


Perceived Brand Localness vs Social Media: Analysis of Effectiveness in Shaping Consumer Preferences for Heritage Coffee Shops

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Article Info	ABSTRACT
<p>Keywords: Brand attitude, coffee shop heritage, perceived brand localness, purchase intention, social media.</p>	<p>This study aims to analyze the influence of perceived brand localness and social media promotion on consumer purchase intention with brand attitude as a mediating variable in legendary local coffee shops. The digital era has transformed the marketing landscape, yet heritage coffee shops with strong cultural roots demonstrate extraordinary resilience amid competition with modern coffee shops. This phenomenon raises questions about how perceived brand localness and social media promotion influence consumer purchase intention in heritage brand contexts. The study employs a quantitative approach with survey method on 150 respondents from one of the legendary coffee shop consumers in Pontianak City selected through purposive sampling. Data were analyzed using Structural Equation Modeling with Partial Least Square approach. Results show that perceived brand localness has a positive significant effect on brand attitude and purchase intention. Social media promotion positively influences brand attitude but has no direct effect on purchase intention. Brand attitude mediates the relationship between perceived brand localness and purchase intention, but does not mediate the relationship between social media promotion and purchase intention. Findings confirm that for heritage coffee shops, perceived brand localness is more effective than social media promotion in driving purchase intention. This research provides strategic insights for heritage brands in optimizing local strength while leveraging digital marketing as brand builder.</p>
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INTRODUCTION

The food and beverage (F&B) industry is one of the sectors that shows significant growth and an important contribution to the Indonesian economy. Based on data from the Central Statistics Agency (BPS), the Gross Domestic Product (GDP) of the F&B industry continues to show a positive trend from year to year, reaching IDR 853.176 trillion in 2023, up from IDR 813.062 trillion in 2022. The resilience of the F&B sector is also evident through its ability to recover from the impact of the COVID-19 pandemic, which is reflected in positive growth amidst various global economic challenges. The sector continues to adapt to

changing consumer behavior and market trends, such as increased demand for healthy products, environmentally friendly packaging, and unique culinary experiences.

An interesting phenomenon that can be observed in the development of the F&B industry is the rapid growth of coffee culture and the habit of hanging out at coffee shops, which has become a new lifestyle for Indonesians, especially among millennials and Gen-Z. The habit of drinking coffee is no longer just to fulfill caffeine needs, but has transformed into a social activity and part of a modern lifestyle identity. According to data from the International Coffee Organization (ICO) in 2023, coffee consumption in Indonesia has increased by an average of 8% per year, far above the global coffee consumption growth of only 2% per year. This growth encourages the emergence of various coffee shops, both from international brands and local brands that show a strong presence by carrying the concept of closeness to local culture and identity.

In the midst of the rise of modern coffee shops with global concepts, a unique phenomenon emerges where local coffee shops that have strong historical and cultural roots actually show extraordinary endurance and customer loyalty. One of the legendary local coffee shops in Pontianak, West Kalimantan. Showing clear dynamics, where with the existence of 250-300 coffee shops scattered in various corners of the city "Warkop Asiang" which was established in 1958, is present as an icon that bridges tradition and modernity in coffee culture in Pontianak. This shop is not just a place to drink coffee, but has become an integral part of the culinary and social identity of the people of Pontianak, showing the phenomenon of queuing visitors since early morning with a production capacity of 600 cups per day.

Warkop Asiang's uniqueness lies in its ability to maintain authenticity in an era where many coffee shops are competing to present modern and instagramable concepts. The use of clay cups with Chinese motifs specially imported from Johor Malaysia, the iconic figure of the barista with a unique appearance, theatrical serving techniques, and the consistency of taste quality that has been maintained for more than six decades, create a strong differentiation. This phenomenon demonstrates the importance of understanding how perceived brand localness can become a sustainable competitive advantage in an increasingly competitive industry.

The digital era has fundamentally changed the marketing landscape. According to We Are Social data for 2023, Indonesia has 167 million active social media users, with penetration reaching 60.4% of the total population. The latest data shows the dominance of social media platforms in Indonesia with Youtube as the most popular platform reaching 139 million active users, followed by TikTok with 127 million users, and Facebook with 118 million users. This high penetration of social media users reflects the transformation of consumer behavior in seeking information, interacting with brands, and making purchasing decisions. In particular, platforms such as Instagram and TikTok, which enable engaging visual content, are well suited to promote the unique and authentic experiences offered by local coffee shops.

Recent research in the field of digital marketing shows a significant evolution in understanding consumer behavior in the era of social media. Wursan et al emphasized that

promotion through social media is an effective strategic marketing approach in influencing consumer purchasing decisions and developing word of mouth communication (Wursan et al., 2021). Suartina et al. added that the large penetration of social media users shows significant potential in influencing consumer behavior, especially in the purchasing decision-making process (Suartina et al., 2022). Istijanto & Purusottama developed an understanding by distinguishing social media promotion into firm-created social media and user-generated social media, showing that social media promotion does not only depend on content created by companies, but also involves active participation from users (Istijanto & Purusottama, 2023).

Parallel to the development of social media, the concept of perceived brand localness (PBL) has attracted the attention of academics as an important phenomenon in contemporary marketing. Liu explains PBL as a concept where consumers perceive a brand as a symbol that reflects and connects with their local culture and traditions (Liu, 2021). Han et al. deepen the definition by explaining PBL as local consumers' perception of brands as representing and rooted in their local market, which includes how consumers perceive a brand's attachment to the local context, including local culture, values, and business practices (Han et al., 2023). Mandler adds that PBL is a signal of brand credibility that shows the brand's connection to its local market, reflecting not only geographic origin but also the brand's ability to understand and respond to local market needs (Mandler, 2021).

Although many studies have explored PBL and social media promotion separately, there are still significant research gaps in the marketing literature. First, the majority of PBL research is conducted in the context of multinational or global brands operating in local markets (Ghorbanzadeh et al., 2024; Safer, 2022) but there is limited research that focuses on legendary local coffee shops that have become heritage brands and cultural icons of a region. Secondly, although social media promotion has been proven effective in various business contexts (Rizki Mahbub et al., 2023), research that integrates PBL and social media promotion simultaneously in the context of traditional local coffee shops is still very limited. Third, the geographical context of Indonesia, especially cities with unique multiethnic cultures such as Pontianak, has not been widely explored in marketing research, even though it has unique characteristics that differ from Western research contexts.

Theoretical gaps were also identified in the understanding of how local heritage brands can survive and thrive in the digital age. Nguyen & Alcantar pointed out that PBL is a dynamic construct that can change when the business context changes, yet no research has specifically explored how legendary local coffee shops navigate the challenges of modernization while maintaining their perceived localness (Nguyen & Alcantara, 2022). In addition, the psychological mechanisms that explain how consumers respond to the combination of traditional local values with modern digital marketing strategies still require further exploration.

Based on the identified research gaps, the research questions that arise are: How do perceived brand localness and social media promotion influence consumer purchase intention in legendary local coffee shops, and what are the psychological mechanisms underlying the relationship? This question is theoretically important because it can develop

an understanding of the application of PBL theory in the context of local heritage brands, as well as integrate digital marketing literature with locality studies. Practically, this research can provide strategic guidance for local coffee shops in optimizing the strength of locality while leveraging digital marketing opportunities.

The purpose of this study is to analyze the effect of perceived brand localness and social media promotion on consumer purchase intention with brand attitude as a mediating variable in the context of a legendary local coffee shop. This research takes a case study on Warkop Asiang because of its representation as a legendary local coffee shop that has succeeded in building a strong identity in the midst of competition in the modern coffee shop industry.

The contribution of this research is multidimensional. Theoretically, this research integrates the theory of perceived brand localness with digital marketing in the context of Indonesian local heritage brands, develops an understanding of the mechanism of brand attitude as a mediator, and enriches marketing literature with unique geographical and cultural contexts. Practically, this research is expected to provide strategic insights for local coffee shops in developing marketing strategies that optimize the power of locality while leveraging the power of social media, as well as providing guidance for heritage brand businesses in adapting to the digital era without losing authenticity.

The novelty of this research lies in: (1) the focus on legendary local coffee shops as a representation of heritage brands in the Indonesian F&B industry; (2) the integration of perceived brand localness (PBL) and social media promotion in a comprehensive research model; (3) the geographical context of Pontianak with its unique multi-ethnic culture; and (4) the development of an understanding of local heritage brand survival strategies in the digital era through optimizing perceived localness and digital marketing.

METHODS

This research uses a quantitative approach with a survey method to collect data from 150 respondents who are consumers of a legendary local coffee shop that has heritage brand characteristics and has become a cultural icon in Pontianak City, West Kalimantan, namely Warkop Asiang. Determination of the sample to be used in this study using non-probability sampling technique in the form of purposive sampling. The purposive sampling technique was chosen because it allows researchers to select respondents who meet specific criteria relevant to the research objectives. The measurement scale used in this study is measured using a Likert scale with five levels ranging from strongly disagree (1) to strongly agree (5). Data analysis uses the Partial Least Square application with the SmartPLS 3.0 statistical technique approach to test the structural relationship between variables.

Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach is the method chosen in data processing with the aim of finding solutions to existing problems. The research model is formed from 4 latent variables consisting of 2 exogenous variables (independent variables) namely perceived brand localness and social media promotion, 1 mediating variable namely brand attitude, and 1 endogenous variable (dependent variable) namely purchase intention. PLS-SEM was chosen because of its ability

to handle complex research models with multiple relationships, including direct and indirect effects, and does not require strict normal distribution assumptions (Ghozali & Kusumadewi, 2023). The following research model is put forward:

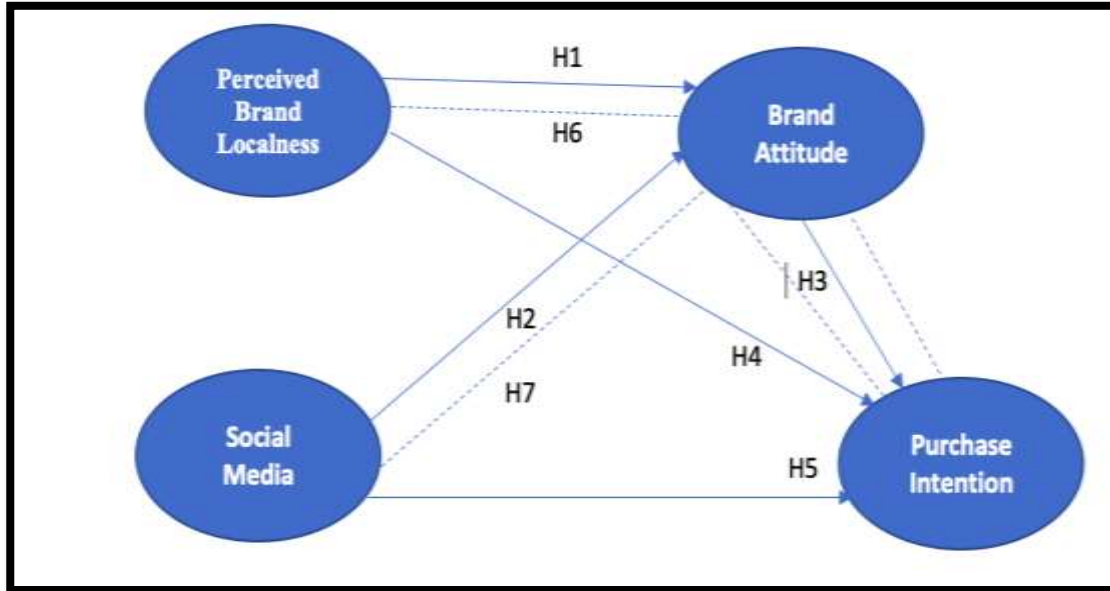


Figure 1. Research Model

Table 1. Variable, Definition of Variable and Indicator

No	Variabel	Definition	Indicator
1	<i>Perceived brand localness</i>	<i>Perceived brand localness (PBL) is a local consumer's perception of a brand representing and rooted in their local market, PBL is emphasized as a construct that captures how consumers perceive a brand's attachment to the local context, including local culture, values, and business practices.</i> Han et al., (2023)	(1) <i>Local Symbolism</i> (2) <i>Local Embeddedness</i> (3) <i>Local Connection</i> (Han et al., 2023)
2	Media Sosial	Social media is a means for consumers to share text, images, video and audio information with each other and with companies and vice versa. (Park, 2023)	(1) <i>Content Creation</i> (2) <i>Content Sharing</i> (3) <i>Connecting</i> (Ki & Kim, 2019)
3	<i>Brand Attitude</i>	<i>Brand attitude is the result of an evaluative process that reflects</i>	(1) <i>Cognitive Component</i> (2) <i>Affective Component</i>

No	Variabel	Definition	Indicator
		<i>how consumers view and assess a brand based on various aspects such as functionality, emotion-al, and social.</i> (Ghorbanzadeh et al., 2024)	(3) Behavioral Component (Ray et al., 2021)
4	Purchase Intention	<i>Purchase Intention is a desire from someone who can arise because of trust in a product and is motivated to buy the product.</i> (Bajang et al., 2016)	(1) Transactional Interest (2) Referential Interest (3) Preferential Interest (4) Explorative Interest (Ferdinand, 2002)

RESULTS AND DISCUSSION

Data processing in this study was carried out through a systematic approach consisting of two main phases, namely measurement model testing to verify the quality of research instruments from the aspects of validity and reliability, then continued with structural model testing to validate the hypotheses that have been formulated. The measurement model analysis (outer model) includes: a) Convergent validity test with loading factor criteria > 0.5 and AVE > 0.5 , b) Discriminant validity test with cross loading criteria > 0.5 , c) Reliability test with composite reliability criteria > 0.7 .

The findings from the data analysis process show that all indicators applied in this study have met the established validity and reliability standards. Table 2 presents an evaluation of convergent validity for each research construct, where the outer loading and Average Variance Extracted (AVE) values show satisfactory results on all indicators. This condition indicates that the measuring instrument used has an optimal ability to measure the theoretical constructs that are the measurement targets in this study.

Table 2. Research Instrument Validity Test Results

Variabel	Indicator	Outer-Loading	AVE	Description
Perceived Brand Localness	PBL1	0,977	0,957	Valid
	PBL2	0,986		
	PBL3	0,973		
Social Media	SM1	0,970	0,950	Valid
	SM2	0,976		
	SM3	0,979		
Brand Attitude	BA1	0,969	0,943	Valid
	BA2	0,973		
	BA3	0,972		
Purchase Intention	PI1	0,928	0,884	Valid
	PI2	0,946		
	PI3	0,930		
	PI4	0,957		

Source: Data processed by SmartPLS 3. Data processed in 2025

Table 3. Cross Loading Value

	Brand Attitude	Perceived Brand Localness	Purchase Intention	Social Media
BA1	0.969	0.931	0.886	0.899
BA2	0.973	0.925	0.905	0.926
BA3	0.972	0.943	0.921	0.928
PBL2	0.940	0.986	0.913	0.920
PBL3	0.944	0.973	0.904	0.914
PI1	0.886	0.865	0.928	0.845
PI2	0.857	0.857	0.946	0.809
PI3	0.859	0.852	0.930	0.837
PI4	0.897	0.908	0.957	0.863
SM1	0.919	0.916	0.867	0.970
SM2	0.929	0.923	0.896	0.976
SM3	0.915	0.902	0.846	0.979
PBL1	0.935	0.977	0.900	0.917

Source: Data processed by SmartPLS 3. Data processed in 2025

Based on the results of the cross loading analysis in Table 3, it can be concluded that all indicators in this study meet the criteria for good discriminant validity. Each indicator shows a higher loading value on the construct that should be measured compared to other constructs, which indicates that each indicator is able to clearly distinguish the intended construct. The brand attitude indicators (BA1, BA2, BA3) show the highest loading value on the brand attitude construct with a range of 0.969-0.973, which is higher than the cross loading on other constructs. Similarly, the perceived brand localness indicators (PBL1, PBL2, PBL3) have the highest loading on their own construct with a value of 0.973-0.986, the purchase intention indicators (PI1, PI2, PI3, PI4) show the highest loading on the purchase intention construct with a range of 0.928-0.957, and the social media indicators (SM1, SM2, SM3) have the highest loading on the social media construct with a value of 0.970-0.979. All cross loading values are above 0.5 which indicates a strong correlation, but the consistent loading pattern where each indicator has the highest value in the intended construct confirms that the research instrument has sufficient discriminant validity and is able to measure different constructs appropriately.

Table 4. Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Description
Brand Attitude	0.970	0.970	0.980	Reliable
Perceived Brand Localness	0.978	0.978	0.985	Reliable
Purchase Intention	0.956	0.957	0.968	Reliable
Social Media	0.974	0.974	0.983	Reliable

Source: Data processed by SmartPLS 3. Data processed in 2025

Based on the reliability test results in Table 4, all constructs in this study show a very good level of reliability and meet the standards required in the study. The Cronbach's alpha value for all constructs is well above the minimum threshold of 0.7, with the Brand Attitude construct showing a value of 0.970, Perceived Brand Localness of 0.978, Purchase Intention with a value of 0.956, and Social Media reaching 0.974. Similarly, composite reliability (ρ_a and ρ_c) shows consistent results with values that are almost identical or slightly higher than Cronbach's alpha, where composite reliability (ρ_c) shows the highest value for each construct, namely Brand Attitude (0.980), Perceived Brand Localness (0.985), Purchase Intention (0.968), and Social Media (0.983). This high reliability value indicates that the indicators used to measure each construct have excellent and stable internal consistency, so that the research instrument can be relied upon to measure the variables in question accurately and consistently, providing high confidence in the measurement results in this study.

Table 5. R-Square value

	R-square	R-square adjusted
Brand Attitude	0.939	0.938
Purchase Intention	0.879	0.877

Source: Data processed by SmartPLS 3. Data processed in 2025

To evaluate the structural model (inner model), this study uses the R-Square (R^2) value which shows how much exogenous variables can explain the variability of endogenous variables. The results of the PLS analysis show that the R^2 value for the Brand Attitude variable is 0.939, which means that 93.9% of the variation in Brand Attitude can be explained by Perceived Brand Localness and Social Media. Meanwhile, the R^2 value for Purchase Intention is 0.879, which indicates that 87.9% of the variability in Purchase Intention is explained by Perceived Brand Localness, Social Media, and Brand Attitude. Thus, this research model has very good predictive ability, especially for Brand Attitude which shows an explanation level of almost 94%, which indicates that the selection of variables in the research model and analysis method is very appropriate. The high R^2 values for both endogenous variables indicate that the structural model has strong predictive power in explaining the phenomenon of the relationship between perceived brand localness, social media, brand attitude, and purchase intention in the context of coffee shop heritage. Figure 2 displays the research structural model along with the R^2 values for each endogenous variable.

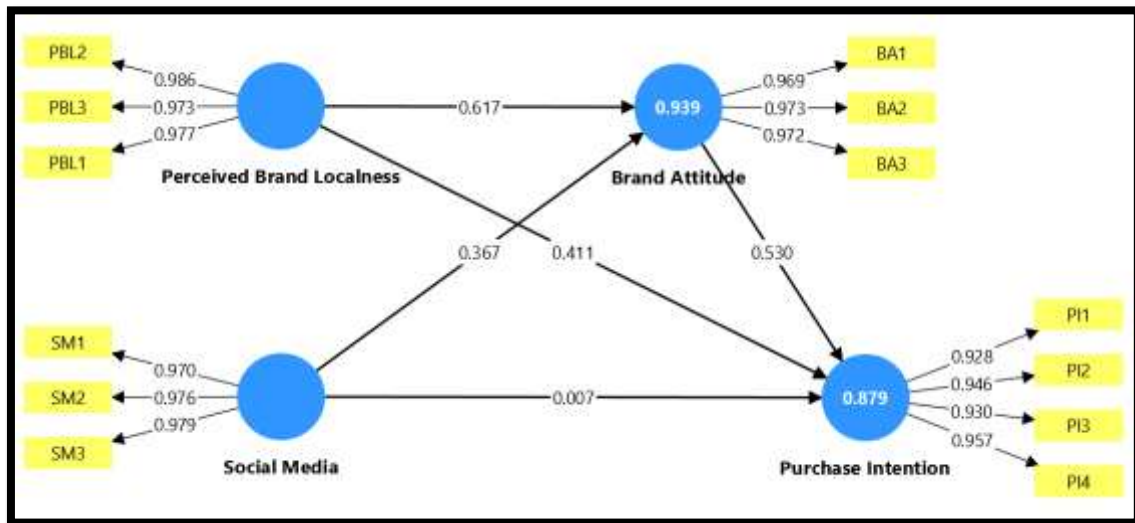


Figure 2. Fit Model with R-Square

Table 6. Hypothesis Test Results (Direct Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Perceived Brand Localness -> Brand Attitude (H1)	0.617	0.613	0.119	5.161	0.000
Social Media -> Brand Attitude (H2)	0.367	0.369	0.121	3.044	0.002
Brand Attitude -> Purchase Intention (H3)	0.530	0.527	0.235	2.252	0.024
Perceived Brand Localness -> Purchase Intention (H4)	0.411	0.407	0.207	1.980	0.048
Social Media -> Purchase Intention (H5)	0.007	0.009	0.174	0.040	0.968

Source: Data processed by SmartPLS 3. Data processed in 2025

The results of testing the first hypothesis (H1) show that perceived brand localness has a positive and significant influence on brand attitude with a path coefficient value of 0.617 and a p-value of 0.000 (<0.05). The t-statistic value of 5.161 confirms the strength of this relationship. This finding is in line with research (Safeer, 2022) which shows that PBL has a positive influence on the formation of consumer attitudes towards brands, where consumers tend to develop more positive attitudes when perceiving a brand as a strong local brand due to psychological closeness and value congruence. Ghorbanzadeh et al., (2024) also supports these findings through their research on quick service restaurants which found that PBL plays a significant role in forming a positive brand attitude. The results of this study indicate that the stronger consumers' perceptions of the locality of

heritage coffee shop brands, the more positive their attitude towards the brand, especially because consumers feel that the brand represents their cultural identity and local history.

The second hypothesis (H2) is proven to be supported by the results which show that social media has a positive effect on brand attitude (coefficient = 0.367, t-statistic = 3.044, p-value = 0.002). This finding is consistent with research (Wursan et al., 2021) which shows that social media has a significant effect on brand attitude, where the features of social media platforms make it easier for businesses to reach target markets and build positive consumer attitudes through consistent exposure and relevant content. (Chen et al., 2008) reinforces these results by stating that social media has a significant influence on brand attitude through various mechanisms such as social proof, viral marketing, and user-generated content. Although its influence is weaker than perceived brand localness, social media still plays an important role in shaping consumers' positive attitudes by allowing them to see interesting visuals, read stories about the history of the shop, and interact with content that presents a virtual experience before a physical visit.

Brand attitude is proven to significantly influence purchase intention with a coefficient of 0.530 and a p-value of 0.024, so the third hypothesis (H3) is accepted. These results support the findings of (Chen et al., 2008) which shows that consumer attitudes towards a brand have a direct influence on purchase intention, where a positive attitude reduces perceived risk and increases the perceived value of the product or service. (Ray et al., 2021) this argument by explaining that positive attitudes towards brands can transform cognitive evaluations and affective responses into purchasing behavior tendencies through the attitude-behavior consistency process. Although the t-statistic value is relatively lower (2.252), this relationship is still statistically significant, indicating that consumers who have developed a favorable attitude towards heritage coffee shops will be more likely to have the intention to visit and make purchases in the future.

Perceived brand localness also shows a direct influence on purchase intention with a coefficient of 0.411 and a p-value of 0.048, although with a relatively low t-statistic value (1.980). This finding is in line with (Safeer, 2022) research which reveals a significant influence between perceived brand localness and consumer purchase intention, where PBL creates psychological closeness between consumers and brands and makes consumers feel that the brand better understands their local needs. Mandler (2021) supports these findings by finding that PBL plays an important role in shaping brand credibility which then influences consumer purchase intention by reducing uncertainty and increasing trust. The fourth hypothesis (H4) is accepted at the significance threshold, indicating that strong locality perceptions can directly drive consumer interest in visiting without having to go through attitude formation first, especially for consumers who value locality and tradition values.

In contrast, the fifth hypothesis (H5) is rejected because social media does not have a significant direct effect on purchase intention. With a very small coefficient (0.007), t-statistic 0.040, and p-value 0.968, this result is inconsistent with (Achyar & Suryadi, 2021) research which shows that social media has a significant effect on purchase intention directly, as well as the findings of (Rizki Mahbub et al., 2023) which revealed that social

media promotion plays an important role in shaping the purchase intention of coffee shop consumers. This discrepancy can be explained by the unique characteristics of heritage coffee shops where visiting decisions require situational context and experiential factors that cannot be fully fulfilled by social media. These results suggest that social media promotion is more of a tool to build awareness and positive attitudes, but the decision to actually visit requires other more powerful and contextual drivers.

Table 7. Hypothesis Test Results (Indirect Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Perceived Brand Localness -> Brand Attitude -> Purchase Intention (H6)	0.326	0.319	0.154	2.126	0.034
Social Media -> Brand Attitude -> Purchase Intention (H7)	0.194	0.199	0.117	1.667	0.095

Source: Data processed by SmartPLS 3. Data processed in 2025

The results of testing the mediation effect in Table 7 show interesting differences. The sixth hypothesis (H6) testing the mediating role of brand attitude in the relationship between perceived brand localness and purchase intention proved significant with a coefficient of 0.326, a t-statistic of 2.126, and a p-value of 0.034. This finding confirms that brand attitude acts as an effective mediator in transforming perceived locality into consumer purchase intention. This result supports the research of (Safeer, 2022) which explains the mediating role of brand attitude in the relationship between perceived brand localness and purchase intention, where PBL not only affects purchase intention directly but also through the formation of consumer attitudes towards brands. (Ghorbanzadeh et al., 2024) also support this mediation mechanism by showing that PBL affects consumer behavioral outcomes through the formation of a positive brand attitude, where the positive attitude formed from perceived locality acts as a psychological bridge that strengthens the influence of PBL on purchase intention.

In contrast, the seventh hypothesis (H7) which examines the mediating role of brand attitude in the relationship between social media and purchase intention does not prove significant with a coefficient of 0.194, t-statistic 1.667, and p-value 0.095. These results are not in line with the findings of (Chen et al., 2008) which state that social media has a significant effect on purchase intention through brand attitude as a mediating variable, nor with the argument of (Suartina et al., 2022) which explains that the relationship between social media promotion and purchase intention can be strengthened through the formation of brand attitude and brand loyalty. The insignificance of this mediating role suggests that although social media succeeds in forming a positive attitude towards the brand, the path from this attitude to purchase intention is cut off or weakened by other factors in the context of heritage coffee shops. This indicates that for heritage coffee shops, the

transformation process from attitude to behavioral intention requires stronger triggers than just social media exposure, such as direct experience, personal recommendation, or the right situational context.

CONCLUSION

This study confirms that perceived brand localness has a significant effect on brand attitude and purchase intention at the heritage coffee shop Warkop Asiung in Pontianak. This finding shows that the stronger consumers' perception of brand locality, the more positive their attitude and the higher the propensity to buy. Meanwhile, social media promotion is proven to play a role in shaping brand attitude, but has no direct influence on purchase intention, so it is more effective as a brand building tool than a conversion driver. In addition, this study confirmed that brand attitude acts as an effective mediator in the relationship between perceived brand localness and purchase intention, but not in the relationship between social media promotion and purchase intention. These results enrich the understanding of Theory of Planned Behavior in the context of heritage brands, and highlight the existence of different psychological mechanisms between perceived brand locality and digital promotion in shaping consumer behavior. Practically, the implications of the study indicate that heritage coffee shop managers need to strengthen elements of locality, storytelling, and community involvement to build brand identity, while social media strategies should focus on creating authentic emotional connections. This research is still limited to one study object with a purposive sampling method, so further research is recommended to conduct comparative studies in various cities and add other mediating variables such as brand trust, perceived authenticity, and experiential value to provide a more comprehensive picture.

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