



Determinants of the buying interest of trendy Indonesian iced tea drinks in Medan city

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Article Info

Article history:

Received: 2025-05-29

Accepted: 2025-06-12

Published: 2025-08-01

Keywords: Buying Interest,
Price, Promotion, Product
Innovation

Abstract

The trend of trendy drinks in Indonesia is experiencing rapid growth. The Es Teh Indonesia brand has gone viral and reached various cities, including Medan. This study aims to analyze the influence of price, promotion, product innovation, and social media on purchasing interest in the trendy drink Es Teh Indonesia brand in Medan City. This study uses a quantitative approach with a survey method through a questionnaire to 100 respondents aged 17-30 years and above who are consumers of Es Teh Indonesia. This study analyzed the data using the linear regression method with the ordinary least squares estimator. The results of this study indicate that social media and product innovation are the most dominant variables influencing purchasing interest. This study helps understand the younger generation's choice of trendy drinks, so that marketing strategies can be created that align with current trends and the use of digital media.

Abstrak

Trend minuman kekinian di Indonesia mengalami pertumbuhan pesat, salah satunya ditandai oleh merek Es Teh Indonesia yang menjadi viral dan menjangkau berbagai kota, termasuk Medan. Penelitian ini bertujuan untuk menganalisis pengaruh harga, promosi, inovasi produk, dan media sosial terhadap minat beli minuman kekinian merek Es Teh Indonesia di Kota Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner kepada 100 responden berusia 17-30 tahun keatas yang merupakan konsumen Es Teh Indonesia. Penelitian ini menganalisis data dengan metode regresi linear dengan estimator ordinary least square. Hasil penelitian ini menunjukkan bahwa media sosial dan inovasi produk menjadi variabel paling dominan mempengaruhi minat beli. Penelitian ini membantu memahami generasi muda memilih minuman kekinian, sehingga bisa membuat strategi pemasaran yang sesuai dengan perkembangan trend zaman sekarang dan pemanfaatan media digital.

How to cite item (APA Style) :

Hajari, V., Ramadhani, S., & Harahap, M. I. (2025). Determinants of the buying interest of trendy Indonesian iced tea drinks in Medan city. *Keberlanjutan: Jurnal Manajemen dan Jurnal Akuntansi*, 10 (1), 14-23

doi: <http://dx.doi.org/10.32493/keberlanjutan.v10i1.y2025.p14-23>

Introduction

The Indonesian beverage industry is a strategic sector that continues to grow annually. Trends in contemporary beverages in Indonesia are experiencing rapid growth, one example being the Indonesian Iced Tea brand, which has become a viral phenomenon and reached various cities, including Medan. Modern lifestyles and the influence of social media play a significant role in generating purchasing interest for these products. Lifestyle is one factor that reflects consumer interests and values (Isnaini et al., 2023). The emergence of various local and international brands has also enlivened the beverage industry.

This phenomenon reflects a shift in Indonesian lifestyles, driving changes in tea drinking habits, especially among the younger generation. Currently, coffee shop-based iced tea shops are popping up in various regions. Drinking tea has become a trend and a promising business prospect, encouraging entrepreneurs to open tea shops. Social media trends, where users enjoy drinks and share their experiences visually, especially on platforms like Instagram and TikTok, influence contemporary beverage trends.

Table 1. Most Popular Beverage Brands 2023

No	Brand	Outlet
1	Mixue	317
2	Es Teh Indonesia	945
3	Janji Jiwa	900
4	Haus!	200
5	Chatime	595
6	Xi Boba	350

Based on Table 1 above, Es Teh Indonesia is ranked second as the most popular beverage brand in 2023. It can be seen that Es Teh Indonesia already has 945 branches spread throughout Indonesia, such as Bekasi, Jakarta, Medan, Bogor, and so on. Es Teh Indonesia is a brand of PT. Es Teh Indonesia Makmur, Bogor, was established on May 14, 2018. The characteristic of this drink is combining selected authentic Indonesian tea by mixing milk, fruits, and other variants with 22 flavors and price ranges starting from Rp. 7,000 to Rp. 24,000 (Iced Tea Indonesia).

Table 2. Sales Data of Es Teh Indonesia in Medan City in 2024

Branch	Cup Sales per day	Cup Sales per month
Razak Sekip	100	3,000
Yos Sudarso	85	2,550
Setia Budi	100	3,000
Medan Resort City (Merci)	100	3,000
Kapten Muslim	80	2,400

Table 2 above shows that sales of the trendy Indonesian Iced Tea drink in Medan have experienced a significant increase in recent years, in line with growing consumer interest in unique and innovative beverages. This is evident in the growing number of outlets offering Indonesian Iced Tea, including in Medan. Competitive pricing can influence initial appeal, promotions drive awareness and curiosity, product innovation creates added value, and social media shapes consumer perceptions visually and emotionally, especially among the younger generation.

Consumer purchasing interest tends to be more attracted to viral or popular drinks on social media. To maintain and increase purchasing interest, industry players must continuously adapt to evolving consumer trends and preferences, while also paying attention to quality and the overall consumer experience. The trendy beverage industry can be classified into two categories: 1) Trendy beverage brands from Indonesia: Indonesian Iced Tea, Kopi Kenangan, Janji Jiwa, Haus!, and Fore Coffee. 2) Trendy beverage brands from abroad: Chatime (Taiwan), KOI The' (Taiwan), Starbucks (United States), and Mixue (China). These brands have distinct advantages in product innovation, promotional strategies, and the use of social media to attract consumers, especially young people.

Beverage franchise businesses are growing in Indonesia by leveraging social media for marketing strategies. Currently, various contemporary brands are emerging. One such franchise is the Es Teh Indonesia franchise. Es Teh Indonesia's products are made from tea. The benefits and content of tea make it a popular product, creating the potential for a profitable business (Wulan, 2023).

The numerous factors influencing consumer purchasing decisions and choices, such as product quality, social media, price, product innovation, promotion, packaging, service quality, and location, prompted researchers to examine four factors. The researchers selected four factors related to purchasing decisions: price, promotion, product innovation, and social media. In this regard, it is important to understand the factors influencing consumer interest in Indonesian iced tea. Despite its increasing popularity, there is still a lack of in-depth understanding of the factors that specifically influence consumer purchasing interest in the contemporary beverage, Indonesian Iced Tea, in Medan.

Previous researchers have conducted numerous studies on influencing consumer purchasing interest in contemporary beverage products. Abdul (2018) stated that price and promotion significantly influence consumer purchasing interest; the better the price and promotion, the higher the consumer purchasing interest. Tanuwijaya et al. (2022) stated that product innovation positively and significantly affects beverage purchasing interest. Therefore, the higher the product innovation, the higher the consumer purchasing interest. Meanwhile, (Yuyun et al., 2022) stated social media's importance in consumer purchasing because platforms like Instagram can increase consumer interest. Although much research examines consumer purchasing interest in the food and beverage industry, particularly in major cities like Jakarta and Bandung, research on trends in purchasing interest in contemporary beverages in Medan is still minimal.

Previous studies have generally focused on the influence of a single or limited set of variables on consumer buying interest, such as price, product quality, and brand image. However, few studies have integrated four key variables—price, promotion, product innovation, and social media—in a single model, specifically with Es Teh Indonesia as the object of study and the research location of Medan. Furthermore, this study is novel in its specific focus on the Es Teh Indonesia brand. The integration of price, promotion, product innovation, and social media variables in influencing buying interest is evident in the local context of Medan City, which is rarely studied outside Java. It also combines the buying interest approach with the context of current trends and lifestyles triggered by product innovation and social media. Therefore, this study aims to analyze the influence of price, promotion, product innovation, and social media on buying interest for the contemporary beverage brand Es Teh Indonesia in Medan.

Literature Review

This study will examine the determinants of buying interest based on price, promotion, product innovation, and social media variables. In this context, buying interest is the consumer's drive or desire to purchase a product, arising from a positive

view or evaluation of the product. Buying interest is the desire to purchase a product or service due to the external and internal effects of the product or service. Buying interest varies from consumer to consumer, depending on their desires (Maulana et al., 2023). Buying interest can also be understood as a situation where consumers are inclined to purchase a particular product under certain conditions (Mirabi et al., 2015).

Several studies have identified various indicators of buying interest. According to Bougenvile & Ruswanti (2017), buying interest is identified through transactional, referential, preferential, and exploratory interest. Of these four indicators of buying interest, referential interest stems from transactional interest, while preferential and exploratory interest tend to drive consumer loyalty.

Price is a crucial factor in differentiating products in the market. Price is the monetary value of a good or service (Amalita, 2022). Buyers will purchase goods and services at the same price as more expensive ones if they desire to do so (Zulaicha & Irawati, 2016). Tjiptono (2017) states that consumers choose products with prices that align with their perceived value. According to Tjiptono (2017), the indicators that influence price are as follows: Price affordability, price according to affordability or price competitiveness, price appropriateness to product quality, and price appropriateness to benefits.

Beyond price, promotions can help increase sales by utilizing advertising or product discounts (Tjiptono, 2015). Promotion is an attractive, persuasive method that provides various incentives to arouse someone's desire to immediately purchase a particular product or increase the quantity of customers who purchase (Malau, 2017). Through promotions, companies can attract new customers, encourage more purchases, compete with competitors' promotions, increase impulse purchases, and build stronger relationships with retailers. Alma (2016) states that promotion indicators include promotional reach, quality, quantity, timing, and targeting.

Besides price and promotion, another variable considered to influence buying interest is product innovation. According to Prasetyo (2020), product innovation can provide a new perspective that can be expanded through this method. Products must be continuously innovated to ensure their diversity and sustainability. Product innovation allows consumers to adapt to market changes and create products tailored to their needs. According to Rayi & Aras (2021), product innovation is measured through quality, modification, product differentiation, and market need indicators.

Regarding promotion, social media is crucial in increasing buying interest. According to Indriyani & Suri (2020), social media refers to the actions, activities, and habits among groups of individuals who meet online to exchange information, knowledge, and opinions using various online conversation platforms. In this context, many people use social media as a source of information before purchasing. According to Kaplan & Haenlein (2010), social media provides a platform for virality and trend-setting in purchasing decisions. Social media aims to increase consumer trust in products and brands, providing a platform for displaying customer testimonials and product reviews.

Social media can be considered an effective promotional medium if it contains engaging and entertaining content, fosters interaction between consumers and sellers, and fosters interaction among consumers. Furthermore, promotions through social media must make it easy to find product information, communicate information to the public, and foster a high level of trust in the product being promoted (Indriyani & Suri, 2020).

Method

The type of research used in this study is quantitative. Sugiyono (2019) states that quantitative research is a survey method used to obtain data from specific, natural settings. Researchers collected data using questionnaires, tests, structured interviews, etc. The analytical tool used was multiple linear regression analysis and SPSS 30. The research period was from July to October 2024, and the location was an Es Teh Indonesia outlet in Medan.

The population in this study was an unknown number of Es Teh Indonesia consumers in Medan. In this study, researchers distributed an online questionnaire via Google Forms to all Es Teh Indonesia consumers in Medan. This online questionnaire aims to be more efficient and effective in collecting the required data. This study used a convenience sampling method with a total sample of 100 Es Teh Indonesia consumers.

As seen in this study, respondent characteristics aim to provide a clear picture of the respondents' profiles. By explaining the characteristics of the respondents in the sample, we can understand the extent to which their profiles are relevant and contribute to the results of this study. Breaking down respondents' identities allows researchers to identify the relationship between respondents' backgrounds and researchers' findings, thus providing a deeper context for the analysis conducted.

Table 3. Respondents Characteristics

		N	%
Age	Under 20 years	16	16%
	20-30 years	71	71%
	Over 30 years	13	13%
Gender	Male	37	37%
	Female	63	63%
Job Status	Students	54	54%
	Self-employed	13	13%
	Teacher	10	10%
	Others	23	23%

The data in Table 3 shows that the demographic distribution of respondents is detailed in three main categories: age, gender, and occupation, providing an in-depth overview of the backgrounds of the subjects involved. The age composition of respondents was predominantly in the 20-30 age group, accounting for 71%, indicating a greater participation by the younger generation in this study. Meanwhile, the under-20 age group had a better representation at 16%, but still significantly lower than the dominant age group. The over-30 age group, with a proportion of 13% of respondents, indicated minimal participation from both age groups. Gender: The gender composition of respondents who participated in the questionnaire in this study was male (37%) and female (63%). The gender category in this study was predominantly female.

The composition of the occupations of respondents who participated in filling out the questionnaire in the study shows that respondents who participated in filling out the research questionnaire according to their occupational background were students/university students, 54% of the total sample, self-employed, 13% of respondents, teachers/lecturers, 10% of respondents, and others, 23% of respondents.

To test validity and reliability, the authors used SPSS 30 analysis, and the following are the test results. According to Saptutyningasih & Setyaningrum (2019), validity testing is the accuracy of a measuring instrument in measuring an object. Validity is conducted to determine

how well a measurement test measures the object it is supposed to measure. The measurement results will likely be correct if the instrument is valid.

Table 4. Items Validity

Variable	Items	r-stat	r-table	Remarks
Price (X1)	X1.1	0.735	0.196	Valid
	X1.2	0.668	0.196	Valid
	X1.3	0.778	0.196	Valid
	X1.4	0.685	0.196	Valid
	X1.5	0.683	0.196	Valid
Promotion (X2)	X2.1	0.617	0.196	Valid
	X2.2	0.640	0.196	Valid
	X2.3	0.588	0.196	Valid
	X2.4	0.826	0.196	Valid
	X2.5	0.826	0.196	Valid
Product Inovation (X3)	X3.1	0.726	0.196	Valid
	X3.2	0.788	0.196	Valid
	X3.3	0.795	0.196	Valid
	X3.4	0.680	0.196	Valid
	X3.5	0.801	0.196	Valid
Social Media (X4)	X4.1	0.576	0.196	Valid
	X4.2	0.765	0.196	Valid
	X4.3	0.537	0.196	Valid
	X4.4	0.502	0.196	Valid
	X4.5	0.839	0.196	Valid
	X4.6	0.867	0.196	Valid
Buying Interest (Y)	Y.1	0.794	0.196	Valid
	Y.2	0.805	0.196	Valid
	Y.3	0.538	0.196	Valid
	Y.4	0.834	0.196	Valid
	Y.5	0.518	0.196	Valid

Furthermore, the reliability analysis results of the variables are as follows:

Table 5. Reliability

Variable	Cronbach's Alpha	Treshold	Remark
Price	0.748	0.600	Reliable
Promotion	0.744	0.600	Reliable
Product Innovation	0.816	0.600	Reliable
Social Media	0.776	0.600	Reliable
Buying Interest	0.737	0.600	Reliable

Results and discussion

A normality test determines whether the sample data is drawn from a normally distributed population. This test is generally performed to verify whether the data involved in a study has a normal distribution. To test the normality of the data, we use a P-Plot graph by regressing the residuals against the predicted value of the Y variable. The result is as follows:

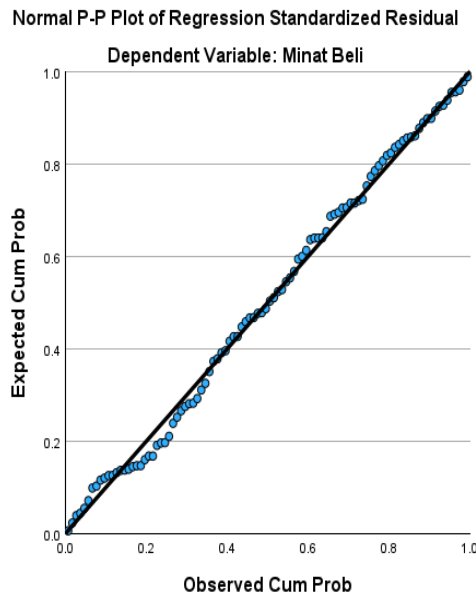


Figure 1. Normal Distribution Samples Diagnostic Result

Based on the data visualization, it is clear that the data plot forms a straight line pattern moving from the bottom left to the top right. This indicates that the linearity assumption in the regression model has been met. Good linearity indicates a consistent relationship between the independent and dependent variables, thus allowing the regression analysis results to provide valid and accurate interpretations. Fulfilling this assumption is essential for ensuring the reliability of the model's predictions and conclusions.

Table 6. Multicollinearity Checks

	Tolerance	VIF	Remarks
Price	0.363	2.756	Multicollinearity Free
Promotion	0.818	1.223	Multicollinearity Free
Product Innovation	0.562	1.779	Multicollinearity Free
Social Media	0.384	2.606	Multicollinearity Free

Furthermore, a heteroscedasticity test is performed on the regression model to test whether there is inequality in the variance of the residuals from one observation to another (Juliandi et al., 2014). The heteroscedasticity test is performed to test whether there is inequality in the variance and residuals from one observation to another.

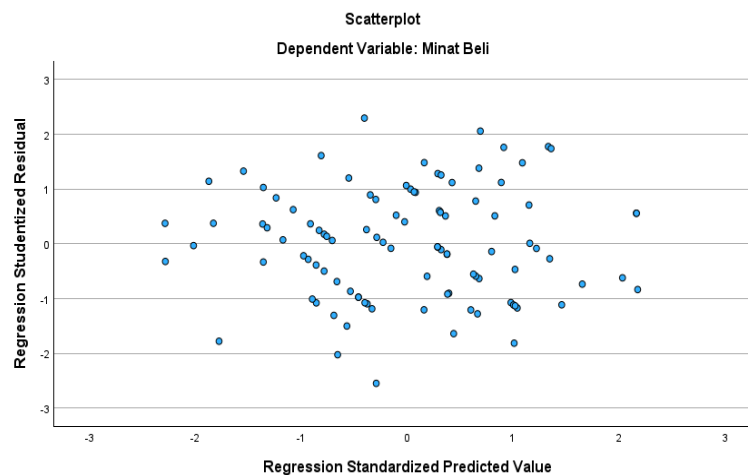


Figure 2. Scatterplot of Heteroskedasticity Test

From the scatterplot image above, it can be seen that the data points are randomly distributed around the number 0, both above and below the horizontal axis. No pattern indicates a widening or narrowing of the data distribution, and no specific wave pattern is formed. Therefore, it can be concluded that this model does not experience heteroscedasticity. Fulfilling this requirement is very important in multiple linear regression because the absence of heteroscedasticity indicates that the residual variance is constant, making the regression results more reliable and their interpretation more valid.

Multiple linear regression analysis was conducted to determine the extent of the influence of independent variables on the dependent variable. Multiple linear regression analysis in this study was conducted using the SPSS 30 program. The results of the multiple regression analysis regarding the factors of price, promotion, product innovation, and social media on the interest in purchasing the current Indonesian iced tea drink in Medan City.

Table 7. Regression Analysis Results

	Coeff	Std. Error	T	Sig.
(Constant)	3.161	1.821	1.736	0.086
Price	0.219	0.086	2.538	0.013
Promotion	0.291	0.102	2.839	0.006
Product Innovation	0.446	0.104	4.268	0,001
Social Media	0.622	0.122	5.106	0,001

Dependent Variable: Buying Interest

The research results indicate that variable (x1) positively and significantly affects the buying interest of Indonesian Iced Tea in Medan. These results align with research conducted by Rizqy et al. (2022), which showed that price has a positive and significant effect on consumer buying interest. This indicates that consumers perceive the price of Indonesian Iced Tea as affordable and commensurate with the quality offered. Competitive prices can attract consumers, especially among students and university students in the Generation Z era, who are sensitive to price changes.

The research results indicate that the promotion variable (x2) positively and significantly affects the buying interest of Indonesian Iced Tea in Medan. These results align with research conducted by Abdul (2018), which showed that promotions significantly influence consumer buying interest: the more promotions offered, the greater the consumer purchase interest. If the promotions offered are attractive, purchase interest in Indonesian Iced Tea in Medan will increase.

The research results indicate that the product innovation variable (x3) positively and significantly affects the buying interest of Indonesian Iced Tea in Medan. This finding aligns with research conducted by Bayu & Sri (2014), which shows that product innovation influences buying interest. Increasing product innovation also impacts consumer buying interest, and vice versa. This innovation creates a unique appeal and reduces monotonous boredom.

The research results indicate that the social media variable (x4) positively and significantly affects the buying interest of Indonesian Iced Tea in Medan. This finding aligns with research conducted by Dania & Donant (2022), which shows that social media influences the buying interest of Indonesian iced tea products. The more information available on social media, the more significant the impact on consumer buying interest. Social media such as Instagram and TikTok can improve communication skills by providing engaging and entertaining content that is creatively packaged, and it is also the most important factor in increasing consumer interest in buying Indonesian iced tea.

Conculsion

Price, promotion, product innovation, and social media significantly influence consumer buying interest at Indonesian Iced Tea in Medan, partially and simultaneously. Among these four variables, product innovation and social media are the most dominant factors influencing buying interest, demonstrating the importance of digital marketing strategies in shaping consumer perceptions and satisfaction. The high coefficient of determination of 68.7% indicates that this model can explain most of the variation in buying interest based on these four factors.

Indonesian Iced Tea is recommended to continue maximizing the use of social media as a communication and promotional tool, and creating engaging and interactive content. Product innovation development must continue, while maintaining product factors such as taste, quality ingredients, menu compatibility with drinks, and practical packaging. Pricing and promotional strategies must be optimized to attract consumers and maintain customer loyalty. Future researchers should further develop this research by exploring other factors, such as dimensions, other variables, more comprehensive and diverse statements from this study, and finding more supporting theories.

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