

DAFTAR PUSTAKA

- Aaker, D. A. (1997). *Manajemen Ekuitas Merek*. Mitra Utama.
- Aaker, D. A., & Joachimsthaler, E. (2000). *Brand Leadership*. The Free Press.
- Abdullah, Z., Shahrina, Md Nordin, & Yuhanis Abdul Aziz. (2013). Building a unique online corporate identity. *Marketing Intelligence & Planning*, 31(5), 451–471. <https://doi.org/https://doi.org/10.1108/MIP-04-2013-0057>
- Agusli, D., & Yohanes Sondang Kunto. (2013). Analisa Pengaruh Dimensi Ekuitas Merek Terhadap Minat Beli Konsumen Midtown Hotel Surabaya. *Jurnal Manajemen Pemasaran Petra*, 1(2), 1–8.
- Albani, L., & Lombardi, G. (2010). *User Centred Design for EASYREACH*.
- Amoroso, D. L., & Paul H. Cheney. (1991). Testing a Causal Model of End-User Application Effectiveness. *Journal of Management Information Systems*, 8(1), 63–89.
- Bawack, R. E., & Samuel Fosso Wamba. (2021). Exploring the role of personality, trust, and privacy in customer experience performance during voice shopping: Evidence from SEM and fuzzy set qualitative comparative analysis. *International Journal of Information Management*, 58, 1–16. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2021.102309>
- Benjamin, B. A., & Joel M. Podolny. (1999). Status, Quality, and Social Order in the California Wine Industry. *Administrative Science Quarterly*, 44(3). <https://doi.org/https://doi.org/10.2307/2666962>
- Borzooei, M., & Maryam Asgari. (2013). The Halal brand personality and its effect on purchase intention. *Interdisciplinary Journal Of Contemporary Research In Business*, 5(3), 481–491.
- Burro, R., Erika Branchini, Elena Capitani, Veronica Barnaba, Arianna Fermani, Carita Paradis, & Ivvana Bianchi. (2023). Is there an association between consumers' personality traits and the sensory characteristics they look for in wine? *Food Quality and Preference*, 105, 1–9. <https://doi.org/https://doi.org/10.1016/j.foodqual.2022.104767>
- Capozzi, L. (2005). Corporate Reputation: Our Role in Sustaining and Building a Valuable Asset. *Journal of Advertising Research*, 45(3), 290–293. <https://doi.org/https://doi.org/10.1017/S0021849905050324>
- Carmeli, A., & Asher Tishler. (2005). Perceived Organizational Reputation and Organizational Performance: An Empirical Investigation of Industrial Enterprises. *Corporate Reputation Review*, 8, 13–30. <https://doi.org/https://doi.org/10.1057/palgrave.crr.1540236>
- Dierickx, I., & Karel Cool. (1989). Asset Stock Accumulation and Sustainability of Competitive Advantage. *Management Science*, 35(12), 1504–1511.
- Eysenck, S. B. G., H. J. Eysenck, & Paul Barrett. (1985). A Revised version of the

- psychoticismscale. *Personality Individual Differences*. *Personality and Individual Differences*, 6(1), 21–29. [https://doi.org/https://doi.org/10.1016/0191-8869\(85\)90026-1](https://doi.org/https://doi.org/10.1016/0191-8869(85)90026-1)
- Ferdinand, A. (2014). *Metode Penelitian Manajemen : Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Desrtasi Ilmu Manajemen*. Universitas Diponegoro.
- Fombrun, C. (1996). *Reputation: Realizing Value from the Corporate Image*. Harvard Business Review Press.
- Fombrun, C., & Mark Shanley. (1990). What's in a Name? Reputation Building and Corporate Strategy. *The Academy of Management Journal*, 33(2), 233–258. <https://doi.org/https://doi.org/10.2307/256324>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Hoffner, C., & Kenneth J. Levine. (2005). Enjoyment of Mediated Fright and Violence: A Meta-Analysis. *Media Psychology*, 7(2), 207–237. https://doi.org/10.1207/S1532785XMEP0702_5
- Irfan, M., & Munir Ahmad. (2021). Relating consumers' information and willingness to buy electric vehicles: Does personality matter? *Transportation Research Part D: Transport and Environment*, 100. <https://doi.org/https://doi.org/10.1016/j.trd.2021.103049>
- Jinkyung, & Jenny Kim. (2023). Brand personality of global chain hotels, self-congruity, and self-discrepancy on customer responses. *International Journal of Hospitality Management*, 114, 1–10. <https://doi.org/https://doi.org/10.1016/j.ijhm.2023.103565>
- Kotler, P., & Kevin Lane Keller. (2009). *Manajemen Pemasaran*. Erlangga.
- Krcmar, M., & Linda Godbold Kean. (2005). Uses and Gratifications of MediaViolence: Personality Correlatesof Viewing and Liking Violent Genres. *Media Psychology*, 7(4), 399–420. https://doi.org/https://doi.org/10.1207/S1532785XMEP0704_5
- Liang, H.-L., & Ping-I Lin. (2018). Influence of multiple endorser-product patterns on purchase intention An interpretation of elaboration likelihood model. *International Journal of Sports Marketing and Sponsorship*, 19(4), 415–432. <https://doi.org/https://doi.org/10.1108/IJSMS-03-2017-0022>
- Lin, N. (2002). *Social Capital: A Theory of Social Structure and Action*. Cambridge University Press.
- Mehra, B. (2021). Chatbot personality preferences in Global South urban English speakers. *Social Sciences & Humanities Open*, 3(1). <https://doi.org/https://doi.org/10.1016/j.ssaho.2021.100131>
- Pervin, L. A. (1989). *Goal Concepts in Personality and Social Psychology*. Psychology Press.

- Plummer, J. T. (1974). The Concept and Application of Life Style Segmentation. *Journal of Marketing*, 38(33–37).
<https://doi.org/https://doi.org/10.2307/1250164>
- Plummer, J. T. (2000). How Personality Makes a Difference. *Journal of Advertising Research*, 40(6), 81.
<https://doi.org/https://doi.org/10.2501/JAR-40-6-79-83>
- Poddar, A., Naveen Donthu, & Yujie Wei. (2009). Web site customer orientations, Web site quality, and purchase intentions: The role of Web site personality. *Journal of Business Research*, 62(4), 441–450.
<https://doi.org/https://doi.org/10.1016/j.jbusres.2008.01.036>
- Podolny, J. M. (1993). A Status-Based Model of Market Competition. *American Journal of Sociology*, 98(4), 829–872.
- Puligadda, S., & Noah VanBergen. (2023). The influence of sound logo instruments on brand personality perceptions: An investigation of brand ruggedness and sophistication. *Journal of Business Research*, 156, 1–13.
<https://doi.org/https://doi.org/10.1016/j.jbusres.2022.113531>
- Rilley, F. D., & Leslie De Chernatony. (2000). The Service Brand as Relationships Builder. *British Journal of Management*, 11(2), 137–150.
<https://doi.org/10.1111/1467-8551.t01-1-00156>
- Rindova, V. P., Ian O. Williamson, Antoaneta P. Petkova, & Joy Marie Sever. (2005). Being Good or Being Known: An Empirical Examination of the Dimensions, Antecedents, and Consequences of Organizational Reputation. *Academy of Management Journal*, 48(6).
<https://doi.org/https://doi.org/10.5465/amj.2005.19573108>
- Roberts, P. W., & Grahame R Dowling. (1997). Part IV: How Do Reputations Affect Corporate Performance?: The Value of a Firm's Corporate Reputation: How Reputation Helps Attain and Sustain Superior Profitability. *Corporate Reputation Review*, 1, 72–76.
<https://doi.org/https://doi.org/10.1057/palgrave.crr.1540020>
- Sandy, C., & Samuel D. Gosling. (2013). Memprediksi Perilaku Konsumen dan Preferensi Media: Validitas Komparatif Sifat Kepribadian dan Variabel Demografis. *Psikologi dan Pemasaran*, 30(11).
<https://doi.org/10.1002/mar.20657>
- Shim, J. W., & Bryant Paul. (2007). Effects of Personality Types on the Use of Television Genre. *Journal of Broadcasting & Electronic Media*, 51(2), 287–304. <https://doi.org/https://doi.org/10.1080/08838150701304852>
- Solomon, M. R. (2015). *Consumer behaviour: buying, having, and being, 11th edition*. Pearson Educational.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sweeney, J. C., & Carol Brandon. (2006). Brand personality: Exploring the potential to move from factor analytical to circumplex models. *Psychology*

- & *Marketing*, 23(8), 639–663.
<https://doi.org/https://doi.org/10.1002/mar.20122>
- Tarnovskaya, V., Ulf Elg, & Steve Burt. (2008). The Role of Corporate Branding in a Market Driving Strategy. *International Journal of Retail & Distribution Management*, 36(11), 941–965.
<https://doi.org/https://doi.org/10.1108/09590550810911692>
- Ufer, D., Wen Lin, & David L. Ortega. (2019). Personality traits and preferences for specialty coffee: Results from a coffee shop field experiment. *Food Research International*, 125, 1–9.
<https://doi.org/https://doi.org/10.1016/j.foodres.2019.108504>
- Wamba, S. F., Randome Epie Bawack, Cameron Guthrie, Maciel M. Queiroz, & Kevin Daniel André Carillo. (2021). Are we preparing for a good AI society? A bibliometric review and research agenda. *Technological Forecasting and Social Change*, 164(C).
<https://doi.org/10.1016/j.techfore.2020.120482>
- Zabkar, V., Naja Arslanagic-Kalajdzic, Adamantios Diamantopoulos, & Arn Florack. (2017). Brothers in blood, yet strangers to global brand purchase: A four-country study of the role of consumer personality. *Journal of Business Research*, 80, 228–235.
<https://doi.org/https://doi.org/10.1016/j.jbusres.2017.06.006>