

## E-Marketing Strategies To Increase Gen-Z Customer Loyalty (Case Study Of Coffee Shop Because Of Coffee In Jambi City)

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### Abstract

*This study examines the implementation of e-marketing strategies and their impact on Gen Z customer loyalty at Karena Kopi in Jambi City. The research objective was to analyze digital marketing practices, customer loyalty levels, and the relationship between the two. The study used a qualitative method with a descriptive case study design. The study population was Karena Kopi's Gen Z customers, while the sample included the owner, creative director, staff, and selected Gen Z consumers. Data were collected through interviews, observation, and documentation. Data analysis was conducted through pre-field analysis, in-field analysis, data reduction, and triangulation of sources and techniques. The results showed that Instagram and TikTok are the main platforms for building engagement, increasing brand awareness, and attracting customers through interactive content, community collaboration, and online promotions. Gen Z customers generally rate the content positively and demonstrate repeat purchase behavior and recommendations to others. In conclusion, e-marketing contributes positively to strengthening customer loyalty, especially when supported by consistent offline service quality and authentic digital communication.*

**Keywords:** Customer Loyalty, Digital Marketing, E-Marketing, Generation Z, Social Media

### INTRODUCTION

In the digital era, e-marketing strategies have become crucial in supporting the achievement of business goals because they enable companies to reach consumers more quickly and precisely. For Micro, Small, and Medium Enterprises (MSMEs), utilizing

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digital marketing and e-commerce provides opportunities to increase revenue while strengthening competitiveness in an increasingly competitive market. Digital marketing can be used to enhance branding through various platforms, such as Instagram, Facebook, Google Maps, Shopee, and email, which can then drive customer interest and purchases. In the context of digital transformation, digital marketing no longer functions solely as a promotional medium but has become part of a business strategy that helps organizations become more connected and responsive to consumers (Yulfita et al., 2024). Utilizing this strategy also provides opportunities for MSMEs to compete with larger companies without having to incur high promotional costs. The right digital marketing strategy can help MSMEs maintain brand visibility, increase customer engagement, and optimize sales conversions despite budget constraints. However, the success of digital marketing still depends on consistency, content quality, and an understanding of digital audience behavior (Adesavira, 2026).

This phenomenon is also evident in the development of the coffee shop industry in Jambi City, which is growing in line with changing consumer lifestyles, particularly among Generation Z. Coffee is no longer just a beverage consumed by a certain age group, but has become part of the lifestyle of the younger generation. The contemporary coffee market is developing through cafe concepts that offer quality coffee beans, various brewing methods, unique consumer experiences, and the use of technology in the coffee making and serving process (Ardianto et al., 2024). This condition goes hand in hand with the increasing use of social media among Generation Z. As a consumer group that is very familiar with technology and social media, Gen Z has fast and easy access to information and can be influenced by various digital content, such as product reviews, advertisements, and influencer recommendations. Social media has thus become an important tool for Gen Z consumers in recognizing, evaluating, and making choices about a brand (Panjaitan & Simanjuntak, 2024). In conditions of increasingly fierce business competition, the existence of loyal customers is crucial because loyal customers tend to make repeat purchases, have a high level of satisfaction, provide recommendations to others, and are better able to withstand changes in prices and offers from competitors. Factors such as product or service quality, consistency of customer experience, emotional value, communication, and service are parts that can shape customer loyalty, while in the digital environment responsive service, personalized communication, and engagement through social media are becoming increasingly important (Adesavira, 2026).

Problems emerging in the development of coffee shops in Jambi City are related to increasingly fierce competition and changes in consumer behavior. The increasing number of competitors means consumers have a wider variety of choices according to their individual preferences. This condition requires businesses to have a strong



understanding of consumer needs and expectations. Consumer behavior is also a dynamic process at the individual and group levels and continues to change over time, so businesses need to pay attention to these changes when determining marketing strategies (Fadilla et al., 2024). Karena Kopi, which was established in early 2020, also faces this competitive situation. One challenge is the large number of competitors in the coffee shop sector, so an appropriate marketing strategy is needed to maintain business continuity. The development of competitors in Jambi City can be seen from the existence of several coffee shops that have been able to maintain and develop their businesses through their respective strategies. Karena Kopi faces the emergence of many new coffee shops, which has led to a decrease in visitors, while other competitors such as Duniawi Kopi, Jkov Koffie, Koffie Kopi, and Vf Coffee also face challenges such as limited capacity, changing market trends, an increase in competitors, and changing market conditions. Each business responded to these conditions through strategies such as community strengthening, event activities, renovations, capacity additions, opening new stores, developing roasteries, and business expansion (Pratama, personal communication, March 9, 2026; Utama, personal communication, March 10, 2026; Atmadja, personal communication, March 10, 2026; Ichsan, personal communication, March 10, 2026; Arief, personal communication, March 10, 2026).

The next issue lies in how Karena Kopi utilizes e-marketing strategies to maintain and increase Gen Z customer loyalty amidst this competition. Based on the results of an interview with Fuad Firdaus as Owner of Karena Kopi, social media plays a very important role in building Karena Kopi's brand image, especially as a means to display brand identity, create a contemporary and close impression with young people, and build direct interaction through comments, DMs, and feedback. In maintaining customer loyalty, Karena Kopi maintains product and service quality, utilizes e-marketing consistently, provides promotions, and builds active communication through social media (F. Firdaus, personal communication, January 15, 2026). Meanwhile, Ali Tasmin as Creative Director explained that Karena Kopi uses Instagram and TikTok as promotional media with content that is directed to be relevant to the character of the audience and consistent with the brand identity. Content that gets responses in the form of likes, comments, shares, and increases orders includes POV content, what if, interactions, and mini vlogs. Karena Kopi also implements emotional branding to build emotional closeness with customers and communities that share the same values as the brand (A. Tasmin, personal communication, January 13, 2026). From a consumer perspective, Karena Kopi's digital content is considered engaging and easily relatable to everyday life. Consumers also learn about Karena Kopi through recommendations from friends, with Instagram being the most frequently used platform for brand awareness. Various promotions through Shopee, Instagram, and TikTok also provide convenience to consumers and encourage



repeat purchases, which ultimately relate to consumer loyalty to Karena Kopi (Nugraha et al., personal communication, January 13, 2026).

These conditions indicate that Karena Kopi has utilized e-marketing through social media, digital content presentation, promotions, consumer communication, and the use of online ordering platforms. However, this strategy needs further understanding based on the perceptions of Gen Z customers and the challenges faced in maintaining loyalty amidst increasingly competitive coffee shops. Previous research on digital marketing for the coffee shop Dekultur showed that digital marketing strategies have an impact on increasing sales. Consistent product quality, competitive prices, a strategic location, and promotions through Instagram and other digital platforms have been shown to increase purchasing interest and customer loyalty (Septiani et al., 2025). Research on marketing strategies to increase the competitiveness of the Motokoffie Coffee Shop in Jambi City also revealed various business strengths, including the quality and skills of its workforce, product quality and variety, a strategic location, lower prices than competitors, a comprehensive online payment system, the use of Instagram and Facebook as promotional media, and good design and packaging (Agustina, 2024). Based on these conditions, research on Karena Kopi is important to be conducted to see how e-marketing strategies are applied in the context of coffee shop competition in Jambi City, especially in building Gen Z customer loyalty. The focus of the research is directed at digital marketing activities through Instagram and TikTok as well as online ordering platforms GrabFood and ShopeeFood, with Gen Z customers as a group that actively uses digital platforms and has purchased Karena Kopi products.

This study aims to determine and analyze the implementation of e-marketing strategies carried out by Coffee Shop Karena Kopi in Jambi City, determine the level of loyalty of Gen Z customers, and analyze the influence of e-marketing strategies on increasing loyalty of Gen Z customers. The urgency of the research lies in the need to understand digital marketing strategies that can be used by Karena Kopi in facing increasingly tight coffee shop competition while maintaining relationships with Gen Z consumers who are very close to digital media. This research is expected to provide references in the field of marketing, especially regarding the application of e-marketing to increase customer loyalty in the coffee shop industry, as well as contribute to the development of understanding of Gen Z consumer behavior in the context of local businesses. The novelty of the research lies in the focus of the study on e-marketing strategies and loyalty of Gen Z customers at Coffee Shop Karena Kopi in Jambi City by looking at the use of Instagram, TikTok, GrabFood, and ShopeeFood and examining them from the perspective of customers and the conditions of local coffee shop competition. Thus, this study is expected to provide an overview of the implementation of

e-marketing strategies by Karena Kopi in building and maintaining loyalty of Gen Z customers amidst the dynamics of competition in the coffee industry in Jambi City.

## **METHOD**

This research uses a qualitative approach with a descriptive case study method. The qualitative approach was used to gain an in-depth understanding of the e-marketing strategy implemented by the Coffee Shop Karena Kopi in Jambi City and its relationship to Generation Z customer loyalty. Qualitative methods are based on the philosophy of postpositivism, which in their process is interpretive because the research results relate to the interpretation of data found in the field. Descriptive case studies are used to examine activities and actions in depth by utilizing various methods and data sources to obtain a rich description of the phenomenon being studied. This approach was used to explore the meaning, motivation, and experiences of research subjects consisting of the owner, creative director, and Generation Z consumers regarding e-marketing strategies and consumer loyalty at the Coffee Shop Karena Kopi (Purba et al., 2021).

The research was conducted at Karena Kopi Coffee Shop located in Jambi City. The research location was selected based on Karena Kopi's character as a coffee shop that actively conducts digital promotions and has a customer base among young people. Data collection was carried out from May 2026 to July 2026. Research activities included observing Karena Kopi's digital activities through social media, interviews with the owner, creative director, and Generation Z consumers, and collecting documentation in the form of social media posts, promotional materials, and evidence of loyalty programs. The research object focused on the e-marketing strategy implemented by Karena Kopi in an effort to increase the loyalty of Generation Z customers.

Data collection in this study was conducted through in-depth interviews, observation, and documentation. These techniques were used to obtain data related to the implementation of e-marketing strategies and Generation Z customer loyalty. Interviews were used to gather in-depth information about the phenomenon under study, observations were conducted to directly observe the conditions and activities of the research subjects, while documentation was used to obtain supporting data in the form of documents, archives, and records relevant to the research (Purba et al., 2021).

Interviews were conducted with the owner, creative director, staff, and Generation Z customers of Karena Kopi to obtain information on e-marketing strategies, customer experiences, perceptions of digital marketing activities, and forms of customer loyalty. Observations were conducted by observing digital marketing activities and customer interactions at Karena Kopi. Documentation was used to collect supporting data in the form of business profiles, social media content, promotional materials, online ordering platforms, and other documents relevant to the research.



The research subjects consisted of parties directly involved in the implementation of e-marketing strategies and customer experience at the Karena Kopi Coffee Shop. The research informants included the Karena Kopi owner, the Karena Kopi creative director, staff, and Generation Z consumers who actively use digital media and have made purchases at Karena Kopi. The owner served as informants to obtain information regarding the planning, implementation, and evaluation of e-marketing strategies. The creative director served as informants to obtain information regarding the creative vision and implementation of digital marketing, while Generation Z consumers served as informants to determine customer experience, perceptions of e-marketing strategies, and forms of customer loyalty.

Data analysis in this study was conducted before entering the field, during the data collection process, and after data collection. The pre-field analysis was conducted on previous research findings and secondary data used to determine the research focus. This focus can be further developed based on the phenomena encountered in the field. If the focus specified in the proposal is not found within the research object, the research focus can be adjusted to reflect the conditions found in the field (Purba et al., 2021).

Data analysis during fieldwork was conducted concurrently with the data collection process. Data obtained from interviews were analyzed to obtain information related to e-marketing strategies and customer loyalty. If the informant's answers did not provide sufficient information, the interview was continued with subsequent questions until credible data was obtained (Purba et al., 2021). The large amount of data collected repeatedly was then recorded in detail and reduced. Data reduction was carried out by summarizing and selecting data deemed important to obtain the focus, themes, and patterns of the research. The results of the data reduction were used to facilitate subsequent data collection and identify necessary data. In qualitative research, the research objectives form the basis of the data reduction process because the primary goal of qualitative research is to obtain findings (Purba et al., 2021).

The research procedure was conducted through several interrelated stages. The first stage was determining the research focus based on the phenomenon of e-marketing strategies and Generation Z customer loyalty at the Karena Kopi Coffee Shop in Jambi City. The next stage was data collection through in-depth interviews, observation, and documentation. Interviews were conducted with the owner, creative director, staff, and Generation Z consumers, while observations were made of digital marketing activities and customer interactions. Documentation was conducted by collecting business profiles, social media content, promotional materials, and other documents related to the research object.

The data obtained was then analyzed in stages through pre-field analysis, in-field analysis, and data reduction. Furthermore, the validity of the data was checked using



source triangulation and technical triangulation. Source triangulation was conducted by comparing information obtained from the owner, staff, and Generation Z customers of Karena Kopi, while technical triangulation was conducted by comparing the results of interviews, observations, and documentation. These checks were carried out to ensure the accuracy of the information and increase the validity and credibility of the research data (Purba et al., 2021). The final stage of the research was compiling the results of the analysis regarding the implementation of e-marketing strategies, Generation Z customer perceptions, and customer loyalty at Karena Kopi Coffee Shop in Jambi City.

## **RESULTS AND DISCUSSION**

### **Implementation of E-Marketing Strategy to Coffee Shop Because of Coffee**

#### **1. Use of Social Media Platforms Instagram and TikTok**

Based on interviews with the owner of Karena Kopi, Instagram and TikTok are the most actively used social media platforms to interact with customers and convey product information and Karena Kopi activities. The owner stated that both platforms were chosen because they facilitate interaction with customers through followers and non-followers. This statement was reinforced by the Creative Director who explained that the platform selection was adjusted to the characteristics of the Gen Z target market who actively use social media to seek information, entertainment, and product recommendations. This finding is supported by all consumer informants who stated that they first learned about Karena Kopi through Instagram and TikTok, with several informants stating that their interest began with TikTok content or aesthetic Instagram posts.

According to Chaffey and Ellis-Chadwick (2019), e-marketing is the use of digital technology to support marketing activities, focusing not only on promotions but also on building interactive communication and long-term relationships with customers. The choice of digital platforms in an e-marketing strategy needs to be tailored to the characteristics and behavior of the target market for effective marketing communications. Social media, as the primary means of e-marketing, enables two-way communication between companies and consumers (Kaplan & Haenlein, 2010). Generation Z, who grew up in a digitally rich environment, has a high affinity for the internet and social media, making them a potential target market for e-marketing strategies (Seemiller & Grace, 2019). The selection of Instagram and TikTok was based on demographic and psychographic suitability with Gen Z, who have a strong preference for visual and interactive media. TikTok enables content distribution through recommendation algorithms, while Instagram supports brand storytelling and brand interaction with consumers (Tuten, 2023). This finding is in line with research by Putra (2021) and Kusumawanti and Chaniago, which confirmed that the integration of Instagram and

TikTok content contributes to increased brand awareness and new customer visits in the coffee shop industry.

## **2. Interactive Content Strategy and Engagement Building**

Based on interviews with Karena Kopi's Creative Director, the content strategy focuses on presenting interactive content to increase audience engagement. The content that garners the most responses is content that encourages active follower participation, such as Q&A sessions, polls for favorite menu items, or sharing photos of activities that followers then respond to and share on social media stories. The effectiveness of this strategy is supported by consumer statements that consider Karena Kopi's content engaging because it always follows trends, feels natural, like chatting with friends, and features interactive elements like polls or Q&A in stories.

Interactivity in digital marketing creates a two-way dialogue between brands and consumers, transforming the relationship from transactional to relational. Content that encourages active consumer participation generates a more credible organic spread than paid advertising, as Berger (2013) explains regarding social currency. Gen Z, who are highly resistant to conventional advertising, responds more to content that feels authentic and engages them personally. This strategy aligns with the principle of co-creation (Prahalad & Ramaswamy, 2004), where consumers are not simply message recipients but also value creators. This finding is consistent with research by Sari (2022) and Suryaningrum et al. (2023), which concluded that interactive content contributes significantly to brand engagement among younger audiences, while one-way content tends to experience lower levels of audience engagement. Even loyal customers have expressed a need for more authentic and in-depth content, such as behind-the-scenes barista content, which presents a development opportunity for Karena Kopi.

## **3. Collaboration with Local Communities and Creative Actors**

Based on the results of interviews with the Owner of Karena Kopi, the strategy of collaboration with local communities and creative actors is one of the main strategies in expanding audience reach and attracting new customers. The Owner stated that Karena Kopi always collaborates both between brands and with local communities, music, sports, and arts actors. This approach makes Karena Kopi not just a coffee shop, but a space for cultural expression for Jambi City's youth. Several consumers admitted to knowing Karena Kopi through community channels, social recommendations, or experiences visiting the store, with several informants stating that they knew Karena Kopi since its store in Lippo Mall Plaza which often hosts music events, or through recommendations from close friends.



This strategy aligns with Brand Community and Experiential Marketing theory, where brand communities strengthen loyalty and expand reach organically, while Gen Z consumers buy experiences and identities, not just products. Collaborating with local communities serves as a trust-based customer acquisition strategy, which has higher credibility than paid advertising because it is delivered by someone known and trusted. This aligns with the brand community theory of Muniz and O'Guinn (2001), which explains that brands that successfully identify with the values of their target market community will form social bonds between consumers that strengthen customer retention. This strategy also aligns with the partnership marketing model (Chaffey & Ellis-Chadwick, 2019), which is effective for local brands with limited budgets, and differs from the pattern in big cities that rely more on paid influencers, given that Jambi City has a tighter community ecosystem, making organic community-based collaboration more cost-efficient (Ardianto et al., 2024).

## **Challenges Faced by Coffee Shops Because of Coffee in Implementing E-Marketing Strategies**

### **1. The Challenge of Content Consistency and Trend Adaptation**

Based on the results of interviews with the Owner of Karena Kopi, the main challenge in implementing an e-marketing strategy is maintaining consistency in content creation while keeping up with trends in the F&B industry. The Owner stated that the biggest challenge is how the Karena Kopi management team can be consistent and always updated with developments that emerge in the F&B world from year to year. This statement was reinforced by the Creative Director who explained that the challenge is not only related to consistency, but also maintaining brand identity while following emerging trends, so that it must always be careful in creating content and selective in remaking trending content. This finding is supported by several consumers who expressed that the content is not updated frequently, is considered standard and not very prominent compared to competitors, and the captions are sometimes less relatable and somewhat stiff.

This challenge aligns with Brand Equity and Digital Marketing Agility theories, where content consistency is the foundation for building brand equity, while digital agility is an organization's ability to respond to changes in consumer behavior, platform trends, and competitive dynamics in the digital environment. An inherent tension arises between the need to consistently appear as a trustworthy brand and the need to appear relevant following the increasingly short digital trend cycle, especially considering that Gen-Z has a very short attention span. This balance is the biggest challenge in Karena Kopi's digital content management, especially with the limited capacity of the creative team as a local business. This challenge is common to local MSME-scale brands, as identified by



Kusumawanti and Chaniago (2024) that content consistency and diversity are the main obstacles for MSME-scale cafe businesses due to limited creative team resources, in line with the findings of Suryaningrum et al. (nd) that inconsistencies in format and upload frequency contribute to low levels of audience engagement.

## **2. The Challenge of Integrating Offline Service Quality with Digital Strategy**

Based on the results of an interview with the Creative Director of Karena Kopi, the success of an e-marketing strategy depends not only on the quality of digital content, but also must be supported by the quality of direct (offline) service. The Creative Director stated that social media functions as a means of building brand image, while the customer experience in the store is a major factor in creating customer loyalty. Digital content plays a role in attracting customers to come, while the service experience in the store encourages customers to make repeat purchases. This is reinforced by the Owner's explanation regarding the implementation of SOPs that emphasize greetings, friendly service, and a personal approach to each customer, so that customers feel like they have a new friend when they come to Karena Kopi. The effectiveness of this strategy is confirmed by consumers who rate the service as excellent, the atmosphere comfortable, and the service that makes them feel like regular customers.

These findings align with the theories of Service Quality (Grönroos, 1984) and Customer Loyalty (Oliver), where service quality is a consumer's assessment of the gap between their expectations and perceptions of the service received, while customer loyalty is a deep commitment to consistent repeat purchases. A strong e-marketing strategy cannot stand alone without the support of a satisfying offline customer experience. When Karena Kopi builds high expectations through aesthetic content on Instagram and TikTok, first-time customers bring those expectations formed by the digital representation. If the actual experience does not meet or exceed expectations, the risk of customer churn increases and potentially leads to negative reviews. Conversely, when the offline experience exceeds expectations, customers are encouraged to share their experiences organically on their own social media, creating a digital word of mouth effect. These findings align with Kusumawanti and Chaniago's (2024) study on the integration of digital strategies and offline services in cafe businesses in Sumatra, which showed that the impact of digital strategies on customer retention is most pronounced when they are consistently integrated with the quality of the customer experience in offline channels, forming a coherent service ecosystem.

## **Gen-Z Customer Perceptions of Online Promotional Content and Activities Because of Coffee**

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## **1. Perceptions of the Quality and Relevance of Digital Content**

Based on interviews, the majority of consumers gave a positive assessment of Karena Kopi's social media presence, which they considered neat, attractive, consistent, and informative. A strong visual identity through the use of color, design, and quality product photography created a positive impression and strengthened brand recognition. The relaxed and trend-following communication style was also considered appropriate for Generation Z, who tend to prefer aesthetic, relevant, and relatable content.

These findings align with the Brand Identity and Visual Consistency theory, which explains that consistency in color, typography, and visual style can strengthen brand recall and create a positive first impression of a brand (Wheeler, 2017). From the perspective of Digital Consumer Behavior and Self-Concept, aesthetic and relatable content can also be a means for Generation Z consumers to express their identity and build brand engagement (Tuten, n.d.). Karena Kopi's ability to adapt its content to trends also contributes to its perceived quality, which is the perception of quality formed before consumers try the product.

However, the research results show weaknesses in caption creativity, format variation, and content differentiation compared to competitors. This situation indicates a need to increase content diversity and content agility without compromising brand identity consistency. These findings align with Suryaningrum et al. (nd) who showed that local brands tend to have strengths in visual consistency but still face challenges in producing dynamic content. Therefore, Karena Kopi needs to conduct regular content evaluations by considering input from Generation Z consumers as co-creators to ensure content becomes more relevant, creative, and competitive.

## **2. Perception of the Impact of Digital Promotion on Purchasing Decisions and Loyalty**

Based on interviews, Karena Kopi's digital promotions have an influence on consumer purchasing decisions, although the degree of influence varies based on customer characteristics and loyalty. Promotions such as discounts, bundles, giveaways, and end-of-month promotions can encourage consumers, especially new customers, to make purchases more quickly. The Google Review program, which offers free coffee, is also considered effective because it not only encourages in-store visits but also increases the number of positive reviews, which can build trust with potential customers.

These findings align with the Digital Sales Promotion theory, which explains that digital promotions serve as short-term incentives to reduce psychological and financial barriers to consumer purchase decisions and accelerate purchasing decisions (Sari, n.d.). Promotion through social media also has the potential for viral sharing because promotional information can be re-shared by consumers to their social networks.

Furthermore, the Google Review program can be understood through the theory of Online Relationship Marketing, as rewarding customers is a form of effort to build sustainable relationships while strengthening the brand's digital reputation (Tuten, n.d.).

Promotional effectiveness is also related to the principles of loss aversion and scarcity psychology. Promotions with a time limit, such as end-of-month promotions, can create a sense of urgency, encouraging consumers to make purchases immediately. Meanwhile, the Google Review program combines incentives with social proof, as positive customer reviews can increase the trust of potential customers. However, customers with high loyalty tend to rely less on promotions because purchasing decisions are driven more by positive experiences, product quality, service, and repeat purchasing habits. This condition aligns with Oliver's (2014) concept of action loyalty, which suggests that loyal customers have developed a strong commitment to a brand, making purchases less dependent on external incentives.

Thus, Karena Kopi's digital promotions are more effective as a strategy for attracting new customers and driving short-term purchases, while retaining loyal customers requires a strategy focused on consistent product quality, service, customer experience, and long-term relationships. Karena Kopi needs to combine digital promotions with relationship marketing programs so that promotions not only generate short-term transactions but also contribute to building customer loyalty.

## **DISCUSSION**

### **Implementation of E-Marketing Strategy Carried Out by Coffee Shops Because of Coffee**

Research shows that Karena Kopi implements an integrated e-marketing strategy that includes digital platform selection, interactive content management, collaboration with local communities, and integration of digital experiences with offline services. The selection of Instagram and TikTok as primary channels was based on the platform's characteristics matching Generation Z's digital behavior, in line with Krishen et al.'s (2021) view that digital marketing effectiveness is determined by the suitability of digital touchpoints to the target audience. All informants learned about Karena Kopi through these two platforms, which served as effective first touchpoints, with TikTok's discovery-oriented algorithmic mechanism providing an efficient new customer acquisition path without significant advertising costs.

In terms of content management, Karena Kopi prioritizes interactive content such as polls, Q&A sessions, and reposts of customer photos, reflecting an understanding of the co-creation principle in digital marketing. This strategy successfully reduces the psychological distance between the brand and consumers, especially important for Gen Z, who are resistant to conventional promotions. Collaborations with local communities,



music, sports, and arts artists also differentiate Karena Kopi's e-marketing approach, establishing the brand as part of Jambi City's youth cultural ecosystem and enabling customer acquisition through trust-based acquisition. However, challenges remain in maintaining the consistency and frequency of content updates, and integrating digital imagery with the quality of offline services. The limited capacity of the creative team as a local business is a barrier to achieving optimal digital agility, so it is still necessary to develop a variety of content formats and strengthen the creative team's capacity continuously.

### **Gen Z Customer Loyalty Level to Coffee Shops Because of Coffee**

The level of loyalty of Gen Z customers towards Karena Kopi can be analyzed through four stages of loyalty: cognitive, affective, conative, and action (Seduram et al., 2022). In the cognitive stage, consumers' initial interest is formed through information and perceptions from digital content such as Instagram's visual aesthetics and the virality of TikTok content, which serve as entry points before consumers have direct experience. In the affective stage, loyalty begins to form through emotional experiences when interacting with Karena Kopi services, where consumers feel like familiar regular customers and have made new friends, indicating an emotional attachment that goes beyond transactional satisfaction, in line with the findings of Alqasa et al. (2022) regarding the role of friendliness, empathy, and service delivery in shaping loyalty.

The conative and action stages are evident in the differences in responses between new and existing customers. New customers show high sensitivity to promotions such as discounts and savings packages, while repeat customers no longer require promotional incentives because their motivations have become internal and habitual, confirming the findings of Seduram et al. (2022) that consumers in the action loyalty stage have a lower dependence on external marketing efforts. The strongest loyalty indicator is the willingness of all informants to recommend Karena Kopi to others, both through direct communication and sharing experiences on personal social media, which is a manifestation of digital word of mouth with high credibility. In general, the level of loyalty of Gen Z customers towards Karena Kopi has reached the affective to conative stages, with some repeat customers in the action loyalty stage characterized by consistent repeat purchases and a willingness to become voluntary promoters for the brand.

### **The Influence of E-Marketing Strategy on Increasing Gen Z Customer Loyalty in Coffee Shops Because of Coffee**

Karena Kopi's e-marketing strategy is closely linked to the formation and enhancement of Gen Z customer loyalty, although this relationship is mediated by the quality of the overall customer experience. This strategy plays a significant role in the



initial stages of loyalty, namely cognitive and affective, through building consumer expectations and initial interest. However, the progression of loyalty to the conative and action stages is largely determined by the extent to which consumers' actual experiences in the field meet or exceed expectations formed through digital representations. This aligns with the findings of Cuesta-Valiño et al. (2023) that a strategic orientation toward digitalization will be most effective in increasing loyalty when consistently integrated with customer experiences in offline channels, forming an omnichannel service ecosystem. If the offline experience does not align with the digital image, the risk of customer churn increases and potentially leads to negative reviews. Conversely, when the offline experience exceeds expectations, consumers are encouraged to voluntarily share the experience on social media, creating a reinforcing cycle between digital strategy and customer loyalty.

The influence of e-marketing strategies is also evident through digital sales promotions and Google Review rewards programs that offer free coffee incentives, which have the dual impact of encouraging repeat purchases while strengthening digital reputation through the accumulation of positive reviews as social proof. However, these incentives are more effective for new customers, so incentive-based promotional strategies should focus on acquiring new customers, while increasing the loyalty of established customers is more appropriately directed at consistent service quality and product innovation. Community collaboration strategies and interactive content also contribute to increased loyalty by fostering a sense of ownership and emotional attachment among consumers to the brand, as explained by Santos et al. (2022), which creates a higher barrier to switching. Thus, e-marketing strategies have a positive impact on increasing Gen Z customer loyalty at Karena Kopi, with the caveat that this influence will be optimal if the digital strategy is accompanied by consistent product quality and offline service, and tailored to the loyalty stage of each customer segment.

## **CONCLUSION**

This study found that Karena Kopi's e-marketing strategy, particularly through Instagram and TikTok, successfully built engagement, increased brand awareness, and fostered loyalty among Gen Z customers. Interactive content, collaboration with local communities, and digital promotions proved effective in attracting new customers and strengthening relationships with existing ones. However, the effectiveness of this strategy relies heavily on consistent offline service quality that meets the expectations established through digital representation. In other words, an e-marketing strategy cannot stand alone without the support of a satisfying in-store customer experience.

Despite its positive contribution, this study has several limitations. The limited scope of informants and research context within a single coffee shop in Jambi City mean



that the results cannot be generalized to the entire food and beverage industry or to Gen Z consumers in general. Furthermore, the rapidly changing dynamics of social media trends and digital consumer behavior may allow effective strategies during this research period to change in the future. Future research is recommended to involve a larger number of respondents, compare multiple coffee shops or regions, and use a quantitative approach to more measurably examine the relationships between variables. Practically, the results of this study can serve as a reference for coffee shop managers in developing digital marketing strategies oriented towards consumer engagement, strengthening brand identity, improving the quality of interactions on social media, and creating a consistent customer experience to maintain Gen Z consumer loyalty.

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