



Digital Influence of Marketing, Customer Relationship, Consumer Trust and Product Quality Toward the Interest of Buying Consumers in Mediation by Product Information to The Lamany of The Brondong District Cafe (Metod Structural Equation Modeling (SEM) - Partial Least Square (PLS))

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ABSTRACT

This study aims to test whether product information acts as a mediator in the influence of digital marketing, customer relationships, consumer confidence, and product quality on consumer buying interest in Labuan Cafe Brondong District. This study uses descriptive quantitative research. The data collection for this thesis was taken through a questionnaire. Respondents in this study were customers of Labuan Cafe Brondong District in December 2024. The method of determining the sample uses the calculation of the slovin formula. The sample processed was 137 questionnaire samples using the Smart PLS version 3.29 program. The research findings indicate that the digital marketing component has a substantial and positive effect on customers' interest in making purchases. Customer engagement plays a crucial and advantageous role in influencing this purchasing interest

INTRODUCTION

The development of information and communication technology has had a profound impact on how companies interact with their clientele. Digital marketing, as one of the essential elements in modern marketing strategies, allows companies to reach a wider audience at a more efficient cost. The business sector is expanding quickly in the current globalization era. The Coordination Ministry for Economic Affairs of the Republic of Indonesia released information through the website ekon.go.id, which states that by 2024, the contribution of Small and Medium Enterprises (SME) in Indonesia as one of the main pillars in economic development will be very meaningful, reaching 99% of the total existing business units. Thus, along with the growth of a company, competition in the market is also getting tougher, which certainly affects the emergence of similar products in the cafe industry. In this context, Labuan Coffee as one of the local coffee brands in Indonesia, needs to utilize digital marketing to increase the visibility and attractiveness of its products in the market, digital marketing is utilizing various media platforms, and the Internet. This platform will present infographics on various items marketed on online media, with a focus on their products.

Establishing long-term ties with consumers is also essential for customer relationship management (CRM), which focuses on how companies manage their relationships with customers in order to maximize the value of the business for its customers. Labuan Cafe can boost client interest in making a purchase by fostering great relationships with its patrons.

Customer trust is one of the key elements affecting purchasing decisions. A customer is willing to accept vulnerability when making purchases online if he has high hopes for his future online buying behavior. We call this trust. Customers who have confidence that their actions won't cause problems are more upbeat and likely to shop online in the future. In the context of Labuan Cafe, consumer trust can be built through transparency of product information and consistent quality. In addition, product quality is also a determining factor in attracting consumer buying interest.

Product information quality is a view for customers on product and service information obtained through information providers such as websites. Labuan Cafe needs to make sure that the product information it gives consumers is not only aesthetically pleasing but also trustworthy and informative in order to illustrate how correct and relevant product information may influence consumer perceptions and purchase decisions. For the recipient to trust the quality of the website, its material must be useful and pertinent.

From several existing journals and theses, here are some journals and theses that support the formation of new titles, journals by Andi, et al, (2023) there are 5 variables, namely, digital marketing, consumer trust, product quality, information, and purchase interest; Yosef et al, (2022) there are 4 variables, namely customer relationship marketing, digital marketing, customer satisfaction, repurchase interest updates made in this study by adding several variables so that there are 6 variables including digital marketing, customer relationship, consumer trust, product quality, product information, and

consumer buying interest where one variable becomes a mediating variable between the independent variable and the dependent variable.

Fierce competition encourages every manufacturer to continue to develop its business in order to gain an advantage and defeat its competitors in the future. One strategy that is commonly applied is to attract consumer attention and efforts with the existence of influential Digital marketing are expected to increase consumer buying interest.

Considering the background presented above, the author is keen on selecting the title, which is " Digital influence of marketing, customer Relationship, consumer trust and product quality toward the interest of buying consumers in mediation by product information to the lamany of the brondong district cafe (metod structural equation modeling (sem) - partial least square (pls))

LITERATURE REVIEW

Digital Marketing

According to Oktaviani, et al, (2018) in Andi, et al, (2023) digital marketing is utilizing various media platforms, including television, radio, mobile devices, and the Internet. This platform will present infographics about various goods marketed in online media, focusing on their brands. The most effective way to launch a brand of goods or services is through digital marketing.

These days, any MSME needs to have excellent resources that are knowledgeable about technology, especially information technology, which is essential for advertising and selling manufactured items.Digital marketing is measured through 4 indicators Dharmayanti, (2007), namely: Incentive Program, Site Design, Cost, Interactive

Customer relationship

In Puspa, et al, (2018) in Farhan, et al, (2024) CRM is defined as "customer relationship management", which is a type of management that specifically discusses how companies manage relationships with their customers with the aim of increasing company value for their customers.

According to Rahmawati, et al, (2019) there are four indicators of customer relationship management, namely as follows: Technology, People, Processes, Knowledge and understanding.

Product Quality

According to McKnight, et al. (2002) in Agus, (2021) The willingness of customers to tolerate risk when making purchases online is known as trust, and it is founded on their optimistic predictions for their future online buying habits. Customers are more optimistic and inclined to shop online in the future if they have confidence that their actions won't cause issues.

Yee, et al, (2010) states that trust indicators consist of 3 components, namely: Integrity, Kindness, Competence.

Product Quality

According to Kotler, et al, (2012) in Amar, et al, (2021) Product quality can be defined as the physical condition of goods and services that have quality according to established quality standards so that they can meet or exceed customer expectations. Product quality is the ability of a product to implement

the functions it has, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes.

According to Haris, et al, (2018) also states that product quality has several indicators including: Reliability, Durability, conformity to specification.

Product Information

According to Bao and Huang, (2018) in Amar, et al, (2021) Information has been one of the most important indications since the business world entered the digital age.

Information, according to Jugiyanto et al. (2009), is data that has been transformed into a format that the recipient can understand, has actual worth, and feels for decisions that are being made right now or that have indicators: Accurate, Timely, Relevant, Complete, Reduces uncertainty

Konsumer Purchase Interest

According to Sidi, (2018) in research Dedy, et al., (2023). Interest in purchasing a product can be influenced by trusted individuals within a potential consumer's circle. Additionally, such interest may develop when a consumer encounters compelling information about the product, which can come from advertisements, testimonials from previous users, or a pressing need for the product.

According to Farhan, et al. (2023) Buying interest indicators include: Interest in finding information about products, considering buying, interested in trying, wanting to know the product and wanting to own the product

METHODOLOGY

Type of Research and Overview of the Research Population (Object)

This research employs both primary and secondary data sources and a quantitative descriptive methodology. To collect primary data in the form of basic information, Labuan Cafe patrons in the Brondong Lamongan District were handed questionnaires to fill out.

While secondary data is taken from documentation with observation targets from various sources at Labuan Cafe Brondong Lamongan District and literature related to the problem being discussed. The design of this writing aims to determine the effect of one variable with another variable, whether it has a significant positive impact or not. This research was conducted at Labuan Cafe customers in Brondong Lamongan District. 207 customers of Labuan Cafe Brondong Lamongan District made up the study's population.

Sampling Technique

Sugiyono in Imron, (2019) shows that a fraction of the population's overall characteristics are represented in the sample. If the population is large, it is certain that the researcher will not be able to study the entire population in the population. To ensure representation of the entire population, a sample is selected. Undoubtedly, when the population is large, researchers are unable to examine the population as a whole. The sample size can be calculated using the Slovin equation with a 5% percentage error. The sample calculation above was obtained as 136.4, rounded up to 137 samples.

Data Collection Techniques

Data Type and Source

In this research, the type of data used is subject data (Self Report Data). The data obtained or obtained from respondents in the company is then processed by the researcher. To get this data, the researcher distributed questionnaires. The source of data obtained by the author to support this research was obtained from Labuan Cafe customers in Brondong Lamongan District by distributing questionnaires about the effect of digital marketing, customer relationships, consumer confidence and product quality on consumer buying interest mediated by product information to the Brondong sub-district labuan cafe which has been filled in completely, and supported by literature that provides information about Labuan Cafe data in Brondong Lamongan District. Primary data obtained from questionnaires will be converted into quantitative data, namely data in the form of numbers, which will then be processed through the system for further research.

RESEARCH RESULT

Measurement Model (*Outer Model*)

Validity Test

The validity test is used in this study to evaluate the validity or correctness of a questionnaire. The following are the validity test findings, which were acquired with Smart PLS 3.29:

Convergent Validity

The factor loading value on the latent variable and its indications is the degree of convergent validity. The weighted expected value is greater than 0.7 (factor loading). Andika Wirawan et al (2019).

Tabel 1 Convergent Validity Test

Variabel	Indikator	Outer Loading	AVE	KET
Digital Marketing(X1)	1	0,892	0,778	VALID
	2	0,911		
	3	0,841		
Customer relationship(X2)	1	0,762	0,710	
	2	0,948		
	3	0,923		
	4	0,713		
Consumer Trust (X3)	1	0,908	0,826	
	2	0,924		
	3	0,894		
Product Quality (X4)	1	0,801	0,629	
	2	0,786		
	3	0,793		
Consumer Purchase (Y)	1	0,783	0,730	
	2	0,784		
	3	0,921		
	4	0,919		
Product Information (Z)	1	0,860	0,768	
	2	0,891		
	3	0,878		

Source: SmartPLS processed data (2025)

Considering table 1 above, it shows that the AVE value for each variable Digital Marketing (X1), Customer relationship (X2), Consumer Trust (X3), Product Quality (X4), Consumer Purchase Interest (Y) and Product Information (Z) tested has a value of 0.7, so it can be stated that all variables in this study are valid.

Discriminant Validity

Discriminant validity has an important value for checking the cross loading value on factors other than the intended factor. Andika Wirawan, Andi (2019).

Tabel 2 *Cross Loading*

	<i>Customer Relationship</i>	<i>Digital Marketing</i>	<i>Product Information</i>	<i>Consumer Trust</i>	<i>Product Quality</i>	<i>Consumer Purchase</i>
X1.1	0,643	0,892	0,645	0,650	0,529	0,783
X1.2	0,631	0,911	0,640	0,638	0,511	0,727
X1.3	0,652	0,841	0,671	0,659	0,502	0,694
X2.1	0,762	0,589	0,645	0,638	0,659	0,784
X2.2	0,948	0,684	0,837	0,662	0,526	0,921
X2.3	0,923	0,712	0,800	0,658	0,507	0,919
X2.4	0,713	0,422	0,526	0,505	0,435	0,579
X3.1	0,719	0,692	0,860	0,908	0,629	0,732
X3.2	0,672	0,685	0,679	0,924	0,533	0,705
X3.3	0,597	0,624	0,650	0,894	0,561	0,624
X4.1	0,677	0,583	0,657	0,665	0,801	0,687
X4.2	0,329	0,350	0,344	0,340	0,786	0,340
X4.3	0,315	0,342	0,343	0,353	0,793	0,329
Y1.1	0,643	0,892	0,645	0,650	0,529	0,783
Y1.2	0,762	0,589	0,645	0,638	0,659	0,784
Y1.3	0,948	0,684	0,837	0,662	0,526	0,921
Y1.4	0,923	0,712	0,800	0,658	0,507	0,919
Z1.1	0,719	0,692	0,860	0,908	0,629	0,732
Z1.2	0,753	0,618	0,891	0,610	0,528	0,775
Z1.3	0,758	0,631	0,878	0,605	0,490	0,762

Source: SmartPLS Processed Data (2025)

The cross loading results in Table 4 show that the construct has a stronger correlation value with its indicator than it does with other constructs. Because the indicators in the construct indicator block outperform those in other blocks, all constructs or latent variables already have good discriminant validity.

Reliability Test

In the reliability test there are several tests that can be used in using the PLS system including the following:

Tabel 3 Reliabilitas Test

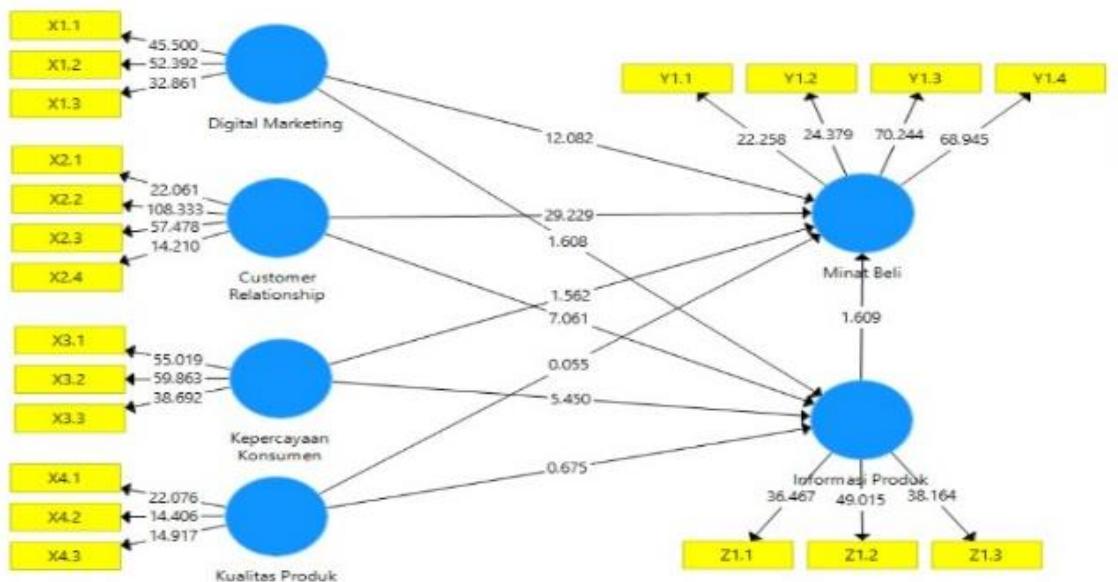
Variabel	Cronbach's Alpha	Composite Reliability	KET
<i>Digital Marketing</i>	0,857	0,913	Realibel
<i>Customer Relationship</i>	0,859	0,906	
<i>Consumer Trust</i>	0,895	0,934	
<i>Product Quality</i>	0,751	0,836	
<i>Consumer Purchase</i>	0,875	0,915	
<i>Product Information</i>	0,849	0,909	

Source: SmartPLS Processed Data (2025)

The reliability test measurement in this study uses the composite reliability value. The predetermined value to get acceptable reliability is = 0.7. It can be seen that the results for composite reliability are in accordance with the provisions, namely = 0.7 so that all variables tested are reliable.

Model Pengukuran (Inner Model)

The inner model is a model structure used to evaluate the cause-and-effect connection between latent variables.



Gambar 1. Model Struktural
Source: SmartPLS Processed Data (2025)

R-Square

R-Square to assess how much the exogenous construct or variable X affects the endogenous variable or variable Y and the mediating variable Z. If R-Square > 0.67 indicates a strong model, if 0.33 indicates a moderate or moderate model, if > 0.19 indicates a weak category model. Ghazali (2015) in Hernikasari, I. et al (2022)

Tabel 4 Nilai R-Square

Variabel	R Square	R Square Adjusted
Consumer Purchase (Y)	0,972	0,971
Product Information (Z)	0,802	0,796

Source: SmartPLS Processed Data (2025)

The test table above makes it evident that everything is influenced by the R-Square value. The variable work environment (X1), compensation (X2), training (X4) on employee loyalty (Y) has an R-Square value of 0.972 and an Adjusted R-Square value of 0.971. This can be stated as strong. The work environment variable (X1), Compensation (X2), Training (X4) on the Work Performance variable (Z) has an R-Square value of 0.802 and an Adjusted R-Square value of 0.796. This can be stated as strong.

Uji Mediasi

Path Coefficient

The Path Coefficient is evaluated using PLS Boothstrapping, which looks at the independent variable's T-Statistic in connection to the dependent variable. The Path Coefficient results, or the value of testing the study's hypothesis, are shown in the table below:

Tabel 5 Hasil Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistik (O/STDEV)	P Values
Digital marketing -> Consumer Purchase	0,278	0,277	0,023	11,958	0,000
Digital marketing -> Product Information	0,097	0,102	0,060	1,621	0,106
Customer Relationship -> Consumer Purchase	0,745	0,749	0,025	29,779	0,000
Customer Relationship	0,495	0,490	0,076	6,546	0,000

-> Product Information					
Consumer Trust -> Consumer Purchase	-0,036	-0,037	0,023	1,536	0,125
Consumer Trust -> Product Information	0,354	0,355	0,069	5,115	0,000
Product Quality -> Consumer Purchase	0,001	0,001	0,020	0,059	0,953
Product Quality -> Product Information	0,036	0,037	0,053	0,681	0,496
Consumer Purchase -> Product Information	0,053	0,051	0,033	1,609	0,108

Source: SmartPLS Processed Data (2025)

In tabel Path Coefficients above it can be concluded that the Digital marketing and Customer Relationship variables on the Consumer Purchase Interest variable show a positive relationship by the value of the original sample (below 0.000) and a significant value (P values <0.05). The Consumer Trust variable on Consumer Purchase Intention shows a negative relationship by the value of the original sample (below 0.000) and an insignificant value (P values> 0.05). In the Customer Relationship and Consumer Trust variables on the Product Information variable shows a positive value by the value of the original sample (above 0.000) and a significant value (P values <0.05). Then the Digital Marketing variable on Product Information shows a positive value by the value of the original sample (above 0.000) and an insignificant value (P values> 0.05). Dain paida variable Consumer Trust on Consumer Purchase Interest shows a negative value by the original sample (below 0.000) and an insignificant value (P values> 0.05). In the Consumer Trust variable on the Product Information variable shows a positive value by the value of the original sample (above 0.000) and a significant value (P values <0.05).

Hypothesis Test

The Digital Marketing variable on Consumer Purchase Interest shows that the original sample value is 0.278> 0.000. T-statistic 10.509> 1.960. P-values 0.000

<0.05. Then it is said that H_0 is rejected H_1 is accepted. This suggests that the partnership is significant and productive.

The Customer Relationship variable on Consumer Purchase Interest shows that the original sample value is $0.745 > 0.000$. T-statistic $29.779 > 1.960$. P-values $0.000 < 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This suggests that the partnership is significant and productive.

The Consumer Trust variable on Consumer Purchase Interest shows that the original sample value is $-0.036 < 0.000$. T-statistic $1.536 < 1.960$. P-values $0.125 > 0.05$. Then it is said that H_1 is accepted H_0 is rejected. This means there is a positive but insignificant relationship.

The Product Quality variable on Consumer Purchase Interest shows that the original sample value is $0.001 > 0.000$. T-statistic $0.059 < 1.960$. P-values $0.106 > 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This means there is a positive and insignificant relationship.

The Digital Marketing variable on Product Information shows that the original sample value is $0.097 > 0.000$. T-statistic $1.621 < 1.960$. P-values $0.106 > 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This means there is a positive but insignificant relationship.

The Customer Relationship variable on Product Information shows that the original sample value is $0.817 > 0.000$. T-statistic $6.546 > 1.960$. P-values $0.000 < 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This suggests that the partnership is significant and productive.

The variable Consumer Trust in Product Information shows that the original sample value is $0.354 > 0.000$. T-statistic $5.115 > 1.960$. P-values $0.000 < 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This suggests that the partnership is significant and productive.

In the Product Quality variable on Product Information, it shows that the original sample value is $0.036 > 0.000$. T-statistic $0.681 < 1.960$. P-values $0.496 > 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This means there is a positive and insignificant relationship.

The variable Consumer Purchase Interest in Product Information shows that the original sample value is $0.053 > 0.000$. T-statistic $11.055 > 1.960$. P-values $0.108 > 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This means that there is a positive and insignificant relationship

DISCUSSION

The Effect of Digital Marketing on Consumer Purchase Interest

In the Digital Marketing variable on Consumer Purchase Interest, it shows that the original sample value is $0.278 > 0.000$. T-statistic $10.509 > 1.960$. P-values $0.000 < 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This suggests that the partnership is significant and productive.

This shows that the Digital Marketing variable has an effect on Consumer Purchase Interest. Consumer Purchase Interest is reflected in the form of communication between consumers and companies, as well as the desire to buy from consumers to companies.

The Effect of Customer Relationship on Consumer Purchase Interest

The Customer Relationship variable on Consumer Purchase Interest shows that the original sample value is $0.745 > 0.000$. T-statistic $29.779 < 1.960$. P-values $0.000 < 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This suggests that the partnership is significant and productive.

This shows that the Customer Relationship variable has an effect on Consumer Purchase Interest. Therefore, organizations need to manage consumer buying interest with a more prominent approach to Customer Relationship.

The Effect of Consumer Trust on Consumer Purchase Interest

The Consumer Trust variable on Consumer Purchase Interest shows that the original sample value is $-0.036 < 0.000$. T-statistic $1.536 < 1.960$. P-values $0.125 > 0.05$. Then it is said that H_1 is accepted H_0 is rejected. This means there is a positive but insignificant relationship.

This shows that the Consumer Trust variable has no effect on Consumer Purchase Interest. Consumer Trust theoretically has the potential to increase Consumer Purchase Interest, a positive but insignificant relationship with Consumer Purchase Interest because it's impact often depends on the company context and other supporting factors

The Effect of Product Quality on Consumer Purchase Interest

The Product Quality variable on Consumer Purchase Interest shows that the original sample value is $0.001 > 0.000$. T-statistic $0.059 < 1.960$. P-values $0.106 > 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This means there is a positive and insignificant relationship.

This shows that the Product Quality variable has an effect but not significant on Consumer Purchase Interest. Therefore, companies need to ensure that Product Quality is consistently maintained and continuously developed without ignoring other factors as well, because this can have a direct impact on the level of Consumer Purchase Interest.

Effect of Digital Marketing on Product Information

The Digital Marketing variable on Product Information shows that the original sample value is $0.097 > 0.000$. T-statistic $1.621 < 1.960$. P-values $0.106 > 0.05$. Then it is said that H_0 is rejected H_1 is accepted. This means there is a positive but insignificant relationship.

This shows that although the Digital Marketing variable has an effect on Product Information, Research by Amar, et al, (2023) shows that digital marketing has a positive but insignificant impact on purchasing decisions at Kedai Tea House Masamba. This indicates that although there is a positive

relationship, Customers' purchasing decisions are more influenced by other factors, like service quality. Therefore, a comprehensive and integrated marketing strategy, which includes various aspects other than digital marketing, is needed to increase the effectiveness of delivering product information to Labuan cafe consumers.

Effect of Customer Relationship on Product Information

The Customer Relationship variable on Product Information shows that the original sample value is $0.817 > 0.000$. T-statistic $6.546 > 1.960$. P-values $0.000 < 0.05$. Lailu said H0 is rejected H1 is accepted. This suggests that the partnership is significant and productive.

This shows that the Customer Relationship variable has an effect on Product Information. Research published Vitra & Marissa, (2022) emphasizes that CRM is not just about information technology, but also the integration of customer-focused processes and functions. By managing detailed information about customers and their touchpoints, companies can maximize customer loyalty. Thus, effective Customer Relationship implementation not only helps in managing customer relationships but also plays an important role in providing quality and relevant product information.

Effect of Consumer Trust on Product Information

The variable Consumer Trust in Product Information shows that the original sample value is $0.354 > 0.000$. T-statistic $5.115 > 1.960$. P-values $0.000 < 0.05$. Then it is said that H0 is rejected H1 is accepted. This suggests that the partnership is significant and productive.

With the results of Consumer Trust showing a positive and significant relationship to Product Information. Another study found that consumer trust, along with product quality and consumer satisfaction, has a significant effect on consumer loyalty. This suggests that trust not only affects initial purchase decisions but also long-term customer retention.

Effect of Product Quality on Product Information

The Product Quality variable on Product Information shows that the original sample value is $0.036 > 0.000$. T-statistic $0.681 < 1.960$. P-values $0.496 > 0.05$. Then it is said that H0 is rejected H1 is accepted. This means there is a positive and insignificant relationship.

In research conducted by Vitra & Marissa, (2022), it was found that product quality has no positive and significant effect on purchasing decisions. This shows that even though the product has good quality, other factors such as brand image or brand image may play a greater role in influencing consumer purchasing decisions.

Purchase Interest to Product Information

In the Purchase Interest variable on Product Information, it shows that the original sample value is $0.053 > 0.000$. T-statistic $11.055 > 1.960$. P-values $0.108 > 0.05$. Then it is said that H0 is rejected H1 is accepted. This means that there is a positive and insignificant relationship.

In line with previous research, Himawan (2022) found that the quality of the material has no discernible and beneficial effect on user interest in the Shopee app. However, perceptions of risk and trust have a big impact on a customer's desire in making a purchase.

Therefore, companies need to manage Product Information without ignoring other factors in order to attract consumer buying interest so that the Company's sales value can stabilize and increase significantly.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The results of this study indicate that Labuan Cafe Consumer Purchase Interest in Brondong Lamongan District is influenced by various factors. Specifically, digital marketing and customer relationship have a significant and positive effect on buying interest. The number of consumers who show more buying interest in the company because Digital marketing and Customer Relationship are efficient and attractive.

Research findings show that the variables of Consumer Trust and Product Quality have a negligible and negative impact on Buying Interest in Labuan Cafe Brondong Lamongan District. Conversely, the variables Customer Relationship and Consumer Trust have a positive and significant impact on Product Information at Labuan Cafe, Brondong Lamongan District. It can be concluded that the company shows a lack of overall attention to Product Information at Labuan Cafe, Brondong Lamongan District. Customer Relationship and Consumer Trust variables are significantly and positively influenced by Product Information variables which can also function as mediators. This means that Product Information plays an important role in strengthening or explaining the relationship between these independent variables (Customer Relationship and Consumer Trust) with certain outcomes in the company. In other words, this positive and significant relationship indicates that an increase in Product Information can strengthen the effect of Customer Relationship and Consumer Trust on the company's Objectives.

Recommendations

Given the results of the conversation and the aforementioned conclusions, the following suggestions can be made: a). It is hoped that because many consumers show more buying interest in the company because digital marketing and customer relationships are efficient and attractive Labuan cafe can continue to develop this sector. b). Because the company shows a lack of overall attention to Product Information at Labuan Cafe, Brondong Laimongan District is expected to pay more attention to this sector. c). Because increasing Product Information can strengthen the effect of Customer Relationship and Consumer Trust in the company, it is hoped that Labuan cafe will continue to develop it.

For further researchers, it is hoped that they can develop this research by using other factors that can affect employee loyalty and work performance of the Lamongan Central Bureau of Statistics by increasing the sample size.

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