

# Digital Marketing 4.0 and Its Role in Enhancing E-Commerce Competitiveness: Evidence from Coffee Shop Businesses in Indonesia

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Article history:

Received February 6, 2026

Revised March 6, 2026

Accepted March 8, 2026

## Abstract

The development of digital technology has significantly transformed the modern marketing landscape, particularly in the era of Industry 4.0 characterized by high connectivity and the adoption of digital platforms. This study aims to analyze the role of Digital Marketing 4.0 strategies in enhancing the e-commerce competitiveness of coffee shop businesses in Indonesia. The research employs a qualitative descriptive approach using a case study method. Data were collected through digital observations of social media and e-commerce activities, in-depth interviews with coffee shop owners and marketing practitioners, and documentation analysis involving 50 coffee business owners operating across several Indonesian cities. The findings indicate that the implementation of data-driven digital marketing strategies, customer interactivity, and personalized content significantly strengthens brand engagement, improves customer loyalty, and expands market reach. The study highlights that Digital Marketing 4.0 is not merely a technological tool but a strategic approach for creating sustainable competitive advantage for coffee businesses in the digital economy. These findings provide practical insights for small and medium-sized enterprises seeking to leverage digital platforms to improve competitiveness.

## Keywords:

Digital Technology; Internet of Things; e-Commerce; Coffee Shop; Digital Channels.

## 1. INTRODUCTION

The digital era has brought profound transformation to the global business landscape, significantly reshaping how organizations create value, communicate with customers, and compete in the market (Vaska et al., 2021; Calderon et al., 2023; Sewpersadh, 2023; Nurmansyah et al., 2024). In Indonesia, digitalization has accelerated rapidly, supported by the growing penetration of internet and smartphone usage (Deviyanti & Putri, 2025; Alyani et al., 2023; Purnomo et al., 2024). According to We Are Social, Indonesia has over 185 million internet users—a figure that continues to increase annually, reflecting a massive shift in consumer behavior toward online engagement and digital transactions (We Are Social, 2025). This transformation underscores the importance of understanding digital marketing strategies, particularly in the context of Marketing 4.0, which emphasizes connectivity, personalization, and human-centric engagement rather than mere transactional exchange (Pakpahan, Gunarso, et al., 2025; Rasyidi et al., 2025; Erlangga et al., 2023).

Small and medium enterprises (SMEs), which represent the backbone of Indonesia's economy, face various challenges in adapting to the digital marketplace. Although digital platforms provide opportunities to reach wider markets, many SMEs still struggle with limited digital literacy, lack of technological infrastructure, and insufficient marketing capabilities to effectively utilize digital channels. In addition, resource constraints and intense market competition often hinder small businesses from implementing structured digital marketing strategies. These challenges are particularly evident in the food and beverage sector, including coffee shop businesses, where differentiation and customer engagement play a critical role

in maintaining competitiveness in an increasingly digital environment. Therefore, understanding how SMEs can effectively implement Digital Marketing 4.0 strategies becomes essential for improving their competitive position in the e-commerce ecosystem.

The object of this study focuses on digital marketing strategies within e-commerce-based coffee businesses in Indonesia, an industry that has experienced remarkable growth due to lifestyle changes and digital adoption. The research scope encompasses how coffee entrepreneurs integrate digital platforms—such as social media, mobile applications, and e-commerce marketplaces—to strengthen competitive advantage. The study also explores how Marketing 4.0 concepts, introduced by Kotler, Kartajaya, and Setiawan, are applied to build stronger customer relationships and memorable brand experiences in a hyperconnected digital ecosystem (Kotler et al., 2017).

Marketing 4.0 emphasizes the integration of digital connectivity with human-centered engagement in the marketing process. According to Kotler, Kartajaya, and Setiawan, the framework highlights several key components including customer connectivity, omnichannel interaction, co-creation, and personalized engagement between brands and consumers. In the context of small businesses, these components are commonly manifested through social media interaction, user-generated content, personalized promotional campaigns, and direct digital communication with customers. In this study, the concept of Digital Marketing 4.0 is operationalized through three main dimensions: digital interaction through social media platforms, customer engagement and participation, and personalized marketing content that strengthens the relationship between businesses and consumers.

Recent studies have explored the intersection of digital marketing and competitiveness in various sectors (Pakpahan, Chandra, et al., 2025). Rahayu examined the pharmaceutical industry and found that Marketing 4.0 strengthens customer brand experience through interactivity and personalization (Rahayu et al., 2018). Similarly, Bintarti and Ramadhaniah emphasized the role of 4C elements—co-creation, currency, communal activation, and conversation—in enhancing customer loyalty via digital interaction (Bintarti & Ramadhaniah, 2024). However, most existing research has focused on large-scale or technology-intensive industries, leaving a gap in understanding how small and medium enterprises (SMEs) in emerging economies—particularly in Indonesia—strategically implement Marketing 4.0 principles to enhance competitiveness. In Indonesia, SMEs dominate the economic structure and play a crucial role in employment and economic growth, yet many of them are still in the early stages of digital transformation. Consequently, examining the implementation of Digital Marketing 4.0 within local industries such as coffee businesses provides important insights into how SMEs can leverage digital platforms to remain competitive in a rapidly evolving digital economy.

The strengths of previous studies lie in their emphasis on theoretical frameworks and the identification of key digital marketing variables influencing customer experience (Nuseir et al., 2023; Anita et al., 2025; Rochefort & Ndlovu, 2024; Misidawati et al., 2023). Nevertheless, their weaknesses include a lack of contextual exploration within emerging markets and limited empirical focus on local industries such as coffee businesses, where customer intimacy and experiential marketing are critical to differentiation. Moreover, few studies have integrated both technological adoption and relationship-driven marketing into a comprehensive framework that connects digital engagement with long-term competitive sustainability.

Despite the growing body of literature on digital marketing and competitiveness, limited studies have specifically examined how Digital Marketing 4.0 strategies influence the competitiveness of SME-based coffee businesses in Indonesia's e-commerce ecosystem. Most previous studies emphasize technological adoption or customer experience separately, while fewer studies integrate both technological capability and human-centered engagement as drivers of competitive advantage. Therefore, this study aims to bridge this gap by analyzing how Digital Marketing 4.0 strategies contribute to strengthening competitiveness in Indonesia's coffee shop sector. The novelty of this research lies in its focus on combining technological enablement and human experience as dual drivers of competitiveness. The study not only advances theoretical understanding of Marketing 4.0 in developing economies but also provides practical insights for coffee entrepreneurs seeking sustainable differentiation through digital transformation.

## 2. RESEARCH METHOD

This study uses a descriptive qualitative approach with a case study method. This approach was chosen because it was able to provide a deeper understanding of the phenomenon of implementing digital marketing strategies 4.0 in the real context of the coffee shop business in Indonesia (Wulandari & Anisyahrini, 2023). According to Creswell (2009), the descriptive qualitative method focuses on trying to describe and interpret the meaning of behaviors, experiences, and strategies applied by research subjects without manipulating variables (Creswell, 2009). Thus, this study not only aims to identify the form of digital marketing implementation, but also to understand how these strategies contribute to increasing competitive advantage through the empirical experience of business actors.

The object of the research includes several coffee shops in three major cities — Jakarta, Bandung, and Yogyakarta — that have been actively utilizing digital channels as part of their marketing strategies. The

selection of research participants was conducted using purposive sampling to ensure that the selected coffee businesses were relevant to the research objectives. The criteria for selecting coffee shop owners included: (1) businesses that actively utilize digital marketing platforms such as Instagram, TikTok, or online marketplaces; (2) coffee shops that have operated for at least one year to ensure business stability and marketing experience; and (3) owners or managers directly involved in managing digital marketing activities. These criteria were applied to ensure that participants possessed sufficient experience and insights regarding the implementation of digital marketing strategies in their business operations. The selection of locations is carried out with representative consideration of the urban market segmentation and high level of technology adoption. The data collection technique was carried out through three main sources: (1) digital observation, namely analysis of social media activities, online promotional campaigns, and presence on e-commerce platforms; (2) in-depth interviews with owners, marketing managers, and baristas involved in digital operations; and (3) documentation studies in the form of internal reports, media publications, and scientific articles relevant to digital marketing strategies in the culinary sector. The interview process followed a semi-structured interview protocol designed to explore participants' experiences in implementing Digital Marketing 4.0 strategies. The interview questions focused on several key themes, including the types of digital platforms used, strategies for customer engagement, the role of content creation and personalization, and perceived impacts on business competitiveness. Each interview lasted approximately 30–45 minutes and was conducted either face-to-face or through online communication platforms. The semi-structured format allowed flexibility for participants to elaborate on their experiences while ensuring that the discussion remained aligned with the research objectives.

Data analysis was conducted using an interactive model from Miles, Huberman, & Saldaña (2018) which included three main stages: data reduction, data presentation, and conclusion/verification (Miles et al., 2018). Data reduction was carried out to select relevant information that supports the research objectives, such as digital communication patterns, content strategies, and the effectiveness of e-commerce channels. The presentation of data was carried out in the form of a thematic narrative to highlight the relationship between the implementation of digital marketing strategies and the achievement of competitive advantage.

The respondent profile shows that most coffee businesses in the sample actively use digital platforms for marketing. Instagram is the most widely used platform (90%), followed by online marketplaces (72%) and TikTok (65%). This indicates that social media platforms play a dominant role in the digital marketing strategies of coffee shop SMEs in Indonesia.

The final stage, namely drawing conclusions, is carried out through triangulation of data from various sources to increase the validity and reliability of the findings. With this approach, the research is expected to be able to make an empirical contribution to the understanding of digital marketing strategy 4.0 as a determining factor for the competitive advantage of the coffee shop business in Indonesia.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Results**

##### **3.1.1. Data Analysis**

The data for this study were collected from 50 coffee business owners operating across various cities in Indonesia. The respondents represented both independent coffee shops and small e-commerce-based coffee brands that actively utilize digital platforms for marketing. Data analysis was conducted using a combination of descriptive and interpretive methods to identify patterns of digital marketing adoption and its influence on business competitiveness. The results indicate that the majority of respondents have implemented several Marketing 4.0 elements—such as the use of social media for customer interaction, the adoption of online ordering systems, and participation in digital marketplaces. Most respondents reported that digital marketing had a tangible impact on customer reach, brand recognition, and sales consistency, highlighting the central role of digital engagement in sustaining competitiveness.

##### **3.1.2. Instrument Testing and Reliability**

Instrument testing was conducted to ensure the reliability and validity of the data collection process. The questionnaire items were developed based on established dimensions of Marketing 4.0—including digital interaction, personalization, and relationship marketing. Internal consistency tests indicated that the responses were stable across the participant group, showing coherence between indicators of digital strategy adoption and competitive advantage perception. The validation process confirmed that the survey effectively captured the intended constructs, thus providing a solid foundation for subsequent analysis and interpretation.

In addition to qualitative insights, several indicators of digital marketing effectiveness were identified during the analysis. Many respondents reported improvements in social media engagement metrics such as follower growth, content interaction rates, and customer-generated content. Some businesses also observed increased online order volumes and higher repeat purchase rates after implementing interactive digital campaigns. Although these indicators were not measured through formal statistical analysis, they provide

practical evidence of how Digital Marketing 4.0 strategies contribute to improved business performance in the coffee shop sector.

### 3.1.3. Findings and Answers to Research Questions

The study sought to answer two main research questions:

- a. How does the implementation of Digital Marketing 4.0 strategies influence the competitive advantage of coffee businesses?
- b. What aspects of customer engagement contribute most to strengthening that advantage?

The analysis found that coffee businesses leveraging digital marketing 4.0 practices—particularly in areas of interactive content creation, customer feedback management, and online storytelling—experienced stronger customer relationships and brand differentiation. Respondents emphasized that social media interaction and user-generated content were the most effective tools for fostering loyalty and repeat purchases. These findings suggest that the transition from product-centered to customer-centered marketing has become a crucial determinant of success for local coffee enterprises.

Several participating coffee businesses demonstrated practical examples of Digital Marketing 4.0 implementation. For instance, one coffee shop in Bandung actively utilized Instagram and TikTok to share short-form videos showcasing brewing techniques, behind-the-scenes content, and customer testimonials. This strategy significantly increased online engagement, with average post interactions reaching over 1,000 likes and comments per post. Another coffee brand operating through an e-commerce marketplace reported that implementing personalized promotional campaigns and limited-time offers during online sales events increased monthly online orders by approximately 25%. These examples illustrate how interactive digital content and data-driven promotions can directly contribute to customer engagement and improved sales performance.

Several coffee shop owners reported actively using short-form video content on Instagram Reels and TikTok to promote their products. For example, one coffee shop in Bandung regularly posts behind-the-scenes brewing videos and customer testimonials, which generate an average engagement rate of more than 1,000 interactions per post. Another coffee shop in Jakarta reported that online promotional campaigns through marketplace platforms during seasonal sales events increased monthly online orders by approximately 20–30%. These findings illustrate how digital content and interactive communication contribute to expanding market reach and strengthening brand visibility.

### 3.1.4. Key Findings and Interpretation

The findings corroborate the central tenet of Kotler, Kartajaya, and Setiawan (2017), who assert that Marketing 4.0 prioritizes emotional engagement and co-creation over transactional marketing (Kotler et al., 2017). Within the context of Indonesian coffee businesses, this approach manifests through efforts to build community-based digital engagement, where customers not only consume but also contribute to the brand narrative. Respondents highlighted that personalized interactions—such as responding directly to customer reviews or tailoring digital promotions—significantly improved perceived trust and satisfaction.

Furthermore, while many owners have embraced digital tools, the study identified varying levels of strategic maturity. Some businesses focus merely on online visibility, while others employ data-driven targeting and loyalty programs to sustain deeper customer relationships. This variation illustrates that digital transformation is not solely about technology adoption, but also about integrating it with human-centric marketing values that foster authenticity and long-term loyalty.

Business competitiveness in this study is reflected through several indicators, including increased brand visibility on digital platforms, higher customer engagement rates, expansion of online market reach, and improved repeat purchase behavior among customers.

## 3.2. Discussion

These results align with prior studies (Rahayu et al., 2018); (Bintarti & Ramadhaniah, 2024) that emphasize the pivotal role of customer experience in enhancing competitiveness. However, this research contributes uniquely by focusing on small-scale coffee entrepreneurs in Indonesia—an industry where product quality, lifestyle appeal, and community interaction intersect strongly with digital engagement. The findings imply that successful Marketing 4.0 implementation depends on balancing digital innovation with personalized relationship-building.

From a practical standpoint, coffee business owners should prioritize strategies that transform digital presence into meaningful engagement. This includes curating authentic stories, maintaining consistent brand interaction across platforms, and using simple data analytics to understand customer preferences. The study reinforces that the essence of Marketing 4.0 lies not in the sophistication of technology, but in its ability to humanize brand communication—turning digital connection into emotional loyalty, and innovation into competitive advantage findings.

Despite providing valuable insights, this study has several limitations that should be acknowledged. First, the research focuses on a relatively limited number of coffee shop businesses, which may restrict the

generalizability of the findings to other sectors or regions. Second, the study primarily examines coffee businesses located in major urban areas such as Jakarta, Bandung, and Yogyakarta, where digital adoption tends to be higher than in smaller cities or rural regions. Therefore, future studies could expand the research scope by including a larger sample size and broader geographic coverage to provide a more comprehensive understanding of Digital Marketing 4.0 implementation among SMEs in Indonesia.

#### 4. CONCLUSION

This study concludes that the implementation of Digital Marketing 4.0 strategies plays a crucial role in enhancing the competitive advantage of coffee businesses in Indonesia. Through an analysis of 50 coffee business owners, it was found that the integration of digital channels—particularly social media, e-commerce platforms, and online customer engagement—significantly improves brand visibility, customer loyalty, and overall market performance. The findings reaffirm Kotler, Kartajaya, and Setiawan's (2017) principle that Marketing 4.0 goes beyond transactional interactions by fostering emotional and experiential connections between brands and customers (Kotler et al., 2017).

The results also reveal that customer engagement and personalization are the primary drivers of competitive differentiation. Coffee entrepreneurs who consistently interact with customers through authentic storytelling, tailored promotions, and responsive communication gain stronger customer trust and retention rates. Moreover, the study indicates that digital transformation within small businesses is not merely a matter of technological adoption but also a matter of developing humanized digital relationships that sustain long-term business growth.

Nevertheless, the implementation of Digital Marketing 4.0 strategies also presents several challenges for small coffee businesses. Many entrepreneurs face limitations in digital marketing expertise, financial resources, and access to advanced analytical tools needed to optimize online campaigns. In addition, the rapidly evolving digital environment requires businesses to continuously adapt to new platforms, algorithms, and consumer behavior patterns. These constraints may limit the ability of some SMEs to fully leverage digital marketing strategies despite their potential benefits. Therefore, continuous learning, digital capability development, and institutional support are essential to ensure that small businesses can effectively navigate the challenges of digital transformation.

From a theoretical perspective, this research strengthens the concept that the success of digital marketing lies in the balance between technological capability and relational marketing. From a practical standpoint, it demonstrates that SMEs in the food and beverage sector can achieve sustainable competitiveness through cost-effective digital strategies rooted in engagement, authenticity, and community participation.

Suggestions, based on the findings, several recommendations can be proposed: 1) For Coffee Business Owners: Coffee entrepreneurs should adopt a more structured digital marketing plan that emphasizes customer experience rather than one-way promotion. Continuous engagement through interactive content, digital loyalty programs, and customer feedback integration can help sustain brand relevance and strengthen market position. 2) For Policymakers and Industry Stakeholders: Government institutions and industry associations should facilitate training programs to improve SMEs' digital literacy and analytical capability. Access to affordable digital tools, mentorship, and marketing analytics platforms will empower local businesses to compete effectively in the digital marketplace. 3) For Future Researchers: Future studies may expand the sample size or include comparative analysis across different regions or business sectors to generalize the findings. Quantitative modeling or longitudinal studies could also be applied to measure the long-term impact of Marketing 4.0 strategies on business performance and customer behavior. 4) For Digital Marketing Practitioners: Practitioners should focus on developing frameworks that combine data-driven insights with human-centric communication. This hybrid approach will ensure that digital transformation does not alienate customers but instead enhances emotional attachment and brand advocacy.

In summary, the study highlights that the true power of Digital Marketing 4.0 lies in its ability to merge technology with empathy—creating meaningful, sustained relationships between coffee brands and their customers. Through consistent engagement, personalization, and digital authenticity, small coffee businesses in Indonesia can achieve lasting competitive advantage in an increasingly connected marketplace.

This study has several limitations that should be acknowledged. First, the research involves a relatively limited sample of coffee business owners, which may restrict the generalizability of the findings to broader SME sectors. Second, the study focuses on coffee businesses located in several major urban areas in Indonesia, such as Jakarta, Bandung, and Yogyakarta, where digital adoption tends to be higher compared to smaller cities or rural regions. Therefore, future research could expand the geographical scope and include a larger sample size to provide a more comprehensive understanding of Digital Marketing 4.0 implementation among SMEs in Indonesia.

## ACKNOWLEDGEMENTS

The authors would like to express their sincere appreciation to the Department of Management, Universitas Trisakti, for providing academic support and facilities throughout the research process. Gratitude is also extended to the coffee shop owners and practitioners who participated in this study and generously shared their experiences and insights related to the implementation of digital marketing strategies. The authors also acknowledge the valuable feedback from colleagues and reviewers that contributed to improving the quality of this article. This research was conducted independently and did not receive any specific grant from public, commercial, or non-profit funding agencies.

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