

The Influence of Content Marketing and E-Wom On Social Media On Purchasing Decisions at Kopi Roemah Kesambi

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ABSTRACT

The development of the café business in Indonesia is currently proliferating, thus business people must be able to take advantage of the use of social media starting from promoting a business on social media such as on Instagram and TikTok applications. Where users can share user experiences on their respective account channels. This study aims to analyze how marketing communication through Content Marketing and Electronic Word Of Mouth on social media can influence purchasing decisions at Kopi Roemah Kesambi. This type of research uses a quantitative methodology approach. The population of this study is an unknown number of Roemah Kesambi Coffee consumers. The primary data sources used is data from the disseminated questionnaire. Samples were taken using incidental sampling methods using the Cochran Formula and obtained as many as 100 respondents. The data analysis techniques used are Validity, Reliability, Multiple Linear Regression Analysis and structural models measured using adjusted R square and hypothesis tests using SPSS statistical tool version 22. The results showed that Content Marketing Positively affected Roemah Kesambi's Coffee Purchase Decision. Electronic Word Of Mouth has a positive influence on the purchase decision of Roemah Kesambi Coffee. This research can provide in-depth insight into the factors that influence the purchasing decisions of Roemah Kesambi Coffee consumers. These findings can be an important reference for business people and researchers to develop more effective marketing strategies.

Keywords : Content Marketing; E-Wom; Social Media; Purchase Decision

INTRODUCTION

The development of café business in Indonesia is currently growing rapidly. This can be seen in the number of cafes that have sprung up because cafes have become part of people's lifestyles. But Indonesian people tend to spend their free time in cafes, so cafes are not just a place where people who gather to enjoy spending time after activities. Cafes usually provide a variety of drinks and heavy meals, another benefits of cafes is that they provide live music as entertainment for visitors who will come. The high café business in Indonesia can be used as an opportunity for culinary business people or cafes and restaurants from regions in West Java province, because it is seen as an up-and-coming business prospects. Marketers must have advantages and have uniqueness to be able to compete healthily. Excellence can be created from uniqueness, cost leadership and focus or a combination thereof.

In West Java itself, there have been many business people who have opened cafes with interesting concepts. In 2021, the number of cafes in West Java increased by around 7.54%. So now the café is increasingly widespread, including for coffee connoisseurs who like to hang out in one of their favorite cafes. With the growing use of social media among the community, business people began to promote their business on social media

such as Instagram and TikTok applications where users can share user experiences on their respective account channels.

The collection of Electronic Word of Mouth (E-WoM) on social media for a café can have a positive or negative impact based on Visitor's experience. This study's object was selected with special considerations related to interesting marketing communications on the Instagram social media platform. Kopi Roemah Kesambi, which is a certain business entity or brand, was chosen because it was considered to have a practical approach in managing its Instagram account for marketing purposes. This study investigates how marketing communication through Instagram can encourage business activities run by Kopi Roemah Kesambi. Instagram, as one of the most popular social media platforms, Instagram is the main focus because of its ability to present attractive visual content and interact with the audience directly. The growth of cafes as culinary tourism in the Cirebon City Area, especially in the Kesambi area, has begun to increase in number in recent times. Various kinds of cafes have emerged and mingled with each other. The location of the café trading facilities is adjacent and blends with residential areas. The increasing number of cafes in the Kesambi area can harm on sales at Roemah Kesambi Coffee. With all the potential and problems in Roemah Kesambi Coffee, research is needed on the factors that affect the growth of Roemah Kesambi café.

Based on the above phenomenon, the author is interested in raising the title "The Influence of Content Marketing and E-Wom on social media on purchasing decisions at Roemah Kesambi Coffee. Based on the data below, it is clear that Roemah Kesambi Coffee's annual income has experienced several fluctuating cycles. Since the Covid-19 pandemic restrictions on people to move have decreased significantly. Along with pandemic's passing, the government lifted the PPKM regulation at the end of 2022 and sales at Roemah Kesambi Coffee began to increase again but not as high as in 2019.

Table 1

Year	Quantity sold
2018	24,680pcs
2019	48,000pcs
2020	19,200pcs
2021	22,800pcs
2022	39,200pcs

Source: Owner Kopi Roemah Kesambi

Based on the above phenomenon, with a decrease in sales data, Content marketing and E-Wom are very appropriate for increasing the problems that occur. This is because Content Marketing is much more varied where the prominent feature of Content Marketing is the exciting of consistent aspects of knowledge and there is always an interesting delivery done through social media. While E-Wom or Electronic Word Of Mouth is a new strategy within the scope of Word Of Mouth caused by the internet development which is increasingly skyrocketing. Through online media there is an exchange of positive and negative information, which means WOM is not new to the world of marketing. From Content Marketing and E-Wom made by creators, it can encourage the purchase decisions of consumers who see the Content and E-Wom so that it can be a picture of potential customers in determining purchasing decisions on Roemah Kesambi Coffee.

The urgency of this research is driven by the rapidly evolving digital marketing landscape and the critical role of social media in influencing consumer behavior. For

businesses like Kopi Roemah Kesambi, understanding the impact of content marketing and electronic word-of-mouth (e-WOM) on purchasing decisions is essential for staying competitive in the coffee industry. As more consumers turn to social media for recommendations and information, it becomes increasingly important for Kopi Roemah Kesambi to optimize its online presence and marketing strategies. This study aims to provide actionable insights that can help the business enhance its digital marketing efforts, ultimately driving customer engagement and increasing sales.

The novelty in this research lies in its focused examination of how content marketing and e-WOM on social media specifically affect purchasing decisions at Kopi Roemah Kesambi. Unlike broader studies that may address these factors in general terms or within larger, more diverse industries, this study hones in on a single, local coffee business. By doing so, it captures the unique dynamics and consumer interactions pertinent to Kopi Roemah Kesambi's social media strategies. This approach provides a detailed understanding of how tailored content and peer recommendations can influence customer behavior in a niche market, offering valuable insights that can be leveraged by similar small businesses in the coffee sector.

LITERATURE REVIEW

Content Marketing

Content Marketing is a marketing method that aims to attract the attention of potential consumers by compiling, planning, and producing interesting content, in the hope that they will become active consumers (Abdjul, Massie, & Mandagie, 2022). Content marketing is the active role of consumer participation to share and be active in the media space of interest (Kilgour., M., Sasser, & Larke, 2015). Content marketing plays an important role in the success of marketing communications. Studies conducted (Hutchins & Rodriguez, 2018) analyzing Content Marketing found that the use of emotions in Content Marketing can generate competitive advantage and increase brand awareness. On the other hand, (Ansari, Ansari, Ghor, & Kazi, 2019) states that Content Marketing is a way for a brand to share valuable information consistently to gain market share in the hope of increasing positive responses. Content marketing that attracts consumers will increase user participation in brand activities. In addition, Content Marketing is also a management process where marketers identify and then re-analyze people's tastes by utilizing digital content which is then channeled to electronic media (Nurivananda & Fitriyah, 2023). Content Marketing also aims to bring consumers closer or involve following the brand of a company (Saraswati & Hastasari, 2020). Joe (2009) states that Content Marketing indicators are as follows

1. Satisfied with relevant information, satisfied with accurate information. The meaning of the Content created must be in accordance with or similar to the goods or services you want to trade, the Content presented must contain precision and accurate information so that consumers know the purpose of the Content.
2. Satisfied with valuable information.
3. The information contained in the Content has effective benefits. That means consumers know the meaning of the Content.
4. Content with consistent information. The information provided in the Content must be consistent, meaning that the information presented must be appropriate, consistent, not distorted or changed.
5. The information contained in the Content is easy to understand. The information contained must be easily understood by various groups to make it easier to understand attract consumers.

Electronic Word Of Mouth (E-WOM)

The emergence of E-Wom as an effort by companies to sell their products requires effective communication. The best solution utilizes internet technology for the communication process with consumers so that information on goods and services will be well evaluated through the results of the review (Litvin & Dowling, 2018), so that every consumer can provide or receive information on the results of positive and negative reviews from those who have made transactions. According to (Pedersen, 2021). E-Wom the impact of the development of Word Of Mouth communication science which has an impact on the usefulness of the power of persuasion from consumers digitally on the products and services they will buy. To that end, E-Wom has become an important element in the online marketing mix significantly influencing the involvement of purchasing decisions (Prasad, Garg, & Prasad, 2019). According to (Hsu & Ngamnat, 2018) said E-Wom is a review in the form of both negative and positive content about a product provided by old customers, this online communication can quickly spread beyond other marketing communications.

(Cheung, Lee, & Jin, 2011) define E-Wom as online consumer reviews consisting of analysis and comments made and sub-submitted by actual end users who have paid for the product and used it.

(Goyette, Ricard, Bergeron, & Marticotte, 2010), divide the dimensions of E-Wom into three parts, namely

- a. Intensity, Intensity is the feasibility of consumers in providing information, interaction, and opinions between consumers on social networking sites. Based on research by (Adeliasari, 2010), E-Wom Intensity can be measured through three indicators: (1) Frequency of accessing information on social networks; (2) The frequency of interaction between users of social networks; (3) The number of reviews written by users of social networks.
- b. Valence of Opinion, Valence is consumer interest in a product by buying a product based on opinions and recommendations from other consumers. Based on research by (Adeliasari, 2010), Valence of Opinion indicators: (1) Positive comments from social network users; (2) Consumer recommendations from social networks; (3) Negative comments from users of social networks.
- c. Content is information on the quality, price, comfort, cleanliness, and service of the café that will be purchased by consumers. The following Content indicators are based on research by (Adeliasari, 2010): (1) Information on the quality of cafes on social networking sites; (2) Price information offered on social networking sites; (3) Information on comfort, cleanliness, café services on social networking sites. Content is a stimulus received by consumers tends to be related to the context or situation that surrounds consumers. Therefore, the content of E-Wom will affect consumer perception of a product (Sangadji, E.M., 2013).

Purchasing Decision

Purchasing decision is the process of gathering knowledge with the aim of evaluating several alternative options that have either two or more options and deciding on one of them (Keller & Kotler, 2022). A purchase decision is an action taken by consumers to make a purchase or not (Purwati & Cahyanti, 2022). Purchasing decisions have a very important role because they can increase profits for companies and increase marketed products (Hastini, Fahmi, & Lukito, 2020).

Purchasing Decision is to buy the most preferred brand from various existing alternatives, namely the action of consumers to want to buy or not for a product (Kotler

& Armstrong, 2014). Meanwhile, according to (Schiffman, Wisenblit, & Kumar, 2011) in (Nursanti & Herlina, 2012) explained that consumer purchasing decisions are selection of two or more choices, where alternative choices must be available to someone when making decisions, meaning that someone can make decisions if several alternative choices are available (Buntoro, Astuti, & Widhianingrum, 2023).

Purchasing decision is a person's purchasing behavior in determining a product choice to achieve satisfaction in accordance with consumer needs and desires which includes problem recognition, information search, evaluation of purchase alternatives, purchase decisions, and post-purchase behavior. The dimensions and indicators of purchasing decisions according to (Kotler & Keller, 2012) are: 1) product choice, consisting of: a) product advantages, b) product benefits, c) product selection. 2) Brand selection, consisting of: a) interest in the brand, b) habits in the brand, c) price suitability. 3) choice of distributor, consisting of a) ease of obtaining the desired product, b) services provided, c) availability of goods. 4) purchase amount, consisting of: a) purchase amount decision, b) purchase decision for inventory.

The Relationship Between Content Marketing and Purchase Decisions

Content Marketing is one of the key elements that influence consumer purchasing decisions. Through the right content, companies can build strong relationships with consumers, influence their perception of a brand or product, and ultimately shape purchasing decisions. Informative and persuasive content marketing can form a positive attitude towards a product or brand. Information conveyed through Content can build confidence that the product meets the needs or desires of consumers, so that this will trigger a Purchase Decision by consumers. The relationship between Content Marketing and Purchasing Decisions, Content Marketing and purchasing decisions are interrelated (Yusuf, Hendrayati, & Wibowo, 2020). Online marketing has a significant impact on purchasing behavior (Ugonna et al., 2017). Prasetya found that Content Marketing influences Purchasing Decisions (Victor Prasetya, Purnamasari, Oki, & Reza, 2024). Research (Sudarsono, Kamase, Ella, Rachman, & Dunggio, 2020) (Adhitya Yoga Prasetya, Astono, & Ristianawati, 2021); (Shadrina & Sulistyanto, 2022) (Nabila & Habib, 2023) (Widnyani & Astitiani, 2023) suggest that Content Marketing has a positive and significant effect on Purchasing Decisions so that the hypotheses formulated are:
H1: Content Marketing positively influences Purchase Decisions on social media.

The relationship between electronic word of mouth (e-WOM) and purchasing decisions

Purchasing decisions are influenced by E-Wom which is being read on social media and can encourage people to buy products (Handi, Hendratono, Purwanto, & Ihalauw, 2018). The results of this study are according to (Priansa, 2016) E-Wom is positively and significantly related to consumer shopping decisions, so it can be interpreted that the better E-Wom the higher the Purchase Decision or consumer decision to shop. In agreement with (Hapsari, Clemes, & Dean, 2017) E-Wom has a high level of tendency in influencing Purchasing Decisions on a product because the products purchased by consumers have been reviewed by others, psychologically consumers are very influenced to make product Purchase Decisions. The results of this study mean that the better/higher the E-Wom, the higher the consumer Purchase Decision, and vice versa if the lower the E-Wom, the lower the consumer Purchase Decision. The role of E-Wom is able to influence more on Purchasing Decisions because E-Wom is less of a concern for consumers in making purchases paying more attention to the quality of the place, comfort, attractive presentation design and most importantly can meet consumer tastes

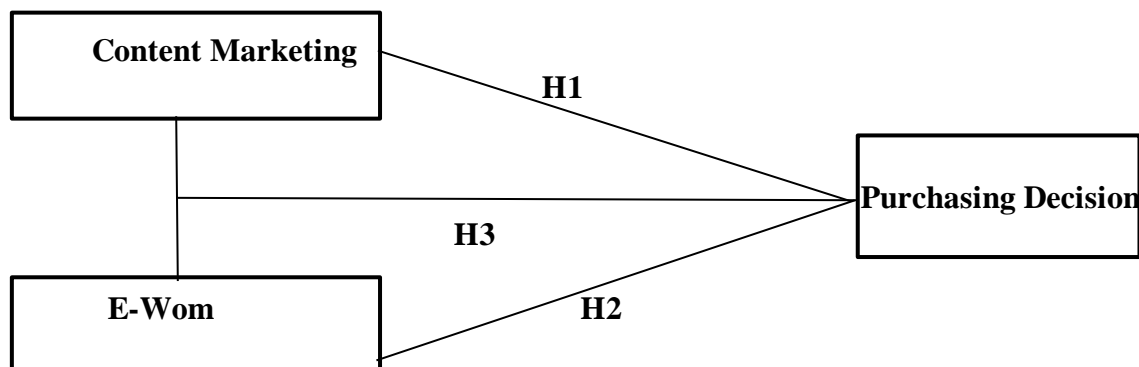
and expectations (Purwaningdyah, 2019). (SITANGGANG, 2019) shows that the form of E-Wom through the help of platforms, concern for other consumers, positive self-improvement, economic incentives, helping companies to improve their quality will have an impact on consumers to make Purchase Decisions on the products offered.

H2: E-Wom positively influences Purchasing Decisions on social media.

The Relationship Between Content Marketing and Electronic Word Of Mouth (E-WOM) on Purchasing Decisions

Content Marketing and Electronic Word Of Mouth (E-Wom) are two important factors that can stimulate a purchase interest from a potential customer. Dewi et al. (2023) revealed that when a Content Marketing is created well, potential customers will feel connected and engaged with the brand. In addition, when potential customers see positive reviews from other users about products or services, they will tend to feel more confident to be able to buy the products or services offered.

H3: Content Marketing and E-Wom positively influence Purchasing Decisions on social media.



RESEARCH METHOD

This study uses a quantitative methodology approach, the purpose of this study is to determine the influence of a treatment which is then tested hypothetically. The technique of collecting data through the distribution of questionnaires through internet platforms, as previously conducted studies of a similar nature. This study followed an approach (Lee, 2021) specifically to questionnaires using construction items measured using a 5-point Likert scale (1: strongly disagree, 5: strongly agree). The population of this study is an unknown number of Roemah Kesambi Coffee consumers. So the number of samples in this study can be determined by the corchan formula which states that the minimum number of samples needed for this study is as many as 100 respondents. According to Rosco (Sugiyono, 2019) who provides suggestions on the sample size that is feasible for research between 30 to 500 so that researchers set the number of samples used as many as 100 respondents. Cirebon was chosen as the research location because it is one of the cities with the most number of cafes in the ciayumajakuning region. The sampling method uses incidental sampling where the sampling technique is based on chance, namely anyone who coincidentally or incidentally meets the researcher and can be used as a sample, if it is considered that the person who happened to meet is suitable as a data source. (Sugiyono, 2020). Data analysis in this study used SPSS version 22. All data that has been collected will be analyzed and the initial step is preceded by a test of

validity, reliability, multiple linear regression, then the structural model is measured using an adjusted R square and hypothesis test.

RESULT AND DISCUSSION

Based on the results of research and known problems in research on consumers who buy at Roemah Kesambi Coffee, this analysis will discuss the Influence of Content Marketing and E-Wom on social media on Purchasing Decisions at Roemah Kesambi Coffee.

A. Research Hypothesis Testing

1. Research Instrument Test

a. Validity Test

The decision regarding the validity or validity of each question item is to compare the calculation obtained from the calculation results with the rtable value.

1) Content Marketing (X1)

From the results of a study of 100 respondents with 10 statements, it turned out that all instruments were declared valid. Based on the significance test of 0.05, it can be concluded that $r_{calculate} > r_{table}$ means that the item is declared valid. The validity test results of the Content Marketing (X1) variability can be seen in the following table.

Table 2
Content Marketing Validity Test Results (X1)

Statement	Calculate	Rtabel	Ket.Valid
X1.1	0,721	0,196	Valid
X1.2	0,766	0,196	Valid
X1.3	0,665	0,196	Valid
X1.4	0,751	0,196	Valid
X1.5	0,696	0,196	Valid
X1.6	0,721	0,196	Valid
X1.7	0,702	0,196	Valid
X1.8	0,741	0,196	Valid
X1.9	0,639	0,196	Valid
X1.10	0,614	0,196	Valid

2) Electronic Word Of Mouth (X2)

From the results of a study of 100 respondents with 6 statements, it turned out that all instruments were declared valid. Based on the significance test of 0.05, it can be concluded that $r_{calculate} > r_{table}$ means that the item is declared valid. The validity test results of the Electronic Word Of Mouth (X2) variability can be seen in the following table.

Table 3
E-Wom Validity Test Results (X2)

Statement	Calculate	Rtabel	Ket.Valid
X2.1	0,673	0,196	Valid
X2.2	0,680	0,196	Valid
X2.3	0,694	0,196	Valid
X2.4	0,713	0,196	Valid
X2.5	0,764	0,196	Valid
X2.6	0,631	0,196	Valid

3) Purchase Decision (Y)

From the results of a study of 100 respondents with 10 statements, it turned out that all instruments were declared valid. Based on the significance test of 0.05, it can be concluded that $R_{calculate} > R_{tabel}$ means that the item is declared valid. The results of the validity test of the Purchase Decision variability can be seen in the following table.

Table 4
Purchase Decision Validity Test Results (Y)

Statement	Calculate	Rtabel	Ket.
Y.1	0,761	0,196	Valid
Y.2	0,663	0,196	Valid
Y.3	0,504	0,196	Valid
Y.4	0,648	0,196	Valid
Y.5	0,812	0,196	Valid
Y.6	0,756	0,196	Valid
Y.7	0,628	0,196	Valid
Y.8	0,646	0,196	Valid
Y.9	0,722	0,196	Valid
Y.10	0,777	0,196	Valid

b. Reliability Test

Reliable Instrument means that the instrument when used several times to measure the same object will produce the same data. From this statement, it can be concluded that the questionnaire is said to be reliable if the value of Cronbachs alpha is greater than 0.6 (Riyanto & Santosa, 2012).

Table 5
Reliability Test Results

No	Variable	Cronbach's Alpha	≠	Ket.
1.	Content Marketing	0,885	0,6	Reliable
2.	E-Wom	0,781	0,6	Reliable
3.	Purchasing Decision	0,877	0,6	Reliable

2. Multiple Linear Regression Analysis

Multiple linear analysis is used to analyze the effect of more than one independent variable on the dependent variable. In this study analyze the influence of Content Marketing (X1) and E-Wom (X2) on Purchase Decisions (Y).

Table 6
Multiple Linear Regression Analysis Results

Coefficients ^a						
	Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.978	2.831		1.405	.163
	Content Marketing	.625	.104	.584	5.986	.000
	E-Wom	.433	.172	.245	2.513	.014

a. Dependent Variable: Purchase Decision

From the data above, the multiple linear regression equation obtained is:

$$Y = 3.978 + 0.625X1 + 0.433X2$$

As for the company, it can be explained as follows.

The value of constant a shows 3.978, meaning that if there is no change in the independent variable (value $X1$ and $X2 = 0$) then the value of the independent variable (value Y) is 3.978. The value of the Content Marketing variable coefficient ($X1$) is 0.625 positive value, so if Content Marketing increases by 1 value, then the Purchase Decision will increase by 0.625. The value of the regression coefficient of the E-Wom variable ($X2$) is 0.433 positive value, so if E-Wom increases by 1 value, then the Purchase Decision will increase by 0.433.

3. Partial Testing (t Test)

The t-test is used to test the significant constants of a partially or individually independent variable against the dependent variable. This test is carried out by comparing the calculation of $t_{calculate}$ with t_{table} . If $t_{calculate} > t_{table}$ with a significance of 0.05 (5%), then partially or individually free variability has a significant effect on the dependent variable, and vice versa.

Table 7
T Test Analysis Results

		Unstandardized Coefficients ^a		Standardized Coefficients	T	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	3.978	2.831		1.405	.163
	Content Marketing	.625	.104	.584	5.986	.000
	E-Wom	.433	.172	.245	2.513	.014

a. Dependent Variable: Purchase Decision

$$T \text{ table} = \frac{\alpha}{2} : n-2-1 = : 100-2-1 = 0.025 : 97 = 0.197 \frac{0.05}{2}$$

Hypothesis 1 From the output results above, a calculated value of $5.986 > 0.197$ t_{table} is obtained, where $sig < 0.05$ and $t_{calculate} > t_{table}$, this shows that the free variability of Content Marketing ($X1$) has a positive and significant effect on the dependent variable, namely Purchase Decision (Y). Thus, it can be concluded that $H1$ which states that Content Marketing affects Purchase Decisions is acceptable.

Hypothesis 2 From the output results above, a calculated value of $5.986 > 0.197$ t_{table} is obtained, where $sig < 0.05$ and $t_{calculate} > t_{table}$, this shows that the free variety E-Wom ($X2$) has a positive and significant effect on the dependent variability, namely the Purchase Decision (Y). Thus it can be concluded that $H2$ stating that E-Wom has an effect on the Purchase Decision is acceptable.

4. Multiple Correlation Coefficient (Test F)

Test F is performed to determine the level of significance of the influence of free variables together on the dependent variable. The calculation results of the F test can be presented in the following table.

Table 8
F Test Analysis Results

ANOVAa						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1911.285	2	955.642	79.340	.000b
	Residuals	1168.355	97	12.045		
	Total	3079.640	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), E-Wom, Content Marketing						

Based on the results of the F test test, the Fcalculate value was obtained at 79,340, while the Ftable with a degree of freedom of 3.09 (df) = 100-2-1=97 at a significance level of 0.05 was 3.09. Thus, the hypothesis that states that Content Marketing and E-Wom affect the Purchase Decision can be accepted.

5. Coefficient of Determination (R²)

Table 9
Results of Coefficient of Determination Table Analysis (R²)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788a	.621	.613	3.471
a. Predictors: (Constant), X2, X1				

Based on the Model Summary table above, it is known that the value of the coefficient of determination or R Square value is 0.613 (61.3%), meaning that 61.3% of the dependent variable, namely Purchase Decision (Y) is influenced by independent variables, namely Content Marketing (X1) and E-Wom (X2) while other factors influence the remaining 38.7 %.

CONCLUSION

Based on research that has been conducted on Roemah Kesambi Coffee consumers regarding the influence of Content Marketing and Electronic Word Of Mouth (E-Wom) on social media on Purchasing Decisions, several conclusions can be drawn that based on the validity test table, it can be seen that each variable in this study has a higher calculated value when compared to the table. This proves that all variables in this study have been proven to have valid values. Partially, the variable t-test Content Marketing and Electronic Word Of Mouth (E-Wom) significantly influence on Purchasing Decisions. F test result simultaneously show a significant influence between the variables Content marketing (X1) and Electronic Word Of Mouth (X2) on Purchasing Decisions. The results of the study based on the coefficient of determination table (R²) show that 61.3% of the influence of Purchase Decisions explained by the variables Content Marketing (X1) and Electronic Word Of Mouth (X2), and 38.7% is influenced by other variables and is not included in the analysis of this study. The most dominant independent variable influencing the decision to choose in this study is the Content Marketing variable (X1), based on the highest beta value compared to other independent variables with a beta value of 0.625. Content marketing needs to be the main focus in encouraging consumer behavior to interested in making purchases. Companies can build and create a variety of interesting content and also provide education and solutions to the

needs of consumers. But apart from that, the company also still cannot ignore suggestions, opinions, input and criticism submitted by consumers (E-Wom) on social media. All inputs must be appropriately handled so that consumers feel that the company is willing to listen and also accept them. The success of the company in building a business does not only depend on how much sales have been achieved but more on how the company is able to provide satisfaction and have attachment and build close and long-term relationships with consumers.

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