



SWOT and VPC Analysis on Social Media of Yasa Coffee Customer

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Abstract

This study aims to provide a comprehensive understanding of Yasa Coffee's digital marketing strategy through the integration of SWOT analysis, Value Proposition Canvas (VPC), and the Technology Acceptance Model (TAM). A qualitative descriptive approach was employed, utilizing field observations, social media content analysis, and literature review. The findings reveal that Yasa Coffee's strengths include product quality, strategic location, and positive service interactions, while its weaknesses are reflected in limited space capacity and potential queues during peak hours. From a VPC perspective, the implementation of QR Code-based ordering serves as both a pain reliever and a gain creator by reducing waiting time and enhancing service efficiency. In line with TAM, this innovation demonstrates strong perceived usefulness and perceived ease of use, supporting customer acceptance of digital technology. Furthermore, social media analysis indicates the presence of tech-savvy customer behavior, particularly in the adoption of QR Code-based ordering; however, their interaction and engagement on social media platforms remain relatively low. Overall, the integration of these frameworks provides a holistic strategic overview of Yasa Coffee's efforts to enhance customer value, strengthen competitive advantage, and adapt to evolving consumer behavior in the digital era.

Keywords: SWOT, VPC, Social Media Marketing

1. Introduction

The development of digital technology has fundamentally changed the way businesses implement their marketing strategies, particularly through the use of social media as the primary tool for reaching consumers (Kotler & Keller, 2016); (Mangold & Faulds, 2009). Social media serves as an interactive platform that enables companies to build closer relationships with customers and increase brand awareness on a broad scale (Kaplan & Haenlein, 2010); (Tuten & Solomon, 2017). In the context of small and medium-sized enterprises (SMEs), social media is an effective and efficient means of promoting products, as it offers low costs with a wide reach (Durkin, McGowan, & McKeown, 2013); (Ahmad, Bakar, & Ahmad, 2018).

The implementation of social media-based marketing strategies not only includes product

promotion but also reflects changes in consumer behaviour, which is increasingly dependent on digital technology in the decision-making process (Appel, Grewal, Hadi, & Stephen, 2020); (Dwivedi, 2021). Research shows that modern consumers are more responsive to visual content, two-way interactions, and personalised digital experiences (Lamberton & Stephen, 2016); (Chaffey & Ellis-Chadwick, 2019). Therefore, companies that are able to utilise social media strategically will have a competitive advantage over their competitors (Felix, Rauschnabel, & Hinsch, 2017); (Tafesse & Wien, 2018).

However, the effectiveness of social media in marketing greatly depends on the extent to which companies are able to understand the strengths, weaknesses, opportunities, and threats in their marketing strategies, known as SWOT analysis (Gurel & Tat, 2017); (Phadermrod, Crowder, & Wills, 2019). SWOT analysis provides a comprehensive view of a company's strategic position, helping to identify internal and external factors that influence marketing performance (Ommani, 2011); (Panagiotou, 2003). In the context of coffee-based businesses, SWOT analysis is important for identifying factors that influence customer loyalty and the effectiveness of digital marketing strategies.

In addition, customer technology usage trends are also a key factor in determining the success of digital marketing strategies (Venkatesh, Thong, & Xu, 2012); (Davis, 1989). The Technology Acceptance Model (TAM) explains that perceptions of ease of use and perceived benefits significantly influence users' behavioural intentions to adopt new technologies (Davis, 1989); (Venkatesh & Davis, 2000). In this context, technology adoption behaviour is increasing, such as the use of digital ordering systems via QR codes, which enable faster, more efficient, and contactless transactions (Park, Kim, & Kwon, 2021); (Li, Wu, & Gao, 2022). Although many previous studies have used SWOT analysis to describe the strategic conditions of companies, most of these studies only focus on conventional marketing or social media aspects without specifically linking them to consumer technology adoption behaviour. Furthermore, previous studies rarely integrate the use of social media with the use of digital ordering systems such as QR codes in a single strategic analysis model. Therefore, this study fills this gap by combining SWOT + VPC analysis and digital technology usage trends, thereby providing a more comprehensive understanding of how both play a role in shaping customer experiences and decisions in the modern coffee shop industry.

Based on preliminary observations at Yasa Coffee, the current implementation of digital marketing shows a significant disparity between online presence and operational technology integration. While Yasa Coffee has actively utilized Instagram to build brand awareness, the interaction levels remain inconsistent, and there is a visible gap between digital promotion and the actual adoption of the QR Code-based ordering system. Many followers and potential customers are aware of the brand through social media, yet this awareness does not yet translate into seamless digital-to-store conversions or high technology acceptance. This situation indicates that the existing value proposition communicated online may not fully align with the customers' digital expectations or 'pains,' necessitating a deeper analysis through the integration of SWOT, VPC, and TAM frameworks.

The novelty of this study lies in the integration of SWOT + VPC analysis with customer technology behaviour trends in the context of QR Code-based ordering in the coffee shop industry. Although many previous studies have discussed social media marketing strategies (Kaplan & Haenlein, 2010); (Appel, Grewal, Hadi, & Stephen, 2020) or digital technology adoption (Venkatesh, Thong, & Xu, Consumer Acceptance of Technology., 2012); (Dwivedi, 2021), few have highlighted how these two aspects interact in shaping customer behaviour towards local brands

such as Yasa Coffee. Thus, this study is expected to provide empirical contributions in understanding the relationship between digital marketing, technology adoption, and customer satisfaction in the local coffee business sector in the digital era.

2. Literature Review

2.1 Social Media Marketing

Social media marketing is a marketing communication strategy that utilises digital platforms such as Instagram, Facebook, and TikTok to build interactive relationships between companies and customers (Kaplan & Haenlein, 2010); (Tuten & Solomon, 2017). Social media enables companies to create value through two-way interactions, strengthen brand image, and increase customer engagement (Mangold & Faulds, 2009); (Appel, Grewal, Hadi, & Stephen, 2020). In the context of SMEs, social media serves as an effective means of reaching a wide market at low cost and providing direct feedback from customers (Ahmad, Bakar, & Ahmad, 2018); (Durkin, McGowan, & McKeown, 2013).

According to Felix *et al.* (2017), an effective social media marketing strategy must include four main dimensions, namely scope, culture, structure, and governance. These dimensions emphasise the importance of alignment between business objectives and digital activities. Furthermore, Chaffey and Ellis-Chadwick (2019) explain that social media is not only a promotional tool, but also a key channel in building brand trust and customer experience. In the coffee industry, visual content such as photos of drinks, café interiors, and customer activities on social media play an important role in building emotional appeal to the brand (Pentina, Guilloux, & Micu, 2013); (Hudson, Huang, Roth, & Madden, 2016).

Thus, the success of a social media marketing strategy is not only measured by the number of followers or online interactions, but also by how the strategy is able to convert interest into purchasing behaviour (Lamberton & Stephen, 2016); (Tafesse & Wien, 2018). For Yasa Coffee, the use of social media is an important tool in expanding market reach while strengthening customer loyalty through consistent and interactive digital engagement.

2.2 SWOT-VPC Analysis In Marketing Strategy

In the context of digital marketing, SWOT can be used to evaluate the effectiveness of social media campaigns and the company's adaptation to changes in consumer behaviour (Helms & Nixon, 2010); (Dyson, 2004). For example, strengths may include product quality and consistency of digital content, while weaknesses may include limited human resources for content management. Opportunities arise from digitalisation trends and consumer preferences for online transactions, while threats include fierce competition and changes in social media algorithms (Gurel & Tat, 2017); (Ommani, 2011).

To produce a more comprehensive analysis, Yasa Coffee's SWOT needs to be integrated with the Value Proposition Canvas (VPC). Through customer profiles consisting of jobs, pains, and gains, the company can map out key customer needs such as the desire for fast service, a practical digital experience, and consistent product quality. The value map section helps connect the company's strengths as gain creators—for example, efficiency through QR Code ordering and quality social media content—and formulates pain relievers that address customer obstacles such as potential queues during peak hours or a lack of menu variety. This enables a more relevant, targeted, and customer-value-oriented marketing strategy.

At Yasa Coffee, the application of SWOT and VPC analysis serves to understand how social media marketing strategies can maximise the strength of local brands and capitalise on

opportunities arising from the growing public interest in specialty coffee integrated with digital ordering systems. This analysis also helps the company anticipate threats in the form of fluctuating consumer trends and the dominance of global coffee franchise brands.

2.3 Consumer Technology Usage Trends

Consumer technology adoption trends can be explained through the Technology Acceptance Model (TAM) framework developed by Davis (1989). This model asserts that two main factors—perceived usefulness and perceived ease of use—have a significant influence on users' behavioural intention to adopt technology (Venkatesh & Davis, 2000); (Venkatesh, Thong, & Xu, 2012). In the context of retail businesses and coffee shops, the adoption of technologies such as digital payment systems, loyalty applications, and QR Code-based ordering has become an important indicator of changes in consumer behaviour (Li, Wu, & Gao, 2022); (Park, Kim, & Kwon, 2021).

Previous studies have shown that the use of QR Code-based technology can improve service efficiency, speed up transaction processes, and reduce physical contact in customer interactions (Wang, Chen, & Chen, 2020); (Luo, Tong, Fang, & Qu, 2021). On the other hand, the ease of access to information and its ability to display digital menus provide a more modern and attractive experience for customers (Chauhan, 2022); (Al-Saedi & Al-Emran, 2021). Thus, the tendency to use technology is not only influenced by functional factors, but also by perceptions of convenience and trust in digital systems (Tan & Lau, 2016); (Kaur & Arora, 2020).

The integration of the Technology Acceptance Model (TAM) and Value Proposition Canvas (VPC) provides a robust framework for understanding how digital innovation creates customer value within social media marketing. In the modern coffee shop industry, technology acceptance—characterized by perceived usefulness and perceived ease of use—acts as a fundamental enabler that strengthens a brand's value proposition (Zuhdi et al., 2019). Specifically, when social media platforms effectively communicate the ease of using digital tools like QR Code-based ordering, they function as 'gain creators' that align with the digital-native lifestyle of 'coffee shop-goers' who prioritize speed and seamless transactions (Dalilati Prabarini et al., 2022). Recent studies in the post-pandemic era highlight that the synergy between user-friendly digital interfaces and social media engagement significantly reduces customer 'pains' related to service wait times and manual ordering complexities (Wu & Gao (2023)). By leveraging TAM within the VPC framework, businesses like Yasa Coffee can transform social media from a mere promotional tool into a strategic touchpoint that validates the functional benefits of their digital innovations, ultimately fostering higher technology adoption and brand loyalty in the competitive third-wave coffee market (Dalilati Prabarini et al., 2022).

In the context of Yasa Coffee, the use of QR Code ordering is a concrete form of digital innovation that strengthens the brand's image as a tech-adaptive coffee shop. This shows a shift in customer behaviour that increasingly prioritises efficiency, convenience, and personalisation of the shopping experience. Therefore, understanding technology usage trends is an important aspect in developing adaptive and customer-oriented digital marketing strategies.

3. Research Methodology

This research uses a qualitative descriptive approach that aims to provide a comprehensive understanding of Yasa Coffee's digital marketing strategy through the integration of SWOT analysis and Value Proposition Canvas (VPC). This approach was chosen because it is suitable for describing digital marketing phenomena, consumer behaviour, and technology implementation in depth without manipulating variables. Data collection was conducted through direct

observation of Yasa Coffee's operational activities, including the ordering process via QR Code and customer interactions in the shop.

In addition, analysis of Yasa Coffee's social media content on platforms such as Instagram and TikTok was also carried out to assess the consistency of digital strategies, visual style, and customer engagement levels. A literature review on digital marketing, consumer behaviour, the Technology Acceptance Model (TAM), SWOT, and VPC was also used as a theoretical basis to strengthen the analysis.

The social media content analysis in this study specifically focuses on Yasa Coffee's official Instagram and TikTok accounts (@yasacoffee) during the period of August to December 2025. The parameters observed include visual content style, posting frequency, and engagement metrics such as likes, comments, and shares to evaluate customer responsiveness. Furthermore, to ensure precision in the Value Proposition Canvas (VPC) mapping, specific criteria were established to categorize customer data. 'Pains' were identified based on customer complaints or obstacles observed in digital interactions and field operations, such as long queue times or technical difficulties with the QR Code system. Conversely, 'Gains' were determined by identifying positive outcomes and expectations expressed by customers, such as transaction speed, comfort of the facility, and visual appeal of the products. These parameters allow for a structured translation of qualitative observations into the 'Customer Profile' and 'Value Map,' ensuring that the resulting strategy is grounded in evidence-based consumer behavior.

The collected data was analysed in several stages, starting with the identification of internal and external factors of the company using the SWOT framework, followed by mapping the VPC components, which include customer jobs, pains, and gains, as well as a value map in the form of products, pain relievers, and gain creators. Next, an integration between SWOT and VPC was carried out to determine the extent to which the value offered by Yasa Coffee is in line with customer needs and market conditions. This research was conducted at Yasa Coffee, a local coffee shop in Samarinda that has implemented service digitalisation through a QR Code ordering system. Data validity was strengthened through source triangulation by comparing the results of observations, social media analysis, and scientific literature so that the findings were more accurate and accountable.

4. Result And Discussion

This discussion section integrates the results of SWOT and VPC analyses with field observation findings and Yasa Coffee's digital strategy analysis. The discussion focuses on the relevance of digital marketing strategies, the effectiveness of QR Code innovations, and the suitability of value propositions to customer needs.

4.1 Integration of SWOT and VPC in Yasa Coffee's Digital Strategy

The SWOT analysis shows that Yasa Coffee's main strengths are its strategic location, friendly service, and consistent product quality. However, weaknesses such as limited café space and the potential for queues during busy hours pose challenges in creating an optimal customer experience. Significant opportunities arise from the increasing adoption of digital technology and consumer trends favouring efficient ordering. Meanwhile, threats emerge from other cafés that can quickly replicate visual concepts or pricing strategies.

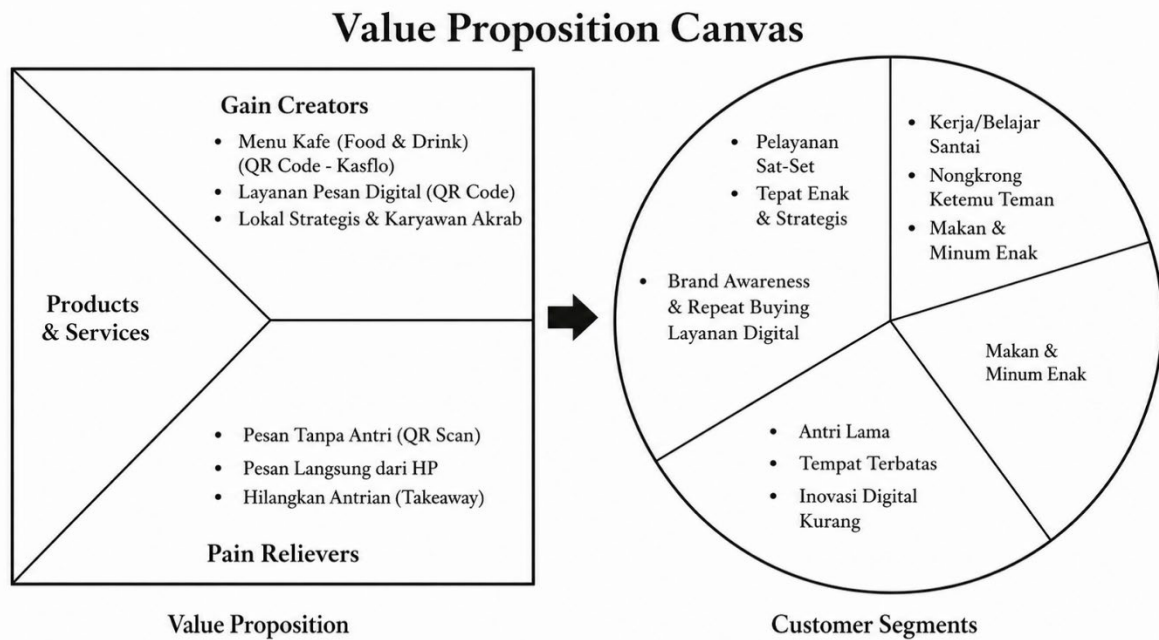


Figure 4. 1 Value Proposition Canvas Matrix

Through VPC, it was discovered that Yasa Coffee customers have three main needs: (1) a comfortable place to work or gather, (2) a fast-ordering process without queues, and (3) a friendly and modern interaction experience. Mapping pains such as long queues and a lack of digital innovation provides a clear picture of the main obstacles that need to be overcome. On the other hand, gains such as fast service and a comfortable place are values that customers expect.

Table 4. 1 Customer VPC Based on SWOT Analysis

Customer Jobs (What They Want To Do)	Pains (Problems That Cause Frustration)	Gains (Expected Benefits)
Want to work/study comfortably outside the home/office	Long queues when ordering, especially when in a hurry for <i>takeaway</i> .	Quick and efficient service with an easy and fast ordering process.
Want to hang out/meet friends in a cool place	Limited café space that sometimes forces you to move to another café.	A comfortable and strategic spot for gatherings.
Looking for delicious food/drinks and a pleasant café atmosphere.	Lack of digital innovation in the café, limited to paying via QRIS.	Warm interactions and friendly service from staff.

Source: Processed Data (2025)

The integration of SWOT and VPC analysis shows that Yasa Coffee's strengths align with gain creators, particularly through the QR Code innovation, which directly addresses customer pain points. This system not only reduces queues but also enhances operational efficiency and modernises the customer experience.

Tabel 4. 1 Customer VPC Gain Creator and Pain Relievers (Solution)

Products & Services (What We Sell)	Pain Relievers (Problem Solvers)	Gain Creators (Benefit Generators)
Café Menu (delicious food and drinks)	New innovation! We offer a way to order without queuing by <i>scanning</i> a QR code.	Our café concept stands out and is different from other cafés in the area.
Digital Ordering Service via QR Code (using Kasflo)	Convenience of ordering directly from your mobile phone at the table or entrance.	Enhancing Brand Awareness and Encouraging Customer to Returns (Repeat Purchase)
Strategic location and staff who create a warm and welcoming atmosphere.	Eliminating queues for orders and <i>takeaway</i> .	Services become faster and more efficient thanks to the new digital system.

Source: Processed Data (2025)

4.2 Evaluation of QR Code Innovation as Strategic Added Value

The implementation of the QR Code ordering system has proven to be an innovation that provides significant added value. Observations show that customers feel the ordering process is faster and more efficient. On the operational side, QR Codes help reduce the burden on cashiers during busy hours and minimise order recording errors.

This innovation is also in line with TAM theory, where perceived usefulness and perceived ease of use influence the intention to adopt technology. Yasa Coffee customers feel the direct benefits of faster ordering and no queuing. The ease of use of this system—simply scan, select the menu, and pay—encourages a high adoption rate.

4.3 Relevance of Social Media Strategy to Value Proposition

Yasa Coffee's social media strategy can be said to be effective in strengthening brand awareness and building a digital community. Content about how to order using QR codes, café interiors, and the atmosphere of hanging out makes customers more aware of the value proposition offered.

This approach is in line with the gain creators section of the VPC, particularly in terms of a pleasant customer experience and friendly service. Social media serves as a communication bridge that expands digital exposure and accelerates the delivery of promotional information.

4.4 Challenges and Development Directions

Although digital innovation provides many benefits, Yasa Coffee still faces challenges such as the possibility of competitors copying its concept and the physical limitations of the café. Therefore, a differentiation strategy through friendly service and a customer community is an irreplaceable aspect.

For future development, Yasa Coffee can strengthen digital features such as membership, loyalty points, or data-based menu recommendations. This strengthening is in line with pain relievers in VPC and enhances the value proposition to maintain customer loyalty in the long term.

5. Conclusion

This study aims to understand Yasa Coffee's digital marketing strategy through the

integration of SWOT analysis, Value Proposition Canvas (VPC), and consumer technology usage trends in the context of QR Code-based ordering. Based on the analysis and discussion, several important conclusions can be drawn.

First, the social media marketing strategy implemented by Yasa Coffee has proven to play a significant role in building brand awareness, expanding digital reach, and increasing customer engagement. Consistent visual content, information about digital services, and a communication style that is close to customers are the main factors that strengthen brand image and influence purchasing interest. This is in line with the literature that emphasises the role of social media as a major channel in modern marketing.

Second, the integration of SWOT and VPC shows that Yasa Coffee's main strengths lie in product quality, strategic location, and friendly service. Opportunities arising from the increasing trend of digitalisation and consumer preferences for transaction efficiency have been successfully utilised through QR Code ordering innovations. Meanwhile, customer pain points—such as long queues and limited café space—have been addressed through digital solutions designed as pain relievers and gain creators. This combination shows that the value offered by Yasa Coffee is in line with the main needs of customers.

Thirdly, the implementation of a QR Code-based ordering system has become a strategic innovation that provides significant added value. This technology improves service efficiency, reduces queues, minimises ordering errors, and creates a faster and more modern ordering experience. These findings are consistent with the Technology Acceptance Model (TAM) theory, in which perceptions of ease of use and direct benefits drive customer adoption of technology. Thus, this innovation not only increases customer satisfaction but also strengthens Yasa Coffee's competitive position in the local coffee market.

Fourth, although the digital strategy has been effective, Yasa Coffee still faces external challenges such as intense competition and the potential for other cafes to imitate its concept. Internal challenges such as limited cafe space are also a concern in efforts to improve customer comfort. Therefore, differentiation through friendly service, strengthening the customer community, and developing advanced digital features such as loyalty systems or data-based menu recommendations need to be considered as directions for future development. Overall, this study shows that combining SWOT, VPC, and TAM analyses provides a comprehensive strategic understanding of how Yasa Coffee can improve its value proposition, digital adaptation, and customer satisfaction. The integration of social media marketing with QR Code innovation has proven to be a relevant and effective combination in responding to the needs of modern consumers in the local coffee shop industry.

Fifthly, To further optimize the existing digital strategy, Yasa Coffee should implement more proactive and functional social media tactics. Specifically, the management can utilize Instagram and TikTok 'Stories' to provide real-time updates on seat capacity during peak hours, thereby managing customer expectations and reducing the perception of 'pains' related to limited space. Additionally, Yasa Coffee is encouraged to integrate a digital loyalty program within the QR Code system—such as 'scan-to-collect' points—to transform one-time digital users into long-term loyal advocates. By aligning social media communication with real-time operational conditions, Yasa Coffee can bridge the gap between digital promotion and physical experience, ensuring that their technological innovations continue to serve as a sustainable competitive advantage in the local coffee industry."

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