

ABSTRACT

In recent years, the coffee industry in Indonesia has experienced rapid growth. According to data from a euromonitor report, sales of ready-to-drink coffee from 2012-2023 in Indonesia have consistently increased. This increase can be partially attributed to the rising popularity of coffee shops, one of which is Kopi Janji Jiwa. Kopi Janji Jiwa stands out as one of the largest local coffee shops, exemplified by its wide reach, with over 900 outlets throughout Indonesia. However, according to the Top Brand Award, Kopi Janji Jiwa has not consistently ranked first, although it has always been in the top tier. In addition to this phenomenon, previous studies have shown inconsistency in the relationship between social media content and brand attitude. Motivated by these observations and research gaps, this study aims to investigate the relationship between social media content, interactivity, positive word of mouth, brand personality, and brand attitude among Kopi Janji Jiwa consumers in Central Java.

This study's conceptual framework was developed based on theories and previous research on social media content, interactivity, positive word of mouth, brand personality, and brand attitude. Data were collected through an online questionnaire with open-ended and closed-ended questions, recruiting 187 respondents who met the following criteria: they were Kopi Janji Jiwa consumers who knew Kopi Janji Jiwa on social media, had consumed Kopi Janji Jiwa products, and resided in Central Java. The questionnaire data were then analyzed quantitatively using the Structural Equation Modelling (SEM) method in the AMOS (Analysis of Moment Structures) 24 program.

This study successfully proved that positive word of mouth and brand personality strengthen the relationship between social media content and brand attitude, bringing positive and significant influence. Social media content has a positive and significant effect on interactivity, positive word of mouth, and brand personality. Positive word of mouth and brand personality have a positive and significant effect on brand attitude. However, there was a rejection of a negative and insignificant hypothesis, it is interactivity on brand attitude. The managerial implications that can be drawn from this study are to consider Kopi Janji Jiwa in relation to social media content management.

Keywords: *Social Media Content, Interactivity, Positive Word of Mouth, Brand Personality, Brand Attitude*