

## DAFTAR PUSTAKA

- Abratt, R., & Kleyn, N. (2012). Corporate identity, corporate branding and corporate reputations: Reconciliation and integration. *European Journal of Marketing*, 46(7), 1048–1063. <https://doi.org/10.1108/03090561211230197>
- Acharya, A. (2021). The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth. *South Asian Journal of Business Studies*, 10(1), 29–48. <https://doi.org/10.1108/SAJBS-07-2019-0126>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Aktif Berkontribusi Lawan COVID-19, AICE Raih TOP CSR Of The Year 2020*. Aice Indonesia. <http://www.aice.co.id/news/121/aktif-berkontribusi-lawan-covid-19-aice-raih-top-csr-of-the-year-2020>. (Diakses pada 14 Oktober, 2021).
- Alhaddi, H. (2015). Triple Bottom Line and Sustainability: A Literature Review. *Business and Management Studies*, 1(2), 6. <https://doi.org/10.11114/bms.v1i2.752>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2019-0063>
- Amaro, S., Barroco, C., & Antunes, J. (2020). Exploring the antecedents and outcomes of destination brand love. *Journal of Product and Brand Management*, 30(3), 433–448. <https://doi.org/10.1108/JPBM-08-2019-2487>
- Ardiansyah, M. Y. (2020). Nasib Buruh Aice Tak Semanis Es Krimnya, Dipacu Kerja hingga Keguguran. Diambil dari [www.suara.com/news/2020/03/03/151650/nasib-buruh-aice-tak-semanis-es-krimnya-dipacu-kerja-hingga-keguguran?page=all](http://www.suara.com/news/2020/03/03/151650/nasib-buruh-aice-tak-semanis-es-krimnya-dipacu-kerja-hingga-keguguran?page=all)
- Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998–2015. <https://doi.org/10.1108/BFJ-01-2019-0011>
- Bialkova, S., & Te Paske, S. (2021). Campaign participation, spreading electronic word of mouth, purchase: how to optimise corporate social responsibility, CSR, effectiveness via social media? *European Journal of Management and Business Economics*, 30(1), 108–126. <https://doi.org/10.1108/EJMBE-08-2020-0244>
- Bohldar, N. (2007). Strategy and society: The link between competitive advantage

- and corporate social responsibility [12]. *Harvard Business Review*, 85(6), 136.
- Bowen, H. (1953). *Social responsibilities of the businessman*. New York: Harper & Row
- Budiastuti, Dyah dan Agustinus Bandur. (2018). *VALIDITAS DAN RELIABILITAS PENELITIAN Dengan Analisis dengan NVIVO, SPSS dan AMOS*. Jakarta: Mitra Wacana Media.
- Carolyn, A. L., & Xiaowen, X. (2017). Effectiveness of online consumer reviews: the influence of valence, reviewer ethnicity, social distance and source trustworthiness. *Internet Research*, 27(2), 362–380.
- Carroll, A. B. (1999). Corporate social responsibility - ProQuest. *Business and Society*, 38(3), 268–295.  
<https://search.proquest.com/docview/199339277/8342A8857BAF4DC1PQ/1?acountid=28822>
- Carroll, A. B. (2016). Carroll's pyramid of CSR: taking another look. *International Journal of Corporate Social Responsibility*, 1(1), 1–8.  
<https://doi.org/10.1186/s40991-016-0004-6>
- Carroll, A. B. (2017). A three-dimensional conceptual model of corporate performance. *Corporate Social Responsibility*, 4(4), 37–45.  
<https://doi.org/10.5465/amr.1979.4498296>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Chen, Z. F., Hong, C., & Li, C. (2017). The joint effect of association-based corporate posting strategy and eWOM comment valence on social media. *Internet Research*, 27(5), 1039–1057. <https://doi.org/10.1108/IntR-05-2016-0140>
- Cheng, Y., Wei, W., & Zhang, L. (2020). Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention. *International Journal of Contemporary Hospitality Management*, 32(10), 3227–3248. <https://doi.org/10.1108/IJCHM-04-2020-0319>
- Cheong, J. W., Muthaly, S., Kuppusamy, M., & Han, C. (2020). The study of online reviews and its relationship to online purchase intention for electronic products among the millennials in Malaysia. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1519–1538. <https://doi.org/10.1108/APJML-03-2019-0192>
- Dang, V. T., Nguyen, N., & Wang, J. (2020). Consumers' perceptions and responses towards online retailers' CSR. *International Journal of Retail and Distribution*

- Management*, 48(12), 1277–1299. <https://doi.org/10.1108/IJRDM-10-2019-0339>
- Ek Styvén, M., & Foster, T. (2018). Who am I if you can't see me? The “self” of young travellers as driver of eWOM in social media. *Journal of Tourism Futures*, 4(1), 80–92. <https://doi.org/10.1108/JTF-12-2017-0057>
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632. <https://doi.org/10.1080/13527266.2016.1184706>
- Eshra, N., & Beshir, N. (2019). *Impact of Corporate Social Responsibility on Consumer Buying Behavior in World Review of Business Research Impact of Corporate Social Responsibility on Consumer Buying Behavior in Egypt Field of Research : Marketing. March 2017.*
- Fan, Q. (2019). Relationship among China's country image, corporate image and brand image. *Journal of Contemporary Marketing Science*, 2(1), 34–49. <https://doi.org/10.1108/jcmars-01-2019-0006>
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/JAMR-05-2017-0062>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang. Badan Penerbit Universitas Diponegoro
- Frederick, W. C. (1997). Business responsibility. *Public Relations Review*, 23, 8–16. [https://doi.org/10.1016/s0363-8111\(97\)90078-3](https://doi.org/10.1016/s0363-8111(97)90078-3)
- Freeman, R. E., & Dmytriiev, S. (2017). Corporate Social Responsibility and Stakeholder Theory: Learning From Each Other. *Symphonya. Emerging Issues in Management*, 1, 7. <https://doi.org/10.4468/2017.1.02freeman.dmytriiev>
- Hamid, S., Riaz, Z., & Azeem, S. M. W. (2020). Carroll's dimensions and CSR disclosure: empirical evidence from Pakistan. *Corporate Governance (Bingley)*, 20(3), 365–381. <https://doi.org/10.1108/CG-10-2018-0317>
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C., 1995, *Multivariate Data Analysis (Fourth ed.)*, New Jersey: Prentice Hall.
- Harun, A., Prybutok, G., & Prybutok, V. (2018). Do the millennials in the USA care about the fast food industry's involvement in corporate social responsibility? *Young Consumers*, 19(4), 358–381. <https://doi.org/10.1108/YC-02-2018-00776>
- Haryanto, B., Purwanto, D., Dewi, A. S., & Cahyono, E. (2019). How does the type of product moderate consumers' buying intentions towards traditional foods? (Study of consumer behavior in Indonesia). *Journal of Asia Business Studies*,

- 13(4), 525–542. <https://doi.org/10.1108/JABS-10-2018-0299>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hsu, S. Y., Chang, C. C., & Lin, T. T. (2019). Triple bottom line model and food safety in organic food and conventional food in affecting perceived value and purchase intentions. *British Food Journal*, 121(2), 333–346. <https://doi.org/10.1108/BFJ-07-2017-0403>
- Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N., & Sheikh, Z. (2019). The impact of self-congruity (symbolic and functional) on the brand hate: A study based on self-congruity theory. *British Food Journal*, 121(1), 71–88. <https://doi.org/10.1108/BFJ-03-2018-0206>
- Jalilvand, M. R., Nasrolahi Vosta, L., Kazemi Mahyari, H., & Khazaei Pool, J. (2017). *Social responsibility influence on customer trust in hotels: mediating effects of reputation and word-of-mouth*. *Tourism Review*, 72(1), 1–14. doi:10.1108/tr-09-2016-0037
- Javed, A., & Khan, Z. (2020). Marketing strategies for highly volatile emerging markets: an empirical study from Pakistani cellular industry. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-10-2019-0861>
- Jeong, E. H., Jang, S. C., Day, J., & Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41, 10–20. <https://doi.org/10.1016/j.ijhm.2014.03.002>
- Jeong, H. J., & Koo, D. M. (2015). Combined effects of valence and attributes of e-WOM on consumer judgement for message and product The moderating effect of brand community type. *Internet Research*, 25(1), 2–29. <https://doi.org/10.1108/IntR-09-2013-0199>
- Kang, J.W. and Namkung, Y. (2017), “The effect of corporate social responsibility on brand equity and the moderating role of ethical consumerism: the case of Starbucks”, *Journal of Hospitality & Tourism Research*, Vol. 42 No. 7, pp. 1130-1151.
- Kepercayaan Konsumen & Inovasi Produk Saat Pandemi Jadikan Aice Jawara Penghargaan Es Krim Tahun Ini*. Press Release. <https://pressrelease.kontan.co.id/release/kepercayaan-konsumen-inovasi-produk-saat-pandemi-jadikan-aice-jawara-penghargaan-es-krim-tahun-ini?page=all>. (Diakses pada 14 Oktober, 2021)

- Keller, K. L. (1993). Conceptualizing, measuring, managing. *Journal of Marketing*, 57, 1–22.
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–100. <https://doi.org/10.1177/002224299806200108>
- Koubova, V., & Buchko, A. A. (2017). Social eWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands? *Management Research Review*, 36(7), 700–719.
- Lee, C.-Y., Chang, W.-C., & Lee, H.-C. (2017). An investigation of the effects of corporate social responsibility on corporate reputation and customer loyalty – evidence from the Taiwan non-life insurance industry. *Social Responsibility Journal*, 13(2), 355–369. doi:10.1108/srj-01-2016-0006
- Lee, J., & Lee, Y. (2015). The interactions of CSR, self-congruity and purchase intention among Chinese consumers. *Australasian Marketing Journal*, 23(1), 19–26. <https://doi.org/10.1016/j.ausmj.2015.01.003>
- Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management*, 22(3), 387–403. <https://doi.org/10.1108/JFMM-08-2017-0087>
- Lee, S., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49–58. <https://doi.org/10.1016/j.ijhm.2014.03.008>
- Leisen Pollack, B. (2021). Green service attributes and amplifiers of the warm emotions evoked by them. *Journal of Service Theory and Practice*, 31(4), 512–533. <https://doi.org/10.1108/JSTP-07-2020-0163>
- Li, Y., Teng, W., Liao, T. T., & Lin, T. M. Y. (2020). Exploration of patriotic brand image: its antecedents and impacts on purchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1455–1481. <https://doi.org/10.1108/APJML-11-2019-0660>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product and Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>
- Liu, M. T., Liu, Y., Mo, Z., Zhao, Z., & Zhu, Z. (2020). How CSR influences customer behavioural loyalty in the Chinese hotel industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 1–22. <https://doi.org/10.1108/APJML-04-2018-0160>

- Liu, X., Hu, J., & Xu, B. (2017). Does eWOM matter to brand extension?: An examination of the impact of online reviews on brand extension evaluations. *Journal of Research in Interactive Marketing*, 11(3), 232–245. <https://doi.org/10.1108/JRIM-02-2016-0012>
- Moore, S. G., & Lafreniere, K. C. (2020). How online word-of-mouth impacts receivers. *Consumer Psychology Review*, 3(1), 34–59. <https://doi.org/10.1002/arcp.1055>
- Mulaessa, N., & Wang, H. (2017). The Effect of Corporate Social Responsibility (CSR) Activities on Consumers Purchase Intention in China: Mediating Role of Consumer Support for Responsible Business. *International Journal of Marketing Studies*, 9(1), 73. <https://doi.org/10.5539/ijms.v9n1p73>
- Nguyen, Y. T. H., & Nguyen, H. V. (2021). An alternative view of the millennial green product purchase: the roles of online product review and self-image congruence. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 231–249. <https://doi.org/10.1108/APJML-10-2019-0612>
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Owusu Kwateng, K., Yobanta, A. L., & Amanor, K. (2021). Hedonic and utilitarian perspective of mobile phones purchase intention. *Journal of Contemporary Marketing Science*, 4(1), 44–68. <https://doi.org/10.1108/jcmars-08-2020-0035>
- Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Parsa, H.G., Lord, K.R., Putrevu, S. and Kreeger, J. (2015), “Corporate social and environmental responsibility in services: Will consumers pay for it?”, *Journal of Retailing and Consumer Services*, Vol. 22, pp. 250-260
- Porter, M. E., and Kramer, M. R. (2002), “The competitive advantage of corporate philanthropy”, *Harvard Business Review*, 57-68 (December).
- Riley, M. W. (1956). Personal Influence: The Part Played by People in the Flow of Mass Communications. Elihu Katz, Paul F. Lazarsfeld. *American Journal of Sociology*, 62(1), 101–103. <https://doi.org/10.1086/221910>
- Rodrigues, C., & Rodrigues, P. (2019). Brand love matters to Millennials: the relevance of mystery, sensuality and intimacy to neo-luxury brands. *Journal of Product and Brand Management*, 28(7), 830–848.

- <https://doi.org/10.1108/JPBM-04-2018-1842>
- Rokonuzzaman, M., Mukherjee, A., Iyer, P., & Mukherjee, A. (2020). Relationship between retailers' return policies and consumer ratings. *Journal of Services Marketing*, 34(5), 621–633. <https://doi.org/10.1108/JSM-09-2019-0340>
- Saleem, H. and Raja, N.S. (2014), "The impact of service quality on customer satisfaction, customer loyalty", *MiddleEast Journal of Scientific Research*, Vol. 19 No. 5, pp. 706-711.
- Septianto, F., Tjiptono, F., & Arli, D. (2020). Authentically, proudly ethical: The effects of authentic pride on consumer acceptance of unethical behavior. *European Journal of Marketing*, 54(2), 351–379. <https://doi.org/10.1108/EJM-04-2018-0241>
- Shabib, F., & Ganguli, S. (2017). Impact of CSR on consumer behavior of Bahraini women in the cosmetics industry. In *World Journal of Entrepreneurship, Management and Sustainable Development* (Vol. 13, Issue 3). <https://doi.org/10.1108/wjemsd-08-2016-0041>
- Shin, E., Chung, T., & Damhorst, M. L. (2021). Are negative and positive reviews regarding apparel fit influential? *Journal of Fashion Marketing and Management*, 25(1), 63–79. <https://doi.org/10.1108/JFMM-02-2020-0027>
- Sirgy, M. J. (1986). *Self-congruity: Toward a theory of personality and cybernetics*. New York, NY: Praeger
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197–207. <https://doi.org/10.1080/21639159.2018.1436981>
- Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of the Academy of Marketing Science*, 19(4), 363–375. <https://doi.org/10.1007/BF02726512>
- Stojanovic, I., Andreu, L., & Curras-Perez, R. (2018). Effects of the intensity of use of social media on brand equity: An empirical study in a tourist destination. *European Journal of Management and Business Economics*, 27(1), 83–100. <https://doi.org/10.1108/EJMBE-11-2017-0049>
- Teng, W. (2020). Importance of corporate image for domestic brands moderated by consumer ethnocentrism. *Journal of Product and Brand Management*, 29(3), 257–272. <https://doi.org/10.1108/JPBM-09-2018-2020>
- Thanh Ha, L. T., & Thu, V. T. (2020). Motivations of guests contributing sWOM on social media: a case in Vietnam. *Journal of Asian Business and Economic Studies*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/jabes-05-2020-0055>

- Tsao, W. C., Hsieh, M. T., Shih, L. W., & Lin, T. M. Y. (2015). Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. *International Journal of Hospitality Management*, 46, 99–111. <https://doi.org/10.1016/j.ijhm.2015.01.008>
- Tuskej, U., Golob, U. and Podnar, K. (2013), “The role of consumer–brand identification in building brand relationships”, *Journal of Business Research*, Vol. 66 No. 1, pp. 53-59.
- Tuten, T. L., & Solomon, M. R. (2018). Social consumers. In *Social Media Marketing*.
- Vivek, S.D., Beatty, S.E. and Morgan, R.M. (2012), “Customer engagement: Exploring customer relationships beyond purchase”, *Journal of Marketing Theory and Practice*, Vol. 20 No. 2, pp. 122-146
- Wang, L., Fan, L., & Bae, S. M. (2019). How to persuade an online gamer to give up cheating? Uniting elaboration likelihood model and signaling theory. *Computers in Human Behavior*, 96(January), 149–162. <https://doi.org/10.1016/j.chb.2019.02.024>
- Wei, X., & Jung, S. (2021). Benefit appeals and perceived corporate hypocrisy: implications for the CSR performance of fast fashion brands. *Journal of Product and Brand Management*, December 2020. <https://doi.org/10.1108/JPBM-04-2020-2850>
- Yeo, A. C. M., Lee, S. X. M., & Carter, S. (2018). The influence of an organisation’s adopted corporate social responsibility constructs on consumers’ intended buying behaviour: a Malaysian perspective. *Social Responsibility Journal*, 14(3), 448–468. <https://doi.org/10.1108/SRJ-05-2016-0082>
- You, L., & Hon, L. C. (2021). Testing the effects of reputation, value congruence and brand identity on word-of-mouth intentions. *Journal of Communication Management*, 25(2), 160–181. <https://doi.org/10.1108/JCOM-10-2020-0119>