CHAPTER V

CONCLUSION

5.1 Introduction

This chapter is summary of all findings on the chapter IV. This chapter will discuss in detail about the conclusion of all findings in this research, managerial implication, limitation of the research and suggestion for the future research.

5.2 Conclusion

After examine the data analysis and discussion, from this research the conclusion shows that :

1. All of the respondents have account on Instagram, follow and buy the brand at least 2 times in 6 months.
2. All of the respondents from students of Faculty of Economy Universitas Atma Jaya Yogyakarta and according to the respondents' profile, most of respondents were woman with 60% and 40% of the respondents were man. Moreover, respondents average monthly income mostly have < Rp.2.000.000 with 76.9%, 21.3% for Rp. 2.000.000 - Rp. 4.000.000, 1.3% for > Rp. 6.000.001 and 0.6 % for Rp.4.000.001 – Rp. 6.000.000.
3. Perceived social media marketing activities have positive effect on brand loyalty stated on H1 is supported. People who follow and buy products on Instagram will lead to brand loyalty towards brands. Increasing of people using Instagram may increase loyalty towards company significantly.

4. Perceived social media marketing activities have positive effect on brand consciousness stated on H2 is supported. Company who used Instagram as marketing tool for promotion influence the brands to be well-known on consumer orientation.
5. Brand consciousness have positive effect on brand loyalty stated on H3 is supported. Consumers tend to loyal to company who have well-known brand.
6. Perceived social media marketing activities have positive effect on value consciousness stated on H4 is supported. People who join Instagram would follow the brands that gives value for them.
7. Value consciousness have positive effect on brand loyalty stated on H5 is supported. Company who give more value will make consumers to always stick with the brand.
8. Brand consciousness as mediating variable have positive effect on perceived social media marketing activities and brand loyalty stated on H6 is supported. It shows brand consciousness success for mediating perceived social media marketing activities and brand loyalty. Famous brand on Instagram would have lot of loyal consumers towards products.
9. Value consciousness as mediating variable have positive effect on perceived social media marketing activities and brand loyalty stated on H7 is supported. Value consciousness become determinant of perceived social media marketing and brand loyalty. People would follow and buy on Instagram which give more value to the consumers and become loyal consumers.

5.3 Managerial Implication

From the result of the research perceived social media marketing activities have positive effect on brand loyalty with mediating variables value and brand consciousness. For the company who used social media especially Instagram as promoting media for enhance the brand loyalty marketers can focus on the content of advertisement which interesting for consumers and keep updates the information and interaction to consumer on Instagram to pull new consumers to be loyal on social media especially Instagram. Marketers also can create special event on Instagram to enable consumers used Instagram as promoting media to their friends, and always maintain communication towards consumers on Instagram.

Brand consciousness also become consideration for brand loyalty. In fact, the result of brand consciousness have influence to brand loyalty on consumers. Marketers on company to increase brand consciousness can combine various types of social media so brand can be remembered and delivered on consumers mind. Marketers not only use Instagram to promote the brands but also can use another social media such as facebook, twitter and etc to make the brand to be well-known. Second, cooperate with capable celebrity endorser who expertise on this field to promote the product which add more conscious of the brands because followers will follow celebrity that they admire and through celebrity endorser, consumer will trust and know the brands.

Furthermore, value consciousness have effect on the brand loyalty. Creating value for consumer become the evaluation of consumers for loyal to brand. The company can increase the value consciousness on brand loyalty by providing best

quality and uniqueness on product from ingredients and materials. The marketers can make differentiation of the products than other competitors. Second, giving special price to loyal consumers. Value conscious consumers will interest to be brand loyal because they will think that the products give more benefit for them. Third, giving guarantee for the products that are not satisfy for consumers which can increase the loyalty on consumers perspectives. It will make consumers think that what they pay off on the products are worth it for this company.

5.4 Limitation and Suggestion for Future Research

Every research is not always perfect and still have limitation. There are several limitation of this research include :

- Regarding to the good research, sample should take widely for gain accurate result but because of time limitation, the sample of the research used only 160 respondents who follow and buy one of brand account on Instagram from students of Faculty of Economy Universitas Atma Jaya Yogyakarta although the questionnaires spread through online and offline.
- In this research used all of brands on Instagram as the research object. Eventhough, loyalty towards one brand to another brands are different from respondents perception. It will be more convenience to use specific brands on Instagram that represent loyalty from the customers towards one company.
- The research only consists of four variables which is perceived social media marketing activities, brand loyalty, value consciousness and brand

consciousness. Instead, there are many variables that influence brand loyalty such as brand trust, risk and other variables. It suggests for future research to add more variables that relates with brand loyalty in order to enrich the research.

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APPENDIX

APPENDIX 1

QUESTIONNAIRE

I am Yessi Harianti, student of International Business Management Program, Faculty of Economy in Universitas Atma Jaya Yogyakarta. Currently doing research about the effect of perceived social media marketing activities on brand loyalty : the mediation effect of brand and value consciousness. In this research used Instagram as the object. All of the data collected in this research would be use for academic purposes only. For the participation to fill the questionnaire, I would like to say thank you.

Part I : Screening Questions

In this part, questions relate to screening question which identify the respondents that fulfill the requirements based on the purpose of the research. Please choose by giving sign (X) for your answer.

1. Are you student of Faculty of Economy in Universitas Atma Jaya Yogyakarta ?
   a. Yes (if yes, you can continue to next question)
   b. No (if no, please stop here)
2. Do you have an Instagram account?
   a. Yes (if yes, you can continue to next question)
   b. No (if no, please stop here)
3. Are you become a follower in one of brand account on Instagram? (for example, Nike, H&M, Oriflame, Starbucks and etc)
   a. Yes (if yes, you can continue to next question)
   b. No (if no, please stop here)
4. Please mention <u>one of the brand</u> that you follow on Instagram that you experienced to buy at least 2 times on last 6 months through online or offline shop
   ……
   (Respondent should refer on this brand mentioned to answer Part II (Perceived social media marketing) and III (brand loyalty))

Part II: Perceived Social Media Marketing Activities

In this part, questions relate with marketing activities on Instagram. Perceived social media marketing activities defines a form of consumer evaluation of the marketing activities undertaken by company in issuing an extensive advertising for markets its products through social media, especially on Instagram. Please put a sign (√) to the box which represents how much you agree with the statement.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

	1	2	3	4	5
1. I find interesting contents shown in Instagram about brand I am considering to buy					
2. It is easy to deliver my opinion about the brand I am considering to through Instagram					
3. Using Instagram to search for information about the brand I am considering buying is trendy					
4. I would like to pass along information on brand, product, or services from Instagram to my friends					

Part III : Brand Loyalty

Brand loyalty believed to provide options for consumers to choose products from that brand compared to another brands. In this part, questions relate with your loyalty towards the brand that you already mention before. Please put a sign (√) to the box which represents how much you agree with the statement.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

	1	2	3	4	5
1. I would rather stick with a brand I usually buy than try something I am not very sure of					
2. I have certain types of brand that I always buy					
3. I consider myself to be loyal to brand					
4. I feel confidence in a brand that I always buy					

Part IV : Brand Consciousness

In this part, questions relate to brand consciousness. Noted that brand consciousness imply consumer tend to buy products that are known by public and had famous on advertising. Please put a sign (√) to the box which represents how much you agree with the statement.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

	1	2	3	4	5
1. I pay attention to the brand names of the products I buy					
2. Brand names tell me something about the quality of the product					
3. Sometimes I am willing pay more money for products because its brand name					
4. Branded products that costs a lot of money are good quality					

Part V : Value Consciousness

In this part, questions relate to consciousness of your value when choose the products to buy. Value consciousness is consumer conscious to choose the products emphasizes the benefit for pay low cost products with quality provided. Please put a sign (√) to the box which represents how much you agree with the statement.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

	1	2	3	4	5
1. I am very concerned about low price, but I am equally concerned about product quality					
2. When shopping, I compare the prices of different brands to be sure I get the best value for the money					
3. When purchasing a product, I always try to maximize the quality I get for the money I spend					
4. When I buy products, I like to be sure of I am getting my money's worth					

Part VI : Personal Data

In this part, questions relate to your identity as respondents. Please choose based on your personal data by giving sign (X) for your answer.

1. Gender
   a. Male
   b. Female
2. How much your average monthly income?
   a. < Rp. 2.000.000
   b. Rp. 2.000.001 – Rp. 4.000.000
   c. Rp. 4.000.001 – Rp 6.000.000
   d. > Rp. 6.000.001

KUISIONER

Saya adalah Yessi Harianti, Mahasiswi jurusan Manajemen Internasional di Fakultas Ekonomi Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian mengenai pengaruh aktivitas pemasaran sosial media yang dirasakan terhadap loyalitas merk dengan kesadaran merk dan nilai sebagai efek mediasi. Pada penelitian ini, objek penelitian yang digunakan adalah Instagram. Semua data yang terkumpul hanya digunakan untuk tujuan akademis. Atas partisipasi dalam mengisi kuisioner ini, saya ucapkan terimakasih.

Bagian I : Screening Questions

Pada bagian ini pertanyaan berhubungan dengan screening question yang mengidentifikasi responden yang memenuhi syarat sesuai dengan tujuan dari penelitian ini. Pilihlah dengan memberi tanda (X) untuk jawaban anda.

1. Apakah anda Mahasiswa atau Mahasiswi Fakultas Ekonomi Universitas Atma Jaya Yogyakarta?
   a. Ya (Jika ya, anda dapat melanjutkan ke pertanyaan berikutnya)
   b. Tidak (Jika tidak, anda dapat berhenti disini)
2. Apakah anda memiliki akun Instagram?
   a. Ya (Jika ya, anda dapat melanjutkan ke pertanyaan berikutnya)
   b. Tidak (Jika tidak, anda dapat berhenti disini)
3. Apakah anda mengikuti salah satu merk di akun Instagram? (Contoh Nike, H&M, Oriflame, Starbucks dan lainnya)
   a. Ya (Jika ya, anda dapat melanjutkan ke pertanyaan berikutnya)
   b. Tidak (Jika tidak, anda dapat berhenti disini)
4. Mohon sebutkan <u>satu merk</u> yang anda ikuti di Instagram dan yang pernah anda beli paling sedikit 2 kali dalam 6 bulan terakhir melalui online atau offline

   ……

(Responden harus mengacu pada merk ini untuk menjawab pertanyaan pada bagian II (Aktivitas pemasaran sosial media yang dirasakan) dan III (loyalitas merk))

Bagian II : Aktivitas Pemasaran Sosial Media yang dirasakan

Pada bagian ini pertanyaan berhubungan dengan aktivitas pemasaran yang ada di Instagram. Aktivitas pemasaran sosial media yang dirasakan merupakan bentuk evaluasi konsumen terhadap aktivitas pemasaran yang dilakukan oleh perusahaan dalam mengeluarkan iklan yang luas untuk memasarkan produknya pada sosial media terutama di Instagram. Berilah tanda (√) pada kolom yang mewakili seberapa anda setuju pada pernyataan tersebut.

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

	1	2	3	4	5
1. Saya menemukan isi yang menarik di Instagram tentang merk yang saya pertimbangkan untuk dibeli					
2. Mudah untuk menyampaikan pendapat saya tentang merk yang saya pertimbangkan di Instagram					
3. Menggunakan Instagram untuk mencari informasi mengenai merk yang saya pertimbangkan untuk dibeli adalah trendi					
4. Saya akan menyampaikan informasi mengenai merk Instagram kepada teman teman saya					

Bagian III : Loyalitas Merk

Loyalitas merk dipercaya dapat memberikan pilihan bagi konsumen untuk tetap terus memilih produk dari merk tersebut dari merk lainnya. Pada bagian ini, pertanyaan berhubungan dengan loyalitas yang anda miliki pada merk yang telah anda sebutkan. Berilah tanda (√) pada kolom yang mewakili seberapa anda setuju pada pernyataan tersebut.

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

	1	2	3	4	5
1. Saya lebih memilih untuk tetap pada sebuah produk yang biasanya saya beli daripada mencoba sesuatu yang tidak meyakinkan bagi saya					
2. Saya memiliki jenis merk tertentu yang produknya selalu saya beli					
3. Saya menganggap diri saya untuk loyal pada suatu merk produk					
4. Saya merasa percaya diri pada suatu merk yang produknya selalu saya beli					

Bagian IV : Kesadaran Merk

Pada bagian ini, pertanyaan berhubungan dengan kesadaran merk. Seperti yang diketahui, kesadaran merk merupakan kesadaran yang dimiliki konsumen untuk membeli produk yang diketahui oleh khalayak umum dan memiliki iklan yang terkenal. Berilah tanda (√) pada kolom yang mewakili seberapa anda setuju pada pernyataan tersebut.

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

	1	2	3	4	5
1. Saya memperhatikan nama merk dari produk yang saya beli					
2. Nama merk memberitahukan sesuatu tentang kualitas dari produk tersebut					
3. Kadang-kadang saya bersedia membayar lebih untuk produk karena nama merk					
4. Produk bermerk yang terbilang mahal memiliki kualitas yang baik					

Bagian V : Kesadaran Nilai

Pada bagian ini, pertanyaan berhubungan dengan kesadaran nilai yang anda miliki ketika memilih produk yang akan anda beli. Kesadaran nilai merupakan kesadaran yang dimiliki konsumen untuk memilih produk yang menekankan pada keuntungan

untuk membayar harga yang lebih murah dengan kualitas yang diberikan. Berilah tanda (√) pada kolom yang mewakili seberapa anda setuju pada pernyataan tersebut.

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

	1	2	3	4	5
4. Saya sangat peduli dengan harga yang murah, tetapi saya juga peduli dengan kualitas produk					
5. Ketika berbelanja, saya membandingkan harga dari berbagai merk untuk memastikan saya mendapat nilai produk sesuai dengan uang yang saya bayarkan					
6. Ketika saya membeli sebuah produk, saya selalu mencoba untuk memaksimalkan kualitas yang saya dapatkan dengan uang yang saya keluarkan					
7. Ketika saya membeli produk, saya ingin memastikan bahwa uang yang saya keluarkan sesuai					

Bagian VI : Data Pribadi

Pada bagian ini pertanyaan berhubungan dengan identitas yang anda miliki sebagai responden. Pilihlah sesuai dengan data pribadi anda dengan memberi tanda (X) untuk jawaban anda.

1. Jenis Kelamin
   a. Laki-laki
   b. Perempuan
2. Berapakah pendapatan rata-rata perbulan anda?
   a. < Rp. 2.000.000
   b. Rp. 2.000.001 – Rp. 4.000.000
   c. Rp 4.000.001 – Rp 6.000.000
   d. > Rp 6.000.001

APPENDIX 2

DATA OF RESPONDENTS

1. DATA FOR SCREENING QUESTIONS

No.	Students of Faculty of Economy Universitas Atma Jaya Yogyakarta	Users of Instagram Account	Followers in One Brand Account	Brand Account
1	Yes	Yes	Yes	Gildan
2	Yes	Yes	Yes	McDonalds
3	Yes	Yes	Yes	Hanabira
4	Yes	Yes	Yes	Starbucks
5	Yes	Yes	Yes	Starbucks
6	Yes	Yes	Yes	H&M
7	Yes	Yes	Yes	Canon
8	Yes	Yes	Yes	Adidas
9	Yes	Yes	Yes	Starbucks
10	Yes	Yes	Yes	Oriflame
11	Yes	Yes	Yes	Gaudi
12	Yes	Yes	Yes	Nike
13	Yes	Yes	Yes	Cotton on
14	Yes	Yes	Yes	Nike
15	Yes	Yes	Yes	Starbucks
16	Yes	Yes	Yes	Starbucks
17	Yes	Yes	Yes	Starbucks

18	Yes	Yes	Yes	Bonchon
19	Yes	Yes	Yes	Oriflame
20	Yes	Yes	Yes	Maybelline
21	Yes	Yes	Yes	Starbucks
22	Yes	Yes	Yes	KylieCosmetics
23	Yes	Yes	Yes	Iwearzule
24	Yes	Yes	Yes	Adidas
25	Yes	Yes	Yes	Starbucks
26	Yes	Yes	Yes	Starbucks
27	Yes	Yes	Yes	Nikon
28	Yes	Yes	Yes	Oriflame
29	Yes	Yes	Yes	Oriflame
30	Yes	Yes	Yes	Starbucks
31	Yes	Yes	Yes	Oriflame
32	Yes	Yes	Yes	Nike
33	Yes	Yes	Yes	Nike
34	Yes	Yes	Yes	Oriflame
35	Yes	Yes	Yes	Nike
36	Yes	Yes	Yes	Adidas
37	Yes	Yes	Yes	H&M
38	Yes	Yes	Yes	Oriflame
39	Yes	Yes	Yes	Oriflame
40	Yes	Yes	Yes	Nike
41	Yes	Yes	Yes	Oriflame
42	Yes	Yes	Yes	Nike

43	Yes	Yes	Yes	Nike
44	Yes	Yes	Yes	Adidas
45	Yes	Yes	Yes	Nike
46	Yes	Yes	Yes	Wooden House
47	Yes	Yes	Yes	H&M
48	Yes	Yes	Yes	Reebok
49	Yes	Yes	Yes	Cotton on
50	Yes	Yes	Yes	Nike
51	Yes	Yes	Yes	Adidas
52	Yes	Yes	Yes	H&M
53	Yes	Yes	Yes	Nike
54	Yes	Yes	Yes	Nike
55	Yes	Yes	Yes	Charles and Keith
56	Yes	Yes	Yes	Oriflame
57	Yes	Yes	Yes	Converse
58	Yes	Yes	Yes	Starbucks
59	Yes	Yes	Yes	Nike
60	Yes	Yes	Yes	Converse
61	Yes	Yes	Yes	Etude House
62	Yes	Yes	Yes	Nike
63	Yes	Yes	Yes	Starbucks
64	Yes	Yes	Yes	Converse
65	Yes	Yes	Yes	Oriflame
66	Yes	Yes	Yes	Converse
67	Yes	Yes	Yes	Oriflame

68	Yes	Yes	Yes	Adidas
69	Yes	Yes	Yes	Dunkin Donuts
70	Yes	Yes	Yes	Starbucks
71	Yes	Yes	Yes	McDonalds
72	Yes	Yes	Yes	Nike
73	Yes	Yes	Yes	H&M
74	Yes	Yes	Yes	Oriflame
75	Yes	Yes	Yes	H&M
76	Yes	Yes	Yes	Guitar Yamaha
77	Yes	Yes	Yes	Lulu Lutfi Labibi
78	Yes	Yes	Yes	Nike
79	Yes	Yes	Yes	Starbucks
80	Yes	Yes	Yes	Tomkins Indonesia
81	Yes	Yes	Yes	J.CO
82	Yes	Yes	Yes	H&M
83	Yes	Yes	Yes	Starbucks
84	Yes	Yes	Yes	Starbucks
85	Yes	Yes	Yes	Etude House
86	Yes	Yes	Yes	Etude House
87	Yes	Yes	Yes	Starbucks
88	Yes	Yes	Yes	Starbucks
89	Yes	Yes	Yes	Starbucks
90	Yes	Yes	Yes	H&M
91	Yes	Yes	Yes	Mineral Botanica
92	Yes	Yes	Yes	Starbucks

93	Yes	Yes	Yes	H&M
94	Yes	Yes	Yes	Starbucks
95	Yes	Yes	Yes	Starbucks
96	Yes	Yes	Yes	Starbucks
97	Yes	Yes	Yes	Gasbilo Sling Bag
98	Yes	Yes	Yes	Nike
99	Yes	Yes	Yes	Starbucks
100	Yes	Yes	Yes	Oriflame
101	Yes	Yes	Yes	Oriflame
102	Yes	Yes	Yes	Starbucks
103	Yes	Yes	Yes	Nike
104	Yes	Yes	Yes	Starbucks
105	Yes	Yes	Yes	Nike
106	Yes	Yes	Yes	Country Boots
107	Yes	Yes	Yes	Vans
108	Yes	Yes	Yes	Starbucks
109	Yes	Yes	Yes	Starbucks
110	Yes	Yes	Yes	Nike
111	Yes	Yes	Yes	Starbucks
112	Yes	Yes	Yes	Starbucks
113	Yes	Yes	Yes	Starbucks
114	Yes	Yes	Yes	AirWalk
115	Yes	Yes	Yes	J.CO
116	Yes	Yes	Yes	AirWalk
117	Yes	Yes	Yes	Panties Pizza

118	Yes	Yes	Yes	Starbucks
119	Yes	Yes	Yes	Tiff Body
120	Yes	Yes	Yes	Starbucks
121	Yes	Yes	Yes	Roughneck1991
122	Yes	Yes	Yes	Oriflame
123	Yes	Yes	Yes	Cotton on
124	Yes	Yes	Yes	Vans
125	Yes	Yes	Yes	Sensatia Botanicals
126	Yes	Yes	Yes	Etude House
127	Yes	Yes	Yes	Oriflame
128	Yes	Yes	Yes	Adidas
129	Yes	Yes	Yes	Nike
130	Yes	Yes	Yes	Nike
131	Yes	Yes	Yes	Starbucks
132	Yes	Yes	Yes	Prodigo Footwear
133	Yes	Yes	Yes	Oriflame
134	Yes	Yes	Yes	Converse
135	Yes	Yes	Yes	Starbucks
136	Yes	Yes	Yes	Adidas
137	Yes	Yes	Yes	Oriflame
138	Yes	Yes	Yes	H&M
139	Yes	Yes	Yes	Dunkin Donuts
140	Yes	Yes	Yes	Adidas
141	Yes	Yes	Yes	Nu Oceana
142	Yes	Yes	Yes	Starbucks

143	Yes	Yes	Yes	Charles and Keith
144	Yes	Yes	Yes	Starbucks
145	Yes	Yes	Yes	Oriflame
146	Yes	Yes	Yes	Starbucks
147	Yes	Yes	Yes	Starbucks
148	Yes	Yes	Yes	Oriflame
149	Yes	Yes	Yes	Starbucks
150	Yes	Yes	Yes	Converse
151	Yes	Yes	Yes	Starbucks
152	Yes	Yes	Yes	Nike
153	Yes	Yes	Yes	Starbucks
154	Yes	Yes	Yes	Oriflame
155	Yes	Yes	Yes	Starbucks
156	Yes	Yes	Yes	J.CO
157	Yes	Yes	Yes	Oriflame
158	Yes	Yes	Yes	Starbucks
159	Yes	Yes	Yes	Starbucks
160	Yes	Yes	Yes	Starbucks

2. DATA OF RESPONDENTS FOR ITEM VARIABLES

PSMMA1	PSMMA2	PSMMA3	PSMMA4	BL1	BL2	BL3	BL4	BC1	BC2	BC3	BC4	VC1	VC2	VC3	VC4
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3. RESPONDENTS' PROFILE

No	Gender	Income
1	Man	< Rp. 2.000.000
2	Woman	< Rp. 2.000.000
3	Woman	< Rp. 2.000.000
4	Man	< Rp. 2.000.000
5	Woman	< Rp. 2.000.000
6	Man	Rp 4.000.001 – Rp 6.000.000
7	Man	< Rp. 2.000.000
8	Man	< Rp. 2.000.000
9	Man	< Rp. 2.000.000
10	Woman	Rp. 2.000.001 – Rp. 4.000.000
11	Woman	Rp. 2.000.001 – Rp. 4.000.000
12	Man	Rp. 2.000.001 – Rp. 4.000.000
13	Woman	Rp. 2.000.001 – Rp. 4.000.000
14	Man	< Rp. 2.000.000
15	Man	Rp. 2.000.001 – Rp. 4.000.000
16	Man	Rp. 2.000.001 – Rp. 4.000.000
17	Woman	< Rp. 2.000.000
18	Woman	Rp. 2.000.001 – Rp. 4.000.000
19	Woman	< Rp. 2.000.000
20	Woman	< Rp. 2.000.000
21	Woman	< Rp. 2.000.000
22	Woman	< Rp. 2.000.000
23	Man	Rp. 2.000.001 – Rp. 4.000.000
24	Woman	< Rp. 2.000.000
25	Man	< Rp. 2.000.000
26	Woman	< Rp. 2.000.000
27	Man	Rp. 2.000.001 – Rp. 4.000.000
28	Woman	< Rp. 2.000.000
29	Woman	< Rp. 2.000.000
30	Woman	< Rp. 2.000.000
31	Woman	< Rp. 2.000.000
32	Man	< Rp. 2.000.000
33	Woman	< Rp. 2.000.000
34	Woman	< Rp. 2.000.000

35	Woman	< Rp. 2.000.000
36	Man	< Rp. 2.000.000
37	Man	< Rp. 2.000.000
38	Woman	< Rp. 2.000.000
39	Woman	Rp. 2.000.001 – Rp. 4.000.000
40	Man	Rp. 2.000.001 – Rp. 4.000.000
41	Woman	< Rp. 2.000.000
42	Man	< Rp. 2.000.000
43	Woman	> Rp. 6.000.001
44	Man	Rp. 2.000.001 – Rp. 4.000.000
45	Man	Rp. 2.000.001 – Rp. 4.000.000
46	Man	< Rp. 2.000.000
47	Woman	Rp. 2.000.001 – Rp. 4.000.000
48	Man	< Rp. 2.000.000
49	Woman	Rp. 2.000.001 – Rp. 4.000.000
50	Woman	< Rp. 2.000.000
51	Man	< Rp. 2.000.000
52	Man	Rp. 2.000.001 – Rp. 4.000.000
53	Man	Rp. 2.000.001 – Rp. 4.000.000
54	Man	< Rp. 2.000.000
55	Woman	< Rp. 2.000.000
56	Woman	< Rp. 2.000.000
57	Woman	< Rp. 2.000.000
58	Man	< Rp. 2.000.000
59	Man	Rp. 2.000.001 – Rp. 4.000.000
60	Man	< Rp. 2.000.000
61	Woman	< Rp. 2.000.000
62	Man	< Rp. 2.000.000
63	Man	< Rp. 2.000.000
64	Woman	< Rp. 2.000.000
65	Woman	< Rp. 2.000.000
66	Man	< Rp. 2.000.000
67	Woman	< Rp. 2.000.000
68	Man	< Rp. 2.000.000
69	Woman	Rp. 2.000.001 – Rp. 4.000.000
70	Man	< Rp. 2.000.000

71	Man	< Rp. 2.000.000
72	Man	< Rp. 2.000.000
73	Woman	< Rp. 2.000.000
74	Woman	< Rp. 2.000.000
75	Woman	< Rp. 2.000.000
76	Man	< Rp. 2.000.000
77	Man	< Rp. 2.000.000
78	Man	< Rp. 2.000.000
79	Woman	< Rp. 2.000.000
80	Woman	< Rp. 2.000.000
81	Woman	< Rp. 2.000.000
82	Woman	< Rp. 2.000.000
83	Man	< Rp. 2.000.000
84	Woman	< Rp. 2.000.000
85	Woman	< Rp. 2.000.000
86	Woman	< Rp. 2.000.000
87	Man	< Rp. 2.000.000
88	Woman	< Rp. 2.000.000
89	Woman	< Rp. 2.000.000
90	Woman	< Rp. 2.000.000
91	Woman	< Rp. 2.000.000
92	Woman	Rp. 2.000.001 – Rp. 4.000.000
93	Woman	Rp. 2.000.001 – Rp. 4.000.000
94	Woman	Rp. 2.000.001 – Rp. 4.000.000
95	Woman	Rp. 2.000.001 – Rp. 4.000.000
96	Woman	< Rp. 2.000.000
97	Man	< Rp. 2.000.000
98	Man	Rp. 2.000.001 – Rp. 4.000.000
99	Man	< Rp. 2.000.000
100	Woman	< Rp. 2.000.000
101	Woman	< Rp. 2.000.000
102	Woman	< Rp. 2.000.000
103	Woman	Rp. 2.000.001 – Rp. 4.000.000
104	Woman	< Rp. 2.000.000
105	Man	< Rp. 2.000.000
106	Man	< Rp. 2.000.000

107	Man	< Rp. 2.000.000
108	Man	< Rp. 2.000.000
109	Man	Rp. 2.000.001 – Rp. 4.000.000
110	Man	< Rp. 2.000.000
111	Woman	Rp. 2.000.001 – Rp. 4.000.000
112	Woman	Rp. 2.000.001 – Rp. 4.000.000
113	Man	< Rp. 2.000.000
114	Woman	< Rp. 2.000.000
115	Woman	< Rp. 2.000.000
116	Woman	< Rp. 2.000.000
117	Man	< Rp. 2.000.000
118	Woman	< Rp. 2.000.000
119	Woman	< Rp. 2.000.000
120	Man	< Rp. 2.000.000
121	Man	< Rp. 2.000.000
122	Woman	Rp. 2.000.001 – Rp. 4.000.000
123	Woman	Rp. 2.000.001 – Rp. 4.000.000
124	Woman	< Rp. 2.000.000
125	Woman	Rp. 2.000.001 – Rp. 4.000.000
126	Woman	< Rp. 2.000.000
127	Woman	< Rp. 2.000.000
128	Woman	< Rp. 2.000.000
129	Man	< Rp. 2.000.000
130	Man	< Rp. 2.000.000
131	Woman	< Rp. 2.000.000
132	Woman	< Rp. 2.000.000
133	Woman	< Rp. 2.000.000
134	Man	< Rp. 2.000.000
135	Woman	< Rp. 2.000.000
136	Woman	< Rp. 2.000.000
137	Woman	< Rp. 2.000.000
138	Woman	< Rp. 2.000.000
139	Woman	< Rp. 2.000.000
140	Man	Rp. 2.000.001 – Rp. 4.000.000
141	Man	> Rp 6.000.001
142	Woman	Rp. 2.000.001 – Rp. 4.000.000

143	Woman	< Rp. 2.000.000
144	Woman	< Rp. 2.000.000
145	Woman	< Rp. 2.000.000
146	Man	Rp. 2.000.001 – Rp. 4.000.000
147	Man	< Rp. 2.000.000
148	Woman	< Rp. 2.000.000
149	Man	< Rp. 2.000.000
150	Woman	< Rp. 2.000.000
151	Woman	< Rp. 2.000.000
152	Woman	< Rp. 2.000.000
153	Woman	< Rp. 2.000.000
154	Woman	< Rp. 2.000.000
155	Man	< Rp. 2.000.000
156	Woman	< Rp. 2.000.000
157	Woman	< Rp. 2.000.000
158	Woman	< Rp. 2.000.000
159	Man	< Rp. 2.000.000
160	Woman	< Rp. 2.000.000

APPENDIX 3

RELIABILITY AND VALIDITY TEST

1. Perceived Social Media Marketing Activities

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.699	.692	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PSMMA1	12.83	2.075	.595	.361	.558
PSMMA2	12.97	1.964	.588	.350	.562
PSMMA3	12.87	2.533	.406	.229	.681
PSMMA4	12.83	2.833	.362	.203	.701

2. Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.752	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BL1	12.43	4.116	.413	.234	.763
BL2	12.10	3.817	.528	.348	.706
BL3	12.50	3.086	.624	.419	.651
BL4	12.37	3.551	.649	.424	.642

3. Brand Consciousness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.805	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BC1	12.70	3.114	.591	.521	.769
BC2	12.77	2.737	.750	.617	.690
BC3	12.83	3.109	.520	.354	.803
BC4	12.80	2.855	.628	.397	.751

4. Value Consciousness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.731	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VC1	13.47	1.568	.626	.420	.596
VC2	13.63	1.551	.549	.312	.636
VC3	13.53	1.568	.418	.194	.728
VC4	13.37	1.757	.479	.305	.679

APPENDIX 4

SCREENING QUESTIONS DATA AND RESPONDENTS' PROFILE

Students of Faculty of Economy Universitas Atma Jaya Yogyakarta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	100.0	100.0	100.0

Users of Instagram Account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	100.0	100.0	100.0

Followers in One Brand Account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	100.0	100.0	100.0

Product Brand Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Food and Beverages	57	35.6	35.6	35.6
	Clothing and Shoes	66	41.3	41.3	76.9
	Cosmetics	31	19.4	19.4	96.3
	Others	6	3.8	3.8	100.0
	Total	160	100.0	100.0	

Brand Account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adidas	9	5.6	5.6	5.6
	AirWalk	2	1.3	1.3	6.9
	Bonchon	1	.6	.6	7.5

	Canon	1	.6	.6	8.1
	Charles and Keith	2	1.3	1.3	9.4
	Converse	6	3.8	3.8	13.1
	Cotton on	3	1.9	1.9	15.0
	Country Boots	1	.6	.6	15.6
	Dunkin Donuts	2	1.3	1.3	16.9
	Etude House	4	2.5	2.5	19.4
	Gasbilo Sling Bag	1	.6	.6	20.0
	Gaudi	1	.6	.6	20.6
	Gildan	1	.6	.6	21.3
	Guitar Yamaha	1	.6	.6	21.9
	H&M	10	6.3	6.3	28.1
	Hanabira	1	.6	.6	28.7
	Iwearzule	1	.6	.6	29.4
	J.CO	3	1.9	1.9	31.3
	KylieCosmetics	1	.6	.6	31.9
	Lulu Lutfi Labibi	1	.6	.6	32.5
	Maybelline	1	.6	.6	33.1
	McDonalds	2	1.3	1.3	34.4
	Mineral Botanica	1	.6	.6	35.0
	Nike	23	14.4	14.4	49.4
	Nikon	1	.6	.6	50.0
	Nu Oceana	1	.6	.6	50.6
	Oriflame	23	14.4	14.4	65.0
	Panties Pizza	1	.6	.6	65.6
	Prodigo Footwear	1	.6	.6	66.3
	Reebok	1	.6	.6	66.9
	Roughneck1991	1	.6	.6	67.5
	Sensatia Botanicals	1	.6	.6	68.1
	Starbucks	46	28.7	28.7	96.9
	Tiff Body	1	.6	.6	97.5

	Tomkins Indonesia	1	.6	.6	98.1
	Vans	2	1.3	1.3	99.4
	Wooden House	1	.6	.6	100.0
	Total	160	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	64	40.0	40.0	40.0
	Woman	96	60.0	60.0	100.0
	Total	160	100.0	100.0	

Average Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 2.000.000	123	76.9	76.9	76.9
	Rp. 2.000.001 - Rp. 4.000.000	34	21.3	21.3	98.1
	Rp. 4.000.001 - Rp. 6.000.000	1	.6	.6	98.8
	> Rp. 6.000.001	2	1.3	1.3	100.0
	Total	160	100.0	100.0	

APPENDIX 5

RESULT ANALYSIS

1. Perceived Social Media Marketing Activities on Brand Loyalty

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PerceivedSocialMediaMarketingActivities[b]	.	Enter

a. Dependent Variable: BrandLoyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544[a]	.296	.291	.60929

a. Predictors: (Constant), PerceivedSocialMediaMarketingActivities

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.608	1	24.608	66.287	.000[b]
	Residual	58.654	158	.371		
	Total	83.262	159			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), PerceivedSocialMediaMarketingActivities

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.173	.326		3.592	.000
	PerceivedSocialMediaMarketingActivities	.668	.082	.544	8.142	.000

a. Dependent Variable: BrandLoyalty

2. Perceived Social Media Marketing Activities on Value Consciousness

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PerceivedSocialMediaMarketingActivities[b]	.	Enter

a. Dependent Variable: ValueConsciousness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603[a]	.364	.360	.52663

a. Predictors: (Constant), PerceivedSocialMediaMarketingActivities

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.081	1	25.081	90.437	.000[b]
	Residual	43.819	158	.277		
	Total	68.900	159			

a. Dependent Variable: ValueConsciousness

b. Predictors: (Constant), PerceivedSocialMediaMarketingActivities

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.621	.282		5.744	.000
	PerceivedSocialMediaMarketingActivities	.674	.071	.603	9.510	.000

a. Dependent Variable: ValueConsciousness

3. Value Consciousness on Brand Loyalty

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ValueConsciousness[b]	.	Enter

a. Dependent Variable: BrandLoyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508[a]	.258	.253	.62526

a. Predictors: (Constant), ValueConsciousness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.492	1	21.492	54.974	.000[b]
	Residual	61.770	158	.391		
	Total	83.262	159			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), ValueConsciousness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.414	.326		4.340	.000
	ValueConsciousness	.559	.075	.508	7.414	.000

a. Dependent Variable: BrandLoyalty

4. Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ValueConsciousness, PerceivedSocialMedia MarketingActivities[b]	.	Enter

a. Dependent Variable: BrandLoyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.338	.58869

a. Predictors: (Constant), ValueConsciousness, PerceivedSocialMediaMarketingActivities

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.852	2	14.426	41.627	.000[b]
	Residual	54.410	157	.347		
	Total	83.262	159			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), ValueConsciousness, PerceivedSocialMediaMarketingActivities

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.668	.347		1.926	.056
	PerceivedSocialMedia MarketingActivities	.458	.099	.373	4.608	.000

	ValueConsciousness	.311	.089	.283	3.500	.001

a. Dependent Variable: BrandLoyalty

5. Perceived Social Media Marketing Activities on Brand Consciousness

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PerceivedSocialMediaMarketingActivities[b]	.	Enter

a. Dependent Variable: BrandConsciousness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557[a]	.310	.306	.61089

a. Predictors: (Constant), PerceivedSocialMediaMarketingActivities

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.536	1	26.536	71.107	.000[b]
	Residual	58.963	158	.373		
	Total	85.498	159			

a. Dependent Variable: BrandConsciousness

b. Predictors: (Constant), PerceivedSocialMediaMarketingActivities

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.173	.327		3.584	.000
	PerceivedSocialMediaMarketingActivities	.694	.082	.557	8.432	.000

a. Dependent Variable: BrandConsciousness

6. Brand Consciousness on Brand Loyalty

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BrandConsciousness[b]	.	Enter

a. Dependent Variable: BrandLoyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598[a]	.358	.354	.58163

a. Predictors: (Constant), BrandConsciousness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.812	1	29.812	88.127	.000[b]
	Residual	53.450	158	.338		
	Total	83.262	159			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), BrandConsciousness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.497	.250		5.992	.000
	BrandConsciousness	.590	.063	.598	9.388	.000

a. Dependent Variable: BrandLoyalty

7. Brand Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BrandConsciousness, PerceivedSocialMedia MarketingActivities[b]	.	Enter

a. Dependent Variable: BrandLoyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650[a]	.422	.415	.55357

a. Predictors: (Constant), BrandConsciousness, PerceivedSocialMediaMarketingActivities

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.151	2	17.576	57.354	.000[b]
	Residual	48.111	157	.306		
	Total	83.262	159			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), BrandConsciousness, PerceivedSocialMediaMarketingActivities

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.677	.308		2.193	.030
	PerceivedSocialMedia MarketingActivities	.375	.090	.305	4.174	.000

	BrandConsciousness	.423	.072	.429	5.866	.000

a. Dependent Variable: BrandLoyalty

APPENDIX 6

R-TABLE FOR VALIDITY

df = (N-2)	One Tail Significance Level				
	0.05	0.025	0.01	0.005	0.0005
	Two Tail Significance Level				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287

23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541

Source : Junaidi (http://junaidichaniago.wordpress.com). 2010