase of coffee and other products available at JK Coffee & Roastery in the Bireuen Regency area. The characteristics of the respondents in this study can be seen in Table 1 below:

Table 1 Characteristics of Respondents

Variable	Quantity (N = 100)	Percentage (%)
Gender:		
Man	22	22%
Woman	78	78%
Work:		
Student	17	17%
PNS	26	26%
Entrepreneur/Trader	39	39%
Private Employees	13	13%
Miscellaneous	5	5%
Income:		
< 1 Million	17	17%
1 million – 3 million	44	44%
3 million – 6 million	34	34%

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Nurazizah et al

> 6 million	5	5%
Education:		
Junior High School/Equivalent	27	27%
High School/Equivalent	31	31%
D3/Bachelor	42	42%
Purchase Frequency:		
1 – 2 Times	33	33%
2 – 5 Times	31	31%
More than 5 times	36	36%

Source: Research Results (2025)

The results of the study shown in Table 1 show that most of the respondents are female at 78%, while men are only 22%. The majority of respondents work as self-employed (39%) and have an income between 1-3 million rupiah per month at 44%. Based on the latest education, as many as 61% of respondents are junior high school and high school graduates and the remaining 42% have D3/Bachelor education. The highest frequency of purchases was more than 5 times (36%), indicating that respondents had often made purchases at JK Coffee & Roastery in Bireuen Regency.

Data Quality Test

Furthermore, once the data is collected, the data is examined using validity and reliability tests. As presented in Table 2, all data can be declared valid and reliable, because the r -calculated value is greater than the r -table value. The *Cronbach alpha* coefficient, which is ≥ 0.6 (Ghozali, 2018), was used to test the reliability of the data, and all *Cronbach alpha* limit values were found to be more than 0.6. Thus, it is concluded that all the instrument items used in this study are reliable.

Table 2 Data Validity and Reliability Test Results

Variables and Questionnaire Items	Calculation	r _{table}	Cronbach coefficient alpha (≥ 0.6)
Social Media Ads:			
1. Ad campaign reach	0,768	0.196	0,800
2. A lot of media updates	0,692		
3. Message quality	0,831		
Customer Experience:			
1. Sense	0,461	0.196	0,861
2. Feel	0,767		
3. Think	0,801		
4. Acting (<i>art</i>)	0,837		
5. Relate	0,906		
Relationship Marketing:			
1. Belief	0,860	0.196	0,897
2. Commitment	0,754		
3. Communication	0,726		
4. Complaint handling	0,731		
Customer Satisfaction:			
1. Quality of goods	0,731	0.196	0,703
2. Quality of service	0,747		
3. Price	0,727		
4. Submission time	0,780		
5. Security	0,531		

Source: Research Results (2025)

The next stage is to conduct classical assumption testing which consists of a series of data normality test processes, heteroscedasticity test and multicollinearity test. The results of the classical assumption test in this study are presented in Table 3 and Figure 2 below:

Table 3 Test Results One Sample Kolmogrov Smirnov Test

N		100
NormalParametersa,b	Mean	.000000
	Std. Deviation	1.30742888
MostExtremeDifferences	Absolut	.074
		.050
	Positive	-.074
	Negative	
TestStatistic		.074
Asymp.Sig. (2-tailed)		.096 ^{c,d}
a. TestdistributionisNormal.		
b. Calculatedfromdata.		
c. LillieforsSignificanceCorrection.		
d. This is a lower bound of the truesignificance.		

Source : Primary Data, processed by Researcher, 2025

Table 3 shows the results of the *One Sample Kolmogorov Smirnov Test* for non-standardized residuals, with a sample count of 100. The data has a mean value of 0.0000000 and a standard deviation of 1.30742888. The Test Statistic value was recorded at 0.074, while the *Asymp. Sig. (2-tailed)* value reached 0.096 which is greater than the probability limit of 0.05. Thus, it can be concluded that the data analyzed in this study meets the assumption of normality.

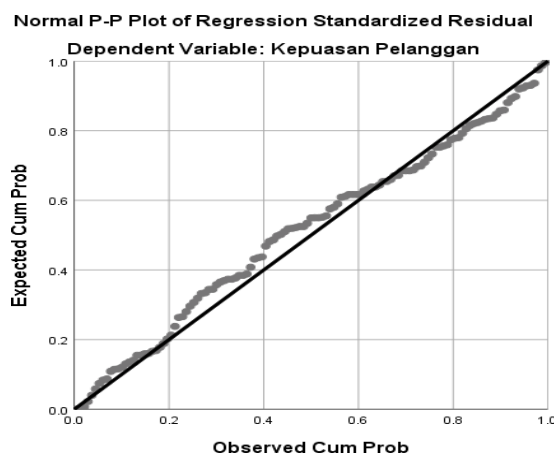


Figure 2 Normality Probability Plot Chart

Figure 2 shows that the dots are scattered and close to the diagonal line, which indicates that the regression model has a normal distribution. This means that the assumption of normality is met, so that the regression model can be relied upon for further analysis. Furthermore, to assess whether there is no inequality of variance from one

observation to another (Ghozali, 2018), a heteroscedasticity test was used, which in this study used a scatterplot test with the help of SPSS. To see the results of data processing from the heteroscedasticity test in this study, it can be seen in the following figure:

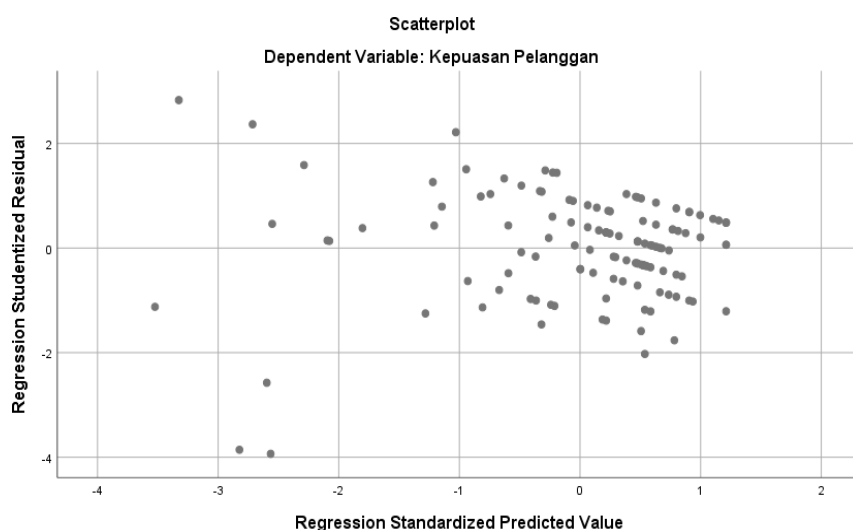


Figure 3 Heteroscedasticity Test

Source: Research Results (2025)

Based on the image above, it can be seen that the pattern that appears does not show certain clarity. In addition, the data points are randomly scattered both above and below the number 0 on the y-axis. Therefore, the conclusion that can be drawn is that no indication of heterokedasticity symptoms was found in the data.

Table 4 Multicollinearity Test Results

Variable	B	Std. Error	Beta	T	Sig.	Tolerance	VIVID
(Constant)	5.291	1.285		4.118	0.000		
Social Media Ads	0.297	0.093	0.324	3.200	0.002	0.679	1.472
Customer Experience	0.203	0.072	0.284	2.816	0.006	0.681	1.467
Relationship Marketing	0.062	0.088	0.066	0.707	0.481	0.788	1.270

Source : Primary Data, processed by Researcher, 2025

The table above explains that all independent variables have a Tolerance value of > 0.1 . And the VIF value < 10 . These values show that there is no problem of data multicollinearity in this research model.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to measure the extent of the influence of the dependent variable, namely Customer Satisfaction (Y), on independent variables which included Social Media Advertising (X_1), Customer Experience (X_2), and Relationship Marketing (X_3). The data processing process was carried out with the help of IBM SPSS Statistics software, involving as many as 100 respondents as a research sample. The results of the multiple linear regression test can be seen in the following table:

Table 5 Multiple Linear Regression Test Results

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	5,291	1,285		4,118	.000
	Social Media Ads	0,297	0,093	0,324	3,200	0,002
	Customer Experience	0,203	0,072	0,284	2,816	0,006
	Relationship Marketing	0,062	0,088	0,066	0,707	0,481

Source : Primary Data, processed by Researcher, 2025

The results of the multiple regression statistical analysis in the table above explain that the constant coefficient of 5.291 shows that if social media advertising, customer experience quality, and relationship marketing have no effect or value zero, then the purchase decision is at 5.291 points. The regression coefficient of social media advertising was 0.297, customer experience was 0.203, and relationship marketing was 0.062, each showing a positive influence on customer satisfaction. That is, every one-point increase in each variable, assuming the other variables are fixed, will increase the purchase decision by the value of the respective coefficient.

Partial Test Results (t-test)

The t-statistical test is used to measure the influence of each independent variable individually on the dependent variable. With a significance level of 5% ($\alpha = 0.05$), a variable is considered to have a significant effect if the p-value < 0.05 , which means that an alternative hypothesis is accepted (Ghozali, 2016). The results of the t-test can be seen in the following table:

Table 6 Results of the t test

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	5,291	1,285		4,118	.000
	Social media ads	0,297	0,093	0,324	3,200	0,002
	Customer experience	0,203	0,072	0,284	2,816	0,006
	Relationship marketing	0,062	0,088	0,066	0,707	0,481

a. Dependent Variable: Customer Satisfaction

Source : Primary Data, processed by Researcher, 2025

Based on the results of the t-test, the social media advertising variable (X_1) has a significant influence on Customer Satisfaction (Y) is $0.095 > 0.05$ and the value of the calculation is $4.629 > \text{table } 1.985$, so it can be concluded that H_1 is accepted which means that social media advertising is a variable that has a very positive and significant effect on Customer Satisfaction. The variable of Customer Experience (X_2) to Customer Satisfaction (Y) is $0.109 > 0.05$ and the value of the calculation is 'count $1.613 < \text{table } 1.985$, so it can be concluded that H_2 is rejected which means that Customer Experience has no positive and insignificant effect on Customer Satisfaction. The Relationship Marketing variable (X_3) on Customer Satisfaction (Y) is $0.583 > 0.05$ and the value of the calculation is 'count $4.551 > \text{table } 1.985$, so it can be concluded that H_3 is accepted which means that Relationship Marketing has a positive and significant effect on Customer Satisfaction.

CONCLUSION

Based on the results of a research test that has been conducted with the title The Influence of Social Media Advertising, Customer Experience, and Relationship Marketing on Customer Satisfaction at JK Coffee & Roastery in Bireuen Regency. Therefore, the conclusion of this study is:

1. Social Media Advertising variables have a very strong and significant influence on customer satisfaction levels.
2. The Customer Experience variable does not have a positive or significant impact on customer satisfaction.
3. Relationship Marketing variables have a positive and significant influence in increasing customer satisfaction.

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