



THE EFFECT OF DIGITAL ADVERTISEMENT AND EWOM ON PURCHASE INTENTION MEDIATED BY BRAND IMAGE OF ICE MILK ICED COFFEE (STUDY ON STOCK ICED COFFEE BRAND IN DENPASAR CITY)

Dimas Panji Adhi Kumoro 

Economic and Business Faculty of Udayana University (Unud), Bali, Indonesia
dimas.panji.adhi@gmail.com

I Gusti Ayu Ketut Giantari

Economic and Business Faculty of Udayana University (Unud), Bali, Indonesia

Abstract

The purpose of this study is to explain the application of AIDA model (Attract, Interest, Desire, Action) theory in an advertisement through social media. This study examines the role of brand image in mediating the effect of E-WOM and digital advertisement on purchase intention. Using non-probability sampling method, the research sample of 100 respondents who are active users of social media in Denpasar was selected. Data were analyzed using Partial Least Square (PLS). The results of the analysis show that the role of brand image in mediating the effect of E-WOM and digital advertisement has a positive and significant effect on purchase intention.

Keywords: AIDA, brand image, E-WOM, digital advertisement, purchase intention, social media

INTRODUCTION

According to the International Coffee Organization (ICO) Indonesia is the fourth largest coffee producer in the world, after Brazil, Vietnam and Colombia; and also has the 7th largest coffee consumption in the world. The growth of coffee shops started by the increased in coffee consumption from large companies, namely Starbucks, which began to enter Indonesia and opened its first outlet in Plaza Indonesia on May 17, 2002 (CNN Indonesia). ICO (2015) shows



that the growth of coffee drinkers in Indonesia is growing rapidly into 8 percents, more than the world growth that is only 6 percents.

The survey results from Teknopreneur magazine in 2017 show that as much as 262 million Indonesians, 143.26 million have used the internet and of course will increase in the following years. Based on the age the internet users still dominated by ages 13-18 (75.50%), 19-34 (74.23%). Meanwhile, a survey on digital ad shopping according to Statista, World Advertisement Research Centre (WARC) 2020 has started to increase, in less than five years, ad spending has almost doubled, from \$156 billion in 2015 to \$299 billion in 2019. This means that digital advertisement is currently becoming the most important thing considered for a marketer.

Lien et al (2015) stated in their research that brand image did not have a positive and significant effect on purchase intention. It is inversely proportional to Sinatrya's (2015) research, which explains that advertisement and brand image simultaneously or together have a positive and significant effect on consumer purchase intentions. Saputra (2018), found that advertisement and brand image affect consumer purchase intentions who will choose Honda motorcycle products. Furthermore, research on the role of brand image was also researched by Fransiska (2018), in this study it was found that the attractiveness of advertisement had a positive effect on brand image. This means that high advertisement attractiveness can improve brand image, the higher brand image, can increase purchase intention. However, these two studies have not focused on digital advertisement, digital advertisement is an advertisement that is broadcast through digital media in the form of images, text or videos.

The purpose of this study is to explain the effect of digital advertisement on brand image, the effect of E-WOM on brand image, the effect of digital advertisement on purchase intention, the effect of E-WOM on purchase intention, the effect of brand image on purchase intention, the role of brand image as mediating influence Digital advertisement on purchase intention, the role of brand image mediating the influence of E-WOM on purchase intention.

AISAS Model

The AISAS concept includes five dimensions viz. attention, interest, search, action, and share. Initially, the AISAS model is a development of the AIDA model (attention, interest, desire, and action) which is an information message that requires a message to get attention, be interesting, attract intentions, and take action (Kotler and Keller, 2016; 585). An advertiser must be aware of the message presented by the AISAS theory. Attention mean that messages or advertisements must attract the attention of target consumers, therefore it require assistance such as size (for print media or air time duration / broadcast duration in broadcast media), color used, layout, fonts, and various sounds for video ads in the hope that consumer attention will be obtained. Interest,

happened after the attention has been obtained, consumers must be interested in following the messages conveyed. Search related to when consumers will try to find other information that supports their interests. Nowadays, with the existence of an information search engine like Google, consumers will easily get information from other people about the desired product. Action including the process of direct interaction between consumers and sellers or sales channels, there are transactions, the process of sending goods, consumption, to after sales. Share happened after consumers experience all of these interaction experiences, they will not hesitate to share their experiences with others via email, chat, blogs, mailers, online forums, social media, and others so the previously good or bad experiences will be spread to others.

Digital Advertisement

Digital or online advertisement is divided into several forms, including video advertisement, sponsorship, direct advertisement, self service advertisement, and contextual advertisement. According to Kotler and Armstrong (2016), one of the advantages of online advertisement promotion is because currently the internet is a large medium so that it can reach the desired target consumers, the majority of which require a short time to create advertisements on the web, costs are relatively cheap, ad exposure depends at the cost and reach that the advertiser wants. Ads created by advertisers via Facebook or Instagram are created through Facebook Ads Manager. However, the content that is disseminated or published should attract attention, invite people's interest, generate a desire to own the product or service and make people react immediately to buy the product.

In this study, digital advertisement refers to the AIDA theory from Kotler and Keller (2016), the advantage of digital advertisement is that it can be in the form of an image, text or video that can be distributed quickly by targeting users with certain criteria that marketers want. The research indicators used are attention, interest, desire, action.

E-WOM

Electronic word of mouth has advantages compared to traditional word of mouth, one of which can be spread more easily because one does not have to face other people since it is through digital media. In addition, most textual information displayed on the Internet will all be recorded and it available for an indefinite period of time or longer (Thureu, 2004). In his research, Thureu (2004) reflected on the Electronic Word of Mouth into 8 dimensions, namely.

1. Platform Assistance. Thureu (2004) operates E-WOM behavior in 2 ways, namely the frequency of consumer visits on opinion platforms and the number of comments made on opinion platforms.

2. Venting Negative Feeling. This activity is usually found in negative E-WOM when a consumer who is not satisfied with a product will share their dissatisfied experience on the Internet. These consumers will share their dissatisfied information by publishing comments online about the product. This information will spread to other people who have not consumed the product so that it becomes a loss for the company.
3. Concern for Other Consumers. A sincere desire to help others to decide on the purchase of a product or service.
4. Extraversion / Positives Self-Enhancement. The psychological motive of E-WOM which seeks to have a positive effect and also has a desire for self-improvement.
5. Social Benefits. Getting attention in the social media space is a reason for someone to do E-WOM. This person wants their presence to be accepted when in a social media space which will also provide certain social benefits.
6. Economic Incentive. Economic benefits have been designated as one of the motivating behaviors of humans and one of the rewards of human endeavor itself. Economic benefits that attract someone to promote a product.
7. Helping the Company. Satisfaction from consumers who have consumed a product, which then sincerely helps the company to refer the product to others, is considered successful in the eyes of other consumers because the positive information is disseminated at the same time can help the company.
8. Seeking Advice. In the context of a web opinion-platform based, an online article reader who has read and seen a review of a product that has been previously consumed by someone, the reader who reads the review is also interested in commenting on the product in the same column. So that the chat will make other readers interested, even though they don't directly share reviews of the product.

This study seeks to take a common ground from several previous studies to find the effect of the E-WOM dimension on the factors forming brand image. Researchers also use dimensions from the journal Jalilvand (2012) which found that E-WOM is one of the most effective factors to influence brand image and purchase intention of a brand. Jalilvand indicates E-WOM through 6 statement items to find out the motives of someone who has read or been exposed to E-WOM, namely: I often read reviews of other consumer products online to find out what products / brands make a good impression on others, I often read reviews of other products or brands to make sure that I am buying the right product or brand, I often consult other consumer online product reviews to help me choose the right product or brand, I often collect information from online consumer product reviews before I buy a particular product or brand, If I don't read consumer online product reviews when I buy a product or brand, I am

worried about my decision, when I buy a product or brand, consumer online product reviews make me confident in buying it.

Purchase Intention

One form of consumer behavior is the intention or desire to buy a product or service. According to Kotler and Keller (2016) consumer purchase intention is a consumer behavior, consumers have a desire to buy or buy products based on their experience in choosing, using or even wanting a product. In this study, the indicators of purchase intention according to Ferdinand (2014) are transactional intention (person's tendency to buy products), referential intention (the tendency for someone to refer products to others), preferential intention (the behavior of someone who has a main preferential to the product, and explorative intention, (the behavior of looking for information about an intended product and looking for other positive information that supports the product).

Brand Image

Brand image is a person perception formed by the set of associations of a brand. The better a person's perception of a brand means that the product brand image is successfully built in the consumers' minds. In this study, the indicators of brand image in this study according to Dipa (2015) were stated as follows: professional impression (products or services have a professional impression or the impression of having expertise in their field), modern impression (products or services have a modern impression or have technology that is always up to date with the times), serving all segments (products or services are able to serve all existing segments, not only serving special segments).

Based on the descriptions in the literature review, tracing the results of previous studies, and the framework that has been presented, the following is a conceptual model framework built for this research.

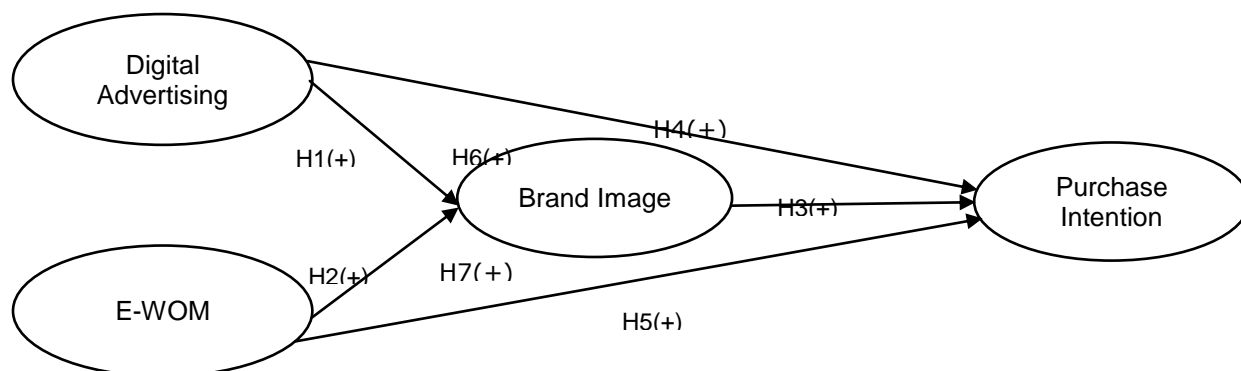


Figure 1. Conceptual Framework

Source: Saputra (2018), Fransiska (2018), Hennig-Thureu *et al* (2004)

RESEARCH METHODOLOGY

The populations in this study are all residents who live in Denpasar and its surroundings who actively use Facebook and Instagram and have an interest in the Stock Milk Iced Coffee product. Sample taken with convenient sampling method with some criteria such as someone who have never bought the Stock Iced Coffee product and intend to try milk iced coffee, based on age of active users or based on insights obtained on the respective social media accounts.

A good sample size to use in research with SEM analysis is 5–10 × the number of parameters estimated. The number of parameters used in this study was 16, so this criterion resulted in a range $(5–10) \times 16 = 80-160$. According to Sarwono (2016: 7) PLS SEM can use a small sample size (less than 100) unlike covariance-based SEM which requires this research to use a large sample size. Based on the description above, a sample of 100 responses was determined. In addition, according to Sarwono (2016: 7), a sample size of 100 people has met the criteria for the PLS SEM sample.

Data were collected using an instrument in the form of a questionnaire via google form which is distributed online. Before being used, the questionnaire was tested for validity and reliability. The test results show the data as in Tables 1 and 2. Furthermore, the data were analyzed using descriptive statistical analysis to describe the profile of respondents and respondents' opinions on all research variables, as well as inferential statistical analysis in the form of SEM with the PLS approach to test the hypothesis.

Table 1. Research Indicators

Variables	Indicators	References
Digital Advertising (X1)	Attention	Kotler and Keller (2016).
	Interest	
	Desired	
	Action	
E-WOM (X2)	Often read reviews of other consumer products to find out what products / brands leave a good impression on others	Thureau <i>et al.</i> (2004).
	Read product reviews to make sure I'm buying the right product	
	Frequently consult online consumer product reviews before choosing the right product / brand	
	I often gather information from online consumer product reviews before buying a particular product / brand.	
	If you don't read online product reviews for consumers when buying their / their products, worry about personal decisions.	
Purchase Intention (Y1)	Transactional Intention	Ferdinand(2014: 129)
	Referential Intention	
	Preferential Intention	
	Explorative Intention	
Brand Image (M1)	Professional Impression	Dipa (2014)
	Moderen Impression	
	Serving all segment	

RESULTS AND DISCUSSION

An instrument is said to be valid if the correlation between the factor score and the total score is positive and the value is greater than 0.30 ($r > 0.3$). The results of the validity test can be shown in table 2. It can be seen that All of the instruments in this research are confirmed valid and suitable for further test.

Table 2. Validity Instrument Test Result

No.	Variables	Item Qty	Total Item Correlation	Remark
1.	Digital Advertisement (X_1)	$X_{1,1}$	0,761	Valid
		$X_{1,2}$	0,898	Valid
		$X_{1,3}$	0,878	Valid
		$X_{1,4}$	0,854	Valid
2.	E-WOM(X_2)	$X_{2,1}$	0,738	Valid
		$X_{2,2}$	0,716	Valid
		$X_{2,3}$	0,891	Valid
		$X_{2,4}$	0,908	Valid
		$X_{2,5}$	0,860	Valid
		$X_{2,6}$	0,816	Valid
3	Brand Image (M)	M_1	0,918	Valid
		M_2	0,900	Valid
		M_3	0,926	Valid
4.	Purchase Intention (Y_1)	Y_1	0,873	Valid
		Y_2	0,640	Valid
		Y_3	0,852	Valid
		Y_4	0,775	Valid

Reliability test is a tool used to determine the accuracy of the questionnaire answers at different periods. The results of the test of reliability are presented in Table 3. Based on the Table 3, it is stated that all of the instruments in this research are reliable and suitable for further test.

Table 3. Reliability Test Result

No.	Variables	Cronbach's Alpha	Information
1	Digital Advertisement (X_1)	0,870	Reliable
2	E-WOM (X_2)	0,905	Reliable
3	Brand Image (M)	0,884	Reliable
4	Purchase Intention (Y_1)	0,797	Reliable

The profile of respondents in this study is described by presenting demographic variables. In detail, the profiles of respondents are presented in Table 4.

Table 4. Respondents' Profile

No	Characteristic	Categories		Qty (people)	Percentage (%)
1	Gender	A	Male	48	48,0
		B	Female	52	52,0
Quantity				100	100
2	Age (years)	A	18 - 24	12	12,0
		B	25 - 34	81	81,0
		C	35 - 44	5	5,0
		D	> 45	2	2,0
Quantity				100	100

The summary in Table 4 shows that the sample is dominated by respondents from Denpasar. Meanwhile, in terms of age, it is dominated by respondents aged 25 to 34 years, this means that this age group is often exposed to digital advertisement on social media. Based on gender, respondents were dominated by women but not too significant, namely as much as 52 percent. This means that both men and women are active on social media.

Descriptive analysis was conducted to determine the characteristics and responses of respondents to each statement. All variables are described using the average value and are presented in table 5.

Table 5. Response Description

Variables	Statements	Average Score	Information
Digital Advertisement	Milk iced coffee digital advertisement attract my interest	3,99	Good
	Milk iced coffee digital advertisement caught my intention	4,02	Good
	Milk iced coffee digital advertisement make me want to try the product	4,01	Good
	Milk iced coffee digital advertisement make me want to buy the product	4,00	Good
E-WOM	I often read reviews of other consumer products online to find out what products / brands make a good impression on others	4,01	Good
	I often consult reviews from other consumers to help me choose the right product / brand	4,02	Good
	I often consult reviews from other consumers to help me choose the right product / brand	3,88	Good

	I often gather information from online consumer product reviews before I buy a particular product / brand	3,90	Good
	If I don't read consumer online product reviews when I buy a product / brand, I'm worried about my decision	3,83	Good
	When I buy a product / brand, consumer online product reviews make me confident in buying the product / brand	3.88	Good
Brand Image	Milk iced coffee digital advertisement looks professional in my mind	3.95	Good
	Milk iced coffee digital advertisement looks modern in my mind	3.97	High
	Milk iced coffee digital advertisement seems to be aimed at serving all segments	3.76	Good
Purchase Intention	Milk iced coffee digital advertisement intended me to make a transaction	3,92	High
	Milk iced coffee digital advertisement make me want to share information with others	3,91	High
	Milk iced coffee digital advertisement make me choose the product to meet my needs	3,80	High
	Milk iced coffee digital advertisement make me want to know more about the product	3.92	High

The average value of the digital advertising variable is 4.01; E-WOM is 3.94; brand image is 3.89; and purchase intention is 3.89, thus, indicates that the respondent assesses that digital advertising on social media has good attractiveness, a credible brand image, persuasive E-WOM, and shows that in general the respondents' purchase intention will be high.

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output path coefficients that are presented in Table 6.

Table 6. Direct Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand image -> Purchase intention	0,367	0,366	0,077	4,737	0,000
E-WOM -> Brand image	0,560	0,555	0,086	6,531	0,000
E-WOM -> Purchase intention	0,339	0,337	0,066	5,125	0,000
Digital Ads -> Brand image	0,351	0,354	0,081	4,340	0,000
Digital Ads -> Purchase intention	0,314	0,316	0,086	3,669	0,000

Hypothesis testing is done using t-statistics and seeing the p-value. If the t-statistics value \geq t-table value (1.96) or p-value <0.05 , then H_0 is rejected and the research hypothesis is accepted for each variable which is explained as follows.

- 1) Brand image on purchase intention has a t statistics value of 4.737, and a P value of 0.000, because P values <0.05 (0.000 <0.05) then the hypothesis is accepted. This shows that there is a positive influence between brand image on purchase intention which can be seen in the path coefficient of 0.367 which is positive, because the path coefficient value is positive, which means that brand image has a positive influence on purchase intention. So that the better the brand image, the higher the purchase intention.
- 2) E-WOM for brand image has a t statistics value of 6.531, and a P value of 0.000, because P values <0.05 (0.000 <0.05), the hypothesis is accepted. This shows that there is a positive influence between E-WOM on brand image which can be seen in the path coefficient of 0.560 which is positive, because the path coefficient value is positive, which means that E-WOM has a positive effect on brand image. So that the better the E-WOM, the higher the brand image.
- 3) E-WOM on purchase intention has a t statistics value of 5.125, and a P value of 0.000, because P values <0.05 (0.000 <0.05), the hypothesis is accepted. This shows that there is an influence between E-WOM on purchase intention. Judging from the path coefficient of 0.339 is positive, because the path coefficient value is positive, which means that E-WOM has a positive effect on purchase intention. So that the better the E-WOM, the higher the purchase intention.
- 4) Digital advertising on brand image has a t statistics value of 4,340, and a P value of 0,000, because P values <0.05 (0,000 <0.05), the hypothesis is accepted. This shows that there is an influence between digital advertising on brand image. Judging from the path coefficient of 0.351 is positive, because the path coefficient is positive, meaning that digital advertising has a positive effect on brand image. So that the better digital advertising, the higher the brand image.
- 5) Digital advertising on purchase intentions has a t statistics value of 3.669, and a P value of 0.000, because P values <0.05 (0.000 <0.05) then the hypothesis is accepted. This shows that there is an influence between digital advertising on purchase intentions. Judging from the path coefficient of 0.314 is positive, because the path coefficient value is positive, meaning digital advertising has a positive influence on purchase intention. So that the better digital advertising, the higher the purchase intention.

Table 7. Indirect Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM -> Brand Image -> Purchase Intention	0,206	0,204	0,056	3,666	0,000
Digital Ads -> Brand Image -> Purchase Intention	0,129	0,129	0,039	3,337	0,001

Based on the table above, it is obtained the p-value and t statistics variables which are explained as follows.

- 1) E-WOM on purchase intention with brand image as mediaation has a t statistical value of 3.666, and a P value of 0.000, because P value <0.05 ($0.000 <0.05$) then the hypothesis is accepted. This shows that there is a positive influence between E-WOM on purchase intention and brand image as media which can be seen in the path coefficient of 0.206. This means that the better the E-WOM, the better the brand image will result in an increase in purchase intention.
- 2) Digital advertising on purchase intention with brand image as mediaation has a t statistical value of 3.337, and a P value of 0.001, because P value <0.05 ($0.000 <0.05$) then the hypothesis is accepted. This shows that there is a positive influence between digital advertising on purchase intention and brand image as media, which can be seen in the path coefficient of 0.129. This means that the better digital advertising, the better the brand image will result in an increase in purchase intention.

CONCLUSIONS AND RESEARCH IMPLICATIONS

The conclusion in this study is that the variables of brand image, E-WOM, and digital advertising have a positive and significant effect on purchase intention. This means that consumer purchase intentions are influenced by the brand image of a product, exposure to digital advertising and E-WOM reviews. E-WOM and Digital Advertising variables also have a positive effect on Brand Image, this can mean that E-WOM and Digital Advertising affect the image of a brand in the minds of consumers. In addition, the influence of brand image mediates the effect of E-WOM and has a positive effect on purchase intention, this means that the better the E-WOM, the better the brand image will also result in an increase in consumer purchase intention. The influence of brand image mediates the effect of digital advertising which also has a positive and significant effect on purchase intention. This means that the better digital advertising, the brand image will also higher which results in increased consumer purchase intention.

Based on these conclusions, the results of this study can provide empirical evidence of implications, and theoretically to expand previous studies examining the effect of digital advertising and E-WOM on purchase intention of iced milk coffee in Denpasar City which is mediated by brand image. This research is expected to provide an overview to company management about digital advertising, E-WOM, brand image and purchase intentions expected by consumers.

In addition, the results of this study can provide advice and input to company management to pay more attention to digital advertising by making advertisements that are more attractive and have distinctive features to attract consumers' attention, and always provide the best service to consumers so that consumers can provide good reviews and it will affect in increased consumer purchase intention to buy milk iced coffee.

This research is limited to the area of Denpasar City, so the results of the research cannot be generalized to research outside the city of Denpasar.

REFERENCES

- Aaker, D. (1991), *Managing Brand Equity Capitalizing on the Value of Brand Name*, The Free Press, New York, NY.
- Abdullah, Ma'aruf. 2015. *Metodelogi Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.
- Assael, H. (2007), *Consumer Behaviour, 1st Asia-Pacific ed.*, John Wiley dan Sons, Milton.
- Atika., Kusumawati, A., Iqbal, M. 2016. The Effect of Electronic Word of Mouth, Massage Source Credibility, Information Quality on Brand Image and Purchase Intention. *Jurnal Ekonomi dan Keuangan*, 20(1):94-108.
- Brahim, S. Ben. (2016). The Impact of Online Advertisement on Tunisian Consumers' Purchase Intention. *Journal of Marketing Research and Case Studies*, 2016, 1–13. <https://doi.org/10.5171/2016.357783>
- Chatterjee, P. (2001). "Daring review:do consumers use them?", *Advances in Consumer Research*, Vol.28 No.1. pp. 129-33.
- Cakim, I.M. 2010. *Implementing Word of Mouth Marketing*. New Jersey: John Wiley dan Sons. Inc
- Chaffey, Dave dan Chadwick, Fiona Ellis (2016). *Digital Marketing*. England: Pearson Education Limited
- Dipa, Yoga. 2015. Pengaruh Kualitas Pelayanan terhadap *Brand Image* Restoran Koki Joni Pasta dan Turkey Yogyakarta (Studi kasus pada Konsumen Restoran Koki Joni Pasta dan Turkey Yogyakarta).Yogyakarta:Universitas Sanata Dharma.
- Dye, R. (2000). "The buzz on buzz," *Harvard business review*, 78 (6)
- Ferdinand, A. 2014. Pengembangan Minat Beli Merek Ekstensi. Semarang: Badan Penerbit Universitas Diponegoro.
- Fransiska, Anita. 2018. Peran Citra Merek dalam Memediasi Pengaruh Daya Tarik Iklan Terhadap Niat Beli Honda PCX 150. Bali: FEB Unud
- George, J.F. (2002), "Influence on the intent to make internet purchases", *Internet Research:Electronic Networking Application and Policy*, Vol.12 NO.2, pp. 165-80.
- Ghozali, I. 2016. *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square*. Semarang: Universitas Diponegoro.
- Han, N.M., dan Lam, N.H. 2017. The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention. *International Journal of Economics and Finance*, 9(1): 64-77.
- Hennig-Thurau,T., Gwinner, K.P., Walsh, G. dan Gremler, D. D. (2004). *Electronic word of mouth via consumer opinion platform: what motivates consumers to articulate themselves on the internet?. Journal of internet marketing*.

- Haubl, G. 1996. *International Marketing Review. Across International investigation on the effect of country of origin and brand name on the evaluation o a new car.*
- Huang, K. H., Yu, T. H. K., dan Huang, J. J. 2010. The Impacts of instructional Video advertisement on Customer Purchasing Intentions on the Internet. *Services Business*, 4(1);27-36
- Jain, G., Rakesh, S., dan Chaturvedi, K.R. 2018. Online Video Advertisements' Effect on Purchase Intention: An Exploratory Study on Youth. *International Journal of E-Business Research*, 14(2): 87-101.
- Jalilvand, M,R.2012.The *Effect Of Electronic Word-Of-Mouth On Brand Image And Purchase Intention. Journals Of Marketing Inteligence And Planning*. Vol.30, Iss:4
- Jefkins, Frank. 1997. Periklanan. Alih Bahasa: Haris Munandar. Jakarta. Erlangga.
- Jeoung, E. 2011. *Restaurant experiences triggering positive electronic word of mouth motivations* , Journal of the American society for information science and technology.
- Kala, D., dan Chaubey, D.S. 2018. Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India. *Pacific Business Review International*, 10(9): 135-144.
- Keller, Kein Lane. 1998. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersery:Prantice Hall Inc.
- Kelly, B., Cretikos, M., Rogers, K. and King, L. (2008), "the commercial food landscape:outdoor food advertisement around primary schools in Australia", *Australian and New Zealand Journal of Public Health*, Vol.32 No.6, pp 522-528.
- Kim, Y. J., & Han, J. (2014). Why smartphone advertisement attracts customers: A model of Web advertisement, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. <https://doi.org/10.1016/j.chb.2014.01.015>
- Kohli, C., Suri, R., dan Kapoor, A. (2015). Will social media kill branding? *Business Horizons*, 58, 35-44.
- Kotler, Philip and Armstrong, Gary. 2016. *Princiole of Marketing (Global Edition)*. Edisi 15e. Englan:Pearson
- Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management*, 15th Edition, Pearson Education,Inc.
- Lamb, Charles dan Josep Hair. 2001. Pemasaran. Alihbahasa:David Oktarevia. Jiid dua. Jakarta:Salemba Empat
- Lee, J., Park, D. H., dan Han, I. 2011. The Different Effects of Online Consumer Reviews on Consumers' Purchase Intentions Depending on Trust in Online Shopping Malls: An Advertisement Perspective, *Internet research*, 21(2): 187-206.
- Lewis, R.C dan Chambers, R.E. (2000), *Marketing Leadershipin Hospitality. Foundations and Practices, Vol. III*, Wiley, New York, NY.
- Lien, C-H., Wen, M-J, Huang, L-C., dan Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust, and value on purchase intentions, *Asia Pacific Management Review*, 1-9.
- Majid, N. dan Rofiq, A. 2014. Analisis Pengaruh Electronic Word of Mouth terhadap Brand Image dan Dampaknya pada Minat Beli Smartphone Samsung di Kota Malang. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 2(2):1-13.
- Min, L.H.L., Chang, H.J.J., Jai, T.M.C., dan Ziegler, M. 2019. The Effects of Celebrity-brand Congruence and Publicity On Consumer Attitudes and Buying Behavior. *Springer*, 6(10): 1-19.
- Moore, E.S. dan Rideout, V.J (2007), "the daring marketing of food to children: is it just fun and games?", *Journal of Public Policy dan Marketing*, Vol. 26 No.2, pp. 202-220.
- Morrison. 2010. Periklanan Komunikasi Pemasaran Terpadu. Jakarta:Kencana
- Murtadana, Ricky. 2014. Pengaruh Komparatif Sikap terhadap iklan Soft dan Hard Copy pada Niat Beli Konsumen. Yogyakarta:Universitas Sanata Dharma
- Peter, J. Paul dan Olson, Jerry C. 2000. Perilaku Konsumen dan Strategi Pemasaran. Terjemahan:Damos Sihombing. Jilid Kedua. Edisi Keempat. Jakarta:Erlangga.
- Rahyuda, K. 2017. *Metode Penelitian Bisnis*. Udayana Press University.
- Saputra, Randi. 2018. Pengaruh Iklan dan Citra Merek terhadap niat beli konsumen produk merek Honda (Survey konsumen pada Dealer CV. Cempaka Motor Di Kabupaten Sijunjung). Pekanbaru:University of Riau
- Sari. 2012. *Pengaruh electronic word of mouth di social media (twitter) terhadap minat beli konsumen (studi pada restaurant Holicow Steak)*. FISIP UI. Skripsi Universitas Indonesia

- Sarwono, J. 2016. Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS-SEM). Yogyakarta: Andi
- Setiadi, Nugroho. J. (2010). Perilaku Konsumen. Cetakan 4. Edisi Revisi. Jakarta: Kencana
- Schiffman, L. G., dan Kanuk L.L. 2009. Customer Behaviour. *New Jersey: Prentice – Hall International, Inc.*
- Sudarto. 2017. Peluang Usaha IKM Kopi. Kementerian Perdagangan. Indonesia.
- Sugiyama, K. dan Andree, T (2011). *The Dentsu Way: Secrets of Cross Switch Marketing From World Most Innovative Advertisement Agency*. New York: Mc Graw Hill
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan RdanD*. Bandung: Alfabeta.
- Themba.G. and Mulala. M., (2013). *Brand related E-WOM and its effect on purchase decision:an empirical study of university of Botswana students*. International journal of business and management. 31-40
- Tjiptono, F. 2014. Brand Management & Strategy, Yogyakarta: Andi Offset
- Torlak, O., B. Y. Ozkara., M. A. Tiltay., H. Cengiz and M. F Dulger. 2014. The Effect of Electronic Word of Mouth On Brand Image And Purchase Intention: An Appli- cation Concerning Cell Phone Brands For Youth Consumers In Turkey. *Journal of Marketing Development And Competitiveness*, 8(2): 61-68.
- Umar, H. 2014. *Metode Riset Perilaku Konsumen Jasa*, Jakarta: Ghalia Indonesia.
- Umar, Hu Webster, F.E. dan Keller, K.L. (2004), "A Roadmap for branding in industrial markets", *Brand Management*, Vol.11 no.5, pp.388-402.
- Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining beliefs and attitudes toward online advertisement among Chinese consumers. *Direct Marketing*, 3(1), 52–66. <https://doi.org/10.1108/17505930910945732>