

REFERENCES

- Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Social Media Marketing Communication and Consumer-Based Brand Equity: An Account of Automotive Brands in Malaysia. *Malaysian Journal of Communication*, 34, 1-19. DOI: 10.17576/JKMJC-2018-3401-01.
- Adiningsih, S. & Widiyanti, M. (2018). The Risk of Malnutrition on CD4+ People With HIV/AIDS Undergoing Antiretroviral Therapy in Mimika. *Brawijaya Medical Journal*, 30(1).
- Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, 66(7), 904–909. DOI:10.1016/j.jbusres.2011.12.009
- Ali, A., & Nanda, F. (2009). Performance of broiler ducks (Lokal X Peking) in the starter phase at different levels of cage density in Laboijaya village, Kampar district. *Animal Journal*, 6(1), 29-35.
- Arif, I., Aslam, W., & Siddiqui, H. (2020) Influence of brand related user-generated content through Facebook on consumer behaviour: a stimulus-organism-response framework, *Int. J. Electronic Business*, 15(2), 109–132.
- Arifani, V., & Haryanto, H. (2018). Purchase intention: implementation theory of planned behavior (Study on reusable shopping bags in Solo City, Indonesia). *IOP Conference Series: Earth and Environmental Science*. DOI: 200. 012019. 10.1088/1755-1315/200/1/012019.
- Astuti, B., & Setiyadi, O. B. (2017). Response of the Millennial Generation to Brand Communications on the Brand Equity of Social Media, *Review Integrative Business & Economics Research*, 6(1).
- Aurinawati, D. (2019). Analisis Aktivitas Pemasaran Media Sosial Terhadap Respon Konsumen (Studi Kasus Homestay Kelas Menengah di Daerah Istimewa Yogyakarta). *Universitas Islam Indonesia*. <https://dspace.uui.ac.id/handle/123456789/14488>
- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1). DOI:10.5539/ijms.v7n1p126
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770-790. <https://doi.org/10.1108/0140917121255948>
- Chen, A., Lu, Y., & Wang, B. (2017). Customers' purchase decision-making process in social commerce: A social learning perspective. *International Journal of Information Management*, 37(6), 627-638. DOI: 10.1016/j.ijinfomgt.2017.05.001

- Contreras, F., & Ramos, M. (2016). *What is Marketing? A Study on Marketing Managers' Perception of the Definition of Marketing*.
- Dablin, C., & Lima, N. A. (2018). Brand passion and its implication on consumer behaviour. *International Journal of Business Forecasting and Marketing Intelligence*, 4(30). DOI: 10.1504/IJBFMI.2018.088627.
- Damayanti, E., & Pamungkas, I. N. A. (2018). *Digital Marketing Content Through Warteg Hipster Instagram As Efforts To Build Brand Awareness Digital Marketing Content Through Warteg Hipster Instagram As Efforts To Build Brand Awareness*, 5(1), 1333-1340.
- Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2018). Does brand experience translate into brand commitment? A mediated-moderation model of brand passion and perceived brand ethicality. *Journal of Business Research*. DOI: 10.1016/j.jbusres.2018.05.026
- Derani, N. E. S., & Naidu, P. (2016). The Impact of Utilizing Social Media as a Communication Platform during a Crisis within the Oil Industry. *Procedia Economics and Finance*, 35, 650-658. DOI: 10.1016/s2212-5671(16)00080-0
- Dewi, A. C., Syah, T. Y., & Kusumapradja, R. (2020). The Impact of Social Media Brand Communication and Word-of-Mouth Over Brand Image and Brand Equity. *Journal of Multidisciplinary Academic*, 4(5).
- Djakeli, A., & Tshumburidze, T. (2012). Brand awareness matrix in political marketing area. *Journal of Business*, 1(1), 25-28.
- Do Valle P. O., Rebelo E., Reis E., and Menezes J. (2005). Combining behavioral theories to predict recycling involvement. *Journal of Environment and Behaviour*. 37, 364-396.
- Edosomwan, S., Prakasan, S., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and Entrepreneurship*. 16, 79-91.
- Firman. (2018). Analisis Data dalam Penelitian Kualitatif. *Researchgate*.
- Ghorbanzadeh, D., Saeednia, H., & Rahehagh, A. (2020). Antecedents and Consequences of Brand Passion among Young Smartphone Consumers: Evidence of Iran. *Cogent Business & Management*. DOI: 10.1080/23311975.2020.1712766
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*.
- Gilal, F. G., Naeem, G. G., Rukhsana, G. G., & Gon, Z., Waseem, G. G., & Tunio, M. N. (2021). The Ties That Bind: Do Brand Attachment and Brand Passion Translate into Consumer Purchase Intention? *Central European Management Journal*, 29, 14-38. DOI: 10.7206/cemj.2658-0845.39.
- Gilal, N. G., Zhang, J., & Gilal, F. G. (2018). Linking product design to consumer behavior: the mode- rating role of the consumption experience. *Psychology Research and Behavior Management*, 11, 169-185. <https://doi.org/10.2147/PRBM.S161384>.

- Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*, 96, 196-206. <https://doi.org/10.1016/j.chb.2019.01.026>
- Goyal, R. (2014). *A Study on Purchase Intentions of Consumers towards Selected Luxury Fashion Products with special reference to Pune Region*. Master Thesis, D. Y. Patil University, Business Management, Navi Mumbai.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. America: SAGE Publication, Inc
- Haryono, S. (2016). *Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS*. Jakarta. PT. Intermedia Personalia Utama. <https://doi.org/10.1017/CBO9781107415324.004>.
- Hermaren, V., & Achyar, A. (2018). The effect of firm created content and user generated content evaluation on customer-based brand equity. *Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 2, 86-100. DOI: 10.31842/jurnal-inobis.v2i1.63.
- Hossain, J., Shanta, S. E., & Alim, A. (2021). *The Robustness of Brand Passion and Brand Loyalty in Social Media and Consumers' Luxury Brands Purchase Intention*.
- Hsiao, S., & Yichuan, W. (2015). The Effect of Social Factors on User-Generated Content Productivity. *Proceeding of Twenty-First Americas Conference on Information Systems (AMCIS)*. <https://ssrn.com/abstract=2603376>
- Hsu, L. C. (2019). Building Brand-Fan Relationships in Social Commerce Contexts: Mediators of Online Brand Relationships. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2). DOI: 10.4067/s0718-18762019000200109
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27-41. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Jobber, D. & Chadwick, F. E. (2013). *Principles and Practice of Marketing*, McGraw-Hill Higher Education, London.
- Kaldeen, M. (2020). *Impact of Firm-Created and User-Generated Social Media Communication on Brand Association*, 4, 1-7.
- Karman, M. A. (2015). The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia. *iBuss Management*, 3(2), 77-88.
- Kerin, R., Hartley, S., & Rudelius, W. (2013). *Marketing*. Boston, MA: McGraw Hill.
- Khadim, R. A., Younis, M., Mahmood, A., & Khalid, R. (2015). Firm-Created Social Media Communication and Consumer Brand Perceptions. *International Journal of Marketing and Technology*, 2, 91-105.

- Khair, T., & Ma'aruf, M. (2020). Pengaruh Strategi Komunikasi Media Social Instagram Terhadap Brand Equity, Brand Attitude dan Purchase Intention Pada Produk UKM (Survei Pada Follower Madre). *Jurnal Manajemen Komunikasi*, 4(2), 1-18.
- Khajuria, I., & Mahajan, R. (2017). *A Study of User-Generated Content on Social Networking Sites and its Impact on Consumer-Based Brand Equity Constructs*.
- Khalid, R. (2016). Firm-created social media communication & consumer brand perceptions. *Proceedings of Academics World 18 International Conference*. DOI: 978-81-925751-1-7
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. DOI: 10.1016/j.jbusres.2011.10.014
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta, *Jurnal Ilmu Administrasi dan Organisasi*, 28(1) DOI: 10.20476/jbb.v28i1.1290
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Kumar, A., Bezwada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. *Journal of Marketing*, 80(1), 7-25. DOI: 10.1509/jm.14.0249
- Maemunah, S., & Susanto, P. (2020). The Effect of Attitude and Purchasing of Millennials Consumers Towards Brand Love in Sports Wear Brands. *International Journal on Advanced Science Engineering and Information Technology*, 29. 515-523.
- Malhotra, N. K., & Dash, S. (2016). *Marketing Research an Applied Orientation*. (7th ed.). Chennai: Pearson India Education Services.
- McKinsey. (2016). *Digital Globalization: The New Era of Global Flows*. McKinsey & Company
- Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2019). Research in marketing strategy. *Journal of the Academy of Marketing Science*, 47(1), 4-29.
- Mukherjee, K. (2019). *Social media marketing and customers' passion for brands*. *Marketing Intelligence and Planning*, 38(4), 509–522. <https://doi.org/10.1108/MIP-10-2018-0440>
- N. Albert and D. Merunka. (2013). The role of brand love in consumer-brand relationships, *Journal of Consumer Marketing*, 30(3), 258-266.
- Navabi, R. T. (2012). *Bandura's Social Learning Theory & Social Cognitive Learning Theory*
- Navithasulthana, A., & Shanmugam, V. (2020). Influence Of Electronic Word Of Mouth eWOM On Purchase Intention. *International Journal Of Scientific & Technology Research*, 8(10).

- Negoro, A., & Alif, M. G. (2020). *Impact of Firm-Created Content and User-Generated Content on Consumer Perception in Grab-and-Go Coffee Brands*. DOI: 10.2991/aebmr.k.201222.003.
- OECD. (2007), Annual Report, *Organisation for Economic Co-operation and Development*. <https://www.oecd.org/newsroom/38528123.pdf>
- Padepe, Hara, A. M., & Novriyenni. (2018). *Design of an Expert System for Diagnosing Oil Palm Plant Diseases Using the Bayes Method Case Study*.
- Paquette, H. (2013). Social Media as a Marketing Tool: A Literature Review. *Major Papers by Master of Science Students*, 2. http://digitalcommons.uri.edu/tmd_major_papers/2
- Permana, Y. J. (2019). The Effect of Sharia Marketing Mix And Service Quality On Customer Satisfaction At Yellow Black Coffee Bandung. *Indonesian education university*.
- Poturak, M., & SOFTIĆ, Sumeja. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12. 17-43. DOI: 10.17015/ejbe.2019.023.02.
- Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2018). Do firms still need to be social? Firm generated content in social media. *Information Technology & People*.
- Pourazad, N., Stocchi, L., & Pare, V. (2019). The power of brand passion in sports apparel brands. *Journal of Product and Brand Management*, 29(5), 547–568. <https://doi.org/10.1108/JPBM-12-2018-2164>
- Puspitasari, N. B., Nugroho, W. P. S., Amyhorsea, D. N., & Aries, S. (2018). Consumer's Buying Decision -Making Process in E-Commerce. *The 2nd International Conference on Energy, Environmental and Information System*, 31, 1-6. <https://doi.org/10.1051/e3sconf/20183111003>
- Rafsandjani, R. F. (2018). Analyzing the Effect of Trust and Perceived Value on Purchase Intention. *Management and Economics Journal*, 2(1), 71-84.
- Rahmadini, Y., & Halim, R. E. (2018). The Influence of Social Media Towards Emotions, Brand Relationship Quality, and Word of Mouth (WOM) on Concert's Attendees in Indonesia. *MATEC Web of Conferences*. DOI: 10.1051/matecconf/20181500505
- Raykov, T., & Marcoulides, G. (2006). *A first course in structural equation modeling*, 2nd edition. In New Jersey: Lawrence Erlbaum Associates, Inc.
- Rejeki, D. S. (2018). Anteseden Perceived Risk Pada Purchase Intention. *Jurnal Manajemen dan Pemasaran Jasa*, 11(1), 145-160. DOI: 10.25105/jmpj.v1i1.2570.
- Salem, S. F., Chaichi, K., Musah, A., & Tarofder, A. K. (2019). Brand Love Impact on the Social Media and Stages of Brand Loyalty. *Polish Journal of Management Studies*, 20. 382-393. DOI: 10.17512/pjms.2019.20.1.33.
- Sarkar, A., & Ponnam, A. (2012), Understanding and measuring romantic brand love, *Journal of Customer Behaviour*, 11(4), 325-348.

- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *MPR-Online*, 23–74.
- Schivinski, B., & Dabrowski, D. (2014). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214. DOI:10.1080/13527266.2013.871323
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31-53. <https://doi.org/10.1108/JRIM-02-2014-0007>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22. DOI: 10.1080/13527266.2013.871323.
- Sekaran, & Bougie. (2016). *Research Methods for Business: A skill Building Approach* (7th. Ed.). New York: John Wiley
- Seong-Gon, K. (2020). The Marketing Model Applying the Concepts of Educational Psychology in the Private Educational Service Sector. *유통과학연구*, 18(11), 15–22. <https://doi.org/10.15722/JDS.18.11.202011.15>
- Severi, E., Ling, K. C., & Nasermoadeli, A. (2014). The Impacts of Electronic Word of Mouth on Brand Equity in The Context of Social Media. *International Journal of Business and Management*, 84-96.
- Shibin Z., Chuhan Z., & Yanran L. (2020). Consumer Purchasing Intentions and Marketing Segmentation of Remanufactured New-Energy Auto Parts in China. *Mathematical Problems in Engineering*. <https://doi.org/10.1155/2020/5647383>
- Smith, A.N., Fischer, E. and Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter. *Journal of Interactive Marketing*, 26(2), 102-113.
- Soewandi, M. (2015). The Impact of Social Media Communication Forms on Brand Equity Dimensions and Consumer Purchase Intention. *iBuss Management*, 3(2).
- Statista. (2021). Indonesia: coffee shop outlets by brand 2020. <https://www.statista.com/statistics/1034500/indonesia-coffee-shop-outlets-number-by-brand/>.
- Susilo, A. A., Margaretha, S., Honantha, C.R. (2016). The Effect of Social Media Brand Communication on Consumer Based Equity of Indomie in Surabaya. *Journal of Management and Business*, 15(1).
- Suyono A.G., Sukmawati S., & Pramono. (2012). *Considerations in Buying Goods and Services Products*.
- Turri, A. M., Smith, K. H., & Kemp, E. (2013). Developing affective brand commitment through social media, *Journal of Electronic Commerce Research*, 14(3), 201-214.
- Vanden Bergh, B. G., Lee, M., Quilliam, E. T., & Hove, T. (2011). The multidimensional nature and brand impact of user-generated ad parodies

- in social media. *International Journal of Advertising*, 30(1), 103-131.
<https://doi.org/10.2501/IJA-30-1-103-131>
- Vinh, T. T., Phuong, T. T. K., Nga, V. T. Q., & Nguyen, N. P. (2019). The effect of social media communication on brand equity through Facebook: evidence from CGV Cinemas, Vietnam. *International Journal of Electronic Customer Relationship Management*, 12(2), 143. DOI: 10.1504/ijecrm.2019.104021
- Wandebori, H., & Wijaya, V. (2017). Consumers' Purchase Intention: Influencing Factors Unveiled at Korean Thematic Café (Case Study: Chingu Café). *Jurnal Bisnis dan Manajemen*, 18, 73-82. DOI: 10.24198/jbm.v18i2.52.
- Wardhana, & Terah. (2020). *The Indonesian Journal of Development Planning*, 4(2).
- Widyastuti, S. (2017). *Integrated Marketing Communication Management*. South Jakarta: FEB-UP Press
- Wilkie, W. L., & Moore, E. S. (2012). Expanding our understanding of marketing in society. *Journal of the Academy of Marketing Science*, 40(1), 53-73.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research: A Administration and Management*, 15(2), 2249-4588.