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The Influence Of Social Media Marketing, Perceived Brand Image, And Experiential Marketing On Purchasing Decisions At Umah Kopi Muara Bungo

Yulia Putri.[1], Dini Elida Putri.[2], Fenisi Resty.[3]

[123] Faculty of Law and Business Economics, Dharmasraya University of Indonesia, Jl Lintas Sumatera Km.18 Koto Baru, Dharmasraya Regency, West Sumatra

E-mail: yuliaputribungo@gmail.com, diniputri26031985@gmail.com, restydeffi19@gmail.com

Abstract

This study aims to examine and analyze the influence of social media marketing, brand image perception, and experiential marketing on purchasing decisions at Umah Kopi Muara Bungo. The study is motivated by the increasingly competitive coffee shop business landscape, which necessitates marketing strategies capable of driving consumer purchasing decisions. A quantitative method with an associative approach was employed. The study population consisted of all Umah Kopi Muara Bungo consumers, with a sample of 150 respondents selected using purposive sampling. Data were collected via questionnaires using a Likert scale. Data analysis techniques included validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2) using SPSS version 20 software.

The results indicate that, individually (partially), the social media marketing variable does not have a positive or significant effect on purchasing decisions. Conversely, brand image perception and experiential marketing have positive and significant effects on purchasing decisions at Umah Kopi Muara Bungo. Simultaneously, social media marketing, brand image perception, and experiential marketing exert a positive and significant influence on purchasing decisions. The Adjusted R-Square value of 0.622 indicates that 62.2% of purchasing decisions can be explained by these three independent variables, while the remaining 37.8% is influenced by variables not

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examined in this study. These findings are expected to provide valuable insights for Umah Kopi to enhance purchasing decisions by strengthening its brand image and creating superior consumer experiences.

Keywords: ***Social Media Marketing, Brand Image Perception, Experiential Marketing, Purchasing Decisions.***

INTRODUCTION

The culinary industry in Indonesia has continued to grow rapidly, particularly in the coffee shop sector. Coffee shops are no longer merely places to enjoy coffee but have developed into social spaces where people work, discuss, complete assignments, gather, and relax. This lifestyle change has increased the popularity of visiting coffee shops and has consequently intensified competition among business owners. Coffee shops are now visited by various groups, ranging from teenagers to professionals, not only to consume products but also to enjoy an attractive atmosphere and experience (Dana Rupiah, 2024; Wahyunita, 2023).

The increasing number of coffee shops has encouraged business owners to develop various innovations in products, services, and store concepts. In Muara Bungo, competition among coffee shops has become increasingly intense, with various establishments offering different concepts, names, menus, and interior designs to attract consumers (Putri, 2022). This condition requires business owners to understand the factors that influence consumers' purchase decisions. Purchase decision refers to the stage in which consumers determine their choice among several available alternatives based on certain considerations before making a purchase (Arfah, 2022).

One factor that may influence purchase decisions is *Social Media Marketing*. The use of social media enables businesses to introduce their products, provide promotional information, display the atmosphere of their establishments, and communicate with consumers. Social media can also expand marketing reach and enable businesses to reach a wider target market (Idkha et al., 2025). In the increasingly competitive coffee shop industry, social media has become important because consumers can obtain information and compare various coffee shop alternatives before making a purchase decision.

One coffee shop that utilizes social media as a marketing tool is Umah Kopi Muara Bungo. Established in 2020, Umah Kopi is located on Jl. Sultan Thaha, Bungo Timur, Pasar Muara Bungo District, Bungo Regency, Jambi. Umah Kopi offers various

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menu choices, including coffee, non-coffee beverages, snacks, and main dishes. In addition to providing a variety of menus, Umah Kopi emphasizes a comfortable atmosphere that allows consumers to relax, socialize, work, and engage in other activities.

In its marketing activities, Umah Kopi utilizes Facebook, Instagram, and TikTok. However, the use of social media has not yet been optimal. The frequency of posts and content variety have not been managed consistently, resulting in information about products, promotions, and business activities not being communicated effectively to consumers. This condition raises the question of the extent to which *Social Media Marketing* influences consumers' purchase decisions at Umah Kopi.

In addition to social media, *Brand Image* is another important factor that may influence purchase decisions. *Brand Image* refers to the overall perception consumers have of a brand or how consumers recognize and perceive the brand (Setiowati et al., 2024). Information obtained through social media and consumers' experiences when visiting a coffee shop can shape their perceptions of the brand. At Umah Kopi, the brand is relatively well known for its comfortable environment and atmosphere. However, its product advantages and taste quality are not yet widely recognized. This indicates that Umah Kopi's *Brand Image* still needs to be strengthened and further examined in relation to consumers' purchase decisions.

Another important factor is *Experiential Marketing*. Coffee shop consumers do not only purchase food and beverages but also seek experiences while visiting the establishment. *Experiential Marketing* is a marketing approach that focuses on creating meaningful experiences for consumers through sensory, emotional, cognitive, behavioral, and social relationship aspects (Nurcahyo, 2025). Umah Kopi attempts to create positive consumer experiences through a comfortable atmosphere, distinctive coffee aroma, attractive product presentation, friendly service, and supporting facilities that accommodate various consumer activities.

Based on preliminary observations and interviews, consumers perceive Umah Kopi as a comfortable place for relaxing and gathering. The variety of menus and friendly service are also considered reasons for consumers to make purchases. Nevertheless, the implementation of *Experiential Marketing* has not been fully optimized. Some consumers are still unfamiliar with the distinctive taste and manual brewing methods offered by Umah Kopi. In addition, emotional attachment to the coffee shop has not been strongly established among all consumers, knowledge regarding product advantages remains limited, and interactions between consumers and employees have not

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consistently created strong and memorable relationships. These conditions indicate the need for further investigation into the influence of *Experiential Marketing* on purchase decisions.

These phenomena indicate that competition among coffee shops is not only related to product quality but also to how businesses utilize social media, build a strong brand image, and create consumer experiences that encourage purchase decisions. Previous studies used in this research include Dana Rupiah (2024) concerning the development of coffee shops, Wahyunita (2023) concerning lifestyle changes and people's coffee shop visiting habits, Putri (2022) concerning competition and innovation in coffee shops, Arfah (2022) concerning purchase decisions, Idkha et al. (2025) concerning the utilization of social media as a marketing tool, Setiowati et al. (2024) concerning *Brand Image*, and Nurcahyo (2025) concerning *Experiential Marketing*. These studies provide a theoretical basis for examining the importance of *Social Media Marketing*, *Brand Image*, and *Experiential Marketing* in the coffee shop industry.

Based on these phenomena and problems, there are still conditions that require further investigation at Umah Kopi Muara Bungo, particularly regarding the optimization of social media, strengthening of brand image, and creation of consumer experiences. Therefore, this study aims to analyze the influence of Social Media Marketing, Brand Image, and Experiential Marketing on Purchase Decisions at Umah Kopi Muara Bungo.

Objectives

Based on the research questions formulated above, this study aims to:

1. To determine and analyze the influence of Social Media Marketing on purchase decisions at Umah Kopi Muara Bungo.
2. To determine and analyze the influence of Brand Image perception on purchase decisions at Umah Kopi Muara Bungo.
3. To determine and analyze the influence of Experiential Marketing on purchase decisions at Umah Kopi Muara Bungo.
4. To determine and analyze the influence of Social Media Marketing, Brand Image perception, and Experiential Marketing simultaneously on purchase decisions at Umah Kopi Muara Bungo.

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LIBRARY REVIEW

Purchase Decision

Purchase decision refers to the consumer's action of determining whether or not to purchase a product or service, which is influenced by various considerations. According to Kotler (2010), the indicators of purchase decision include:

1. Product Confidence: Consumers' confidence in the quality, standards, and price of the product.
2. Buying Habit: The tendency of consumers to make repeated purchases.
3. Purchase Speed: The ease and speed with which consumers make purchasing decisions without lengthy consideration.

Social Media Marketing

Social Media Marketing is a marketing approach that utilizes digital-based social media to promote products, reach target markets, and build interactions with consumers. Satriyo et al. (2021) identified four main indicators of *Social Media Marketing*:

1. Content Creation: Creating attractive and relevant content.
2. Content Sharing: The ease and reach of content distribution.
3. Connecting: Connectivity and interaction among users.
4. Community Building: Building consumer communities based on shared interests.

Perceived Brand Image

Perceived Brand Image refers to the collection of impressions, evaluations, and beliefs that consumers have toward a brand based on information and past experiences. Heliani et al. (2022) classify the indicators that form Brand Image into three dimensions:

1. Corporate Image: Consumers' trust in and perceptions of the company's credibility and professionalism.
2. Product Image: Consumers' perceptions of the quality, taste, and visual appeal of the products.
3. User Image: The characteristics and lifestyle associated with consumers who use the brand.

Experiential Marketing

Experiential Marketing is a marketing approach that integrates the five senses and emotions to create memorable experiences for consumers. S. N. Harahap (2024) divides *Experiential Marketing* into five dimensions:

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1. Sense Marketing: Sensory experiences involving design, aroma, and visual appearance.
2. Feel Marketing: Consumers' feelings and emotional connection with the brand.
3. Think Marketing: Cognitive appeal and unique concepts that stimulate consumers' thoughts.
4. Act Marketing: Lifestyle and behavioral interactions encouraged by the marketing experience.
5. Relate Marketing: A sense of togetherness and social connection among consumers.

Framework of thinking

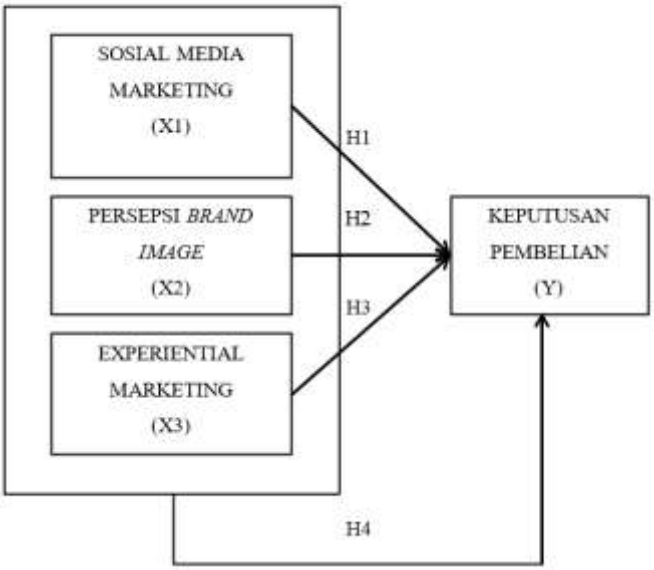


Figure 2.1 Framework of Thinking

RESEARCH METHODS

Research Type and Location

This study employs a quantitative associative research approach. The research was conducted at Umah Kopi, located on Jl. Sultan Thaha, Bungo Timur, Bungo Regency, Jambi, Indonesia. The study was carried out from February to April 2026.

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Population and Sample

The population of this study consists of all consumers of Umah Kopi Muara

$$Y = b_1x_1 + b_2x_2 + b_3x_3 + e$$

Bungo. Since the exact population size is unknown, the sample size was determined using the formula proposed by Hair et al. (2010), namely 10 × the number of indicators. With 15 main indicators, the required sample size was 150 respondents (10 × 15 = 150). The sampling technique used was non-probability sampling with an accidental sampling method.

Data Analysis Technique

Data were collected using a questionnaire with a 5-point Likert scale.

The data were analyzed using IBM SPSS Statistics version 20, which included the following analyses:

1. Testing: Validity testing using the Pearson Product-Moment correlation and reliability testing using Cronbach's Alpha, with a reliability coefficient greater than 0.60.

Singkatan	Arti	Skor
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

2. Classical Assumption Tests: Normality testing using the Kolmogorov-Smirnov test and P-P Plot, multicollinearity testing using Tolerance and Variance Inflation Factor (VIF), and heteroscedasticity testing using the Glejser test.
3. Multiple Linear Regression Analysis: The regression model was formulated as follows:
4. Hypothesis Testing: Hypothesis testing consisted of the t-test (partial effect), F-test (simultaneous effect), and coefficient of determination (R^2).

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Research result

For this study, we harnessed the analytical power of SPSS 20. This approach allowed us to meticulously evaluate the criteria and indicators for every variable, ultimately unlocking the true validity and reliability of our data.

Table 1. Characteristics of Respondents

No.	Characteristics	Category	Frequency (n)	Percentage (%)
1	Gender	Female	86	57.33
		Male	64	42.67
2	Age	15–30 years	117	79.59
		Other age groups	33	20.41
3	Occupation	Student/College Student	68	45.33
		Other occupations	82	54.67
4	Marital Status	Unmarried	108	72.00
		Married	42	28.00
		Total	**150**	**100.00**

Berdasarkan Table 1, out of 150 respondents, the majority were female, with 86 respondents (57.33%), while 64 respondents (42.67%) were male. In terms of age, most respondents were aged 15–30 years, totaling 117 respondents (79.59%). Regarding occupation, students/college students represented the largest group, with 68 respondents (45.33%). Meanwhile, based on marital status, 108 respondents (72%) were unmarried, while 42 respondents (28%) were married.

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Table 1. Validity Test of the Social Media Marketing Variable (X1)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2= 148	Keterangan
Sosial Media Marketing (X1)	X1.1	0.626	0.1603	Valid
	X1.2	0.622	0.1603	Valid
	X1.3	0.631	0.1603	Valid
	X1.4	0.558	0.1603	Valid
	X1.5	0.521	0.1603	Valid
	X1.6	0.545	0.1603	Valid
	X1.7	0.554	0.1603	Valid
	X1.8	0.446	0.1603	Valid
	X1.9	0.573	0.1603	Valid
	X1.10	0.587	0.1603	Valid
	X1.11	0.540	0.1603	Valid
	X1.12	0.623	0.1603	Valid

Sumber data: *SPSS 20.0 Tahun 2026*0.1603

Based on the table above, all statement items of the *Social Media Marketing* variable (X1) have an r-count greater than the r-table value of 0.1603. Therefore, it can be concluded that all instruments used to measure the *Social Media Marketing* variable are valid.

Validity Test of Perceived Brand Image Variable (X2)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2 = 148	Keterangan
Persepsi Brand Image (X2)	X2.1	0.575	0.1603	Valid
	X2.2	0.556	0.1603	Valid
	X2.3	0.426	0.1603	Valid
	X2.4	0.481	0.1603	Valid
	X2.5	0.596	0.1603	Valid
	X2.6	0.528	0.1603	Valid
	X2.7	0.597	0.1603	Valid
	X2.8	0.674	0.1603	Valid
	X2.9	0.586	0.1603	Valid

Sumber data: *SPSS 20.0 Tahun 2026*

Based on the table above, it can be seen that all statement items of the *Perceived Brand Image* variable (X2) have an r-count greater than the r-table value of 0.1603. Therefore, it can be concluded that all instruments used to measure the *Perceived Brand Image* variable are valid.

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Validity Test of Experiential Marketing Variable (X3)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2= 148	Keterangan
Experiential Marketing (X3)	X3.1	0.583	0.1603	Valid
	X3.2	0.557	0.1603	Valid
	X3.3	0.558	0.1603	Valid
	X3.4	0.570	0.1603	Valid
	X3.5	0.576	0.1603	Valid
	X3.6	0.401	0.1603	Valid
	X3.7	0.616	0.1603	Valid
	X3.8	0.638	0.1603	Valid
	X3.9	0.598	0.1603	Valid
	X3.10	0.645	0.1603	Valid
	X3.11	0.637	0.1603	Valid
	X3.12	0.690	0.1603	Valid
	X3.13	0.491	0.1603	Valid
	X3.14	0.547	0.1603	Valid
	X3.15	0.568	0.1603	Valid

Sumber data: *SPSS 20.0 Tahun 2026*

Based on the table above, it can be seen that all statement items of the Experiential Marketing variable (X3) have an r-count greater than the r-table value of 0.1603. Therefore, it can be concluded that all instruments used to measure the Experiential Marketing variable are valid.

Validity Test of Purchase Decision Variable (Y)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF= N-2= 148	Keterangan
Keputusan Pembelian (Y)	y1	0.496	0.1603	Valid
	y2	0.547	0.1603	Valid
	y3	0.565	0.1603	Valid
	y4	0.576	0.1603	Valid
	y5	0.590	0.1603	Valid
	y6	0.643	0.1603	Valid
	y7	0.444	0.1603	Valid
	y8	0.538	0.1603	Valid
	y9	0.598	0.1603	Valid
	y10	0.573	0.1603	Valid

Sumber data: *SPSS 20.0 Tahun 2026*

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Based on the table above, it can be seen that all statement items of the *Purchase Decision* variable (Y) have an r-count greater than the r-table value of 0.1603. Therefore, it can be concluded that the instrument is valid.

Table 2. Reliability Test Results of Social Media Marketing (X1), Perceived Brand Image (X2), Experiential Marketing (X3), and Purchase Decision (Y)

Variabel	N=110		Rule of thumb	Keputusan
	Jumlah Pertanyaan peritem	Cronbach's alpha		
Sosisal Media Marketing (X1)	12	0,811	0,60	Reliabel
Persepsi Brand Image (X2)	9	0.728	0,60	Reliabel
Experiential Marketing (X3)	15	0,852	0,60	Reliabel
Keputusan Pembelian (Y)	10	0,749	0,60	Reliabel

Sumber data: *SPSS 20.0 Tahun 2026*

Based on the table above, all research variable instruments show Cronbach's Alpha values greater than 0.60. Therefore, it can be concluded that all research variables are reliable.

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2.05175018
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.063
Kolmogorov-Smirnov Z		1.032
Asymp. Sig. (2-tailed)		.237

a. Test distribution is Normal.
b. Calculated from data.

Sumber data: *SPSS 20.0 Tahun 2026*

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The data presented in Table 3 were analyzed using the One-Sample Kolmogorov-Smirnov Test, as the study involved 150 respondents. The assessment was based on a significance level of > 0.05. The results show a significance value of 0.237 > 0.05. Therefore, it can be concluded that the data are normally distributed.

Table 4. Partial t-Test Results of Social Media Marketing (X1), Perceived Brand Image (X2), and Experiential Marketing (X3) on Purchase Decision (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.472	2.128		2.572	.011
Sosial Media Marketing	.090	.050	.119	1.812	.072
Persepsi Brand Image	.416	.081	.380	5.145	.000
Experiential Marketing	.246	.043	.399	5.697	.000

a. Dependent Variable: Keputusan Pembelian

Sumber : Data Hasil SPSS 20.0 (2026)

Based on Table 4.18, the partial t-test results can be explained as follows:

1. The Effect of Social Media Marketing (X1) on Purchase Decision (Y) The t-count is 1.812, while the t-table is 1.968. Since 1.812 < 1.968 and the significance value is greater than 0.05, H0 is accepted and H1 is rejected. Thus, Social Media Marketing (X1) has no significant effect on Purchase Decision (Y).
2. The Effect of Perceived Brand Image (X2) on Purchase Decision (Y) The t-count is 5.145, which is greater than the t-table of 1.968. The significance value is 0.000 < 0.05, so H0 is rejected and H2 is accepted. Thus, Perceived Brand Image (X2) has a positive and significant effect on Purchase Decision (Y).
3. The Effect of Experiential Marketing (X3) on Purchase Decision (Y) The t-count is 5.697, which is greater than the t-table of 1.968. The significance value is 0.000 < 0.05, so H0 is rejected and H3 is accepted. Thus, Experiential Marketing (X3) has a positive and significant effect on Purchase Decision (Y).

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Table 5 F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1067.531	3	355.844	82.828	.000[b]
	Residual	627.242	146	4.296		
	Total	1694.773	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Sumber : Data Hasil SPSS 20..0 (2026)

Based on the table above, the test was conducted by comparing the F-count with the F-table value. The F-count value of 82.828 is greater than the F-table value of 2.63 (82.828 > 2.63), with a significance value of 0.000 < 0.05. Therefore, H0 is rejected and the hypothesis is accepted. This means that Social Media Marketing, Perceived Brand Image, and Experiential Marketing simultaneously have a positive and significant effect on Purchase Decision.

Table 6 Results of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794[a]	.630	.622	2.073

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Based on the data in the table above, *Social Media Marketing* (X1), *Perceived Brand Image* (X2), and *Experiential Marketing* (X3) have a significant relationship with the *Purchase Decision* variable (Y), with a correlation coefficient (R) of 0.794 or 79.4% and an Adjusted R^2 value of 0.622 or 62.2%. This means that the variables X1, X2, and X3 collectively explain 62.2% of the variation in Purchase Decision, while the remaining 37.8% is influenced by other factors not included in this study.

DISCUSSION

Analysis of the Effect of Social Media Marketing on Purchase Decisions

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The t-test results show that *Social Media Marketing* (X1) has no positive and significant effect on *Purchase Decision* (Y), with a t-count of 1.812 < t-table of 1.968. Therefore, H0 is accepted and H1 is rejected.

The insignificant effect is presumably due to the fact that Umah Kopi's *Social Media Marketing* activities have not been conducted intensively and consistently. Limited promotional frequency, the absence of a dedicated social media operator, and suboptimal content have resulted in social media not becoming a major factor influencing consumers' purchase decisions.

Analysis of the Effect of Perceived Brand Image on Purchase Decisions

The t-test results show that *Perceived Brand Image* (X2) has a positive and significant effect on *Purchase Decision* (Y), with a t-count of 5.145 > t-table of 1.968 and a significance value of 0.000 < 0.05. Therefore, H0 is rejected and H2 is accepted.

This finding indicates that the stronger the *Brand Image* of Umah Kopi, the greater the consumers' tendency to make a purchase. A positive brand image can build consumer trust, comfort, and emotional attachment, thereby encouraging purchase decisions.

Analysis of the Effect of Experiential Marketing on Purchase Decisions

The t-test results show that *Experiential Marketing* (X3) has a positive and significant effect on *Purchase Decision* (Y), with a t-count of 5.697 > t-table of 1.968 and a significance value of 0.000 < 0.05. Therefore, H0 is rejected and H3 is accepted.

This result indicates that the better and more memorable the experience provided by Umah Kopi through its atmosphere, service, and interaction with consumers, the higher the consumers' purchase decisions. A positive experience can increase consumer comfort and interest in making a purchase.

CONCLUSION

Based on the research on the Effect of Social Media Marketing, Perceived Brand Image, and Experiential Marketing on Purchase Decisions at Umah Kopi Muara Bungo, the conclusions are:

1. Social Media Marketing has no positive and significant effect on Purchase Decisions.
2. Perceived Brand Image has a positive and significant effect on Purchase Decisions.

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3. Experiential Marketing has a positive and significant effect on Purchase Decisions.
4. Social Media Marketing, Perceived Brand Image, and Experiential Marketing simultaneously have a positive and significant effect on Purchase Decisions, with a contribution of 62.2%, while the remaining 37.8% is influenced by other factors.

Suggestions

Based on the research results, the following suggestions are proposed:

1. For Umah Kopi
   a. Be more active in managing social media through attractive and interactive content to increase consumer engagement.
   b. Strengthen the *Brand Image* through consistent product quality and service.
   c. Improve consumer experiences by providing a comfortable atmosphere that encourages social interaction.
2. For Future Researchers

   Future researchers are encouraged to add other variables such as price, product quality, service quality, customer satisfaction, and customer loyalty, as well as expand the research object and sample size.

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