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The Role of Digital Content in the Sustainability of the Food and Beverage (F&B) Industry

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Abstract

The Food and Beverage (F&B) sector, especially the coffee shop industry, has seen notable growth in recent years, leading to heightened competition that impacts consumer purchasing behavior. The advancement of digital marketing has allowed consumers to interact with online content, particularly Firm-Generated Content (FGC) and User-Generated Content (UGC), both of which are believed to influence perceived value and purchase decisions. While the presence of FGC and UGC is increasing, their individual effects remain worth exploring in more depth. This study focuses on consumers in Pontianak who have previously purchased products from coffee shops. Using a quantitative survey method and purposive sampling, data were gathered from respondents who met predetermined criteria. Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique was used to analyze the relationships among variables. Results show that both FGC and UGC significantly enhance consumers' perceived value. Additionally, FGC, UGC, and perceived value each have a positive and significant effect on consumers' purchasing decisions. The study also found that perceived value serves as a partial mediator in the relationship between both types of digital content (FGC and UGC) and purchase decisions, reinforcing its central role in shaping consumer behavior.

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INTRODUCTION

The food and beverage (F&B) industry has exhibited highly dynamic growth globally, including in Indonesia. In response to emerging trends, shifting consumer preferences, and increasing market demand, F&B businesses are compelled to adopt digitalization as a key strategy to expand market reach and optimize customer satisfaction.



Fig 1 E-commerce: Consumer Goods Categories

These data highlight popular categories, growth trends, and year-on-year changes. The Food category recorded an estimated annual spending of approximately 95 trillion Rupiah, making it one of the highest-spending categories in Indonesia’s e-commerce sector. The Beverages category recorded an estimated annual spending of around 20 trillion Rupiah. The positive growth and high spending values present an attractive opportunity for business actors.

Lifestyle changes, urbanization, rising public income, and technological advancements are key driving factors—one notable example being the growth of coffee shops. In recent years, the development of coffee shops in Indonesia has been remarkably rapid. Pontianak is one of the cities that has embraced this trend. The coffee shop business in Pontianak is experiencing significant growth, as evidenced by the increasing number of establishments offering comprehensive facilities and appealing atmospheres.

In the rapidly evolving digital era, content has become one of the most widely utilized marketing assets for businesses, including coffee shops, and serves as a key factor influencing consumer purchase decisions. Firm-Generated Content (FGC) is defined as marketing content deliberately produced by businesses. It consists of information originating from the company, typically disseminated through various social media channels (Poulis et al., 2019). The content created aims to convey the intended messages of the company, such as product information, promotions, or the brand's values. FGC allows companies to maintain full control over the messages they wish to deliver. Coffee shops in Pontianak invite consumers to explore the world of coffee through engaging content specifically crafted by the coffee shops themselves.

The rapid growth of coffee shops in Pontianak has fostered a more creative ecosystem of content creators who actively review, explore, and share their experiences to help boost coffee shop sales. User-Generated Content (UGC) refers to online media content that is produced, distributed, and consumed by public users or communities, including photos, reviews, videos, podcasts, forum posts, comments, and blog content (Kang, 2018). User-Generated Content (UGC) refers to content

created independently by public users without professional involvement from product owners or companies, and is distributed through publicly accessible online platforms (Halim & Candraningrum, 2021). In the context of coffee shops, UGC may take the form of photos, videos, or reviews shared by customers on social media.

Firm-Generated Content (FGC) and User-Generated Content (UGC) both contribute to shaping how consumers perceive the value offered by a coffee shop. Perceived value refers to the subjective evaluation made by consumers, which involves comparing the benefits received with the costs incurred to obtain a product or service. It reflects the consumer's assessment of a product's utility based on what is received versus what is given (Sarwoto, 2019). A coffee shop that is perceived positively encompassing aspects such as coffee quality, ambiance, service, and other contributing factors can encourage consumers to make purchases and potentially become loyal customers.

The rapid advancement of technology has driven dynamic changes across industries, including the food and beverage (F&B) sector such as coffee shops in the city of Pontianak. These businesses leverage technology to enhance operational efficiency and promotional strategies in order to strengthen their competitiveness. One common promotional approach adopted by many F&B businesses involves the use of Firm-Generated Content (FGC) and User-Generated Content (UGC), both of which influence consumer purchasing decisions. Research has shown that FGC has a positive and significant relationship with consumer purchase decisions (Taufik et al., 2024). Moreover, other studies examining FGC in the context of 'going green' on social media have also found that FGC has a positive relationship with consumer purchase decisions (Muhammad Aqib Shafiq et al., 2023). Beyond influencing purchase decisions, both Firm-Generated Content (FGC) and User-Generated Content (UGC) can enhance consumers' perceived value of a product, which in turn drives purchasing decisions and shapes consumer expectations. Evidence shows that both FGC and UGC have a significant and positive relationship with the perceived value of products offered by the industry (Nagoya et al., 2021). Moreover, User-Generated Content (UGC) is found to positively and significantly affect consumer purchasing decisions (Hayat et al., 2024). In addition to the crucial roles of FGC and UGC, perceived value functions as a mediator in the link between UGC and consumer purchasing behavior, while also having a direct impact on purchase decisions (Khofifah & Citaningtyas Ari Kadi, 2022; Khofifah & Hasanah, 2023).

The uniqueness of this research stems from its focus on Firm-Generated Content (FGC), particularly in examining both its direct impact and its indirect influence through perceived value. While previous studies have largely emphasized direct relationships, limited attention has been given to the mediating role of perceived value between FGC and consumer purchasing decisions. This study also addresses the relevance of FGC within today's digital environment, where marketing activities are increasingly centered on social media and e-commerce platforms. The study also highlights how such marketing strategies ultimately contribute to increasing sales performance. Furthermore, the research specifically focuses on SMEs in the coffee shop sector located in the city of Pontianak.

METHODS

This study gathered data through a structured survey targeting individuals in Pontianak who had made prior purchases at local coffee shops. The questionnaire was designed to capture

responses concerning Firm-Generated Content (FGC), User-Generated Content (UGC), perceived value, and consumer purchase decisions. To support broader generalizations, the research employed a quantitative approach in both data collection and analysis, ensuring statistical validity and reliability.

Purposive sampling will be employed as the sampling technique, Individuals must meet specific eligibility criteria to participate as research respondents, such as being within the age range 22 to over 54 years, regardless of gender, and having at least a high school or equivalent educational background, and earning a monthly income ranging from IDR 1,000,000 to over IDR 7,000,000. The main criterion is that respondents must have previously purchased products from coffee shops in the city of Pontianak and have been exposed to content created both by the coffee shop companies (Firm-Generated Content) and by other consumers (User-Generated Content), particularly through digital or social media platforms. Given the large number of trending coffee shops in Pontianak, those selected for the study are chosen based on the researcher’s judgment of their relevance and ability to represent all aspects being investigated, in order to ensure the findings align with the research objectives.

Table 1. Respondent Characteristics

| Characteristics | Category | Number (people) | Percentage (%) |
|-----------------|-----------------------------|-----------------|----------------|
| Gender | Man | 86 | 51,8% |
| | Women | 80 | 48,1% |
| Age | 22-32 years old | 141 | 84,9% |
| | 33– 43 years old | 25 | 15,0% |
| | 44 – 53 years old | 0 | 0% |
| | >54 years old | 0 | 0% |
| Education | SMA/SMK or Equivalent | 35 | 21,08% |
| | Diploma (D1/D2/D3) | 26 | 15,6% |
| | Bachelor (S1) | 105 | 63,2% |
| | Master (S2) | 0 | 0% |
| Income | <Rp. 1.000.000 | 53 | 31,9% |
| | Rp.1.000.000 – RP.3.000.000 | 78 | 46,9% |
| | Rp.3.100.000 – Rp.5.000.000 | 32 | 19,2% |
| | >Rp.7.000.000 | 0 | 0% |

Sources : Processed data, 2025

This research utilizes Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique as the analytical method, selected for its capability in effectively handling complex models that involve mediating and moderating variables. The study employs a sample of 166 participants, with the size determined by considering an 80% statistical power, a 5% level of significance, seven structural relationships, and a minimum R² threshold of 0.10. (Hair et al., 2022).

Table 2. Construct Measurement Dimensions

| Construct | Dimensions | Source |
|------------------------------|---|-----------------------|
| Firm generated content (FGC) | Satisfaction with Firm-Generated Content Quality of Firm-Generated | (Nagoya et al., 2021) |

| | | |
|------------------------------|--|-----------------------------|
| | Content | |
| | The content created by the company is highly attractive | |
| | The content created by the company has uniqueness | |
| User generated content (UGC) | User-generated content provides satisfying information User-generated content provides engaging information User-generated content provides high-quality information User-generated content adds positive value | (Nagoya et al., 2021) |
| Perceived Value | Emotional value Social value Performance value Price/value of money | (Sweeney & Soutar, 2001) |
| Purchase decision | Attention Interest Desire Action Satisfaction | (Ketut Sudana et al., 2021) |

RESULT AND DISCUSSION

Goodness-of-Fit Test, The model fit is assessed using accuracy and quality indices, comprising ten types of fit indicators. Each of these indices has its own reference criteria, which are compared to the actual values obtained from the model estimation. The Goodness-of-Fit test results for this study are presented as follows.

Tabel 3. Goodness-of-Fit Test

| No | Index Name | Reference Value | Actual Value | Description |
|----|---------------------------------------|-------------------------|--------------|-------------|
| 1 | Average Path Coefficient (APC) | $p < 0.05$ | $p < 0.001$ | Met |
| 2 | Average R-squared (ARS) | $p < 0.05$ | $p < 0.001$ | Met |
| 3 | Average Adjusted R-squared (AARS) | $p < 0.05$ | $p < 0.001$ | Met |
| 4 | Average Block VIF (AVIF) | ≤ 3.3 | 1.415 | Met |
| 5 | Average Full Collinearity VIF (AFVIF) | ≤ 3.3 | 2.330 | Met |
| 6 | Tenenhaus Goodness-of-Fit (GoF) | Small ≥ 0.1 Medium | ≥ 0.598 | Large |

| No | Index Name | Reference Value | Actual Value | Description |
|----|--|-----------------|-------------------|-------------|
| | | 0.25 | Large ≥ 0.36 | |
| 7 | Sympson's Paradox Ratio (SPR) | Ideally = 1 | 1 | Met |
| 8 | R-squared Contribution Ratio (RSCR) | Ideally = 1 | 1 | Met |
| 9 | Statistical Suppression Ratio (SSR) | ≥ 0.7 | 1 | Met |
| 10 | Nonlinear Bivariate Causality Direction Ratio (NLBCDR) | ≥ 0.7 | 1 | Met |

WrapPLS 8.0 software is used to test hypotheses, with the basis of hypothesis testing conducted through a t-test. The interpretation of hypothesis testing relies on p-value thresholds, where values below 0.10 indicate weak significance, those equal to or below 0.05 reflect statistical significance, and p-values under 0.01 demonstrate a high level of significance.

Table 4. Hypothesis Testing Results

| Hypothesis | Relationship Between Variables | Path Coefficient | P-value | Explanation |
|------------|---|------------------|---------|---------------------------|
| H1 | FGC (X1) → Perceived Value (M) | 0.549 | <0.001 | <i>Highly significant</i> |
| H2 | UGC (X2) → Perceived Value (M) | 0.272 | <0.001 | <i>Highly significant</i> |
| H3 | FGC (X1) → Purchase Decision (Y) | 0.171 | 0.012 | <i>Significant</i> |
| H4 | UGC (X2) → Purchase Decision (Y) | 0.118 | 0.060 | <i>weakly significant</i> |
| H5 | Perceived Value (M) → Purchase Decision (Y) | 0.644 | <0.001 | <i>Highly significant</i> |

Sources : Processed data, 2025

H1: It can be concluded that the path coefficient from FGC to perceived value is 0.549 with a p-value < 0.001, indicating high significance ($p < 0.01$). Therefore, H1, which states that FGC has a highly significant effect on perceived value, is **accepted**. Consumers' perceived value is a crucial factor in the success of businesses, particularly in the highly competitive coffee shop industry in Pontianak. The content created by coffee shop companies in Pontianak represents a form of marketing communication that is officially produced and distributed. A well-planned and effectively executed FGC strategy holds great potential to significantly enhance consumers' perceived value of coffee shops in Pontianak. By focusing on quality, uniqueness, education, and trust-building, FGC can serve as a strategic investment that fosters customer loyalty and long-term business growth. This study aligns with previous research (Negoro & Alif, 2020) Although its primary focus is on grab-and-go coffee brands, this journal specifically discusses how Firm-Created Content (FCC, synonymous with FGC) and User-Generated Content (UGC) influence consumer perceptions. The finding that both FCC and UGC affect brand attitude is highly relevant to the discussion of perceived value, as a positive brand attitude is a prerequisite for high perceived value.

H2: Based on the analysis, the path coefficient linking UGC to perceived value is 0.272, accompanied by a p-value less than 0.001, signifying a strong statistical significance at the 1%

level. Thus, hypothesis H2—asserting that UGC significantly influences perceived value—is supported by the data and **accepted**. In today's digital era, User-Generated Content (UGC) has become an undeniable force in shaping consumer perceptions, particularly in the coffee shop industry in Pontianak. UGC is a highly valuable asset for coffee shops in Pontianak in enhancing perceived value, as consumers tend to place greater trust in reviews and recommendations from fellow consumers than in advertisements or official brand promotions. When individuals see their friends or local influencers sharing positive experiences at a coffee shop, the perception that UGC is 'genuine' and free from direct commercial intent makes the conveyed information feel more authentic and trustworthy. This study is consistent with previous research (Negoro & Alif, 2020).

H3: It can be concluded that the path coefficient from FGC to purchase decision is 0.171, with a p-value of 0.012, indicating statistical significance ($p < 0.05$). Therefore, H3, which states that FGC significantly influences purchase decisions, is accepted. Consumer purchase decisions are no longer solely influenced by traditional factors such as price and location, but are also significantly shaped by digital marketing strategies. FGC encompasses all marketing materials officially produced and distributed by the coffee shop itself, particularly through social media posts. Through content created by the coffee shop, brand awareness can be built, positive brand associations formed, perceived quality enhanced, and ultimately, consumers can be directly driven to make purchase decisions. FGC thus serves as a backbone of an effective digital marketing strategy. This study aligns with previous research (Taufik et al., 2024) Therefore, companies must continuously invest in creating effective and engaging Firm-Generated Content (FGC), as it has a direct impact on purchase decisions. Coffee shops in Pontianak that aim for success should invest in FGC that is creative, informative, and relevant in order to attract and retain customers in this highly competitive market.

H4: It can be concluded that the path coefficient from UGC to purchase decision is 0.118, with a p-value of 0.060, indicating statistical significance at the 10% level ($p < 0.10$). Therefore, H4, which states that UGC significantly influences purchase decisions, is **accepted**. In the fourth hypothesis, there is an observed effect of UGC on purchase decisions; however, the effect is relatively weak. This may be due to the current consumer pattern, where individuals are more interested in and trusting of content officially provided by the coffee shop (FGC). Such content tends to deliver more comprehensive information, allowing consumers to better understand the message being conveyed, compared to user-generated content (UGC), which is unofficial and often reflects only personal perspectives. This finding is not consistent with previous research (Hayat et al., 2024) which states that effective social media marketing strategies and the utilization of user-generated content are essential for attracting audiences and influencing purchase decisions.

H5: It can be concluded that the path coefficient from perceived value to purchase decision is 0.644, with a p-value of <0.001 , indicating high significance ($p < 0.01$). Therefore, H5, which states that perceived value significantly influences purchase decisions, is **accepted**. Coffee shops that effectively manage and enhance perceived value in the minds of consumers through well-organized and strategic marketing communication will gain a substantial competitive advantage. Understanding and proactively shaping perceived value is key to driving conversions, building customer loyalty, and achieving long-term success in today's dynamic coffee shop market. This finding is consistent with previous research (Aragón-Gutiérrez et al., 2013) This journal provides evidence that perceived value is a key factor in coffee purchase decisions.

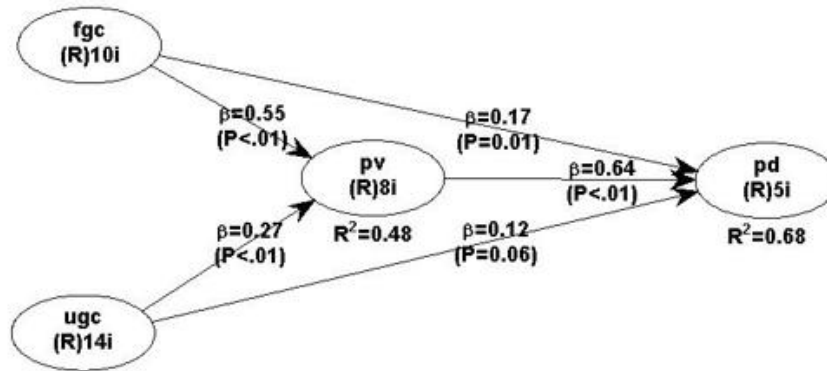


Fig 2 Path Diagram of the Research Model

To examine the path coefficients of indirect effects, a mediation analysis is required. The coefficient of the indirect effect is obtained by multiplying the path coefficients of the segments involved. This effect is considered statistically significant if the resulting significance (p-value) is <0.05 .

Table 5. Mediation Analysis

| Independent Variable | Mediating Variable | Dependent Variable | P-value | Explanation |
|----------------------|--------------------|--------------------|----------|-----------------|
| FGC | Perceived Value | Purchase Decision | <0.001 | Mediated |
| UGC | Perceived Value | Purchase Decision | <0.001 | Mediated |

Sources : Processed data, 2025

H6: The p-value of the variable FGC on purchase decision through perceived value as a mediating variable is <0.001 , which means it is below the 0.05 threshold. It can be concluded that perceived value mediates the effect of FGC on purchase decision and is classified as partial mediation, as both the direct and indirect effects are statistically significant.

H7: The p-value of the variable UGC on purchase decision through perceived value as a mediating variable is <0.001 , indicating significance at the 0.05 level. It can be concluded that perceived value mediates the effect of UGC on purchase decision and is categorized as partial mediation, as both the direct and indirect effects are statistically significant.

CONCLUSIONS

The purpose of this research is to examine how Firm-Generated Content (FGC) and User-Generated Content (UGC) affect consumers' perceived value and purchasing behavior in coffee shops located in Pontianak. Using a quantitative approach and Partial Least Squares-based Structural Equation Modeling (SEM-PLS) analysis technique, data were collected from 166 respondents who had made purchases at coffee shops. The results of the model fit assessment confirm that all relevant criteria and indicating that the structural model in this study is reliable and robust. The findings indicate that both FGC and UGC have a positive and significant effect on consumers' perceived value. Furthermore, FGC, UGC, and perceived value are all shown to

positively influence purchase decisions, although the effect of UGC on purchase decisions is relatively weaker compared to FGC. In addition, perceived value is proven to be a significant mediating variable in the relationship between both FGC and UGC with purchase decisions. The mediation identified in this study is classified as partial, meaning that while perceived value significantly mediates the relationship, there are also direct effects from both FGC and UGC on purchase decisions that remain statistically significant. This suggests that perceived value does not fully account for the influence of digital content on consumer behavior, but instead complements direct effects by reinforcing or amplifying consumers' motivation to purchase.

In the discussion, it is evident that digital content both firm-generated and user-generated plays a vital role in shaping consumers' perceived value. FGC effectively delivers consistent and structured marketing messages, making it easier to directly influence purchase decisions. Meanwhile, UGC is perceived as more authentic and trustworthy by consumers, thereby indirectly strengthening positive perceptions. Both types of content serve strategic roles in attracting interest and enhancing customer loyalty amidst the intense competition in the coffee shop industry.

For future research, it is recommended to expand the geographical scope to include other cities or to conduct a comparative study across different regions. Researchers may also consider incorporating additional variables such as service quality, brand loyalty, or brand trust to obtain a more comprehensive understanding. Furthermore, a qualitative approach could be employed to gain deeper insights into consumer perceptions of digital content they engage with prior to making purchase decisions.

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CONFLICTS OF INTEREST STATEMENT

There are no conflicts to declare under the Conflicts of Interest section in this study.

AUTHOR CONTRIBUTIONS

Arweni played a central role in shaping the research concept, managing the project, supervising its implementation, designing the methodology, reviewing the manuscript, and acquiring research funding. As the lead researcher, she directed all aspects of the study's execution and operational planning. She led the research team, examined the supporting literature, and helped structure the methodological approach while also contributing to the manuscript's refinement. Moreover, she was responsible for obtaining the research grant through the Institute for Research and Community Service (LPPM) at Universitas Panca Bhakti. Angga Hendharsa, as a member of the research team, was responsible for formal analysis, writing – original draft, literature review, and visualization. He conducted statistical data analysis, structured and drafted the initial manuscript, performed literature reviews, and assisted in data visualization and presentation of the findings. Dami contributed to the methodology, investigation, data curation, and literature review.

She was actively involved in developing the research method, conducting field investigation, organizing and curating the collected data, and reviewing supporting literature.

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