

REFERENCES

- Adha, S. (2022). Faktor Revolusi Perilaku Konsumen Era Digital : Sebuah Tinjauan Literatur. *Jipis*, 31(2), 134–148. <https://doi.org/10.33592/jipis.v31i2.3286>
- Agostini, L., & Nosella, A. (2020). The adoption of Industry 4.0 technologies in SMEs: results of an international study. *Management Decision*, 58(4), 625–643. <https://doi.org/10.1108/MD-09-2018-0973>
- Aisha, R., & Kurniawati, K. (2023). Analisis Convenience, Trust dan Subjective Norm terhadap Customer Satisfaction yang Dimediasi oleh User Behavior Belanja Online. *Jurnal Manajemen Dan Bisnis Indonesia*, 9, 135–150. <https://doi.org/10.32528/jmbi.v9i1.164>
- Albiansyah Pratama, M., & Kusumawardhani, A. (2021). the Influence of Digital Marketing on Brand Equity Mediating By Brand Awareness. *Diponegoro Journal of Management*, 10(1), 1–14. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Anisah Salsabila Nasution, Devi Nadya Hasibuan, Windi Mayani Dalimunthe, & Purnama Ramadani Silalahi. (2022). Peningkatan Kinerja Industri Makanan dan Minuman Melalui Transformasi Digital di Indonesia. *Trending: Jurnal Manajemen Dan Ekonomi*, 1(1), 165–176. <https://doi.org/10.30640/trending.v1i1.493>
- Antczak, B. O. (2024). The influence of digital marketing and social media marketing on consumer buying behavior. *Journal of Modern Science*, 56(2), 310–335. <https://doi.org/10.13166/jms/189429>
- Ardani, W. (2022). Pengaruh Digital Marketing Terhadap Perilaku Konsumen.

- Jurnal Tadbir Peradaban*, 2(1), 40–47. <https://doi.org/10.55182/jtp.v2i1.102>
- Arshiya Goyal, B. J. (2023). Impact of Digital Marketing on Consumer Behavior towards Edtech Startups. *International Journal For Multidisciplinary Research*, 5(6), 1–6. <https://doi.org/10.36948/ijfmr.2023.v05i06.8595>
- Benitez, J. (2024). *Impact of digital leadership capability on innovation performance: The role of platform digitization capability*. 0–51.
- Brozović, D., Jansson, C., & Boers, B. (2023). Strategic flexibility and growth of small and medium-sized enterprises: a study of enablers and barriers. *Management Decision, March*. <https://doi.org/10.1108/MD-05-2022-0577>
- Del Giudice, M., Scuotto, V., Papa, A., Tarba, S. Y., Bresciani, S., & Warkentin, M. (2021). A Self-Tuning Model for Smart Manufacturing SMEs: Effects on Digital Innovation. *Journal of Product Innovation Management*, 38(1), 68–89. <https://doi.org/10.1111/jpim.12560>
- Di Vaio, A., Palladino, R., Pezzi, A., & Kalisz, D. E. (2021). The role of digital innovation in knowledge management. Vaio, Assunta Di, Rosa Palladino, Alberto Pezzi, and David E Kalisz. “The Role of Digital Innovation in Knowledge Management Systems: A Systematic Literature Review.” *Journal of Business Research* 123 (2021): 220–. *Journal of Business Research*, 123, 220–231.
- Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic Research-Ekonomska Istrazivanja*, 33(1), 2733–2750. <https://doi.org/10.1080/1331677X.2019.1676283>

- Hadi, B. A., & Pratminingsih, S. A. (2023). Digital Marketing Strategy for Snack Msme (Micro , Small and Medium Enterprises) Landbutter Bakery During the Covid-19 Pandemic. *International Conference on Education Innovation and Social Science*, 2020(July), 193–201.
- Hoang, H., & Le Tan, T. (2023). Unveiling digital transformation: Investigating technology adoption in Vietnam’s food delivery industry for enhanced customer experience. *Heliyon*, 9(9), e19719. <https://doi.org/10.1016/j.heliyon.2023.e19719>
- Lahagu, M. K., & Lahagu, S. (2024). *Online Food Ordering Information System Using the Good Food Application Aplikasi Good Food*. 1(3), 1–12.
- Laoli, V., Mendrofa, Z. A., & Mendrofa, S. B. T. (2022). *Pengaruh Social Media Marketing Terhadap Keputusan*. 2(2), 10–15.
- Lee, K. L., Azmi, N. A. N., Hanaysha, J. R., Alzoubi, H. M., & Alshurideh, M. T. (2022). The effect of digital supply chain on organizational performance: An empirical study in Malaysia manufacturing industry. *Uncertain Supply Chain Management*, 10(2), 495–510. <https://doi.org/10.5267/j.uscm.2021.12.002>
- Lee, S. M., & Lee, D. H. (2020). “Untact”: a new customer service strategy in the digital age. *Service Business*, 14(1). <https://doi.org/10.1007/s11628-019-00408-2>
- Leonardi, P. M. (2021). COVID-19 and the New Technologies of Organizing: Digital Exhaust, Digital Footprints, and Artificial Intelligence in the Wake of Remote Work. *Journal of Management Studies*, 58(1), 247–251. <https://doi.org/10.1111/joms.12648>

- Llopis-albert, C., Rubio, F., & Valero, F. (2020). *Impact of digital transformation on the automotive industry*. January.
- Neneng, I. S., & Zega, A. (2024). *ANALISIS KEPUASAN PELANGGAN DALAM MEMILIH MINIMARKET DI KECAMATAN SIPORA UTARA*. 01, 1–7.
- Ohara, M. R., Albeta, F. R., Karneli, O., & Aprilla, V. R. (2025). *Psikologi Konsumen dalam Era Digital : Analisis Literatur tentang Peran Emosi dalam Digital Advertising dan Brand Attachment*. 14, 18–27.
- Peng, B., Erkok, M., & Omachonu, V. K. (2024). Online Food Ordering and Delivery: A Study on the Use of Customer Service Data and Quality Function Deployment. *Journal of Food Distribution Research*, 55(2), 65–95.
<https://doi.org/10.22004/ag.econ.292197>
- Redjeki, F., & Affandi, A. (2021). Utilization of Digital Marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic. *International Journal of Science and Society*, 3(1), 40–55.
<https://doi.org/10.54783/ijsoc.v3i1.264>
- Saputra, A. (2024). *Perubahan Konsumen Digital: Mengantisipasi Perubahan Perilaku Konsumen dalam Bisnis E-Commerce Tahun 2024*. 1(1).
- Susanto, S. A., Manek, M. V., Setiawan, R. A., & Mustikasari, F. (2023). Customer Experience in Digital Banking: The Influence of Convenience, Security, and Usefulness on Customer Satisfaction and Customer Loyalty in Indonesia. *Devotion : Journal of Research and Community Service*, 4(8), 1671–1685.
<https://doi.org/10.59188/devotion.v4i8.544>
- Xue, Q., Feng, S., & Li, M. (2024). The Impact of Digital Finance on Industrial

Structure: Evidence From China. *SAGE Open*, 14(2), 317–326.

<https://doi.org/10.1177/21582440241239387>

Ylilehto, M., Komulainen, H., & Ulkuniemi, P. (2021). The critical factors shaping customer shopping experiences with innovative technologies. *Baltic Journal of Management*, 16(5), 661–680. <https://doi.org/10.1108/BJM-02-2021-0049>

Zawacki-Richte, O. (2020). *Human Behav and Emerg Tech - 2021 - Darioshi - The impact of technology on the human decision-making process.pdf*.

