

## DAFTAR PUSTAKA

- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.1177/002224379703400304>
- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Procedia - Social and Behavioral Sciences*, 143, 822–826. <https://doi.org/10.1016/j.sbspro.2014.07.483>
- Ahmad, N. S., Musa, R., & Harun, M. H. M. (2016). The Impact of Social Media Content Marketing (SMCM) towards Brand Health. *Procedia Economics and Finance*, 37, 331–336. [https://doi.org/10.1016/S2212-5671\(16\)30133-2](https://doi.org/10.1016/S2212-5671(16)30133-2)
- Ahn, T., Hong, M., & Pedersen, P. M. (2014). Effects of perceived interactivity and web organization on user attitudes. *European Sport Management Quarterly*, 14(2), 111–128. <https://doi.org/10.1080/16184742.2014.880496>
- Ariel, Y., & Avidar, R. (2015). Information, Interactivity, and Social Media. *Atlantic Journal of Communication*, 23(1), 19–30. <https://doi.org/10.1080/15456870.2015.972404>
- Azoulay, A., & Kapferer, J.-N. (2003). Do brand personality scales really measure brand personality? *Journal of Brand Management*, 11(2), 143–155. <https://doi.org/10.1057/palgrave.bm.2540162>
- Ballantine, P. W., & Au Yeung, C. (2015). The effects of review valence in organic versus sponsored blog sites on perceived credibility, brand attitude, and behavioural intentions. *Marketing Intelligence & Planning*, 33(4), 508–521. <https://doi.org/10.1108/MIP-03-2014-0044>
- Bozkurt, S., Gligor, D. M., & Babin, B. J. (2021). The role of perceived firm social media interactivity in facilitating customer engagement behaviors. *European Journal of Marketing*, 55(4), 995–1022. <https://doi.org/10.1108/EJM-07-2019-0613>
- Busalim, A. H., & Hussin, A. R. C. (2016). Understanding social commerce: A systematic literature review and directions for further research. *International Journal of Information Management*, 36(6), 1075–1088. <https://doi.org/10.1016/j.ijinfomgt.2016.06.005>
- Carpentier, M., Van Hoye, G., & Weijters, B. (2019). Attracting applicants through the organization's social media page: Signaling employer brand personality. *Journal of Vocational Behavior*, 115, 103326. <https://doi.org/10.1016/j.jvb.2019.103326>
- Chaudhuri, A. (1999). The Effects of Brand Attitudes and Brand Loyalty on Brand Performance. *European Advances in Consumer Research*, 4.
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118–131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Chung, A. D. (2015). *Brand Personality Research on Twitter*. University of Texas.
- Confetto, M. G., & Siano, A. (2018). Social Media Content: A Management Framework. *International Journal of Business and Management*, 13(6), 84. <https://doi.org/10.5539/ijbm.v13n6p84>
- Daems, K., De Pelsmacker, P., & Moons, I. (2019). The effect of ad integration and interactivity on young teenagers' memory, brand attitude and personal data sharing. *Computers in Human Behavior*, 99, 245–259. <https://doi.org/10.1016/j.chb.2019.05.031>
- de Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83–91. <https://doi.org/10.1016/j.intmar.2012.01.003>
- Dixon, S. J. (2023). *Number of social media users worldwide from 2017 to 2027*. <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/#~:text=In%20fact%2C%20most%20of%20social,increasing%20usage%20of%20mobile%20devices>.
- Doosti, S., Jalilvand, M. R., Asadi, A., Khazaei Pool, J., & Mehrani Adl, P. (2016). Analyzing the influence of electronic word of mouth on visit intention: the mediating role of tourists' attitude and city image. *International Journal of Tourism Cities*, 2(2), 137–148. <https://doi.org/10.1108/IJTC-12-2015-0031>

- Dülek, B., & Saydan, R. (2019). The Impact of Social Media Advertisement Awareness on Brand Awareness, Brand Image, Brand Attitude and Brand Loyalty: A Research on University Students. *International Journal of Contemporary Economics and Administrative Sciences*, 9(2).
- Euromonitor. (2023). RTD Coffee in Indonesia.
- Fahmy, M. M., & Ghoneim, A. I. (2016). The Impact of Interactivity on Advertising Effectiveness of Corporate Websites: A Mediated Moderation Model. *International Journal of Marketing Studies*, 8(5), 41. <https://doi.org/10.5539/ijms.v8n5p41>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.
- Ferrandi, J.-M., & Valette-Florence, P. (2002). Premiers test et validation de la transposition d'une échelle de personnalité humaine aux marques. *Recherche et Applications En Marketing (French Edition)*, 17(3), 21–40. <https://doi.org/10.1177/076737010201700303>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand Management*, 23(2), 119–136. <https://doi.org/10.1057/bm.2016.4>
- Gligor, D., & Bozkurt, S. (2022). The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. *Journal of Product & Brand Management*, 31(1), 96–109. <https://doi.org/10.1108/JPBM-12-2019-2692>
- Govers, P. C. M., & Schoormans, J. P. L. (2005). Product personality and its influence on consumer preference. *Journal of Consumer Marketing*, 22(4), 189–197. <https://doi.org/10.1108/07363760510605308>
- Hair, J. F. (2010). *Multivariate Data Analysis (Seventh Edition)*. Pearson Prentice Hall.
- Hamouda, M., & Tabbane, R. S. (2013). Impact of Electronic Word of Mouth Evaluation on Purchase Intention. *International Journal of Online Marketing*, 3(2), 20–37. <https://doi.org/10.4018/ijom.2013040102>
- Harrison-Walker, L. J. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. *Journal of Service Research*, 4(1), 60–75. <https://doi.org/10.1177/109467050141006>
- Hashem E, A. R., Md Salleh, N. Z., Abdullah, M., Ali, A., Faisal, F., & Nor, R. M. (2023). Research trends, developments, and future perspectives in brand attitude: A bibliometric analysis utilizing the Scopus database (1944–2021). *Heliyon*, 9(1), e12765. <https://doi.org/10.1016/j.heliyon.2022.e12765>
- He, A.-Z., Cai, Y., Cai, L., & Zhang, Y. (2021). Conversation, storytelling, or consumer interaction and participation? The impact of brand-owned social media content marketing on consumers' brand perceptions and attitudes. *Journal of Research in Interactive Marketing*, 15(3), 419–440. <https://doi.org/10.1108/JRIM-08-2019-0128>
- Herold, K., Tarkiainen, A., & Sundqvist, S. (2016). How the source of word-of-mouth influences information processing in the formation of brand attitudes. *Journal of Marketing for Higher Education*, 26(1), 64–85. <https://doi.org/10.1080/08841241.2016.1146387>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*.
- Howard, P. N., & Parks, M. R. (2012). Social Media and Political Change: Capacity, Constraint, and Consequence. *Journal of Communication*, 62(2), 359–362. <https://doi.org/10.1111/j.1460-2466.2012.01626.x>
- Hussain, S., Li, Y., & Li, W. (2021). Influence of Platform Characteristics on Purchase Intention in Social Commerce: Mechanism of Psychological Contracts. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(1), 1–17. <https://doi.org/10.4067/S0718-18762021000100102>
- International Coffe Organization. (2021). *World coffee consumption*. World coffee consumption
- Kanagal, N. (2016). An Extended Model of Behavioural Process in Consumer Decision Making. *International Journal of Marketing Studies*, 8(4), 87. <https://doi.org/10.5539/ijms.v8n4p87>

- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Katadata. (2023). *Indonesia Jadi Produsen Kopi Terbesar Ketiga di Dunia pada 2022/2023*. <https://databoks.katadata.co.id/datapublish/2023/07/06/indonesia-jadi-produsen-kopi-terbesar-ketiga-di-dunia-pada-20222023>
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2–3), 139–155. <https://doi.org/10.1080/13527260902757530>
- Kent, M. L. (2010). Directions in Social Media for Professionals and Scholars. In *The SAGE Handbook of Public Relations* (2nd ed., Vol. 45).
- Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539–549. <https://doi.org/10.1016/j.bushor.2015.05.006>
- Kim, J., & Lee, K. H. (2019). Influence of integration on interactivity in social media luxury brand communities. *Journal of Business Research*, 99, 422–429. <https://doi.org/10.1016/j.jbusres.2017.10.001>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P. T., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). Pearson Education.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Lamp, C. W., Hair, J. F., & McDaniel, C. (2004). *Marketing* (7th ed.). Oxford University Press.
- Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146–168. <https://doi.org/10.1080/13527266.2015.1036100>
- Liu, G., Gao, P., Li, Y., & Zhang, Z. (2019a). Research on the Influence of Social Media Short Video Marketing on Consumer Brand Attitude. *Proceedings of the 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019)*. <https://doi.org/10.2991/icsshe-19.2019.192>
- Lee, H. J., & Kang, M. S. (2013). The effect of brand personality on brand relationship, attitude and purchase intention with a focus on brand community. *Academy of Marketing Studies Journal*, 17(2).
- Lien, C. H., & Cao, Y. (2014). Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in Human Behavior*, 41, 104–111. <https://doi.org/10.1016/j.chb.2014.08.013>
- Lin, L. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of Product & Brand Management*, 19(1), 4–17. <https://doi.org/10.1108/10610421011018347>
- Lin, S.-W., & Lo, L. Y.-S. (2016). Evoking online consumer impulse buying through virtual layout schemes. *Behaviour & Information Technology*, 35(1), 38–56. <https://doi.org/10.1080/0144929X.2015.1056546>
- Liu, G., Gao, P., Li, Y., & Zhang, Z. (2019). Research on the Influence of Social Media Short Video Marketing on Consumer Brand Attitude. *Proceedings of the 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019)*. <https://doi.org/10.2991/icsshe-19.2019.192>
- Lorenzo-Romero, C., Alarcón-del-Amo, M.-C., & Gómez-Borja, M.-Á. (2016). Analyzing the User Behavior toward Electronic Commerce Stimuli. *Frontiers in Behavioral Neuroscience*, 10. <https://doi.org/10.3389/fnbeh.2016.00224>

- Louis, D., & Lombart, C. (2010). Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of Product & Brand Management*, 19(2), 114–130. <https://doi.org/10.1108/10610421011033467>
- MajlesiRad, Z., & Haji pour Shoushtari, A. H. (2020). Analysis of the impact of social network sites and eWOM marketing, considering the reinforcing dimensions of the concept of luxury, on tendency toward luxury brand. *Future Business Journal*, 6(1), 19. <https://doi.org/10.1186/s43093-020-00025-w>
- Masiello, B., Bonetti, E., & Izzo, F. (2020). Multiple identities of a festival. *International Journal of Contemporary Hospitality Management*, 32(2), 749–768. <https://doi.org/10.1108/IJCHM-11-2018-0937>
- McMillan, S. J. (2005). The Researchers and the Concept. *Journal of Interactive Advertising*, 5(2), 1–4. <https://doi.org/10.1080/15252019.2005.10722096>
- McMillan, S. J. (2006). Exploring models of interactivity from multiple research traditions: Users, documents, and systems. In *The handbook of new media* (pp. 205–229). Sage Publications Ltd.
- Mehrabian, A., & Russell, J. A. (1980). *An Approach to Environmental Psychology*. The MIT Press.
- Mitchell, A. A., & Olson, J. C. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18(3), 318. <https://doi.org/10.2307/3150973>
- Molinari, L. K., Abratt, R., & Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. *Journal of Services Marketing*, 22(5), 363–373. <https://doi.org/10.1108/08876040810889139>
- Oke, A. O., Kamolshotiros, P., Popoola, O. Y., Ajagbe, M. A., & Olujobi, O. J. (2015). Consumer Behavior towards Decision Making and Loyalty to Particular Brands. *International Review of Management and Marketing*, 6.
- Parks, J. C. (2018). *Identification of Brand Personality Attributes of Southern Lifestyle Brands and its Impact on Perceived Quality, Brand Attitude, and Purchase Intention*. University of Alabama Libraries.
- Peco-Torres, F., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2021). Brand personality in cultural tourism through social media. *Tourism Review*, 76(1), 164–183. <https://doi.org/10.1108/TR-02-2019-0050>
- Poturak, M., & Softić, S. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43. <https://doi.org/10.17015/ejbe.2019.023.02>
- Pradhan, D., Duraipandian, I., & Sethi, D. (2016). Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), 456–473. <https://doi.org/10.1080/13527266.2014.914561>
- Preece, J. (2001). Sociability and usability in online communities: Determining and measuring success. *Behaviour & Information Technology*, 20(5), 347–356. <https://doi.org/10.1080/01449290110084683>
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377–387. <https://doi.org/10.1002/csr.1689>
- Rup, B. K., Gochhayat, J., & Samanta, S. (2021). Revisiting Brand Personality Attributes. *International Journal of Asian Business and Information Management*, 12(2), 124–136. <https://doi.org/10.4018/IJABIM.20210401.0a8>
- Sander, F., Föhl, U., Walter, N., & Demmer, V. (2021). Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. *Journal of Brand Management*, 28(4), 429–445. <https://doi.org/10.1057/s41262-021-00236-8>

- Santos Corrada, M., Flecha, J. A., & Lopez, E. (2020). The gratifications in the experience of the use of social media and its impact on the purchase and repurchase of products and services. *European Business Review*, 32(2), 297–315. <https://doi.org/10.1108/EBR-12-2017-0236>
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th Edition). Wiley & Sons Ltd
- Seller, M. L., & Laurindo, F. J. B. (2018). Comunidade de marca ou boca a boca eletrônico: qual o objetivo da presença de empresas em mídias sociais? *Gestão & Produção*, 25(1), 191–203. <https://doi.org/10.1590/0104-530x2244-16>
- Seo, E. J., Park, J.-W., & Choi, Y. J. (2020). The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media. *Sustainability*, 12(4), 1691. <https://doi.org/10.3390/su12041691>
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store environment and consumer purchase behavior: Mediating role of consumer emotions. *Psychology and Marketing*, 14(4), 361–378. [https://doi.org/10.1002/\(SICI\)1520-6793\(199707\)14:4<361::AID-MAR4>3.0.CO;2-7](https://doi.org/10.1002/(SICI)1520-6793(199707)14:4<361::AID-MAR4>3.0.CO;2-7)
- Silaen, S. (2018). *Metodologi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis*. In Media.
- Simiyu, G., Bonuke, R., & Komen, J. (2020). Social media and students' behavioral intentions to enroll in postgraduate studies in Kenya: a moderated mediation model of brand personality and attitude. *Journal of Marketing for Higher Education*, 30(1), 66–86. <https://doi.org/10.1080/08841241.2019.1678549>
- Sivadas, E., & Jindal, R. P. (2017). Alternative measures of satisfaction and word of mouth. *Journal of Services Marketing*, 31(2), 119–130. <https://doi.org/10.1108/JSM-09-2015-0282>
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Teng, S., Wei Khong, K., Wei Goh, W., & Yee Loong Chong, A. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, 38(6), 746–768. <https://doi.org/10.1108/OIR-04-2014-0089>
- Top Brand Award. (2022). *Bagaimana Penilaian Bagi Merek Dalam Survei Top Brand?*
- van Tonder, E., Petzer, D. J., van Vuuren, N., & De Beer, L. T. (2018). Perceived value, relationship quality and positive WOM intention in banking. *International Journal of Bank Marketing*, 36(7), 1347–1366. <https://doi.org/10.1108/IJBM-08-2017-0171>
- Vashisht, D., & Chauhan, A. (2017). Effect of game-interactivity and congruence on presence and brand attitude. *Marketing Intelligence & Planning*, 35(6), 789–804. <https://doi.org/10.1108/MIP-01-2017-0018>
- Vázquez-Casielles, R., Suárez-Álvarez, L., & del Río-Lanza, A.-B. (2013). The Word of Mouth Dynamic: How Positive (and Negative) WOM Drives Purchase Probability. *Journal of Advertising Research*, 53(1), 43–60. <https://doi.org/10.2501/JAR-53-1-043-060>
- We Are Social. (2023). *Digital 2023 Global Overview Report v01*.
- Xu, X., Yao, Z., & Sun, Q. (2019). Social media environments effect on perceived interactivity. *Online Information Review*, 43(2), 239–255. <https://doi.org/10.1108/OIR-12-2016-0344>
- Yu, C. Z., Chan, T. J., & Asnira Zolkepli, I. (2023). Bridging social media content and re-purchasing behavior: The mediation role of interactivity and e-WOM. *International Journal of Data and Network Science*, 7(1), 251–264. <https://doi.org/10.5267/j.ijdns.2022.10.008>
- Zhang, C. B., & Lin, Y. H. (2015). Exploring interactive communication using social media. *The Service Industries Journal*, 35(11–12), 670–693. <https://doi.org/10.1080/02642069.2015.1064396>
- Zhao, L., & Lu, Y. (2012). Enhancing perceived interactivity through network externalities: An empirical study on micro-blogging service satisfaction and continuance intention. *Decision Support Systems*, 53(4), 825–834. <https://doi.org/10.1016/j.dss.2012.05.019>