



# The Influence of Content Marketing and Electronic Word of Mouth on Customer Retention at Jatiroso Catering

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## ABSTRACT

This research aims to analyze the effect of content marketing (X1) and electronic word of mouth (eWOM) on customer retention (Y) at Jatiroso Catering. A questionnaire with 98 respondents chosen using non-probability sampling methods was used to gather primary data, namely purposive sampling and voluntary sampling. Through the use of the Smart PLS 4 application, the study methodology employs Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach. According to the study's findings, content marketing significantly and favorably affects 39.9% of customers' retention rates. However, with a 27.4% contribution, eWOM also has a favorable and noteworthy impact on customer retention. These findings confirm that both variables are statistically demonstrated to have a major impact in raising customer retention at Jatiroso Catering.

## INTRODUCTION

Technological developments have become an inevitable phenomenon, especially with the increasing trend of internet usage among the Indonesian population from year to year. The Indonesian Internet Service Providers Association (APJII, 2024) conducted a poll, and the results indicate that, 79.5% or around 221,563,479 of Indonesia's total population of 278,696,200 were connected to the internet in 2024. Compared to the prior year, this proportion rose by 1.4 percentage points, which was 78.19%. This indicates that society not only utilizes the internet as a means of communication but also as a medium for marketing, entertainment, and a source of information. The We Are Social (Databoks, 2024) report also noted data on the most used social media applications among the Indonesian population. It is known that in 2024, WhatsApp was the most used social media application in Indonesia, and Instagram ranked second with a user percentage of 85.3%. The data shows that with the increase in internet and social media users, it

will open opportunities for various industries to utilize the internet in enhancing opportunities for business actors to benefit from it as a profitable marketing tool.

Many entrepreneurs are aware of the great potential offered by digital marketing, especially through social media. They utilize these platforms to attract the attention of potential consumers. One sector that is taking advantage of this opportunity is the catering industry. As a player in the catering industry, Jatiroso also has equally competitive competitors. Where its competitors are also implementing digital marketing strategies, particularly on the Instagram social media platform. The following are several catering companies that are competitors of Jatiroso Catering when viewed from their performance on the Instagram social media platform over a period of one month.

**Table 1. Competitor Jatiroso Catering**

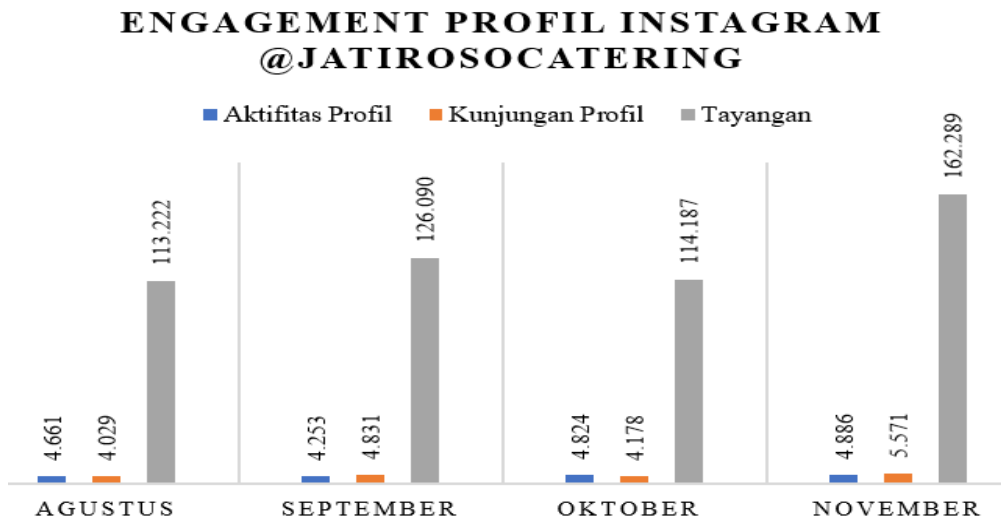
Catering Brand	Followers (Thousand)	Media Count	Average Likes	Average Comments	Engagement Rate (%)
Sono Kembang	28,1	1.014	2.900	21	11
Ibu	28,2	1.001	106	1.7	0,38
Jatiroso	65,6	1420	30	2	0,05

Source: Data Processed, 2025

Based on observations of several Jatiroso Catering competitors above, it is known that Jatiroso Catering has the most followers compared to its two competitors, with a total of 65.6 thousand. However, when analyzing engagement levels which include average audience size, likes, shares, and comments, Jatiroso Catering showed the lowest engagement level, at only 0.06%. After observing the three accounts, it can be concluded that all of them are implementing one of the digital marketing strategies, namely content marketing. Content marketing explains how a company designs its advertising strategies by showing that the more interesting the content presented, the stronger the connection customers have with the products offered (Potgieter & Naidoo, 2017). The content created can be photos or videos that clearly convey product information, including how to use the product, its advantages, discount promotions, and other information. Through informative and valuable content, such as menu variations, customer experiences, and creative ideas, Jatiroso catering can promote their services directly while strengthening good relationships with customers. The material produced and disseminated by Jatiroso Catering is educational in nature regarding catering. It is not uncommon for Jatiroso Catering to also take advantage of certain moments, such as when participating in exhibitions, during the month of Ramadan, Christmas, or New Year to update their content. In addition to taking advantage of moments, Jatiroso Catering also updates content that is going viral and then recreates it in their own version to keep up with the latest trends.

However, Jatiroso Catering still faces challenges in distributing content to meet engagement targets. Although the number of followers is quite high, views, likes, and comments on each piece of content have not met the targets. Some business accounts, including Jatiroso Catering, struggle to reach their audience due to a lack of interaction with followers, producing lower quality content, and being inconsistent in posting content. This shows that simply having a large number of followers is not enough to guarantee success in digital marketing. Therefore, it is important for Jatiroso Catering to evaluate their content strategy and improve the quality and relevance of the content presented. By conducting an in-depth analysis of audience preferences and implementing the feedback received, Jatiroso Catering can increase engagement and build stronger relationships with their customers.

**Figure 1 Insight Instagram Jatiroso Catering**



This can be observed through the monthly engagement chart of the Instagram social media obtained from insight data during the period of August to November 2024. The content is divided into Instagram stories at 68.7%, reels at 29.7%, and posts at 1.6%. The insight report also indicates that profile activities, profile visits, and the number of views each month are fluctuating. Instagram profile activities shown in the Insights feature, such as the number of profile visits, website clicks, and contact button clicks, have a close relationship with engagement levels such as the number of viewers, likes, and comments. The higher the engagement rate, the more profile activity tends to increase, as users interested in the content are likely to visit the profile, click the link, or seek more information. As a business account with a follower count of 65.4 thousand, this figure is considered low compared to the engagement performance data of other competitors in table 1.1.

Referring to the explanation above, it can be seen that the problem in this study is the low level of engagement with the content obtained by Jatiroso Catering. This condition has the potential to affect the phenomenon of electronic word of mouth (eWOM), which is usually seen in the comments section of each content post. Unfortunately, interaction in these comment sections tends to be minimal. Hennig-Thurau et al. (2004) It is stated that eWOM encompasses all forms of informal communication carried out by consumers through digital platforms including forums, social media, online reviews, as well as comments on blogs or content posted by companies. By improving the quality of marketing, such as through quality content marketing and positive interactions on social media, it tends to show a strong sense of commitment and loyalty to make more purchases, thus indirectly allowing consumer reviews to serve as a form of promotion for companies to retain old customers while also attracting new ones.

**LITERATURE REVIEW**

**Marketing**

According to Kotler and Armstrong (2010), Marketing is an economic and social practice that allows people to and groups to fulfill their needs and desires. This process is carried out through the creation and implementation of mutually beneficial exchanges related to products and values with other people. The basic concept of marketing consists of human needs, wants, and demands which are complex in the form of objects. As these needs, wants, and demands emerge, companies strive to study, research, and observe consumer behavior. The goal is to find products or services that are currently popular and in demand, so that companies can offer various things to the market.

## **Communication Marketing**

The Marketing Communication Theory by Kotler and Keller (2019) explains the process undertaken by companies to convey messages to consumers, influence them, and remind them about the products and brands available. The main objectives of this process are to build brand awareness, cultivate favorable opinions about the goods, motivate buyers to buy, and maintain long-term relationships with customers.

## **Digital Marketing**

Digital marketing is one form of marketing communication that involves branding strategies through various web-based media, including blogs, emails, Google AdWords, and social networks. It is important to understand that digital marketing is not limited to marketing conducted through the internet, but also encompasses various other aspects in the digital realm (Sanjaya dan Tarigan, 2013).

## **Social Media**

An online platform that enables user interaction through internet-based apps is known as social media. Kaplan and Haenlein (2010) social media may be defined as a group of web-based apps that are based on Web 2.0 technology and philosophy. These programs serve as communication tools between users. Meanwhile, (Ainiyah, 2018) states that social media encompasses a variety of online platforms, including blogs, social networks, wikis, forums, and virtual worlds, that enable people to engage, exchange information, and produce content.

## **Instagram**

Instagram falls into the category of egocentric social media sites, which are types of social media platforms that let users create personal profiles on a virtual platform. Initially, Instagram was designed as a social network specifically for sharing photos and videos, offering a number of advantages that other applications did not have (Afifah, 2020). Kurnianto (2020) adds that Instagram can function as a direct marketing tool, where products and services can be promoted through content uploads in the shape of images or brief films.

## **Content Marketing**

Pulizzi (2013) as a marketing tactic, content marketing emphasizes the creation and distribution of useful and captivating material. This strategy aims to attract the audience's attention and build better relationships with them through the delivery of relevant and useful information. The goal of this strategy is to attract, engage, and retain the attention of a clearly defined target audience, as well as to encourage profitable customer action. Milhinhos (2015) stated that there are indicators that influence the success of content marketing, namely a) Relevance, b) Accuracy, c) Value, d) Understandability, e) Discoverability, and f) Consistency.

## **Electronic Word of Mouth**

This theory was developed by Goldsmith (2006), who also explains that eWOM has unique characteristics, namely the ability to reach a wide audience in a short time, is permanent (can be accessed at any time), and is easily accessible to other consumers who need information. It also explains that customers who are exposed to positive reviews and recommendations tend to stick with the brand. According to Goyette et al. (2010) Electronic word of mouth is divided into three indicators as follows: a) Intensity, b) Valence of Opinion, c) Content.

## **Customer Retention**

Kotler and Keller (2019) assert that customers retention is a manifestation of emotional attachment and the company's efforts to ensure that customers continue to make purchases and remain loyal to the products or services over a long period of time. According to Tjiptono

dan Chandra (2016), there are three criteria or parameters used to measure Customer Retention, namely a) Expectation to Repurchase, b) Recommend to Others, and c) Overall Satisfaction.

### **Hypothesis**

1. H0: Customer retention is not positively and significantly impacted by content marketing.
2. H1: Customer retention is positively and significantly impacted by content marketing.
3. H0: Customer retention is not positively impacted by electronic word-of-mouth.
4. H2: Customer retention is positively impacted by electronic word-of-mouth.

## **METHODS**

### **Data Collection**

The purpose of this study is to examine how Jatiroso Catering's client retention is impacted by content marketing and electronic word-of-mouth. A questionnaire-based survey approach was used to gather data in order to accomplish this aim. The survey was given out to 98 Jatiroso Catering customers using non-probability sampling methods, namely voluntary sampling and purposive sampling. This research applies a sampling technique based on voluntary responses from respondents, while still considering specific criteria that have been set. The basis for consideration in determining the criteria used is to include followers of the Instagram account @jatirosocatering, those who have seen marketing content posts on Instagram @jatirosocatering, and those who have been customers of Jatiroso Catering products at least once.

### **Measurement**

Data in this study was collected using measurement items for the constructs that were compiled and adopted from previous research. Specifically, content marketing was measured using 6 items based on Milhinhos (2015), while electronic word of mouth was measured through 3 items adapted from (Goyette et al., 2010). Customer retention was measured using 3 items based on (Tjiptono & Chandra, 2016). To gauge respondents' opinions, each question will be scored on a Likert scale from 1 (strongly disagree) to 5 (strongly agree).

### **Data Analysis Technique**

The Structural Equation Modeling (SEM) method combined with a Partial Least Squares (PLS) approach will be used to examine the data in this study, which is operated through Smart PLS 4.0 software. The SEM analysis process is carried out in three stages. First, the tools used in confirmatory factor analysis are examined for validity and reliability. Second, the model testing of the relationships between variables related to path analysis is conducted. Third, the identification stage is carried out to understand the connections among the variables. (Sugiyono, 2019). In the PLS SEM method, a model is tested based on the quality of its measurements (Measurement Model) and the relationships between variables (Structural Model) (Ghozali, 2008).

## **RESULTS**

### **Responden's Characteristics**

Information regarding respondent characteristics was obtained from questionnaires distributed to 98 respondents. The characteristics analyzed in this research included gender, age, place of work, income, and purchasing needs. Analysis of these characteristics aimed to provide a clearer picture of the profile of respondents involved in the research. Here are the details of the respondent characteristics in this study.

**Table 2. Responden's Characteristics**

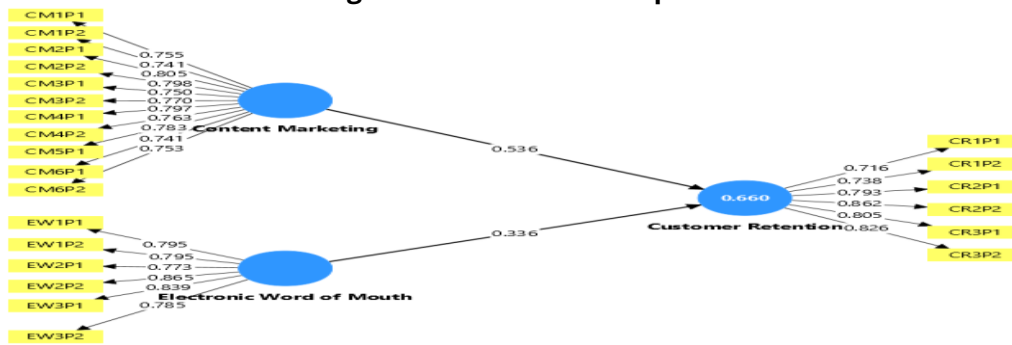
Charateristics	Frecuency	Frequency	Percentage (%)
Gender	Men	27	27,55
	Women	71	72,45
	Total	98	<b>100</b>
Age	18 – 30	57	58,16
	31 – 40	32	32,65
	41 – 50	8	8,16
	>50	1	1,02
	Total	<b>98</b>	<b>100</b>
Job	Private Employee	49	50%
	Civil Servant (PNS)/State-Owned	26	26,53
	Entrepreneur	10	10,20
	Housewife	12	12,24
	unemployment	1	1,02
	Total	<b>98</b>	<b>100</b>
Income	<Rp 4.500.000	19	19,39
	Rp 4.500.000 - Rp 7.000.000	44	44,90
	Rp 7.100.000 - Rp 10.000.000	22	22,45
	Rp 10.100.000 - Rp15.000.000	8	8,16
	> Rp 15.000.000	5	5,10
	Total	<b>100</b>	<b>100</b>
Event requirements	Wedding	47	47,96
	Family Party	25	25,51
	Corporate	14	14,29
	Home Catering	7	7,14
	Birthday Party	3	3,06
	Lainnya	2	2,04
	Total	<b>100</b>	<b>100%</b>

Considering the findings of the examination of respondent attributes in the table above, Evidently, the vast majority of customers who make purchases at Jatiroso Catering are mostly female, totaling 71 people or 72.45% of the total respondents. Furthermore, the customers who made purchases at Jatiroso Catering are mostly aged 18 to 30 years, totaling 57 people or 58.16% of the total respondents, as this age group is the most active and productive, leading many of them to require catering for personal consumption as well as for various events such as family gatherings, weddings, or corporate events.

The majority of respondents are employed as private employees, amounting to 49 people or 50% of the total respondents. Most respondents also have an income of Rp 4,500,000 to Rp 7,000,000, totaling 44 people or 44.90% of the total respondents. If viewed from the aspect of needs, the majority of customers who make purchases at Jatiroso Catering mostly order for wedding needs, with a total of 47 people or 47.96% of the total respondents. This shows that Jatiroso has successfully positioned itself as a trusted choice for such important moments. It demonstrates that Jatiroso's strategy in terms of product quality, service professionalism, and marketing focused on weddings is in line with Jatiroso's identity as a wedding service provider, offering everything from wedding catering to wedding organizer packages.

Outer Model

Figur 2. Outer Model Output



Vaidity Test

Validity testing is conducted to evaluate the feasibility of the questionnaire as a measurement instrument. This validity testing process is carried out through analysis of each question item within the variable. Each research item is said to meet convergent validity if the loading factor value > 0.7 (Hair et al, 2019) .

Table 3. Validity Test Result

Variabel	Code	Score	Deskription
Content Marketing	CM1.P1	0.755	Valid
	CM1.P2	0.741	Valid
	CM2.P1	0.805	Valid
	CM2.P2	0.798	Valid
	CM3.P1	0.750	Valid
	CM3.P2	0.770	Valid
	CM4.P1	0.797	Valid
	CM4.P2	0.763	Valid
	CM5.P1	0.783	Valid
	CM6.P1	0.741	Valid
CM6.P2	0.753	Valid	
Electronic Word of Mouth	EW1.P1	0.795	Valid
	EW1.P2	0.795	Valid
	EW2.P1	0.773	Valid
	EW2.P2	0.865	Valid
	EW3.P1	0.839	Valid
	EW3.P2	0.785	Valid
Customer Retention	CR1.P1	0.716	Valid
	CR1.P2	0.738	Valid
	CR2.P1	0.793	Valid
	CR2.P2	0.862	Valid
	CR3.P1	0.805	Valid
	CR3.P2	0.826	Valid

Based on the results of the validity test analysis in the table presented, it was found that all items had a loading factor value of more than 0.7. Thus, all indicators in the variable were declared valid and could be used as a measuring tool in this research. This was due to the fact that the higher the loading factor value, the greater the contribution of an indicator in reflecting the variable in question.

### Reliability Test

Reliability is defined as a test that aims to evaluate the consistency or dependability of item statements in a measurement instrument. This test is conducted to determine the extent to which the questions or statements in the questionnaire can be trusted (reliable). Reliability is evaluated using composite reliability and Cronbach's alpha values. Thus, reliability testing is important to ensure that the instruments used in research have an adequate level of reliability.

**Table 4. Reliability Test Result**

Variable	Cronbach Alpha	Composite Reliability	AVE
Content Marketing	0.931	0.941	0.592
Electronic Word of Mouth	0.894	0.919	0.655
Customer Retention	0.880	0.909	0.627

Based on the reliability test results in the table, it can be seen that the composite reliability and Cronbach's alpha values have each exceeded 0.70. From these results, the constructions in this study model have passed the reliability test, it can be said. This study demonstrates strong internal consistency reliability, good discriminant validity, and good convergent validity based on the findings of the external model testing that was reported. Thus, the instruments used in this research can be considered valid and reliable for measuring the variables under study.

### R-Square Test

**Table 5. R-Square Test Result**

Forms of Variable Relationships	R Square	R Square Adjusted
CR (y <sub>1</sub> )	0.695	0.685

The R Square test is used to describe the extent to which the variance of endogenous variables can be explained by a number of exogenous or other endogenous variables. A significant (high) effect is indicated by a R Square value of 0.75, a moderate influence by 0.50, and a weak influence by 0.25. According to the table's R-Square test findings, an R-Square score of 0.695 indicates that the exogenous variables (content marketing and electronic word of mouth) have a 69.5% influence on the endogenous variable (customer retention). Therefore, it can be concluded that content marketing and electronic word of mouth significantly contribute to customer retention).

### Hypothesis Test

Hypothesis testing is conducted to determine significant relationships between variables by analyzing path coefficients and p-values. This process aims to identify whether there is a significant influence between the variables being studied. If the path coefficient approaches +1, the relationship becomes stronger or positif. If the p-value < 0.05, the relationship is significant.

**Table 5. Hypothesis Test Result**

Forms of Variable Relationships	Path Coefficient	P-Value
Content Marketing Customer > Customer Retention	0,536	0,000
Electronic Word of Mouth > Customer Retention	0,336	0,008

## DISCUSSION

### The Influence of Content Marketing on Customer Retention

Based on the results of the hypothesis test in the table above, the findings of the research indicate that content marketing (X1) has a positive and significant effect on customer retention (Y) in Jatiroso Catering as evidenced by the pvalue <0.000 with a p-value criterion <0.05 and a

path coefficient of 0.536. This means that content marketing has an influence of 53,6% with a positive influence on customer retention.

This can be interpreted that content marketing has an influence of 53,6% with a positive influence on customer retention. It can be concluded that hypothesis H2 is acceptable and H0 is rejected. This research is supported by (Salsabila et al., 2024) which shows that content marketing containing relevant and valuable information has proven successful in making people more interested in following a brand.

The results of the open-ended questionnaire show that respondents have various reasons for content marketing on Instagram @jatirosocatering to be relevant to them, with the majority stating that marketing content matches the information they need such as information about events or exhibitions. In addition, the content is also interesting, creative and innovative so that it will keep customers with Jatiroso connected and increase the opportunity to make repeat purchases.

### **The Influence of Electronic Word of Mouth on Customer Retention**

Based on the results of the hypothesis test in the table above, the findings of the research indicate that electronic word of mouth (X2) has a positive and significant effect on customer retention (Y) in Jatiroso Catering as evidenced by the pvalue <0.008 with a p-value <0.05 criterion and a path coefficient of 0.336. This means that eWOM has an influence of 33,6% with a positive direction of influence on customer retention. It can be concluded that hypothesis H2 is acceptable and H0 is rejected.

The direct effect of electronic word of mouth on customer retention shows that the higher the intensity of eWOM, the more likely customers are to continue using the service. The results of this study are in line with previous research conducted by Setiawan & Safitri (2024) which shows that eWOM plays an important role in shaping customer loyalty because it provides information, recommendations, and real experiences from previous users, thereby increasing customer trust and their decision to stay (Ratnawati, et.al, 2024).

The results of this research indicate that the greater the customer engagement in providing positive reviews about Jatiroso Catering, the more knowledge other potential customers have about the catering service. Additionally, the results of the open-ended questionnaire show that respondents have various reasons underlying their opinions for customers to recommend Jatiroso Catering, with the majority stating that the food and menu at Jatiroso are delicious and suitable for various groups. In addition, they also said that the menu and services by Jatiroso are consistent and innovative. So this reflects the competitiveness and added value of the business in maintaining customer loyalty and encouraging recommendations from customers.

## **CONCLUSION**

Content marketing (X1) has a positive and significant influence on customer retention (Y) at Jatiroso Catering, indicating that content marketing contributes 53,6% to customer retention, with a positive influence. Respondents stated that the marketing content on Instagram @jatirosocatering is relevant because it meets the information they need (e.g., information about events or exhibitions), as well as being engaging, creative, and innovative, which encourages customers to stay connected and make repeat purchases. Electronic Word of Mouth (X1) also has a positive and significant influence on customer retention (Y), showing that eWOM contributes 33,6% to customer retention with a positive influence. Overall, this research concludes that effective and relevant content marketing is crucial in enhancing customer retention, although Jatiroso Catering still needs to address challenges in improving content engagement and eWOM to maximize its digital marketing potential.

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