

BAB V

PENUTUP

5.1. Kesimpulan

Berdasarkan hasil penelitian yang telah dijabarkan dan dijelaskan pada bab IV maka dapat ditarik kesimpulan sebagai berikut:

5.1.1 Analisis Deskriptif Responden

Karakteristik responden pada penelitian ini merupakan mahasiswa berdomisili Yogyakarta, pernah mengunjungi dan atau mengikuti akun *food blogger* (asal Yogyakarta). Dari total 221 responden, mayoritas responden berjenis kelamin perempuan dengan jumlah 140 orang dan mayoritas usia yaitu 22 tahun sebanyak 86 orang. Dengan mayoritas tingkat pendapatan rata- rata per bulan sebesar Rp 500.001 - Rp 1.000.000 dan mayoritas tingkat pengeluaran rata- rata per bulan sebesar Rp 500.001 - Rp 1.000.000. Sebanyak 138 suara memilih akun @jogjaculinary sebagai akun *food blogger* yang paling sering dilihat untuk menentukan pilihan tempat kuliner.

5.1.2 Pengaruh Kredibilitas Sumber, Kualitas Argumen, Persepsi Sumber, Gaya Sumber dan Daya Tarik Sumber Terhadap Penerimaan Informasi

Kualitas argumen, persepsi sumber, gaya sumber dan daya tarik sumber memiliki pengaruh positif dan signifikan terhadap penerimaan

informasi. Sedangkan pada variabel kredibilitas sumber memiliki pengaruh positif namun tidak signifikan terhadap penerimaan informasi. Hal ini menunjukkan bahwa kualitas argumen, persepsi sumber, gaya sumber dan daya tarik sumber pada *food blogger* dapat meningkatkan penerimaan informasi pada konsumen. Dan kredibilitas sumber pada *food blogger* tidak dapat meningkatkan penerimaan informasi pada konsumen.

5.1.3 Pengaruh Penerimaan Informasi Terhadap Niat Beli

Penerimaan informasi memiliki pengaruh positif dan signifikan terhadap niat beli. Hal ini menunjukkan bahwa penerimaan informasi pada konsumen dapat meningkatkan niat beli.

5.1.4 Peranan Penerimaan Informasi sebagai Variabel Pemediasi Antara Kredibilitas Sumber dan Niat Beli

Kredibilitas sumber berpengaruh secara langsung terhadap niat beli dan berpengaruh secara tidak langsung terhadap niat beli melalui penerimaan informasi sebagai variabel mediator. Hal ini menunjukkan bahwa kredibilitas sumber memiliki pengaruh positif dan signifikan terhadap niat beli dengan atau tanpa variabel penerimaan informasi sebagai variabel mediator. Oleh karena itu, mediasi pada analisis ini disebut sebagai mediasi parsial dan mediasi komplementer.

5.1.5 Peranan Penerimaan Informasi sebagai Variabel Pemediasi Antara Daya Tarik Sumber dan Niat Beli

Daya tarik sumber berpengaruh secara langsung terhadap niat beli dan berpengaruh secara tidak langsung terhadap niat beli melalui penerimaan informasi sebagai variabel mediator. Hal ini menunjukkan bahwa daya tarik sumber memiliki pengaruh positif dan signifikan terhadap niat beli dengan atau tanpa variabel penerimaan informasi sebagai variabel mediator. Oleh karena itu, mediasi pada analisis ini disebut sebagai mediasi parsial dan mediasi komplementer.

5.1.6 Perbedaan Jenis Kelamin, Tingkat Pendapatan Rata- Rata Per Bulan Serta Tingkat Pengeluaran Rata- Rata Per Bulan Pada Kredibilitas Sumber, Kualitas Argumen, Persepsi Sumber, Gaya Sumber, Daya Tarik Sumber, Penerimaan Informasi Dan Niat Beli.

Hasil uji beda dari analisis uji beda One Way ANOVA berdasarkan jenis kelamin bahwa terdapat perbedaan penilaian pada gaya sumber, daya tarik sumber, penerimaan informasi dan niat beli konsumen. Tidak ada perbedaan pada kredibilitas sumber, kualitas argumen dan persepsi sumber.

Hasil uji beda dari analisis uji beda One Way ANOVA berdasarkan tingkat pendapatan rata- rata per bulan bahwa terdapat perbedaan penilaian pada niat beli konsumen. Tidak ada perbedaan pada kredibilitas sumber,

kualitas argumen dan persepsi sumber, gaya sumber, daya tarik sumber dan penerimaan informasi.

Hasil uji beda dari analisis uji beda One Way ANOVA berdasarkan tingkat pengeluaran rata-rata per bulan bahwa terdapat perbedaan penilaian pada penerimaan informasi dan niat beli konsumen. Tidak ada perbedaan pada kredibilitas sumber, kualitas argumen dan persepsi sumber, gaya sumber dan daya tarik sumber.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah diperoleh, maka dapat memberikan informasi kepada para *food blogger* agar dapat memberikan pelayanan yang optimal kepada para konsumen dalam memberikan nilai-nilai seperti kredibilitas sumber, kualitas argumen, persepsi sumber, gaya sumber, daya tarik sumber dalam meningkatkan penerimaan informasi serta meningkatkan niat beli konsumen.

Selain itu melihat dari variabel kualitas argumen berpengaruh positif dan signifikan terhadap penerimaan informasi. Maka penting bagi para *food blogger* dalam memberikan *review/* ulasan mengenai produk makanan atau minuman dengan lebih informatif, akurat, serta sesuai dengan keadaan sebenarnya. Hal ini dapat meningkatkan penerimaan informasi yang lebih mendalam oleh para konsumen.

Berdasarkan dengan melihat persepsi sumber dan gaya sumber berpengaruh positif dan signifikan terhadap penerimaan informasi. Pentingnya memberikan gambar visual yang menarik mengenai produk yang akan direview oleh *food*

blogger dan juga memberikan *review* secara detail sehingga konsumen dapat mengerti dengan jelas produk yang direview.

Selanjutnya jika dilihat dari variabel daya tarik sumber yaitu dari *food blogger* memiliki pengaruh yang positif dan signifikan terhadap penerimaan informasi dan niat beli. Maka penting bagi para *food blogger* untuk meningkatkan daya tarik dalam hal penulisan *review*/ ulasan mengenai produk makanan atau minuman secara lebih menarik dengan menggunakan kata-kata yang mudah dimengerti oleh konsumen. Sehingga konsumen dengan mudah dapat menerima informasi tersebut dan dapat mempengaruhi niat beli konsumen.

5.3 Keterbatasan Penelitian dan Saran

Penelitian ini masih memiliki keterbatasan pada beberapa faktor seperti pada penelitian hanya fokus pada *food blogger* yang berada di Yogyakarta saja. Diharapkan pada penelitian selanjutnya dapat membandingkan *food blogger* yang berada di 2 kota seperti Yogyakarta dan Semarang.

Responden dari penelitian ini hanya terfokus pada responden yang berstatus sebagai mahasiswa berdomisili Yogyakarta saja dan mayoritas respondennya adalah perempuan. Pada penelitian selanjutnya diharapkan dapat mengeksplorasi responden yang lebih beragam tidak hanya berada di Yogyakarta.

Penelitian ini hanya menguji variabel kredibilitas sumber, kualitas argumen, persepsi sumber, gaya sumber, daya tarik sumber penerimaan informasi dan niat beli saja. Diharapkan dalam penelitian selanjutnya dapat menguji lebih dari variabel tersebut seperti variabel kekuatan pada *food blogger* serta sikap konsumen.

Pada penelitian ini alat uji yang digunakan adalah alat bantu computer program IBM SPSS 23, diharapkan pada penelitian selanjutnya dapat menggunakan alat analisis PLS atau SEM sehingga hasil yang didapat lebih dalam dan akurat.

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LAMPIRAN I
PERTANYAAN KUESIONER

KUESIONER PENELITIAN

Responden Yth.,

Saya adalah mahasiswa jurusan Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta, saat ini sedang melakukan penelitian untuk kepentingan skripsi tentang Pengaruh Pesan Persuasif *Electronic Word of Mouth* Terhadap Niat Beli Melalui Penerimaan Informasi: Studi pada *Food blogger* di Yogyakarta. Mohon kesediaan dan bantuan Anda untuk menjawab beberapa pertanyaan dibawah ini. Seluruh informasi yang Anda berikan melalui kuesioner ini, akan dirahasiakan oleh peneliti.

Atas perhatian dan bantuannya, saya ucapkan terima kasih.

Tabita Ekapramudita

Bagian I

Pertanyaan Filter

Apakah Anda mahasiswa dan pernah mengunjungi atau mengikuti akun *food blogger* (asal Yogyakarta) pada aplikasi Instagram?

- Ya
- Tidak

Bagian II

Identitas Responden

1. Jenis Kelamin:
 - Laki- Laki
 - Perempuan
2. Usia: tahun
3. Rata- rata tingkat pendapatan / uang saku Anda per bulan:
 - ≤ Rp 500.000
 - Rp 500.001 - Rp 1.000.000
 - Rp 1.000.001 - Rp 1.500.000
 - Rp 1.500.001 - Rp 2.000.000
 - > Rp 2.000.000
4. Rata- rata tingkat pengeluaran / uang saku Anda per bulan:
 - ≤ Rp 500.000
 - Rp 500.001 - Rp 1.000.000
 - Rp 1.000.001 - Rp 1.500.000
 - Rp 1.500.001 - Rp 2.000.000
 - > Rp 2.000.000

5. Akun *food blogger* (asal Yogyakarta) yang paling sering Anda lihat untuk mencari referensi kuliner
*boleh pilih lebih dari 1
- @javafoodie
 - @ceritamakan
 - @kulineryogya
 - @jogjaculinary
 - @voilajogja
 - @jogjafoodhunter
 - Lainnya:
6. Intensitas Anda mengikuti referensi dari *food blogger* untuk menentukan pilihan tempat kuliner
- | | | | | | | |
|--------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------|
| | 1 | 2 | 3 | 4 | 5 | |
| Tidak Pernah | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Selalu |
7. Apakah menurut Anda peran *food blogger* saat ini sangat besar dalam mempromosikan suatu makanan atau minuman?
- | | | | | | | |
|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Sangat Tidak Setuju | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Sangat Setuju |

Bagian III

Berikut dibawah ini adalah kuesioner penelitian. Untuk menjawab pertanyaan, pilihlah pada salah satu alternatif jawaban yang telah diberikan.

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

A. Kredibilitas Sumber

KODE	Pernyataan	STS	TS	N	S	SS
KS1	<i>Food blogger</i> memiliki pengetahuan luas.					
KS2	<i>Food blogger</i> adalah orang yang ahli dalam bidang kuliner.					
KS3	<i>Food blogger</i> dapat diandalkan					
KS4	<i>Food blogger</i> dapat dipercaya.					
KS5	<i>Food blogger</i> memiliki pengalaman sebelumnya di bidang kuliner.					

B. Kualitas Argumen

No.	Pernyataan	STS	TS	N	S	SS
KA1	Review <i>online</i> dari <i>food blogger</i> informatif.					
KA2	Review <i>online</i> dari <i>food blogger</i> memberikan informasi yang lengkap.					
KA3	Review <i>online</i> dari <i>food blogger</i> memberikan informasi yang saya butuhkan.					
KA4	Review <i>online</i> dari <i>food blogger</i> akurat.					
KA5	Review <i>online</i> dari <i>food blogger</i> benar.					
KA6	Review <i>online</i> dari <i>food blogger</i> dapat diandalkan.					
KA7	Review <i>online</i> dari <i>food blogger</i> terkini.					
KA8	Review <i>online</i> dari <i>food blogger</i> tepat waktu.					
KA9	Review <i>online</i> dari <i>food blogger</i> terbaru.					
KA10	Review <i>online</i> dari <i>food blogger</i> relevan.					
KA11	Review <i>online</i> memberikan pengaruh dalam menentukan pembelian produk.					
KA12	Review <i>online</i> meyakinkan saya untuk melakukan pembelian produk.					
KA13	Review <i>online</i> dari <i>food blogger</i> persuasif.					
KA14	Review sesuai dengan kenyataan yang sebenarnya.					

C. Persepsi Sumber

No.	Pernyataan	STS	TS	N	S	SS
PS1	Review <i>online</i> bermanfaat.					
PS2	Review <i>online</i> membantu saya dalam menentukan pembelian produk.					
PS3	Review <i>online</i> yang diberikan oleh teman saya tentang <i>food blogger</i> penting bagi saya.					
PS4	Review <i>online</i> dari orang-orang dari segmen yang sama (usia, jenis kelamin, pendidikan, dan status sosial) penting bagi saya.					

D. Gaya Sumber

No.	Pernyataan	STS	TS	N	S	SS
GS1	Saya suka review <i>online</i> disertai dengan gambar.					
GS2	Saya suka review <i>online</i> yang detail.					
GS3	Semakin positif review <i>online</i> yang diberikan <i>food blogger</i> , semakin saya percaya pada review <i>online</i> tersebut.					
GS4	Semakin negatif review <i>online</i> yang diberikan <i>food blogger</i> , semakin saya tidak percaya pada review <i>online</i> tersebut.					
GS5	Saya akan percaya pada review <i>online</i> jika mayoritas <i>food blogger</i> merekomendasikannya.					

E. Daya Tarik Sumber

No.	Pernyataan	STS	TS	N	S	SS
DTS1	Saya merasa review <i>online</i> menarik ketika saya memiliki pendapat yang sama dengan <i>food blogger</i> .					
DTS2	Saya merasa review <i>online</i> menarik ketika saya mengenal / terbiasa dengan pendapat <i>food blogger</i> .					
DTS3	Saya merasa review <i>online</i> menarik ketika saya menyukai review <i>online food blogger</i> .					

F. Penerimaan Informasi

No.	Pernyataan	STS	TS	N	S	SS
PI1	Jika saya memiliki sedikit pengalaman dengan suatu produk, saya sering mencari informasi terkait pada akun <i>food blogger</i> .					
PI2	Saya sering melihat <i>food blogger</i> untuk membantu memilih produk terbaik.					
PI3	Saya sering mengumpulkan informasi dari <i>food blogger</i> tentang suatu produk sebelum saya membelinya.					
PI4	Untuk memastikan saya membeli produk atau merek yang tepat, saya sering mengamati apa yang dibeli dan digunakan <i>food blogger</i> .					

G. Niat Beli

No.	Pernyataan	STS	TS	N	S	SS
NB1	Saya bermaksud membeli produk setelah saya membaca <i>review</i> positif dari <i>food blogger</i> .					
NB2	Jika seseorang meminta saran untuk membeli produk, saya akan merekomendasikan produk yang telah diulas oleh <i>food blogger</i> .					
NB3	Saya melihat <i>review online</i> dari <i>food blogger</i> sebelum membeli produk.					
NB4	Di masa depan, saya akan membeli produk yang telah direview oleh <i>food blogger</i> .					

LAMPIRAN II
DATA RESPONDEN

No.	Apakah Anda mahasiswa dan pernah mengunjungi atau mengikuti akun <i>food blogger</i> (asal Yogyakarta) pada aplikasi Instagram?	Jenis Kelamin	Usia	Rata- rata tingkat pendapatan / uang saku Anda per bulan	Rata- rata tingkat pengeluaran Anda per bulan	Akun <i>food blogger</i> (asal Yogyakarta) yang paling sering Anda lihat untuk mencari referensi kuliner	Intensitas Anda mengikuti referensi dari <i>food blogger</i> untuk menentukan pilihan tempat kuliner	Apakah menurut Anda peran <i>food blogger</i> saat ini sangat besar dalam mempromosikan suatu makanan atau minuman?
1	Ya	Laki- Laki	21	≤ Rp 500.000	≤ Rp 500.000	@javafoodie	4	5
2	Ya	Laki- Laki	19	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @jogjaculinary;@voilajogja	3	5
3	Ya	Laki- Laki	23	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya	5	3
4	Ya	Perempuan	18	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter	4	5
5	Ya	Perempuan	21	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan	4	4
6	Ya	Laki- Laki	20	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@jogjaculinary	3	5
7	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @voilajogja	4	5
8	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter	5	5
9	Ya	Perempuan	19	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	Jogjataste	4	5

10	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjaculinary	3	5
11	Ya	Perempuan	20	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	4	5
12	Ya	Laki- Laki	22	≤ Rp 500.000	≤ Rp 500.000	@jogjaculinary	4	4
13	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@javafoodie;@kulineryogya; @jogjaculinary;@voilajogja; Kokokulineran, tumbermerica	4	5
14	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary	4	5
15	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@kulineryogya	4	5
16	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	5	4
17	Ya	Laki- Laki	22	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@voilajogja	4	4
18	Ya	Laki- Laki	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter; Mahasiswakulineran :)	4	5
19	Ya	Perempuan	19	Rp 1.500.001 - Rp 2.000.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter	2	4
20	Ya	Perempuan	21	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary	5	4
21	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@voilajogja	4	4
22	Ya	Perempuan	22	≤ Rp 500.000	≤ Rp 500.000	@javafoodie;@jogjaculinary	4	4
23	Ya	Perempuan	21	> Rp 2.000.000	> Rp 2.000.000	@jogjaculinary;@jogjafoodhunter	4	5
24	Ya	Perempuan	21	> Rp 2.000.000	> Rp 2.000.000	@kulineryogya;@voilajogja	5	5

25	Ya	Laki- Laki	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya	4	4
26	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjafoodhunter	4	5
27	Ya	Perempuan	19	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya	3	4
28	Ya	Perempuan	21	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@kulineryogya;@jogjaculinary;@voilajogja	4	4
29	Ya	Laki- Laki	22	> Rp 2.000.000	> Rp 2.000.000	@kulineryogya;@jogjafoodhunter	3	4
30	Ya	Perempuan	21	≤ Rp 500.000	≤ Rp 500.000	@javafoodie;@ceritamakan;@voilajogja;@jogjafoodhunter	4	4
31	Ya	Laki- Laki	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjafoodhunter	2	5
32	Ya	Laki- Laki	20	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjafoodhunter	3	4
33	Ya	Perempuan	21	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary;@jogjafoodhunter	5	5
34	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@mahasiswakulineran	2	4
35	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	Nongkrongjogja	2	4
36	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary;@jogjafoodhunter	4	5
37	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@jogjafoodhunter	3	4
38	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@javafoodie;@kulineryogya;@jogjaculinary;@jogjafoodhunter	4	4
39	Ya	Perempuan	23	> Rp 2.000.000	> Rp 2.000.000	@kulineryogya;@jogjaculinary;@jogjafoodhunter	5	5
40	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@jogjaculinary	3	5

41	Ya	Laki- Laki	21	≤ Rp 500.000	≤ Rp 500.000	@javafoodie	4	5
42	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja;@jogjafoodhunter;@jogjakakilima	5	5
43	Ya	Perempuan	22	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya;@jogjaculinary;@jogjafoodhunter;@jogjakakilima	5	5
44	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary;@jogjafoodhunter	3	4
45	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@jogjafoodhunter	3	4
46	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@kulineryogya;@jogjaculinary;@voilajogja;@Kulinerjogja	4	5
47	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan;@voilajogja	4	5
48	Ya	Perempuan	19	≤ Rp 500.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter	5	5
49	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@ceritamakan;@jogjaculinary;@jogjafoodhunter	4	5
50	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja;@jogjafoodhunter;Gila makan jogja	3	3
51	Ya	Perempuan	22	> Rp 2.000.000	> Rp 2.000.000	@jogjafoodhunter	4	5
52	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@jogjaculinary	5	5
53	Ya	Perempuan	20	≤ Rp 500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary;@jogjafoodhunter	4	5

54	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@voilajogja; @jogjafoodhunter	3	4
55	Ya	Perempuan	20	≤ Rp 500.000	≤ Rp 500.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @jogjafoodhunter	3	5
56	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @jogjaculinary	2	4
57	Ya	Perempuan	21	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan	3	4
58	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; mahasiswakulineran	4	4
59	Ya	Laki- Laki	21	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary	3	5
60	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya	4	4
61	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@voilajogja; @jogjafoodhunter	4	5
62	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya	5	4
63	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@voilajogja; @jogjafoodhunter	4	5
64	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie	4	4
65	Ya	Laki- Laki	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	3	4
66	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@ceritamakan	3	5
67	Ya	Perempuan	22	≤ Rp 500.000	≤ Rp 500.000	@ceritamakan;@jogjaculinary	3	4

68	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary	3	4
69	Ya	Perempuan	22	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@kulineryogya;@jogjaculinary;@voilajogja	4	4
70	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja;@jogjafoodhunter	4	5
71	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya;@jogjaculinary	5	5
72	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary	4	5
73	Ya	Laki- Laki	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@kulineryogya;@jogjaculinary	4	4
74	Ya	Laki- Laki	25	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja;@jogjafoodhunter	4	4
75	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@jogjafoodhunter	5	5
76	Ya	Perempuan	22	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja	4	4
77	Ya	Laki- Laki	21	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	dyodoran	4	5
78	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary	4	5
79	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary;@dyodoran	5	5
80	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter	4	5
81	Ya	Perempuan	23	≤ Rp 500.000	≤ Rp 500.000	@voilajogja	5	5
82	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjafoodhunter	4	5

83	Ya	Laki- Laki	22	≤ Rp 500.000	≤ Rp 500.000	@javafoodie	3	5
84	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@jogjaculinary	4	4
85	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@ceritamakan;@kulineryogya;@jogjaculinary	4	4
86	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@jogjaculinary	3	4
87	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary	3	5
88	Ya	Laki- Laki	23	≤ Rp 500.000	≤ Rp 500.000	@ceritamakan;@voilajogja	5	5
89	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@jogjaculinary;@jogjafoodhunter	4	5
90	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@jogjafoodhunter	4	5
91	Ya	Laki- Laki	22	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary;@jogjafoodhunter	3	4
92	Ya	Perempuan	21	> Rp 2.000.000	> Rp 2.000.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary	4	5
93	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary	3	4
94	Ya	Laki- Laki	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya	2	4
95	Ya	Perempuan	18	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya;@jogjaculinary;@jogjafoodhunter	4	5
96	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@ceritamakan;@jogjaculinary	5	5
97	Ya	Perempuan	19	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@kulineryogya;@voilajogja;Riderkulineran	4	4
98	Ya	Perempuan	19	≤ Rp 500.000	≤ Rp 500.000	@jogjaculinary	3	4

99	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @jogjafoodhunter	5	5
100	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjafoodhunter	3	3
101	Ya	Laki- Laki	19	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary;@voilajogja; @jogjafoodhunter	4	5
102	Ya	Laki- Laki	18	> Rp 2.000.000	> Rp 2.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	3	5
103	Ya	Perempuan	18	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	3	5
104	Ya	Perempuan	19	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary;@jogjafoodhunter ;@jogjataste	4	5
105	Ya	Laki- Laki	18	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@jogjaculinary; @voilajogja	3	5
106	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@jogjafoodhunter	4	4
107	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @jogjaculinary;@jogjafoodhunter	4	5
108	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @voilajogja;@jogjafoodhunter	4	5
109	Ya	Perempuan	18	≤ Rp 500.000	≤ Rp 500.000	@jogjaculinary	2	5
110	Ya	Laki- Laki	19	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@jogjafoodhunter	3	3
111	Ya	Perempuan	19	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@voilajogja;@jogjafoodhunter	4	5
112	Ya	Laki- Laki	18	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@diskondijogja	3	3
113	Ya	Laki- Laki	22	≤ Rp 500.000	≤ Rp 500.000	@javafoodie;@kulineryogya; @jogjaculinary;@makandijogja	4	5

114	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary; @voilajogja	4	5
115	Ya	Laki- Laki	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @voilajogja	4	5
116	Ya	Perempuan	18	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	3	5
117	Ya	Laki- Laki	20	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	4	5
118	Ya	Laki- Laki	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary	5	5
119	Ya	Laki- Laki	19	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@kulineryogya	3	3
120	Ya	Laki- Laki	20	≤ Rp 500.000	≤ Rp 500.000	@jogjaculinary;@jogjafoodhunter	3	5
121	Ya	Perempuan	18	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter; @jogjakakilima	4	5
122	Ya	Laki- Laki	20	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	5	5
123	Ya	Perempuan	20	≤ Rp 500.000	≤ Rp 500.000	@voilajogja;@jogjafoodhunter	4	5
124	Ya	Laki- Laki	18	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary;@jogjafoodhunter	5	5
125	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary	4	4
126	Ya	Laki- Laki	21	Rp 1.500.001 - Rp 2.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@jogjaculinary; @jogjafoodhunter	5	5
127	Ya	Laki- Laki	18	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjafoodhunter	3	3
128	Ya	Laki- Laki	18	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	4	5
129	Ya	Perempuan	19	≤ Rp 500.000	≤ Rp 500.000	@javafoodie;@ceritamakan;	4	4

						@kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter		
130	Ya	Perempuan	23	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@jogjaculinary; @jogjafoodhunter	4	4
131	Ya	Laki- Laki	19	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter	4	5
132	Ya	Laki- Laki	22	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@kulineryogya; @jogjaculinary	3	4
133	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya; @jogjaculinary	4	5
134	Ya	Perempuan	18	≤ Rp 500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya	5	5
135	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary;@jogjafoodhunter	4	5
136	Ya	Laki- Laki	22	> Rp 2.000.000	> Rp 2.000.000	@kulineryogya; @nongkrong_jogja	4	4
137	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@jogjaculinary	4	4
138	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@voilajogja; @jogjafoodhunter	3	4
139	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @voilajogja	4	4
140	Ya	Laki- Laki	19	Rp 1.000.001 - Rp 1.500.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@jogjafoodhunter	5	5
141	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan; @jogjaculinary;@voilajogja; @jogjafoodhunter;dyodoran	3	5
142	Ya	Laki- Laki	20	≤ Rp 500.000	≤ Rp 500.000	@voilajogja	3	3
143	Ya	Perempuan	18	≤ Rp 500.000	≤ Rp 500.000	@jogjafoodhunter	3	4

144	Ya	Laki- Laki	19	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@kulineryogya; @jogjafoodhunter	4	3
145	Ya	Perempuan	18	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @voilajogja;@jogjafoodhunter	4	5
146	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjafoodhunter	3	5
147	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary	3	5
148	Ya	Laki- Laki	19	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@kulineryogya	3	4
149	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@jogjaculinary	2	4
150	Ya	Perempuan	19	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan	4	5
151	Ya	Perempuan	20	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjafoodhunter	4	5
152	Ya	Laki- Laki	20	> Rp 2.000.000	> Rp 2.000.000	@javafoodie;@jogjafoodhunter	5	5
153	Ya	Laki- Laki	21	Rp 1.500.001 - Rp 2.000.000	≤ Rp 500.000	@javafoodie;@jogjaculinary	3	4
154	Ya	Laki- Laki	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary	5	4
155	Ya	Perempuan	20	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary;@jogjafoodhunter	4	5
156	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter	4	5
157	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@kulineryogya	5	5
158	Ya	Perempuan	22	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya; @jogjaculinary	4	4
159	Ya	Perempuan	21	≤ Rp 500.000	≤ Rp 500.000	@javafoodie;@jogjaculinary; @jogjafoodhunter;@dyodoran	4	4

160	Ya	Perempuan	21	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja;@jogjafoodhunter;nongkrongjogja	5	5
161	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya;@jogjaculinary;@voilajogja;@kokokulineran	4	5
162	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya;@jogjafoodhunter	4	4
163	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@kulineryogya	3	4
164	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary;@jogjafoodhunter	5	5
165	Ya	Perempuan	20	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya	1	5
166	Ya	Perempuan	20	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary;@jogjafoodhunter	3	5
167	Ya	Perempuan	22	> Rp 2.000.000	> Rp 2.000.000	@kulineryogya;@jogjaculinary	3	5
168	Ya	Perempuan	19	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie	3	5
169	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@voilajogja	3	4
170	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya;@jogjafoodhunter	3	3
171	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan;@kulineryogya;@jogjaculinary;@voilajogja	5	5
172	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@jogjaculinary	4	5
173	Ya	Perempuan	22	> Rp 2.000.000	> Rp 2.000.000	@voilajogja	4	5

174	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@kulineryogya; @jogjaculinary;@jogjafoodhunter	4	5
175	Ya	Laki- Laki	19	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary	5	5
176	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@jogjaculinary; @voilajogja;@jogjafoodhunter; @Jogjafood	3	4
177	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary;@jogjafoodhunter	4	5
178	Ya	Laki- Laki	22	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	1	4
179	Ya	Perempuan	20	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjafoodhunter	4	4
180	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@voilajogja	3	4
181	Ya	Perempuan	18	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya	4	4
182	Ya	Perempuan	19	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter	3	4
183	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary	4	5
184	Ya	Perempuan	19	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	4	5
185	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@jogjaculinary	5	5
186	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@jogjaculinary; @voilajogja	4	4
187	Ya	Laki- Laki	19	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya	3	4
188	Ya	Perempuan	25	Rp 1.500.001 - Rp 2.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @voilajogja	4	4

189	Ya	Laki- Laki	23	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@kulineryogya; @jogjaculinary;@jogjafoodhunter	3	3
190	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjaculinary	4	5
191	Ya	Laki- Laki	20	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjataste	4	5
192	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary;Jun chef	5	5
193	Ya	Perempuan	21	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@jogjafoodhunter	3	5
194	Ya	Perempuan	23	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya;@jogjaculinary; @jogjafoodhunter	3	3
195	Ya	Perempuan	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@javafoodie;@jogjaculinary; @jogjafood, @kokokulineran	5	5
196	Ya	Laki- Laki	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya	3	2
197	Ya	Perempuan	20	≤ Rp 500.000	≤ Rp 500.000	@kulineryogya	3	2
198	Ya	Perempuan	23	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@javafoodie;@kulineryogya; @jogjaculinary;@jogjafoodhunter	4	4
199	Ya	Laki- Laki	23	≤ Rp 500.000	≤ Rp 500.000	@jogjaculinary	3	3
200	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya	1	5
201	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@kulineryogya; @jogjaculinary;@jogjafoodhunter	5	5
202	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@javafoodie;@kulineryogya; @jogjaculinary;@jogjafoodhunter	4	5
203	Ya	Perempuan	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @voilajogja	4	5
204	Ya	Laki- Laki	24	> Rp 2.000.000	> Rp 2.000.000	@javafoodie;@ceritamakan;	5	5

						@kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter		
205	Ya	Laki- Laki	22	> Rp 2.000.000	> Rp 2.000.000	@jogjaculinary;@jogjafoodhunter	3	4
206	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@voilajogja; @jogjafoodhunter	4	5
207	Ya	Perempuan	22	> Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter; Nongkrong_jogja	4	5
208	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@jogjaculinary	5	4
209	Ya	Laki- Laki	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@voilajogja; @jogjafoodhunter;@jogjataste @jogjakakilima @foodjogja	4	5
210	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@javafoodie;@jogjaculinary; @jogjafoodhunter	4	5
211	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 1.000.001 - Rp 1.500.000	@ceritamakan;@kulineryogya; @jogjaculinary	4	4
212	Ya	Perempuan	22	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@ceritamakan;@kulineryogya; @jogjaculinary;@voilajogja	4	4
213	Ya	Perempuan	23	> Rp 2.000.000	> Rp 2.000.000	@javafoodie;@kulineryogya; @jogjafoodhunter	5	5
214	Ya	Laki- Laki	20	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@kulineryogya;@jogjaculinary	4	5
215	Ya	Laki- Laki	22	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@javafoodie;@ceritamakan; @kulineryogya;@jogjaculinary; @voilajogja;@jogjafoodhunter	5	5
216	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	≤ Rp 500.000	@jogjafoodhunter	4	5
217	Ya	Laki- Laki	21	Rp 1.000.001 - Rp 1.500.000	Rp 500.001 - Rp 1.000.000	@jogjaculinary;@jogjakakilima	3	5

218	Ya	Perempuan	21	Rp 500.001 - Rp 1.000.000	Rp 500.001 - Rp 1.000.000	@masakjajan	3	4
219	Ya	Perempuan	20	Rp 1.500.001 - Rp 2.000.000	Rp 1.500.001 - Rp 2.000.000	@jogjaculinary;@voilajogja	4	5
220	Ya	Perempuan	21	Rp 1.000.001 - Rp 1.500.000	Rp 1.000.001 - Rp 1.500.000	@kulineryogya;@voilajogja; @jogjafoodhunter	4	4
221	Ya	Laki- Laki	22	Rp 1.500.001 - Rp 2.000.000	Rp 500.001 - Rp 1.000.000	@jogjafoodhunter	5	4

DATA RESPONDEN (VARIABEL KUALITAS ARGUMEN)

No.	KA1	KA2	KA3	KA4	KA5	KA6	KA7	KA8	KA9	KA10	KA11	KA12	KA13	KA14
1	4	4	5	4	4	2	5	2	4	4	4	4	4	4
2	4	4	4	3	4	4	4	3	3	3	5	5	3	5
3	4	4	4	3	3	4	3	3	3	4	5	4	3	4
4	4	3	4	3	3	4	3	3	3	3	3	4	5	4
5	4	4	4	3	3	3	4	3	3	3	4	4	3	3
6	3	4	5	4	4	4	4	3	5	5	5	2	2	2
7	5	5	5	4	4	5	5	4	5	5	5	5	5	4
8	3	4	4	2	3	4	4	2	4	5	3	2	4	4
9	4	4	1	3	3	2	5	5	5	4	4	1	5	5
10	4	3	4	3	3	4	4	4	5	4	5	4	4	4
11	4	3	4	3	2	2	4	4	3	3	4	4	5	3
12	4	4	4	3	3	3	4	4	4	4	5	3	4	3
13	5	5	5	4	4	4	5	5	5	4	5	4	4	4
14	4	3	4	3	3	3	4	4	4	3	5	4	4	3
15	4	4	3	3	4	4	5	4	4	4	4	4	5	5
16	4	5	4	5	5	5	4	4	5	5	5	5	5	5
17	4	4	4	2	4	3	3	3	3	3	4	4	4	4
18	4	5	5	3	5	4	5	5	5	5	5	5	3	4
19	4	4	4	3	3	3	4	4	4	3	4	3	4	4
20	5	4	5	4	5	5	5	5	3	4	5	3	5	5
21	4	4	4	3	3	3	5	4	4	3	4	4	4	3

22	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	4	4	5	4	4	4	4	4	4	4	5	4	4	4
24	4	4	4	2	2	2	4	2	4	2	5	2	4	2
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4
26	3	2	4	2	2	4	5	4	5	4	5	5	4	4
27	4	5	4	4	4	4	3	2	2	3	5	5	2	5
28	4	4	4	4	3	3	5	4	4	3	4	4	5	3
29	4	4	4	3	3	3	4	4	4	4	5	4	5	3
30	3	2	5	2	3	2	4	3	3	3	4	3	5	3
31	2	1	2	2	2	1	5	4	5	5	5	1	2	4
32	4	3	3	3	3	3	4	4	4	4	4	4	4	4
33	5	4	5	5	5	5	5	5	5	5	5	4	5	4
34	4	4	4	2	3	3	4	2	2	4	4	4	4	3
35	4	4	5	4	4	4	4	4	4	4	4	4	4	4
36	4	4	4	4	4	3	4	4	4	4	5	4	5	4
37	4	4	4	3	3	4	3	3	3	4	4	3	3	3
38	3	4	3	4	3	3	4	3	4	3	4	4	4	3
39	4	2	5	4	4	4	5	5	5	5	5	4	4	5
40	4	4	4	3	3	4	3	3	2	5	5	4	3	3
41	4	4	4	3	3	4	4	2	4	4	4	4	4	4
42	4	5	5	4	4	4	5	3	4	5	5	5	5	3
43	5	5	5	3	3	4	5	4	5	5	5	5	5	3
44	4	4	4	3	3	3	4	3	4	3	4	4	4	4

45	3	4	4	3	3	3	4	3	2	3	2	2	2	3
46	4	4	4	2	3	3	4	4	4	3	4	4	3	2
47	4	4	4	3	3	3	5	4	5	4	4	4	4	3
48	5	5	4	5	5	5	5	4	5	5	4	5	4	5
49	4	4	4	3	3	4	4	4	4	4	5	4	4	3
50	3	3	3	3	3	3	3	3	3	4	4	3	3	3
51	5	5	5	4	5	5	5	5	5	5	5	5	5	4
52	5	5	5	4	4	5	4	4	4	5	5	5	5	4
53	3	4	3	3	3	4	4	3	3	4	4	3	3	2
54	5	4	3	3	4	3	3	3	3	3	4	4	4	2
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DATA RESPONDEN (VARIABEL KREDIBILITAS SUMBER, PERSEPSI SUMBER, GAYA SUMBER)

No.	KR1	KR2	KR3	KR4	KR5	PS1	PS2	PS3	PS4	GS1	GS2	GS3	GS4	GS5
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214	3	3	4	4	3	4	5	4	4	5	5	4	4	5
215	5	3	5	5	4	5	5	5	5	5	5	5	2	5
216	4	3	5	4	4	5	5	5	5	5	5	5	4	5
217	5	3	3	3	2	4	4	3	5	5	5	3	3	3
218	3	3	3	3	3	4	4	3	3	5	5	4	3	4
219	4	3	4	4	4	4	5	3	4	5	5	5	3	5
220	3	3	3	3	3	2	2	3	2	4	4	5	4	3
221	5	3	4	4	4	5	4	4	4	4	4	4	5	4

DATA RESPONDEN (VARIABEL DAYA TARIK SUMBER, PENERIMAAN INFORMASI DAN NIAT BELI)

No.	DTS1	DTS2	DTS3	PI1	PI2	PI3	PI4	NB1	NB2	NB3	NB4
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3	4	4	4	3	4	4	3	4	4	4	3
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5	4	4	4	4	4	4	4	4	4	4	4
6	5	5	5	4	4	5	5	4	2	5	3
7	5	5	5	5	5	5	5	5	5	5	5
8	4	4	4	3	4	4	3	5	5	4	4
9	5	5	5	5	5	5	5	5	5	5	5
10	4	4	4	4	4	5	3	4	4	4	4
11	5	4	4	3	4	4	4	3	4	4	5
12	4	4	4	4	4	4	4	4	4	4	4
13	5	5	5	5	5	5	5	5	5	5	5
14	3	4	4	4	5	4	5	5	4	4	4
15	5	4	4	4	5	4	4	4	4	4	4
16	5	5	5	5	5	5	5	5	5	5	5
17	4	3	4	4	4	3	4	4	4	4	3
18	5	5	4	5	4	5	5	4	5	5	5
19	3	3	3	3	3	3	3	3	2	3	3
20	5	5	4	4	3	4	5	5	4	4	5
21	5	5	5	5	5	4	3	4	3	3	3

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46	5	4	4	4	4	4	4	5	4	5	4
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78	4	4	5	5	4	5	4	5	5	5	4
79	5	4	5	5	5	4	4	4	4	4	3
80	4	4	4	4	4	5	5	4	4	4	4
81	5	5	5	3	5	5	5	5	5	5	5
82	4	3	4	4	5	4	4	4	4	4	3
83	3	3	3	2	2	2	2	2	2	2	2
84	5	4	4	5	5	4	5	5	4	5	3
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104	5	4	5	5	5	5	4	5	5	5	5
105	4	3	3	4	4	4	4	3	4	3	3
106	4	5	5	3	4	5	4	4	5	4	4
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122	4	4	4	5	4	4	4	4	4	4	4
123	4	4	4	4	4	4	3	4	3	3	3
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218	4	3	3	4	3	3	3	3	3	4	3
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220	3	3	3	2	3	2	3	3	3	3	3
221	5	4	4	4	4	4	5	5	4	5	4

LAMPIRAN III
HASIL UJI VALIDITAS
DAN UJI RELIABILITAS

KUALITAS ARGUMEN

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
	Total	221	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.906	14

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KUALITAS ARGUMEN 1	50.3484	48.292	.583	.901
KUALITAS ARGUMEN 2	50.5475	47.694	.583	.901
KUALITAS ARGUMEN 3	50.3801	47.009	.639	.898
KUALITAS ARGUMEN 4	50.9683	46.467	.663	.897
KUALITAS ARGUMEN 5	50.8507	46.782	.611	.900
KUALITAS ARGUMEN 6	50.7059	46.372	.694	.896
KUALITAS ARGUMEN 7	50.2851	47.414	.644	.898
KUALITAS ARGUMEN 8	50.7783	47.055	.571	.901
KUALITAS ARGUMEN 9	50.4480	47.339	.606	.900
KUALITAS ARGUMEN 10	50.5294	47.059	.664	.898
KUALITAS ARGUMEN 11	50.1176	48.986	.507	.903
KUALITAS ARGUMEN 12	50.4118	46.925	.592	.900
KUALITAS ARGUMEN 13	50.4887	47.406	.559	.902
KUALITAS ARGUMEN 14	50.8462	46.649	.591	.900

KREDIBILITAS SUMBER

Reliability Statistics

Cronbach's Alpha	N of Items
.843	5

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
Total		221	100.0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KREDIBILITAS SUMBER 1	13.9231	7.871	.605	.823
KREDIBILITAS SUMBER 2	14.3575	6.740	.709	.795
KREDIBILITAS SUMBER 3	14.0045	7.314	.699	.798
KREDIBILITAS SUMBER 4	14.0136	7.668	.677	.805
KREDIBILITAS SUMBER 5	14.3077	7.505	.572	.833

DAYA TARIK SUMBER

Reliability Statistics

Cronbach's Alpha	N of Items
.824	3

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
	Total	221	100.0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DAYA TARIK SUMBER 1	7.9005	2.090	.659	.778
DAYA TARIK SUMBER 2	8.1719	1.816	.703	.735
DAYA TARIK SUMBER 3	8.0362	1.971	.681	.756

PERSEPSI SUMBER

Reliability Statistics

Cronbach's Alpha	N of Items
.758	4

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
Total		221	100.0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PERSEPSI SUMBER 1	11.9367	4.041	.591	.689
PERSEPSI SUMBER 2	11.9457	3.806	.670	.648
PERSEPSI SUMBER 3	12.2896	3.479	.635	.655
PERSEPSI SUMBER 4	12.4661	3.805	.393	.810

GAYA SUMBER

Reliability Statistics

Cronbach's Alpha	N of Items
.730	5

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
	Total	221	100.0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GAYA SUMBER 1	16.9321	6.018	.508	.693
GAYA SUMBER 2	16.9321	6.064	.449	.705
GAYA SUMBER 3	17.3891	4.430	.615	.630
GAYA SUMBER 4	17.9140	4.588	.441	.726
GAYA SUMBER 5	17.2760	5.055	.557	.658

PENERIMAAN INFORMASI

Reliability Statistics

Cronbach's Alpha	N of Items
.889	4

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
	Total	221	100.0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PENERIMAAN INFORMASI 1	12.1810	4.922	.744	.863
PENERIMAAN INFORMASI 2	12.1765	5.310	.769	.854
PENERIMAAN INFORMASI 3	12.1719	5.070	.801	.840
PENERIMAAN INFORMASI 4	12.3665	5.088	.719	.871

NIAT BELI

Reliability Statistics

Cronbach's Alpha	N of Items
.853	4

Case Processing Summary

		N	%
Cases	Valid	221	100.0
	Excluded ^a	0	0.0
	Total	221	100.0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NIAT BELI 1	11.7919	5.202	.666	.826
NIAT BELI 2	11.9321	4.782	.688	.817
NIAT BELI 3	11.8281	4.807	.733	.797
NIAT BELI 4	12.0679	4.909	.695	.813

LAMPIRAN IV
HASIL UJI BEDA
ONE WAY ANOVA

JENIS KELAMIN

Descriptives									
		N	Mean	Std. Deviation	Std. Error	Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
AVERAGE KREDIBILITAS SUMBER	LAKI-LAKI	81	3.47	.63809	.07090	3.3280	3.6102	2.00	5.00
	PEREMPUAN	140	3.57	.68444	.05785	3.4513	3.6801	2.00	5.00
	Total	221	3.53	.66799	.04493	3.4418	3.6189	2.00	5.00
AVERAGE KUALITAS ARGUMEN	LAKI-LAKI	81	3.83	.54916	.06102	3.7054	3.9482	2.93	5.00
	PEREMPUAN	140	3.92	.51233	.04330	3.8381	4.0093	2.93	5.00
	Total	221	3.89	.52697	.03545	3.8183	3.9581	2.93	5.00
AVERAGE PERSEPSI SUMBER	LAKI-LAKI	81	3.98	.64925	.07214	3.8379	4.1250	2.25	5.00
	PEREMPUAN	140	4.09	.60682	.05129	3.9932	4.1960	2.25	5.00
	Total	221	4.05	.62364	.04195	3.9705	4.1358	2.25	5.00
AVERAGE GAYA SUMBER	LAKI-LAKI	81	4.16	.62427	.06936	4.0200	4.2961	2.40	5.00
	PEREMPUAN	140	4.42	.48546	.04103	4.3360	4.4983	3.20	5.00
	Total	221	4.32	.55342	.03723	4.2488	4.3955	2.40	5.00
AVERAGE DAYA TARIK SUMBER	LAKI-LAKI	81	3.84	.72320	.08036	3.6795	3.9993	2.00	5.00
	PEREMPUAN	140	4.12	.61853	.05228	4.0181	4.2249	2.67	5.00
	Total	221	4.02	.67117	.04515	3.9291	4.1071	2.00	5.00
AVERAGE PENERIMAAN INFORMASI	LAKI-LAKI	81	3.84	.79887	.08876	3.6659	4.0192	2.00	5.00
	PEREMPUAN	140	4.21	.66895	.05654	4.0971	4.3207	1.25	5.00
	Total	221	4.07	.73899	.04971	3.9767	4.1726	1.25	5.00
AVERAGE NIAT BELI	LAKI-LAKI	81	3.74	.74265	.08252	3.5796	3.9080	2.00	5.00
	PEREMPUAN	140	4.10	.67967	.05744	3.9846	4.2118	1.75	5.00
	Total	221	3.97	.72230	.04859	3.8726	4.0641	1.75	5.00

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
AVERAGE KREDIBILITAS SUMBER	Between Groups	.479	1	.479	1.073	.301
	Within Groups	97.688	219	.446		
	Total	98.167	220			
AVERAGE KUALITAS ARGUMEN	Between Groups	.482	1	.482	1.742	.188
	Within Groups	60.611	219	.277		
	Total	61.093	220			
AVERAGE PERSEPSI SUMBER	Between Groups	.657	1	.657	1.695	.194
	Within Groups	84.906	219	.388		
	Total	85.563	220			
AVERAGE GAYA SUMBER	Between Groups	3.445	1	3.445	11.801	.001
	Within Groups	63.936	219	.292		
	Total	67.381	220			
AVERAGE DAYA TARIK SUMBER	Between Groups	4.084	1	4.084	9.413	.002
	Within Groups	95.020	219	.434		
	Total	99.104	220			
AVERAGE PENERIMAN INFORMASI	Between Groups	6.886	1	6.886	13.316	.000
	Within Groups	113.257	219	.517		
	Total	120.143	220			
AVERAGE NIAT BELI	Between Groups	6.444	1	6.444	13.027	.000
	Within Groups	108.334	219	.495		
	Total	114.778	220			

TINGKAT PENDAPATAN RATA- RATA PER BULAN

Descriptives									
		N	Mean	Std. Deviation	Std. Error	Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
AVERAGE KREDIBILITAS SUMBER	≤ Rp 500.000	32	3.48	.71095	.12568	3.2249	3.7376	2.20	5.00
	Rp 500.001 - Rp 1.000.000	71	3.48	.61083	.07249	3.3343	3.6235	2.40	5.00
	Rp 1.000.001 - Rp 1.500.000	46	3.59	.73630	.10856	3.3726	3.8100	2.00	5.00
	Rp 1.500.001 - Rp 2.000.000	43	3.50	.65519	.09992	3.2960	3.6993	2.20	5.00
	> Rp 2.000.000	29	3.66	.68055	.12638	3.4032	3.9209	2.00	5.00
	Total	221	3.53	.66799	.04493	3.4418	3.6189	2.00	5.00
AVERAGE KUALITAS ARGUMEN	≤ Rp 500.000	32	3.83	.59667	.10548	3.6196	4.0498	3.00	5.00
	Rp 500.001 - Rp 1.000.000	71	3.88	.53104	.06302	3.7506	4.0020	2.93	5.00
	Rp 1.000.001 - Rp 1.500.000	46	3.91	.52581	.07753	3.7578	4.0701	2.93	5.00
	Rp 1.500.001 - Rp 2.000.000	43	3.84	.48810	.07443	3.6875	3.9879	2.93	5.00
	> Rp 2.000.000	29	4.01	.50691	.09413	3.8175	4.2032	3.00	5.00
	Total	221	3.89	.52697	.03545	3.8183	3.9581	2.93	5.00
AVERAGE PERSEPSI SUMBER	≤ Rp 500.000	32	3.97	.61155	.10811	3.7483	4.1892	2.75	5.00
	Rp 500.001 - Rp 1.000.000	71	4.12	.60183	.07142	3.9737	4.2586	3.00	5.00
	Rp 1.000.001 - Rp 1.500.000	46	4.09	.68154	.10049	3.8846	4.2893	2.25	5.00
	Rp 1.500.001 - Rp 2.000.000	43	3.91	.64060	.09769	3.7156	4.1099	2.25	5.00
	> Rp 2.000.000	29	4.15	.56108	.10419	3.9331	4.3600	3.00	5.00
	Total	221	4.05	.62364	.04195	3.9705	4.1358	2.25	5.00
AVERAGE GAYA SUMBER	≤ Rp 500.000	32	4.28	.60054	.10616	4.0585	4.4915	2.80	5.00
	Rp 500.001 - Rp 1.000.000	71	4.32	.56313	.06683	4.1878	4.4544	2.40	5.00
	Rp 1.000.001 - Rp 1.500.000	46	4.41	.52146	.07689	4.2538	4.5636	3.20	5.00
	Rp 1.500.001 - Rp 2.000.000	43	4.20	.56061	.08549	4.0275	4.3725	2.80	5.00
	> Rp 2.000.000	29	4.42	.50806	.09434	4.2274	4.6139	3.20	5.00
	Total	221	4.32	.55342	.03723	4.2488	4.3955	2.40	5.00

AVERAGE DAYA TARIK SUMBER	≤ Rp 500.000	32	3.96	.73248	.12949	3.6947	4.2228	2.33	5.00
	Rp 500.001 - Rp 1.000.000	71	4.00	.60839	.07220	3.8609	4.1489	3.00	5.00
	Rp 1.000.001 - Rp 1.500.000	46	4.07	.72318	.10663	3.8576	4.2871	2.67	5.00
	Rp 1.500.001 - Rp 2.000.000	43	3.84	.72909	.11119	3.6200	4.0688	2.00	5.00
	> Rp 2.000.000	29	4.29	.50153	.09313	4.0965	4.4780	3.00	5.00
	Total	221	4.02	.67117	.04515	3.9291	4.1071	2.00	5.00
AVERAGE PENERIMAAN INFORMASI	≤ Rp 500.000	32	4.02	.79296	.14018	3.7297	4.3015	2.00	5.00
	Rp 500.001 - Rp 1.000.000	71	4.07	.76578	.09088	3.8927	4.2552	1.25	5.00
	Rp 1.000.001 - Rp 1.500.000	46	4.02	.78067	.11510	3.7845	4.2481	2.00	5.00
	Rp 1.500.001 - Rp 2.000.000	43	3.99	.57465	.08763	3.8115	4.1652	2.50	5.00
	> Rp 2.000.000	29	4.36	.73977	.13737	4.0807	4.6435	2.50	5.00
	Total	221	4.07	.73899	.04971	3.9767	4.1726	1.25	5.00
AVERAGE NIAT BELI	≤ Rp 500.000	32	3.77	.78786	.13927	3.4816	4.0497	2.00	5.00
	Rp 500.001 - Rp 1.000.000	71	4.05	.65003	.07714	3.8954	4.2032	2.25	5.00
	Rp 1.000.001 - Rp 1.500.000	46	3.88	.83623	.12329	3.6321	4.1288	1.75	5.00
	Rp 1.500.001 - Rp 2.000.000	43	3.88	.63003	.09608	3.6840	4.0718	2.00	5.00
	> Rp 2.000.000	29	4.27	.67457	.12527	4.0106	4.5238	3.00	5.00
	Total	221	3.97	.72230	.04859	3.8726	4.0641	1.75	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AVERAGE KREDIBILITAS SUMBER	Between Groups	.985	4	.246	.547	.701
	Within Groups	97.182	216	.450		
	Total	98.167	220			
AVERAGE KUALITAS ARGUMEN	Between Groups	.674	4	.169	.603	.661
	Within Groups	60.419	216	.280		
	Total	61.093	220			
AVERAGE PERSEPSI SUMBER	Between Groups	1.663	4	.416	1.070	.372
	Within Groups	83.900	216	.388		
	Total	85.563	220			
AVERAGE GAYA SUMBER	Between Groups	1.339	4	.335	1.095	.360
	Within Groups	66.042	216	.306		
	Total	67.381	220			
AVERAGE DAYA TARIK SUMBER	Between Groups	3.658	4	.915	2.070	.086
	Within Groups	95.446	216	.442		
	Total	99.104	220			
AVERAGE PENERIMAAN INFORMASI	Between Groups	2.984	4	.746	1.375	.244
	Within Groups	117.159	216	.542		
	Total	120.143	220			
AVERAGE NIAT BELI	Between Groups	5.078	4	1.270	2.500	.044
	Within Groups	109.700	216	.508		
	Total	114.778	220			

TINGKAT PENGELUARAN RATA- RATA PER BULAN

Descriptives									
		N	Mean	Std. Deviation	Std. Error	Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
AVERAGE KREDIBILITAS SUMBER	≤ Rp 500.000	48	3.45	.62261	.08987	3.2734	3.6350	2.20	4.80
	Rp 500.001 - Rp 1.000.001	83	3.60	.70364	.07724	3.4439	3.7512	2.00	5.00
	Rp 1.000.001 - Rp 1.500.001	48	3.45	.65199	.09411	3.2648	3.6435	2.00	5.00
	Rp 1.500.001 - > Rp 2.000.000	28	3.47	.58680	.11090	3.2439	3.6990	2.40	4.60
	> Rp 2.000.000	14	3.77	.79559	.21263	3.3121	4.2308	2.00	5.00
	Total	221	3.53	.66799	.04493	3.4418	3.6189	2.00	5.00
AVERAGE KUALITAS ARGUMEN	≤ Rp 500.000	48	3.84	.53575	.07733	3.6846	3.9958	3.00	5.00
	Rp 500.001 - Rp 1.000.001	83	3.94	.54180	.05947	3.8242	4.0608	2.93	5.00
	Rp 1.000.001 - Rp 1.500.000	48	3.84	.51374	.07415	3.6898	3.9881	2.93	5.00
	Rp 1.500.001 - > Rp 2.000.000	28	3.74	.44135	.08341	3.5692	3.9115	2.93	4.50
	> Rp 2.000.000	14	4.20	.51639	.13801	3.8968	4.4932	3.07	5.00
	Total	221	3.89	.52697	.03545	3.8183	3.9581	2.93	5.00
AVERAGE PERSEPSI SUMBER	≤ Rp 500.000	48	4.04	.62737	.09055	3.8543	4.2186	2.75	5.00
	Rp 500.001 - Rp 1.000.000	83	4.11	.60384	.06628	3.9766	4.2403	2.25	5.00
	Rp 1.000.001 - Rp 1.500.000	48	3.96	.66711	.09629	3.7646	4.1520	2.25	5.00
	Rp 1.500.001 - Rp 2.000.000	28	3.92	.60878	.11505	3.6836	4.1557	2.25	5.00
	> Rp 2.000.000	14	4.38	.52578	.14052	4.0714	4.6786	3.25	5.00
	Total	221	4.05	.62364	.04195	3.9705	4.1358	2.25	5.00
AVERAGE GAYA SUMBER	≤ Rp 500.000	48	4.29	.55037	.07944	4.1319	4.4515	2.80	5.00
	Rp 500.001 - Rp 1.000.000	83	4.31	.55897	.06135	4.1888	4.4329	2.40	5.00
	Rp 1.000.001 - Rp 1.500.000	48	4.35	.54381	.07849	4.1879	4.5037	3.20	5.00
	Rp 1.500.001 - Rp 2.000.000	28	4.26	.58892	.11130	4.0359	4.4926	2.80	5.00
	> Rp 2.000.000	14	4.53	.51803	.13845	4.2295	4.8277	3.60	5.00
	Total	221	4.32	.55342	.03723	4.2488	4.3955	2.40	5.00

AVERAGE DAYA TARIK SUMBER	≤ Rp 500.000	48	4.01	.65955	.09520	3.8231	4.2061	2.33	5.00
	Rp 500.001 - Rp 1.000.000	83	4.05	.68523	.07521	3.8984	4.1977	2.67	5.00
	Rp 1.000.001 - Rp 1.500.000	48	3.90	.61919	.08937	3.7227	4.0823	2.67	5.00
	Rp 1.500.001 - Rp 2.000.000	28	3.95	.78416	.14819	3.6481	4.2562	2.00	5.00
	> Rp 2.000.000	14	4.38	.46866	.12525	4.1101	4.6513	3.67	5.00
	Total	221	4.02	.67117	.04515	3.9291	4.1071	2.00	5.00
	AVERAGE PENERIM AAN INFORMA SI	≤ Rp 500.000	48	4.06	.78466	.11326	3.8347	4.2903	2.00
Rp 500.001 - Rp 1.000.000		83	4.08	.76203	.08364	3.9119	4.2447	1.25	5.00
Rp 1.000.001 - Rp 1.500.000		48	3.94	.65740	.09489	3.7466	4.1284	2.00	5.00
Rp 1.500.001 - Rp 2.000.000		28	4.02	.66988	.12660	3.7581	4.2776	2.50	5.00
> Rp 2.000.000		14	4.68	.62349	.16663	4.3186	5.0386	3.00	5.00
Total		221	4.07	.73899	.04971	3.9767	4.1726	1.25	5.00
AVERAGE NIAT BELI		≤ Rp 500.000	48	3.86	.74011	.10683	3.6497	4.0795	2.00
	Rp 500.001 - Rp 1.000.000	83	4.04	.73887	.08110	3.8748	4.1975	1.75	5.00
	Rp 1.000.001 - Rp 1.500.000	48	3.86	.65009	.09383	3.6706	4.0481	2.50	5.00
	Rp 1.500.001 - Rp 2.000.000	28	3.88	.73435	.13878	3.5992	4.1687	2.00	5.00
	> Rp 2.000.000	14	4.46	.60333	.16125	4.1159	4.8126	3.25	5.00
	Total	221	3.97	.72230	.04859	3.8726	4.0641	1.75	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AVERAGE KREDIBILITAS SUMBER	Between Groups	1.843	4	.461	1.033	.391
	Within Groups	96.324	216	.446		
	Total	98.167	220			
AVERAGE KUALITAS ARGUMEN	Between Groups	2.402	4	.600	2.210	.069
	Within Groups	58.692	216	.272		
	Total	61.093	220			
AVERAGE PERSEPSI SUMBER	Between Groups	2.648	4	.662	1.724	.146
	Within Groups	82.915	216	.384		
	Total	85.563	220			
AVERAGE GAYA SUMBER	Between Groups	.772	4	.193	.626	.644
	Within Groups	66.609	216	.308		
	Total	67.381	220			
AVERAGE DAYA TARIK SUMBER	Between Groups	2.679	4	.670	1.500	.203
	Within Groups	96.425	216	.446		
	Total	99.104	220			
AVERAGE PENERIMAAN INFORMASI	Between Groups	6.107	4	1.527	2.892	.023
	Within Groups	114.036	216	.528		
	Total	120.143	220			
AVERAGE NIAT BELI	Between Groups	5.111	4	1.278	2.517	.042
	Within Groups	109.667	216	.508		
	Total	114.778	220			

LAMPIRAN V
HASIL UJI
REGRESI LINIER SEDERHANA

PENERIMAAN INFORMASI DAN NIAT BELI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PENERIMAAN INFORMASI ^b		Enter

a. Dependent Variable: NIAT BELI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.606	1.81245

a. Predictors: (Constant), PENERIMAAN INFORMASI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1117.046	1	1117.046	340.048	.000 ^b
	Residual	719.407	219	3.285		
	Total	1836.452	220			

a. Dependent Variable: NIAT BELI

b. Predictors: (Constant), PENERIMAAN INFORMASI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.449	.685		5.037	.000
	PENERIMAAN INFORMASI	.762	.041	.780	18.440	.000

a. Dependent Variable: NIAT BELI

KREDIBILITAS SUMBER DAN PENERIMAAN INFORMASI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KREDIBILITAS SUMBER ^b		Enter

a. Dependent Variable: PENERIMAAN INFORMASI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 ^a	.302	.299	2.47489

a. Predictors: (Constant), KREDIBILITAS SUMBER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	580.899	1	580.899	94.839	.000 ^b
	Residual	1341.391	219	6.125		
	Total	1922.290	220			

a. Dependent Variable: PENERIMAAN INFORMASI

b. Predictors: (Constant), KREDIBILITAS SUMBER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.711	.897		8.592	.000
	KREDIBILITAS SUMBER	.487	.050	.550	9.739	.000

a. Dependent Variable: PENERIMAAN INFORMASI

DAYA TARIK SUMBER DAN PENERIMAAN INFORMASI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	DAYA TARIK SUMBER ^b		Enter

a. Dependent Variable: PENERIMAAN INFORMASI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.417	2.25613

a. Predictors: (Constant), DAYA TARIK SUMBER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	807.552	1	807.552	158.651	.000 ^b
	Residual	1114.738	219	5.090		
	Total	1922.290	220			

a. Dependent Variable: PENERIMAAN INFORMASI

b. Predictors: (Constant), DAYA TARIK SUMBER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.825	.923		5.225	.000
	DAYA TARIK SUMBER	.952	.076	.648	12.596	.000

a. Dependent Variable: PENERIMAAN INFORMASI

KREDIBILITAS SUMBER DAN NIAT BELI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KREDIBILITAS SUMBER ^b		Enter

a. Dependent Variable: NIAT BELI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 ^a	.279	.276	2.45812

a. Predictors: (Constant), KREDIBILITAS SUMBER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	513.180	1	513.180	84.931	.000 ^b
	Residual	1323.272	219	6.042		
	Total	1836.452	220			

a. Dependent Variable: NIAT BELI

b. Predictors: (Constant), KREDIBILITAS SUMBER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.802	.891		8.753	.000
	KREDIBILITAS SUMBER	.457	.050	.529	9.216	.000

a. Dependent Variable: NIAT BELI

DAYA TARIK SUMBER DAN NIAT BELI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	DAYA TARIK SUMBER ^b		Enter

a. Dependent Variable: NIAT BELI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 ^a	.355	.352	2.32530

a. Predictors: (Constant), DAYA TARIK SUMBER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	652.312	1	652.312	120.641	.000 ^b
	Residual	1184.140	219	5.407		
	Total	1836.452	220			

a. Dependent Variable: NIAT BELI

b. Predictors: (Constant), DAYA TARIK SUMBER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.561	.952		5.843	.000
	DAYA TARIK SUMBER	.855	.078	.596	10.984	.000

a. Dependent Variable: NIAT BELI

LAMPIRAN VI
HASIL UJI REGRESI LINEAR BERGANDA

UJI LINIER BERGANDA KREDIBILITAS SUMBER, KUALITAS ARGUMEN, PERSEPSI SUMBER, GAYA SUMBER, DAYA TARIK SUMBER PADA PENERIMAAN INFORMASI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	GAYA SUMBER, KREDIBILITAS SUMBER, DAYA TARIK SUMBER, PERSEPSI SUMBER, KUALITAS ARGUMEN ^b		Enter

a. Dependent Variable: PENERIMAAN INFORMASI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.569	.559	1.96365

a. Predictors: (Constant), GAYA SUMBER, KREDIBILITAS SUMBER, DAYA TARIK SUMBER, PERSEPSI SUMBER, KUALITAS ARGUMEN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1093.267	5	218.653	56.706	.000 ^b
	Residual	829.023	215	3.856		
	Total	1922.290	220			

a. Dependent Variable: PENERIMAAN INFORMASI

b. Predictors: (Constant), GAYA SUMBER, KREDIBILITAS SUMBER, DAYA TARIK SUMBER, PERSEPSI SUMBER, KUALITAS ARGUMEN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.081	1.169		-1.779	.077
	KUALITAS ARGUMEN	.077	.031	.192	2.439	.016
	KREDIBILITAS SUMBER	.052	.061	.059	.855	.393
	DAYA TARIK SUMBER	.338	.099	.230	3.411	.001
	PERSEPSI SUMBER	.217	.081	.183	2.687	.008
	GAYA SUMBER	.263	.061	.246	4.300	.000

a. Dependent Variable: PENERIMAAN INFORMASI

UJI REGRESI BERGANDA KREDIBILITAS, PENERIMAAN INFORMASI DAN NIAT BELI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PENERIMAAN INFORMASI, KREDIBILITAS SUMBER ^b		Enter

a. Dependent Variable: NIAT BELI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.619	1.78314

a. Predictors: (Constant), PENERIMAAN INFORMASI, KREDIBILITAS SUMBER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1143.305	2	571.653	179.789	.000 ^b
	Residual	693.147	218	3.180		
	Total	1836.452	220			

a. Dependent Variable: NIAT BELI

b. Predictors: (Constant), PENERIMAAN INFORMASI, KREDIBILITAS SUMBER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.517	.748		3.366	.001
	KREDIBILITAS SUMBER	.124	.043	.143	2.874	.004
	PENERIMAAN INFORMASI	.685	.049	.701	14.078	.000

a. Dependent Variable: NIAT BELI

UJI REGRESI BERGANDA DAYA TARIK SUMBER, PENERIMAAN INFORMASI DAN NIAT BELI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PENERIMAAN INFORMASI, DAYA TARIK SUMBER ^b		Enter

a. Dependent Variable: NIAT BELI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.622	.619	1.78356

a. Predictors: (Constant), PENERIMAAN INFORMASI, DAYA TARIK SUMBER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1142.976	2	571.488	179.652	.000 ^b
	Residual	693.476	218	3.181		
	Total	1836.452	220			

a. Dependent Variable: NIAT BELI

b. Predictors: (Constant), PENERIMAAN INFORMASI, DAYA TARIK SUMBER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.360	.774		3.048	.003
	DAYA TARIK SUMBER	.224	.078	.156	2.855	.005
	PENERIMAAN INFORMASI	.663	.053	.679	12.420	.000

a. Dependent Variable: NIAT BELI

LAMPIRAN VII
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Examining the antecedents of persuasive eWOM messages in social media

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Abstract

Purpose – Numerous electronic word-of-mouth (eWOM) studies have been conducted to examine the effectiveness of persuasive eWOM messages. Despite the impact of eWOM messages in decision-making processes, few researches have directly tested potential antecedents of persuasive eWOM messages among message recipients in social media context. The purpose of this paper is to critically discuss and examine the determinants of persuasive eWOM messages when message recipients intend to accept and use eWOM messages.

Design/methodology/approach – The authors reviewed extant literature of eWOM and proposed hypotheses regarding persuasive eWOM messages in social media context. A survey of 78 respondents was conducted and the data were analysed using SmartPLS.

Findings – This study found that argument quality, source credibility, source attractiveness, source perception and source style are critical antecedents of persuasive eWOM messages. The PLS results suggested that source credibility (trustworthiness), source perception (usefulness, social ties) and source style (visual cues, number) are main characteristics of credible eWOM messages in relation to users' intention to accept and use online reviews. The variance of information acceptance and intention to use were also explained in the findings.

Practical implications – This paper identified critical antecedents of persuasive eWOM messages and suggested eWOM messages as a credible source. An integrated conceptual framework was developed to illustrate comprehensive antecedents of persuasive eWOM messages, and the relationships between these messages, information acceptance and intention to use.

Originality/value – The significance of the study is to identify the effectiveness of eWOM messages and its impact on intention to accept and use these messages. Moreover, this study will provide insightful guidelines for marketers with practical implications in approaching emerging markets via eWOM initiatives.

Keywords Social media, Source credibility, Argument quality, Information acceptance, Persuasive eWOM messages, Source attractiveness

Paper type Research paper

Introduction

The unique interactive nature of cyberspace has provided online users with unprecedented accessibility to information about products and services, the ability to



exchange ideas with other consumers and friends, or even companies and to compare price and quality in many ways. These interactions are conducted via blogs, instant messages, forums, online communities, social networking sites and so on (Goldsmith and Horowitz, 2006). With a cascade of messages, social media users engage and exchange information through numerous channels designated as social media, such as blogs, microblogging (Twitter), social networking sites (Facebook) and video sharing sites (YouTube). It is not surprising that consumers exchange product information online with other consumers. By sharing personal experiences and feelings about products and services, online users tend to accept and use online information in their decision-making processes. Unlike traditional word-of-mouth (WOM) electronic word-of-mouth (eWOM) is able to include positive and negative reviews made by former, actual and potential consumers on products and services via the internet in a timely manner (Hennig-Thurau *et al.*, 2004). Online customer reviews provide prospective customers with important information on whether to buy the product/service. It is reported that more than 74 per cent of travellers use online reviews/comments posted by other travellers to make decisions when planning trips (Gretzel and Yoo, 2008). Hence it is evident that online reviews have become an important source of information.

Despite significant managerial and academic attention on eWOM, few research studies have directly tested potential determinants of eWOM messages and perceived credibility of eWOM communication in the social media context. The authors employ statistical techniques to test the potential eWOM attributes and measure their impacts on information acceptance and intention to use online reviews. This study aims to gauge message recipients' perception of the credibility of eWOM messages. This study also aims to critically examine the determinants of persuasive eWOM messages and how message recipients intend to accept and use eWOM messages. The significance of the study is to identify the effectiveness of eWOM messages and its impact on the intention to accept and use these messages. Moreover, this study will provide insightful guidelines for marketers with practical implications for social media communication. In this study the authors identify previous eWOM studies and critical factors in eWOM communication. An integrated conceptual framework is established to study the influence of persuasive eWOM on message recipients' intention to accept and use online information; theoretical and practical implications are included in the paper as well.

Literature review and hypotheses development

eWOM

eWOM communication refers to "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau *et al.*, 2004, p. 39). Cheung and Thadani (2012) systematically reviewed the research studies on eWOM. They identified 47 articles on eWOM communication published between 2000 and 2010. Their study only focused on individual-level eWOM. According to the research findings, online users' reviews posted on discussion forums or rating sites were the main focus for most eWOM studies. In terms of theoretical foundations their review revealed that dual-route information processing is the most commonly used theoretical model for the impacts of eWOM, such as the elaboration likelihood model (ELM) and the heuristic-systematic model (HSM). This result is aligned with ELM review research findings about the effectiveness of persuasive messages in a social

media context (Teng and Khong, 2013). The authors of the present study continued Cheung and Thadani's review by reviewing the literature of eWOM studies between 2011 and 2014. Among 45 identified papers, 22 discussed the antecedents of persuasive eWOM messages, while eight studied the impact of eWOM communication in cyberspace. An increasing number of papers considered the valences (positive or negative) of eWOM messages. Several studies applied the theory of planned behaviour and the technology acceptance model (Benlian *et al.*, 2012; Cheng and Huang, 2013; Teng *et al.*, 2014). It was evident that eWOM studies are still receiving significant attention in the academic world, especially in the marketing domain. To address the objective of the study, the authors critically examined previous studies and categorised potential antecedents of persuasive eWOM messages in relation to information acceptance and intention to use online reviews. In the following section the authors discuss several antecedents of persuasive eWOM messages in order to develop research hypotheses.

Argument quality

Argument quality refers to "the persuasive strength of arguments embedded in an informational message" (Bhattacharjee and Sanford, 2006, p. 811). It is the extent to which message receivers consider the argument convincing in defending its position (Cheung *et al.*, 2009). Numerous studies have argued that argument quality will influence message receivers' attitude in a social media context (Cacioppo *et al.*, 1983; Sia *et al.*, 1999). If online reviews/contents are perceived as valid, the message receivers will develop a positive attitude towards the products/services related to these reviews. Hence the argument is perceived as credible information. Conversely, if these reviews are perceived as invalid, message receivers will develop a negative attitude towards the products/services (Cheung *et al.*, 2009). The argument related to the reviewed products/services is perceived as not credible.

The quality of an argument is validated in terms of strength, comprehensiveness, accuracy, timeliness and relevance (Delone and McLean, 2003). In this paper the strength of the message denotes how convincing and persuasive the online reviews are. Comprehensiveness refers to the information that is understandable and informative with breadth and depth (Delone and McLean, 2003; Lin *et al.*, 2012; Chiang, 2013). Accuracy is defined as the correctness of the information presented (Nelson *et al.*, 2005). Timeliness means up-to-date and current information (Nelson *et al.*, 2005). Relevance is the extent to which the reviews are relevant and applicable (Petty and Cacioppo, 1986). It is interesting that argument quality studies are closely related to the ELM central route. The strength, comprehensiveness, accuracy, timeliness and relevance are recognised as critical elements for high-quality online reviews. These factors may increase the likelihood that message recipients are persuaded by the online reviews. Thus:

H1. Argument quality is associated with persuasive eWOM messages.

Source credibility

The attributes of an information source are the communicator's credibility, attractiveness, physical appearance, familiarity and power (Hovland and Weiss, 1951). They argued that these elements had an impact on the credibility of the message. In particular source credibility is defined as "the perceived ability and motivation of the message source to produce accurate and truthful information" (Li and Zhan, 2011). Credible information sources usually generate effective persuasive messages and

induce a favourable attitude towards the products/services related to the reviews (Eagly and Chaiken, 1993; Pornpitakan, 2004; Khong and Wu, 2013).

Source credibility generally consists of three dimensions: expertness, trustworthiness and source experience (Wu and Wang, 2011; Li and Zhan, 2011; Martin and Lueg, 2013; Khong and Wu, 2013). Expertness refers to the professional knowledge that the communicator has about products/services. Trustworthiness is the degree of confidence and acceptance that the message receiver developed towards the source. Source experience is the extent to which the communicator is familiar with the products/services based on his/her actual experience, as perceived by the eWOM receiver (Braunsberger and Munch, 1998; Martin and Lueg, 2013). Unlike traditional communication the salient cues of credible eWOM messages may be the reviewers' reputation and past experience shared in computer-mediated communication. For instance an individual's experience-based online review is considered a credible information source for indigenous food buyers (Yoon, 2012).

It is important to address the critical role of online users' judgements on source credibility in the online environment. The level of source credibility ultimately determines the level of confidence and acceptance of the online reviews by message receivers. People tend to establish positive attitudes towards accepting products/services related to credible eWOM messages. Conversely, it is less likely that people will accept the eWOM messages if the source is not perceived as credible. Thus:

H2. Source credibility is associated with persuasive eWOM messages.

Source attractiveness

Source attractiveness refers to the extent to which the message receivers identified the source as appealing (Kiecker and Cowles, 2001; Khong and Wu, 2013). Specifically the attractiveness of online reviews will have an impact on users' online information acceptance. Source attractiveness encompasses similarity, familiarity and likeability (Triandis, 1971). Similarity is the resemblance shared by the message receiver and communicator (Kiecker and Cowles, 2001). In particular people tend to perceive online reviews as credible sources if they have similar opinions to the message communicator. Familiarity is the level of comfort established between the message receiver and communicator (Kiecker and Cowles, 2001). In other words it is more likely that people will have confidence in products/services reviewed online if they are familiar with shared reviews. Likeability refers to the affection developed by the message receiver towards the physical appearance or personal traits of the source (Kiecker and Cowles, 2001). In cyberspace people find a source attractive when they like online reviews posted by other users. In particular it is illustrated by the "like" button developed by Facebook.

These three characteristics of source attractiveness – similarity, familiarity and likeability – are studied to show their functional roles in effective persuasive communication (Kiecker and Cowles, 2001). The authors hypothesise that:

H3. Source attractiveness is associated with persuasive eWOM messages.

Source perception

Prior studies have shown that reference groups exert significant impact on users' online information acceptance (Childers and Rao, 1992; Hsu *et al.*, 2013). It is a logical extension that such concepts may be applied to eWOM communication in cyberspace.

In particular online reviews created by users affect other users' intention to accept and use online information. Hence these online reviews are helpful, reliable and valuable for other users. Due to their speedy delivery, powerful scalability and attractive nature of interaction, online reviews are perceived as helpful tools in obtaining knowledge of products/services and reducing risks and uncertainty of buying. Davis (1989) proposed that perceived usefulness plays a crucial role in predicting the users' acceptance of information systems/information technology. In the social media context this paper redefines usefulness as the extent to which online review receivers accept the online reviews that would enhance their online performance.

Another dimension of source perception of effective eWOM communication is the interpersonal relationship strength of eWOM participants. Tie strength is defined as "the level of intensity of the social relationship between consumers or degree of overlap of two individuals' friendship [which] varies greatly across a consumer's social network" (Steffes and Burgee, 2009, p. 45). The strength of tie may range from strong primary ties such as with family and friends to weak ties such as with online acquaintances and complete strangers. According to Brown and Reingen (1987) strong ties demonstrate the flow of referral behaviour in small groups. Weak ties allow information dissemination among different groups, a crucial role in facilitating information seeking among acquaintances (Yoo *et al.*, 2014). Moreover, one study supports the critical role played by weak ties, indicating that eWOM messages created by non-customers had more impact than the messages created by customers (Liu-Thompkins, 2012). Other studies asserted that demographic similarity and physical proximity are evidence of the influence of tie strength (Reingen *et al.*, 1984). In other words message receivers are more likely to imitate peers of similar social groups, where herding behaviour is activated in the context of eWOM communication.

Homophily is another dimension of social perception in the study of antecedents of persuasive eWOM messages. Homophily refers to the extent to which pairs of individuals share common ground in terms of age, gender, education and social lifestyle (Rogers, 1983). Individuals tend to associate with those who have similar interests or who are in the same situations with them. Though conceptually distinct from each other, social ties and homophily are closely related in many ways. For example individuals tend to share similar views when they have strong social ties. Conversely, as in the abovementioned social ties, weak ties facilitate the flow of information between different groups. Hence social ties increase with homophily (Brown *et al.*, 2007). Thus:

H4. Source perception is associated with persuasive eWOM messages.

Source style

In the context of social media, to some extent, online reviews can be the combination of texts and visual cues presented in the social networking sites. A research study proposed that visual information can stimulate information elaboration and increase the likelihood of the information being retrieved in recall tasks (Kisielius and Sternthal, 1984). Moreover, researchers suggested that visual information exerts a significant impact on users' online information acceptance and intention to use online reviews (Then and DeLong, 1999; Lin *et al.*, 2012). It is not surprising that more and more online reviews are posted with pictorial information by sharing personal experiences and emotions in eWOM communication (Lin and Huang, 2006).

In terms of the volume of online reviews, studies suggest that the more users discussed the product, the more likely it was that other users become aware of the

product (Dellarocas *et al.*, 2007). In addition the quantity of information available may reduce risks and uncertainties perceived by potential buyers (Chen *et al.*, 2004). As one important cue for product popularity, the quantity of online reviews is positively related to sales (De Maeyer, 2012). Alternatively it is suggested that the volume of online reviews can affect users' acceptance and intention to use online reviews.

In respect to the valence of online reviews, previous studies found that negative reviews have more impact than positive ones (Cui *et al.*, 2010; Royo-Vela and Casamassima, 2011). Surprisingly, researchers found negative online reviews increased product sales (Cui *et al.*, 2010). It is explained that negative online reviews stimulate more careful cognitive elaboration of the product information, leading to better understanding and more confidence, which are translated into more sales (De Maeyer, 2012).

The dispersion of online reviews refers to the degree the reviews vary from each other. High dispersion reflects divergent individual preferences. De Maeyer (2012) found that users become more aware of product information when encountering conflicting online reviews. Evidence showed that users are more motivated to show preference by more dispersed reviews (Martin *et al.*, 2007). Thus:

H5. Source style is associated with persuasive eWOM messages.

Information acceptance and intention to use eWOM messages

Based on the above discussion, argument quality, source credibility, source attractiveness, source perception and source style are critical attributes that increase the likelihood of acceptance and intention to use eWOM messages by message recipients. Persuasive eWOM messages in this study refer to online messages, especially recommendations, that are perceived as credible sources, indicating explanatory power in online information acceptance. It is noted that a message recipient's judgement of online information credibility determines the confidence of the recipient has in the information (Wathen and Burkell, 2002; Khong *et al.*, 2010). In other words if people perceive eWOM messages as credible sources, they tend to accept this type of online information. Moreover, Sussman and Siegal (2003) argued that it is very likely that people who accept eWOM messages (which are credible) intend to use the information in their decision-making processes. Prior studies further confirmed that the positive effects of online reviews generate willingness to accept and intention to use the eWOM information (McKnight *et al.*, 2002; Cheung *et al.*, 2008). Therefore a recipient of eWOM messages tends to accept and use these messages if the recipient perceives the information as credible. Conversely, it is unlikely that non-credible messages will be accepted and used in eWOM communication. Thus the following hypotheses are proposed:

H6. Persuasive eWOM messages are positively associated with information acceptance.

H7. Information acceptance is positively associated with intention to use eWOM messages.

Figure 1 depicts the conceptual model of the study. It is hypothesised that in the context of eWOM communication, message recipients' intention to use eWOM messages is determined by the acceptance of online information and the credibility of persuasive eWOM messages. Consequently online information acceptance is influenced by

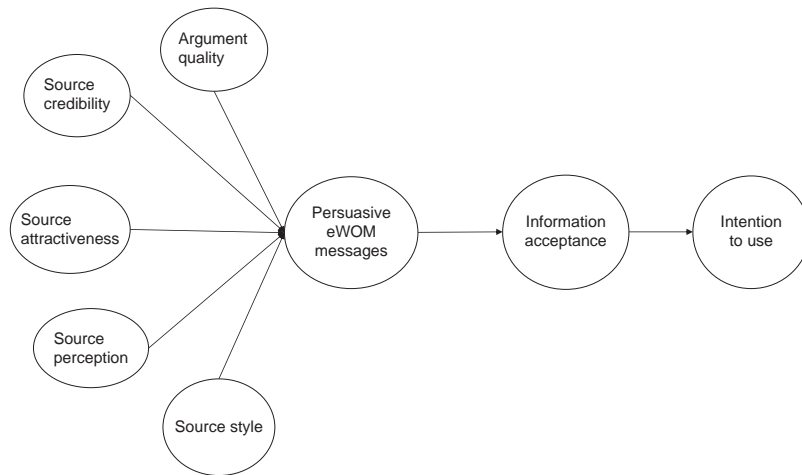


Figure 1.
Research
conceptual model

argument quality, source credibility, source attractiveness, source perception and source style of eWOM messages in the effective persuasive communication environment.

Research method

Instrument development

The survey instrument was developed by adopting measures validated by previous studies. In particular variables and constructs were adapted from Cheung and Thadani's (2012) literature review of eWOM. The authors compiled groups of questions from validated constructs. The authors selected "studying abroad" as the online review topic in order to simulate and generate message receivers' perceptions of online reviews. On the one hand, message receivers cannot physically inspect intangible services such as education so they have to seek information using online sources (Park *et al.*, 2008). On the other hand, social media has become the most frequently used channel where young people obtain information across national boundaries (Kaplan and Haenlein, 2010). People read online reviews and exchange information about studying abroad with others in social networking sites. In short this survey can examine respondents' perception of the credibility of eWOM messages, and the intention to use and accept these messages. All the items in the questionnaire were in English and were translated to Chinese and back translated to English by a Chinese doctoral student. The wording was modified to fit the context of the present study. The translated items were reviewed by professors and two native Chinese speakers (whose majors are English). Disagreements on meaning and wording were resolved through discussion between the reviewers and the translator. The authors interviewed another two students who had no a priori knowledge of the study in order to pre-test the survey instrument. Based on the feedback, the wording, contents and format of the questionnaire were revised iteratively to reduce ambiguity in the items. The final version of the questionnaire was generated online via Google Docs.

Measurement development

The survey comprised 50 questions divided among four parts: background, usage and experience of social networking sites, online reviews/comments' characteristics and acceptance and intention to use and reasons. Part 1 asked demographic questions.

Part 2 explored the respondents' experience and frequency of using social networking sites. Each question's response in Part 3 was measured on a five-point Likert scale, ranging from completely disagree to completely agree (Table I).

Sampling

The authors used probability sampling due to its objectivity (Malhotra, 2010). QQ, as the most popular instant message software in China, has 782 million active users. Not surprisingly there are more than 3,000 QQ social groups (with an average of 100 members per group) whose members actively discuss matters pertaining to studying abroad. The key words for searching these groups were IELTS and TOEFL, which are the main exams for Chinese students if they apply to study abroad. The authors randomly joined three social groups and posted the Google Docs link to the present study. A total of 109 responses were received from 800 social group members, 78 of which were complete and usable, resulting in a response rate of 13.6 per cent. No survey questions requested identifying personal information and all the information obtained was kept confidential during and after the survey.

Among the 78 respondents, 46 per cent were male and 54 per cent were female. With regard to age and education, 78 per cent of the respondents were under the age of 23, 72 per cent had completed high school, 26 per cent wanted to continue their study abroad to achieve a degree and 55 per cent wanted to achieve a master's degree. The top three countries where Chinese students wished to study were the USA, the UK and Australia, chosen by 35, 26 and 18 per cent, respectively. The authors found that students

Label	Items	Source
Argument quality	Comprehensiveness	Wang and Strong (1996); Wixom and Todd (2005); Bhattacharjee and Sanford (2006)
	Accuracy	Rieh (2002); Wixom and Todd (2005)
	Timeliness	Wixom and Todd (2005)
	Relevance	Citrin (2001); Cheung <i>et al.</i> (2008)
	Strength	Zhang and Watts (2008); Cheung <i>et al.</i> (2009)
Source credibility	Expertness	Wu and Shaffer (1987); Sussman and Siegal (2003); Bhattacharjee and Sanford (2006)
	Trustworthiness	Cheung <i>et al.</i> (2009)
	Prior experience	Cheung <i>et al.</i> (2009)
Source attractiveness	Similarity	Kiecker and Cowles (2001)
	Familiarity	Kiecker and Cowles (2001)
	Likeability	Kiecker and Cowles (2001)
Source perception	Usefulness	Kumar and Benbasat (2006)
	Helpfulness	Sen and Lerman (2007); Sen (2008)
	Social tie	Steffes and Burgee (2009)
	Homophily	Steffes and Burgee (2009)
Source style	Visual cues	Davis and Khazanchi (2008)
	Length	Chevalier and Mayzlin (2006)
	Number	Chevalier and Mayzlin (2006)
	Dispersion	Dellarocas <i>et al.</i> (2007)
	Valence	Cheung <i>et al.</i> (2009)
Information acceptance	Influence and acceptance	Wathen and Burkell (2002); Teng <i>et al.</i> (2014)
Intention to use	Intention to share, recommend and follow	Sussman and Siegal (2003); Cheung <i>et al.</i> (2009); Teng <i>et al.</i> (2014)

Table I.
Measurement of variables

use social media channels as a credible source of online reviews (Sina Weibo, Renren, QQ Qzone, Pengyou, Douban, etc.). Another important channel Chinese students used was friends. This finding is consistent with previous studies relating to the culture of collectivism. Specifically 80 per cent of these students sought information about other countries through social media and friends. The present study indicated that the influence of traditional media such as television, newspapers and brochures was diminished due to the emerging interactive social media. All the respondents used social networking sites and more than 90 per cent of them read online reviews, with 51 per cent reading online reviews more than seven times in the last week. Of these respondents 82 per cent posted reviews while using social networking sites. The frequency of posting reviews online for 66 per cent of these students was one to three times in the last week. QQ Qzone was the most visited social networking site among the 78 respondents, followed by Sina Weibo and Renren. Table II depicts the demographic profile and usage of social networking sites by the respondents.

Results

Manipulation checks

The authors tested for common method variance using Harman's one-factor test (Podsakoff *et al.*, 2003). It was performed to load all the items of all the constructs into one factor, with common variance explaining 45.15 per cent: less than the threshold level of 50 per cent. The results showed that no single factor accounted for a majority of covariance in the variables. This test suggested that common method bias was less likely to significantly affect the results of the study (Podsakoff *et al.*, 2003; Yap and Khong, 2006).

Measurement model

This study employed the principal component method in exploratory factor analysis to examine factor validity and refine construct variables in the research model. The Kaiser-Meyer-Olkin value for sampling adequacy is 0.813 ($p < 0.01$). The eigenvalue should be greater than 1. The model constructs were confirmed by the sample, explaining 71.34 per cent of variance (Hair *et al.*, 2010). Compared to the covariance-based structural equation modelling techniques, PLS provides a better explanation for complex relationships and it can accommodate a minimal sample size and sample distribution (Fornell and Larcker, 1981; Chin, 1998). PLS is also widely adopted by business researchers. The PLS analysis was conducted using the SmartPLS 2.0 software (Ringle *et al.*, 2005).

Testing the measurement model encompasses the examination of internal consistency (reliability) and convergent and discriminant validity of the instrument (Wixom and Todd, 2005). The psychometric properties of the measurements were determined through examining the composite reliability of latent constructs, average variance extracted (AVE) by latent constructs from their indicators and correlations among latent constructs (Chin, 1998). The criteria for the constructs of measurement tests are: the composite reliability should be at least 0.70, AVE should be at least 0.5 and all items loadings should be greater than 0.5 (Fornell and Larcker, 1981; Chin, 1998; Hair *et al.*, 2010).

Table III depicts the assessment of the measurement models. The results indicate that composite reliability of all constructs were greater than 0.70, ranging from 0.892 to 0.942. Cronbach's α values of all constructs exceeded 0.7 and both measures suggested

Measure	Items	Frequency	Percentage	
Gender	Male	36	46	
	Female	42	54	
Age	16-19	41	53	
	20-23	20	25	
	24 or above	17	22	
Highest degree achieved	Middle school	14	18	
	High school	42	54	
	Undergraduate	16	20	
	Postgraduate	6	8	
Continuing study for	Degree	20	26	
	Master's	43	55	
	PhD	15	19	
Country to study in	USA	34	35	
	UK	25	26	
	Australia	18	18	
	Japan	2	2	
	Germany	4	4	
	Singapore	7	7	
	Malaysia	7	7	
	Others	1	1	
	Media	TV	9	10
		Printed media	5	6
Social media		35	42	
Friends		32	38	
Others		3	4	
Visiting SNS	Yes	78	100	
	No	0	0	
Reading online reviews	Yes	74	95	
	No	4	5	
Frequency of reading online reviews	1-3 times	21	29	
	4-6 times	15	20	
	7-9 times	4	5	
	10 times or more	34	46	
Posting online comments	Yes	64	82	
	No	14	18	
Frequency of posting online reviews	1-3 times	42	66	
	4-6 times	9	14	
	7-9 times	7	11	
	10 times or more	6	9	
Most visited SNS	Sina weibo	33	42	
	Renren	8	10	
	QQ Qzone	37	48	
	Pengyou	0	0	
	Douban	0	0	
	Tencent weibo	0	0	
	Others	0	0	

Table II.
Demographic profile
and usage of social
networking sites

internal consistency of the measurement model (Nunnally, 1978; Fornell and Larcker, 1981; Hair *et al.*, 1992). The analysis confirmed the adequate convergent validity of the measures, with AVE values surpassing the recommended level of 0.5, and the loadings exceeding the value of 0.5 (Hair *et al.*, 2010; Malhotra, 2010). Hulland (1999) suggested a cut-off value of 0.5 is sufficient especially when newly developed items are employed.

Construct	Item	Mean	SD	Loading	<i>t</i> -statistic	Cronbach's α	Composite reliability	AVE
Argument quality	AQ1	3.487	0.964	0.710	10.840	0.933	0.942	0.536
	AQ2	3.167	0.889	0.720	10.690			
	AQ3	3.064	1.036	0.666	8.162			
	AQ4	2.859	0.817	0.683	8.182			
	AQ5	2.833	0.813	0.775	13.220			
	AQ6	2.897	0.891	0.787	12.889			
	AQ7	3.410	1.012	0.682	9.019			
	AQ8	3.436	0.948	0.661	8.174			
	AQ9	3.397	0.958	0.716	11.385			
	AQ10	3.231	0.896	0.769	12.181			
	AQ11	3.192	0.954	0.781	17.147			
	AQ12	3.103	0.891	0.706	10.184			
	AQ13	3.128	0.972	0.768	16.036			
	AQ14	3.103	0.862	0.803	17.841			
Source credibility	SC1	3.141	0.936	0.750	12.368	0.849	0.892	0.623
	SC2	2.859	0.990	0.793	12.831			
	SC3	2.936	0.944	0.831	17.631			
	SC4	2.769	0.939	0.783	14.614			
	SC5	3.282	0.979	0.789	14.450			
Source attractiveness	SA1	3.308	0.944	0.857	20.595	0.880	0.926	0.806
	SA2	3.385	0.901	0.924	47.148			
	SA3	3.359	0.925	0.911	31.692			
Source perception	SP1	3.295	0.913	0.900	44.705	0.819	0.892	0.734
	SP2	3.500	0.922	0.881	30.404			
	SP3	3.590	0.932	0.786	13.094			
Source style	SS1	3.526	0.977	0.808	17.424	0.883	0.914	0.681
	SS2	3.744	1.012	0.835	20.137			
	SS3	3.641	0.925	0.874	26.686			
	SS4	3.423	0.974	0.800	16.229			
	SS5	3.449	0.949	0.806	17.265			
Information acceptance	IA1	3.141	0.849	0.896	33.917	0.775	0.899	0.816
	IA2	3.256	0.973	0.911	49.930			
Intention to use	IU1	3.295	1.070	0.866	22.031	0.856	0.912	0.776
	IU2	3.244	0.983	0.898	29.241			
	IU3	3.526	1.066	0.878	30.530			

Table III.
Psychometric properties
of measures

Discriminant validity was assessed by comparing the AVE of each individual construct with shared variances between it and all the other constructs (Fornell and Larcker, 1981). This validity required a higher value of square root of the AVE of each construct than the correlation value between this construct and all other constructs. As shown in Table IV the square root of the AVE (bold) scores for constructs of IA (0.903), AQ (0.732), IU (0.881), SA (0.898), SC (0.790), SP (0.857) and SS (0.825) were greater than the correlation scores between each construct and all other constructs. The analysis results indicated acceptable construct discriminant validity.

Structural model

The structural model was estimated via the bootstrapping approach (500 resamples), which estimated standardised coefficients (β) and R^2 values of the model. Figure 2 depicts the results of the hypothesised model test, demonstrated with the variance

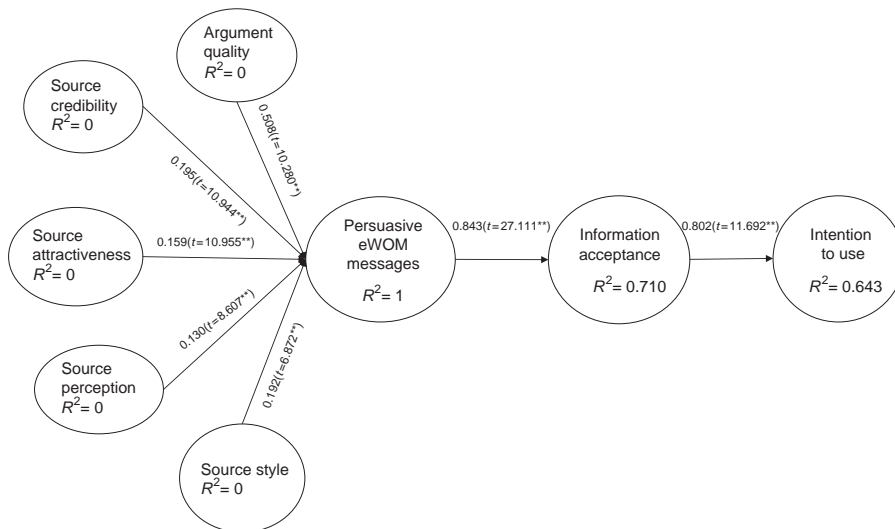
explained (R^2 value) of the dependent variable, significant path coefficients (*) and t -value of the paths.

In the model since persuasive eWOM messages is the second-order construct, it is reasonable that its R^2 is 1 (Chin, 1998). Persuasive eWOM messages explained approximately 71 per cent of total variance in message receivers' information acceptance. Similarly 64 per cent of total variance in message recipients' intention to use eWOM messages was explained by information acceptance. As indicated by the path loadings and consistent with the literature, persuasive eWOM messages had a direct and significant impact on information acceptance ($\beta = 0.843$, $p < 0.01$). Likewise information acceptance exerted significant influence on intention to use eWOM messages ($\beta = 0.802$, $p < 0.01$). Hence $H6$ and $H7$ were supported. In terms of the antecedents of persuasive eWOM messages, argument quality was found to be the determinant attribute of online reviews in effective eWOM communication ($\beta = 0.508$, $p < 0.01$). Path coefficients for other important antecedents were 0.195, 0.159, 0.130 and 0.192.

	AQ	IA	IU	SA	SC	SP	SS
Argument quality (AQ)	<i>0.732</i>						
Information acceptance (IA)	0.638	<i>0.903</i>					
Intention to use (IU)	0.549	0.802	<i>0.881</i>				
Source attractiveness (SA)	0.679	0.757	0.708	<i>0.898</i>			
Source credibility (SC)	0.687	0.703	0.625	0.698	<i>0.790</i>		
Source perception (SP)	0.529	0.666	0.641	0.697	0.545	<i>0.857</i>	
Source style (SS)	0.489	0.637	0.727	0.665	0.459	0.789	<i>0.825</i>

Table IV.
Correlation matrix
and psychometric
properties of key
constructs

Notes: The italics diagonal scores are the squared average variance extracted (AVE) of each individual construct. The off-diagonal scores are the correlations between



Notes: ** $p < 0.01$; * $p < 0.05$

Figure 2.
Structural model tests

0.192, respectively. The results indicated that *H1*, *H2*, *H3*, *H4* and *H5* were supported (Table V).

Discussion and conclusion

This study sought to predict the antecedents and determinant attributes of online reviews in effective eWOM communication in the context of social media. Given the limited research on message recipients’ information acceptance and intention to use online reviews, this paper discovered the critical factors influencing message recipients’ online information acceptance and intention to use eWOM messages in the social media environment. This section discusses the results of the findings followed by addressing the theoretical and practical implications. The limitations of the study and future research suggestions conclude the paper.

Discussion

The research model results indicate that argument quality was the most important determinant factor of persuasive eWOM messages. In particular message recipients perceived these online reviews on studying abroad as convincing to a certain extent in a conscious manner. Based on the structural model test, the path coefficient of strength was 0.508, implying that message recipients were convinced by the recommendations posted in QQ social groups established by individuals and institution agents. This result is consistent with the literature (Sia *et al.*, 1999). Apart from this construct, the authors recognised that accuracy and comprehensiveness were significant factors in generating students’ positive attitudes towards accepting eWOM messages. These message recipients paid attention to the informative online reviews of studying abroad, recognising sufficient breadth and depth of eWOM messages in the context of social media.

Consistent with the literature source credibility is another influential factor of eWOM messages in persuasive communication in the context of social media (Eagly and Chaiken, 1993). Specifically based on the research findings, survey respondents believed that people who posted online reviews of studying abroad were experts and knowledgeable. More importantly they found these people reliable and trustworthy in terms of studying abroad. Contrary to the authors’ expectation, respondents did not trust the people with prior experience in studying abroad as much as those who were experts or trustworthy. One possible explanation is that these respondents were probably aware of the background of social group members who were still preparing for IELTS and TOEFL exams in their home country. Another

Hypotheses	Path	β	t-statistic	Result
<i>H1</i>	Argument quality → persuasive eWOM messages	0.508	10.280**	Supported
<i>H2</i>	Source credibility → persuasive eWOM messages	0.195	10.944**	Supported
<i>H3</i>	Source attractiveness → persuasive eWOM messages	0.159	10.955**	Supported
<i>H4</i>	Source perception → persuasive eWOM messages	0.130	8.607**	Supported
<i>H5</i>	Source style → persuasive eWOM messages	0.192	6.872**	Supported
<i>H6</i>	Persuasive eWOM messages → information acceptance	0.843	27.111**	Supported
<i>H7</i>	Information acceptance → intention to use	0.802	11.692**	Supported

Table V. Summary of the hypotheses testing results

Notes: * $p < 0.05$; ** $p < 0.01$

explanation may be that it is understandable that respondents have reservations about trusting the people with prior experience before making a final decision.

In terms of source attractiveness the results indicate that message recipients found online reviews attractive when they were familiar or had similar opinions with people who posted these reviews. Consequently respondents were attracted to reviews that they liked. They agreed that these online reviews were helpful and offered useful information when planning to study abroad. Quite surprisingly, the authors found that message recipients tend not to associate themselves with friends or people who shared common backgrounds as much as expected. This result appears to be inconsistent with the assumption of a collectivist culture. The possible explanation for this is that planning study abroad is a complex and thorough thinking process, apart from verification of online reviews, which additionally requires commitment and financial support. Although message recipients might be persuaded to study abroad, conforming to the ELM central route, it is likely that students would be involved in a high elaboration of information processing before making the final decision, such as what to study, where to study and how much it will cost.

Another influential factor of persuasive eWOM messages is source style. Consistent with the literature review the results showed that message recipients prefer to share online reviews if there are many of them (Chevalier and Mayzlin, 2006). The more contrasting online reviews there are, the more likely message recipients are to believe in these reviews. In addition message recipients prefer these online reviews if the majority of reviewers recommend them. It is recognised that message recipients like detailed online reviews that include visual information. Of the five antecedents of persuasive eWOM messages argument quality is the most influential determinant of online reviews in effective eWOM communication in the social media context.

The findings further showed that online reviews about studying abroad posted in QQ social groups significantly affected message recipients' levels of online information acceptance with regard to studying abroad. The path coefficient ($\beta = 0.843$, $p < 0.01$) illustrated the explanatory power of the relationship between persuasive eWOM messages and information acceptance. More importantly the significant relationship between information acceptance and intention to use was revealed by the structural model test ($\beta = 0.802$, $p < 0.01$), suggesting that increasing message recipients' level of information acceptance is likely to result in higher intentions to use eWOM messages related to studying abroad.

The above findings are consistent with previous studies on eWOM antecedents and impact (Chevalier and Mayzlin, 2006; Cheung *et al.*, 2009; Kim *et al.*, 2009; Hsu *et al.*, 2013; Zha *et al.*, 2013). The study results demonstrate the significance of the study by confirming the antecedents and determinants of effective eWOM messages in prior studies. Additionally this study measured the impact of persuasive eWOM messages on message recipients' perception of online reviews and their intention to accept and use eWOM communication.

Theoretical and practical implications

The results of this study suggest several theoretical implications. Previous studies focused on the motives, antecedents and impacts of eWOM communication. The present paper adds to this by enhancing the understanding of eWOM in the context of social media. The authors believe that this study contributes to the existing eWOM literature conceptually and empirically. Consequently an integrated conceptual framework was developed to illustrate comprehensive antecedents of persuasive eWOM messages,

and the relationships between these messages, information acceptance and intention to use. This research framework extends and enriches prior studies within the relevant fields.

This paper provides a more comprehensive picture of the antecedents of persuasive eWOM messages. A previous study highlighted the importance of source credibility in affecting users' acceptance and intention to use online reviews (Park and Kim, 2008). Consistent with those results this study reaffirmed that source credibility is a critical factor in influencing users' perceptions of online reviews before making final decisions. However, the results suggest that argument quality is the most influential determinant factor of persuasive eWOM messages. It is important to expand the focus of research. Apart from source credibility, source attractiveness, source perception and source style were recognised as important antecedents of persuasive eWOM messages. It is useful to distinguish the importance of each construct. This clarification of the role of each antecedent suggests directions for future research studies. In addition the findings of the present study demonstrate significant relationships between information acceptance and intention to use. It strongly reaffirmed the findings of prior studies on effective eWOM communication while shedding light on the new area of eWOM studies in the context of social media.

This study has several practical implications as well. It is recognised that QQ social groups have become a hub for exchanging personal information, experience and ideas among young people. As observed by the authors, these social group members actively shared issues of concern with other members. It is a common platform used by marketers to obtain first-hand information. Thus companies or institutions should take steps to understand how to engage these social groups. The authors also suggest that marketing practitioners engage their customer bases directly via social media platforms. The findings should encourage marketers to integrate the antecedents into their eWOM marketing campaigns. For instance argument quality as the most critical determinant could be implemented in several ways, such as relaying convincing online reviews and fostering stronger ties with online customers. Posted reviews that are accurate and truthful would affect message recipients' perceptions of argument quality. In addition marketers are advised to provide these social groups with consistently reliable and up-to-date information. Harvesting the feedback to the fullest potential, marketers can improve their marketing strategies and enhance the credibility and utility of eWOM communication.

Instead of investing so much money into traditional marketing, corporations should recognise the importance of eWOM communication and integrate it into their overall marketing strategy. By understanding the impact and effectiveness of persuasive eWOM messages, practitioners can design more effective marketing campaigns. This study can shed light on the most effective way to gain trust of the selected target audiences. In other words marketers can utilise the findings of the study as guidelines to gain competitive advantages in the ever-changing business landscape. This study assists global marketers to better understand China's social media environment. Marketers have the opportunity to benefit from insightful views of eWOM marketing in China.

Limitations and future research

The authors reviewed the existing literature on eWOM communication and enhanced the understanding of this field that has received attention in the academic and business environments. A conceptual framework was proposed to explain antecedents

of persuasive eWOM messages, information acceptance and intention to use in the context of social media. Although the theoretical constructs of the model exerted explanatory power in the study, the authors believe that other variables should be included in the framework, such as loyalty and social presence. To test the robustness of the research findings, future studies are advised to replicate the framework using different social networking sites, such as Facebook.

The sample size of the study is relatively small. However, the study used SmartPLS to compensate because it can accommodate minimal sample size (Chin, 1998). The authors admit that a larger sample size can bring more statistical power in data analysis. According to Wong (2013) the maximum number of arrows pointing to persuasive eWOM messages in the research model is five, suggesting 70 respondents as the minimum sample size. Hence the authors believe that this study's sample size ($n = 78$) is sufficient to generalise the research results. Another limitation is the review topic of studying abroad. Care should be taken when generalising these findings into other domains. Future studies can apply this study model to examine other types of products/services in different contexts.

The authors recognise that a number of prior studies have focused on the impacts of positive and negative eWOM messages. It is recommended that future studies extend the present research model by including positive and negative eWOM messages.

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(The appendix follows overleaf.)

Appendix. Questionnaire

Instructions:

1. Please read each question carefully and answer each question by circling the number that best describes your opinion.
2. Please answer ALL related questions but do not spend too much time on any question as there is no correct or incorrect response.
3. Please do not circle more than one number for each question.

Part 1 Background

1. Gender: Male Female
2. Age: 15 or below 16-19 20-23 24 or above
3. What is your highest degree or level of school you have completed? Middle School High School Undergraduate Postgraduate Others_____
4. Do you wish to study overseas? Yes No (if you choose No, go to Part 4)
5. Do you plan to continue your study overseas in: Diploma Degree Master PhD Others_____
6. Which country do you prefer to continue your study (you may choose one or more)? USA UK Australia Japan Germany Singapore Malaysia Others_____
7. What influences you to choose the country above (you may choose one or more)? TV Printed media (newspaper, brochures, posters) Social media (QQ, Renren etc) Friends Others_____

Part 2 Usage and experience of social networking sites

8. Have you ever visited social networking sites (e.g. Sina Weibo, Renren, QQ Qzone, Pengyou, Douban etc)? Yes No (if you choose No, go to Part 4)
9. Have you ever read online reviews/comments in social networking sites? Yes No (go to question 11)
10. During the last week, your frequency of reading online reviews/comments in social networking sites is: 1-3 times 4-6 times 7-9 times 10 times or more
11. Have you ever posted reviews/comments on social networking sites? Yes No (go to question 13)
12. During the last week, you frequency of posting reviews/comments on social networking sites is: 1-3 times 4-6 times 7-9 times 10 times or more
13. Which social networking site do you visit most frequently? Sina Weibo Renren QQ Qzone Pengyou Douban Tencent Weibo Others__

Part 3 Online reviews/comments characteristics and behavioral intentions

You read online reviews/comments about studying overseas in social networking sites. These reviews/comments mentioned information, experience and opinions about certain countries and universities. To what extent do you agree with the following statements? Please circle one number of each question.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

14. Online reviews/comments are informative.	1	2	3	4	5
15. Online reviews/comments have sufficient breadth and depth.	1	2	3	4	5
16. Online reviews/comments satisfy your needs.	1	2	3	4	5
17. Online reviews/comments are accurate.	1	2	3	4	5
18. Online reviews/comments are correct.	1	2	3	4	5
19. Online reviews/comments are reliable.	1	2	3	4	5
20. Online reviews/comments are current.	1	2	3	4	5
21. Online reviews/comments are timely.	1	2	3	4	5
22. Online reviews/comments are up-to-date.	1	2	3	4	5
23. Online reviews/comments are relevant.	1	2	3	4	5
24. Online reviews/comments are applicable.	1	2	3	4	5
25. Online reviews/comments are convincing.	1	2	3	4	5
26. Online reviews/comments are persuasive.	1	2	3	4	5
27. Online reviews/comments are consistent with real life comments.	1	2	3	4	5

28. People who posted reviews/comments are knowledgeable.	1	2	3	4	5
29. People who posted reviews/comments are experts.	1	2	3	4	5
30. People who posted reviews/comments are reliable.	1	2	3	4	5
31. People who posted reviews/comments are trustworthy.	1	2	3	4	5
32. People who posted reviews/comments have prior experience of studying overseas.	1	2	3	4	5

33. I find online reviews/comments attractive when I have similar opinions with people who posted reviews/comments on studying overseas.	1	2	3	4	5
34. I find online reviews/comments attractive when I am familiar with online reviewers' opinions on studying overseas.	1	2	3	4	5

35. I find online reviews/comments attractive when I like these online reviews/comments.	1	2	3	4	5
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36. Online reviews/comments are useful.	1	2	3	4	5
37. Online reviews/comments are helpful.	1	2	3	4	5
38. My friends' online reviews/comments on studying overseas are important for me.	1	2	3	4	5
39. Online reviews/comments from people of the same segment (age, gender, education and social status) are important for me.	1	2	3	4	5

40. I like online reviews/comments with images.	1	2	3	4	5
41. I like detailed online reviews/comments.	1	2	3	4	5
42. The more online reviews/comments there are, the more likely I believe in these reviews/comments.	1	2	3	4	5
43. The more contrasting online reviews/comments there are, the more likely I believe in these reviews/comments.	1	2	3	4	5
44. I believe in these online reviews/comments if majority of reviewers recommend them.	1	2	3	4	5

45. I am likely to accept these online reviews/comments.	1	2	3	4	5
46. I am influenced by these online reviews/comments.	1	2	3	4	5
47. I intend to share these online reviews/comments.	1	2	3	4	5
48. I intend to recommend these online reviews/comments.	1	2	3	4	5
49. I intend to follow these online reviews/comments to plan to study overseas.	1	2	3	4	5

Part 4

50. Why did you choose not to study overseas (if you choose Yes in question 4, you are **not** required to answer question 50)?

Financial constrains Family approval Homesickness Language barrier
Others_____

Thank you for participating this survey!

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The effects of social media opinion leaders' recommendations on followers' intention to buy

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Abstract

Purpose – The objective of this study is to investigate how consumers are influenced in their intention to buy after having access – within social media – to persuasive messages sent out by digital opinion leaders.

Design/methodology/approach – Data collection carried out via survey and data analysis carried out with the use of structural equation modeling.

Findings – Digital opinion leaders capable of generating persuasive messages can change the attitudes of followers and make them accept the information provided, influencing their intention to buy evaluated products.

Originality/value – The results show that it was possible to verify the direct and positive relationship between the persuasiveness of a message and the acceptance of the information contained in this message, while also indicating a significant relationship between the persuasiveness of the message and attitude change in relation to the purchase of goods evaluated by it. This highlights the relevance of these digital opinion leaders to the definition of marketing strategies by companies.

Keywords – Virtual social media; digital opinion leaders; information acceptance; attitude; intention to buy.



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1 Introduction

The rapid expansion of the internet's popularity has made this environment attractive to people and businesses. The network is intended not only to be a form of entertainment, but also a platform for consumers to exchange experiences and preferences referring to consumer brands (Araujo & Neijens, 2012). Reviews by internet users are a type of electronic word-of-mouth, and are important sources of information in the decision-making process of other consumers (Wei & Lu, 2013). This occurs because the psychological processes of individuals are subject to social influences (Deutsch & Gerard, 1955).

Due to their limited capacity of mental processing, people need to find ways to simplify their decision-making (Merwe & Heerden, 2009). Recommendations help consumers to reduce the amount of information to be processed and to filter the large amount of products/services available in virtual shopping environments, guiding them to a smaller set of alternatives that meet their specific needs (Kumar & Benbasat, 2006). Thus, online consumers are people who are active in their quest for information, looking for texts referring to their interests, interpreting and making judgments about the messages received, in order to understand their content and adapt them to their own problems and situations (Rieh, 2002).

One of the main sources of electronic word-of-mouth are opinion leaders (Shi & Wojnicki, 2014). Opinion leaders are individuals who can influence thoughts, attitudes or the behavior of other people, leading them to act in a certain way at a certain frequency (Rogers, 1983). Consumers routinely adopt strategies to reduce their decision-making risks (Leal, Hor-Meyll, & Pessoa, 2014) and the opinion leaders act as agents for risk reduction, through experimentation and evaluation (Cho, Hwang, & Lee, 2012).

In this context, this study is based on the relationship between online opinion leaders and their followers, who receive several evaluations

and need to decide if they will accept or discard them in their decision-making processes. Thus, the main objective of this study is to propose a conceptual model to assess if persuasive messages can lead to acceptance by the consumers of information given by social media opinion leaders, and, also, to what extent the messages on products and services affect consumer behavior regarding the consumption of the recommended products or services and their intention to buy them.

The acceptance of information is a topic widely studied and discussed in academia (Cheung, Lee, & Rabjohn, 2008; Cheung, Luo, Sia, & Chen, 2009; Cheung & Thadani, 2012; Sussman & Siegal, 2003; Teng, Khong, Goh, & Chong, 2014a). However, there are few studies referring to the determinants and potential of the messages on consumption on online social networks (Teng et al., 2014a). This paper, therefore, seeks to contribute to the literature expanding the studies on the impact of word-of-mouth messages on the acceptance of information (Teng et al., 2014a) to specifically assess opinion leadership in online social media. Moreover, this study extends the research on the influence of the attributes of information on the adoption of information for consumption purposes, by adding their impact to the purchase intention of social media users who read this information and to the attitude of potential consumers.

2 Literature review

2.1 Opinion leadership, behavior and social media

The concept of opinion leadership refers to an individual's ability to influence in a social network. Opinion leaders are the most influential group in social systems (Rogers, 1983). When potential consumers are not yet familiar with a product/service, they associate a high degree of uncertainty and risk to its purchase. Therefore, the adoption of this product/service depends on an individual's predisposition to test new features

and form his or her own perception on the product (Ortega, 2011). Compared with people who seek information, the opinion leaders generally have more experience and more information on the product/service category, have greater involvement with it, and display a more exploratory and innovative behavior (Lyons & Henderson, 2005). Thus, we can see the importance of opinion leaders, whose main features are innovative behavior, the knowledge of a given category of products/services, and their power to influence others (Eck, Jager & Leeftang, 2011).

In the digital era, in which one can use the internet as a source of consultation for both news and reviews, the discussion on the influence of certain groups in the dissemination of information should be expanded to the online environment (Merwe & Heerden, 2009). Digital opinion leaders are those who use online spaces, such as blogs, forums, social networks and other forms of online social media actively and in a collaborative manner (San Jose-Cabezudo, Camarero-Izquierdo & Rodriguez-Pinto, 2012). They can influence people in three main ways: serving as a model to be copied, through word-of-mouth advertising, or by giving advice on purchase and use (Merwe & Heerden, 2009). Digital opinion leaders attract a lot of attention from internet users and play a key role in word-of-mouth advertising, generating messages and content of use to other people (Meng, Wei & Zhu, 2011), influencing people's attitudes.

An attitude is an assessment, through a continuum, with positive and negative characteristics acting as anchors, that an individual makes through an association of knowledge, meanings and beliefs (Peter & Olson, 2009). This assessment allows for the examination of the personal relevance of a certain concept and whether one has a favorable or unfavorable position towards it (Cheung & Thadani, 2012). For example, a consumer's attitude concerning whether he/she has gathered enough information varies from strongly positive to strongly negative (Nolder & Kadous, 2017). So, attitudes may differ

in direction (positive vs. negative) and/or strength (strong vs. weak). The power of such attitude determines the extent to which it influences the behavior (Petty, Haugtved, & Smith, 1995). Thus, attitudes are a precursor of judgments and decisions (Petty et al., 1995).

This can be followed by an action by the individual, or not (Ajzen & Fishbein, 1977). Attitudes already formed by individuals may, however, act as mediators of behavior, influencing their purchase intention (Cheung & Thadani, 2012; Rocha, Ferreira, & Silva, 2013). Attitudes are always referring to a specific concept, whether physical or social objects, policies or other people (Ajzen & Fishbein, 1977) and are not necessarily intense or extreme, and may be negative, neutral or positive.

The emergence of online social media encompasses texts, images, videos and social networks (Berthon, Pitt, Plangger, & Shapiro, 2012) and has amplified the ability to share and spread the content generated by users. By exchanging messages, digital social media users can interact and exchange information through various channels such as blogs, social networks, forums, virtual communities, sharing platforms and virtual worlds, among many others (Teng et al., 2014a).

Within this scenario, Instagram is one of the digital social media platforms that is being most used by opinion leaders to express their opinions on products and services. Instagram was created so that users could share photos, and presently also allows for short videos (Silva, Melo, Almeida, Salles, & Loureiro, 2013). Users interact through comments on published photos or through "likes."

2.2 Acceptance of information theory

The theory of limited rationality indicates that when a person is making a choice, that person does not have access to all the information available on that subject and, even if they did, they would not have the ability to process and evaluate it all (Merwe & Heerden, 2009). A way to facilitate their decision-making is through

recommendations from other users that give useful information on the products (Kumar & Benbasat, 2006).

Deutsch and Gerard (1955) proposed the Dual-Process Theory (DPT) model to evaluate social influences on individuals' judgments. According to this model, two types of influence can affect a person's decisions: normative and informational influences. Normative influences are those that seek to make an individual act in accordance with the expectations of others. Informational influences, in their turn, are those referring to the acceptance of information passed on by others as evidence of reality. DPT suggests that the first motivator of attitudinal changes and, consequently, behavior, is external information (Bhattacharjee & Sanford, 2006). New information introduces other possibilities, causing one to think about different alternatives and possibly change the attitude towards a certain subject.

Another recognized model on the adoption of information is the Elaboration Likelihood Model (ELM), proposed by Petty and Cacioppo (1984). According to the ELM, the informational influence can occur in any part of the user's decision-making process (Cacioppo, Petty, Kao & Rodriguez, 1986; Sussman & Siegal, 2003). For Petty and Cacioppo (1984), an individual is never totally profound or totally careless in his or her assessment of messages. Depending on the situations presented, each person will show different levels of depth in processing incoming messages. These different levels are presented in a continuous space, which goes from a central route to the peripheral route.

By following the central route, an individual interprets and assesses the arguments contained in an informational message and uses cognitive

elaborations to assume a rational positioning on their validity (Wu & Shaffer, 1987). If arguments are considered to be of quality, people tend to consider the information useful (Bhattacharjee & Sanford, 2006). A user may often use his/her perceptions on the source of information (heuristic evaluation) to assist in the assessment and judgment of the quality of the arguments (systematic evaluation) (Chaiken & Maheswaran, 1994). If there is a predominance of heuristic evaluations, it is said that the peripheral route was followed, that is, the merits of the position held were rated based on tips or inferences on the source of information. The type of assessment that will be more influential to the consumer (which route they will follow) depends on the activity that is being searched (Rieh, 2002). In a situation of high relevance (high motivation or a strong capacity to judge the information), a person tends to follow the central route. However, in situations of low relevance (less motivation or capacity to judge), they tend to take the peripheral route (Petty & Cacioppo, 1984). Studies have shown that the assessment of information by means of the central and peripheral routes was not directly referring to the use of the information (Sussman & Siegal, 2003). The assessment of users leads to the acceptance or rejection of the message as a useful source of information.

2.3 Persuasive messages and purchase intention

Using the basis of the acceptance of information theories, Figure 1 shows the proposed conceptual model. The constructs and hypotheses discussed below were used to formulate the study of both the direct effects of persuasive messages on the acceptance of information and attitude, as well as their indirect effects on purchase intention.

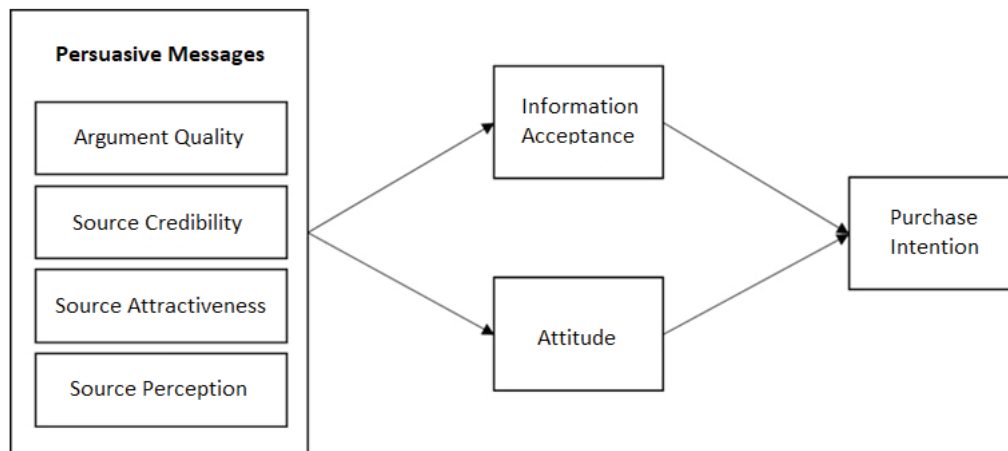


Figure 1. Proposed conceptual model

2.4 Persuasive messages

As mentioned above, the ELM is recognized as a model of two-way information processing. The central route involves a more careful evaluation of persuasive messages, while the peripheral route leads to a reduced process of assessment of the messages by the recipients. The model is considered suitable to explain persuasive messages in social media, because it explains the dual process and the various effects on cognitive information processing (Teng, Khong, & Goh, 2014b). Tang, Jang and Morrison (2012) studied information processing by dual routes in the context of travel sites and confirmed that people are more likely to consider persuasive messages through the central route when they're relatively involved. For example, users are more likely to carefully evaluate information on the web if the content is more detailed and has more reviews by other users (Tam & Ho, 2005). However, people are more likely to go through the peripheral route if they can exert less cognitive effort by following heuristics rules (Tang et al., 2012). Thus, Teng et al. (2014a) argue that, for a message to be persuasive and follow the central route, it must possess four characteristics: argument quality, source credibility, source attractiveness, and source perception. Therefore, according to Teng et al. (2014b), the persuasiveness of a message is the

ability of an online message to be perceived as a reliable source of information by those receiving it, and capable of influencing the attitude of that individual.

The quality of an argument is referring to how information is perceived and evaluated. It should be assessed according to the consumers' point of view, after all they are the ones who will judge whether the argument is suitable for use (Wang & Strong, 1996). For this work, it will be validated in terms of completeness (breadth and depth), accuracy, timeliness, relevance, and strength of argument (Wixom & Todd, 2005; Cheung et al., 2008; Cheung et al., 2009; Teng et al., 2014a).

Those who receive the information do not consider only the features of the message. If the message follows the peripheral route, the individual will assess the message without analyzing its arguments (Sussman & Siegal, 2003; Bahttacherjee & Sanford, 2006). One of the ways to assess the message through tips concerning its merits is to consider aspects referring to the credibility of the source (Cheung et al., 2008). The credibility of the source is the measure of to what extent a source of information is perceived as being competent and reliable (Sussman & Siegal, 2003; Bahttacherjee & Sanford, 2006). In this work, the credibility of the source is assessed based on knowledge (expertise on the product),

trust and prior experience of the transmitter with the evaluated product (Wu & Shaffer, 1987; Wu & Wang, 2011; Teng et al., 2014a). People tend to believe messages transmitted by sources that are considered highly credible and to accept information transmitted through them more easily (Cheung et al., 2009).

Another possible assessment made by the users of the information is the attractiveness of the source. The attractiveness of the source means how pleasant the recipients of information consider the source, and involves concepts such as the similarity of opinions, familiarity and sympathy between transmitter and receiver (Teng et al., 2014a). Another factor that can influence the credibility of information is the perception on the source, which can be examined according to the utility and serviceability (how the message is capable of assisting in obtaining knowledge) of the information and research (Rogers, 1983; Hsu, Lin, & Chiang 2013; Teng et al., 2014a). Moreover, individuals tend to associate with people who have common interests (Teng et al., 2014a).

2.5 Acceptance of information and attitude

Unlike messages' persuasiveness, which concerns the aspects associated with the message that may influence or not an individual's behavior, the acceptance of information is a process in which people intentionally engage in the use of information, i.e. it is an aspect intrinsic to the individual during a process in which the individual purposefully judges if the information received is reliable and can be used in their consumption decision making (Cheung et al., 2008; Cheung et al., 2009; Cheung & Thadani, 2012). Also, according to the ELM, the central route involves careful examination of messages before shaping an attitude, while the peripheral route relies on environmental cues in the message to decide whether to accept it or not. In this integrative structure, the persuasiveness of a message refers to the force or plausibility of a message's persuasive argument (Eagly & Chaiken,

1993). So, if a person perceives the message as credible information, they tend to accept that type of information (Zhang & Watts, 2008; Teng et al., 2014a). Consequently, hypothesis 1 is thus proposed:

H1: *The persuasiveness of the message has a direct and positive effect on the acceptance of the information by the consumer.*

ELM explains how the characteristics of individuals and their respective settings interact to affect the cognitive processing of individuals' decision-making (Petty & Cacioppo, 1986). Thus, according to the ELM, individuals, when exposed to arguments, may experience changes in their attitudes by the central or peripheral route, depending on their involvement with the product or service under assessment (Petty & Cacioppo, 1984; Cacioppo et al., 1986). Therefore, it can be assumed that exposure to persuasive messages is a fact that is capable of changing the attitude of those who receive such messages, influencing that user's predisposition to buy the recommended products or services (Hsu et al., 2013). Therefore:

H2: *The persuasiveness of the message has a direct and positive effect on the attitude of individuals regarding the purchase of the products/services recommended by opinion leaders.*

2.6 Purchase intention

Purchase intention is understood as the desire to purchase a product in the future (Cheung & Thadani, 2012). The relationship between purchase intention and actual buying behavior is based on the fact that individuals make decisions based on the information available. Thus, a person's intention to take action is the immediate determinant of their actual behavior (Ajzen & Fishbein, 1980) The relationship between attitude and purchase intention is well established and validated in the literature of online consumer behavior. For example, Chang, Cheung, and Lai

(2005) found that the attitude consistently has a significant impact on online purchase intention. This is also corroborated by Hsu et al. (2013), who revealed how a positive attitude can influence individuals' purchase intention in online shopping environments.

Moreover, in studies on online word-of-mouth communication, online recommendations are also a kind of social influence, especially when given by opinion leaders (Cheung & Thadani, 2012). Therefore, it is expected that the adoption of information has a direct effect on consumers' purchase intention. So the following hypotheses are proposed:

H3: *The acceptance of information has a direct and positive effect on the intention to buy the evaluated products/services.*

H4: *The attitude of individuals regarding the purchase of the products/services recommended by online opinion leaders has a direct and positive effect on the purchase intention of the evaluated products/services.*

3 Methodology

A survey with a non-probabilistic sample of the population of interest was carried out to test the hypotheses formulated for the study. There already is a reasonable number of scholarly articles referring to the proposed research problem, including studies that define models that employ some of the variables in question here (Cheung et al., 2008; Cheung et al., 2009; Cheung & Thadani, 2012; Hsu et al., 2013; Teng et al., 2014a).

Data was collected through online surveys. The surveys were sent through a link posted on the main page of the Instagram account “*Comprei e Aprovei*” (“I Bought and Approved”). Surveys were submitted online, because the research problem deals with the recommendations by online social media opinion leaders. Thus, the respondents, by definition, should make use of these online networks. Therefore, the sample is composed

solely of people who have access to the internet and access online social media, particularly the Instagram account “*Comprei e Aprovei*” (Calder, Malthouse, & Schaedel 2009). By submitting the survey through the internet, the respondents are captured within the same environment (the internet) in which the object of study is accessed (online social media – the “*Comprei e Aprovei*” Instagram account), decreasing the possibility of bias and guaranteeing that respondents have homogeneous knowledge of the opinion leader in question (Carneiro & Dib, 2011).

3.1 Operationalizing the variables

This study uses scales already developed and tested in literature for the measurement of all the constructs involved in the structure of the proposed model. Therefore, scales from previous studies were used to measure the dimensions' argument quality, credibility, attractiveness and perception of the source, and the constructs acceptance of information, attitude, and purchase intention (Dodds Monroe & Grewal, 1991; Wu & Wang, 2011; Hsu et al., 2013; Teng et al., 2014a), with modifications to suit the context of social media opinion leaders.

- Quality of argument: scale by Teng et al. (2014a), composed of 14 items.
- Source credibility: scale by Teng et al. (2014a), composed of 4 items.
- Source attractiveness: scale by Teng et al. (2014a), composed of 3 items.
- Source perception: scale by Teng et al. (2014a), composed of 3 items.
- Acceptance of information: scale by Teng et al. (2014a), composed of 2 items.
- Attitude: original scale by Fishbein & Ajzen (1975), adapted by Hsu et al. (2013), composed of 3 items.
- Purchase intention: original scale by Dodds et al. (1991) adapted by Wu & Wang (2011), composed of 4 items.

The items included in the survey instrument were translated into Portuguese by professional translators, using translation and

back-translation steps to ensure that the scales in Portuguese were as close as possible to the original.

We conducted a pretest of the survey with a small group of people with a profile similar to that of the population under study, to assess the understanding of the respondents on this first version of the questionnaire. The results obtained with this initial pretest served to refine the questionnaire and to prepare a new version. This second version was also submitted to a second pretest. At this opportunity the participants were also instructed to provide their assessment of the questionnaire, while we checked if any additional adjustments were required to the translation and the presentation of the survey. With the results of the second pretest, the final survey instrument was prepared, with a total of 33 items measured through the use of five-point Likert scales, in addition to eight items relating to demographic variables.

3.2 Sample and data collection procedures

The study's population was composed of Brazilian users of social media sites who use these networks to follow and monitor accounts of online opinion leaders. The sample selection was carried out by choosing the account of an opinion leader that had many followers and whose posts fit the objective of this study: to assess the effects of the messages of a given opinion leader on consumer purchase intention. Among the several accounts of Brazilian opinion leaders in social networks that were considered, the selected account was "*Comprei e Aprovei*," which had about 140,000 of followers on Instagram and is dedicated solely to the evaluation of products and services; in it, the account administrator often publishes pictures and text with reviews on products and services that she purchased. The availability of the account administrator, Raquel, to help the researchers by applying the questionnaires directly to her followers was another reason for selecting this Instagram account in particular, among several other opinion leaders with the wanted profile that were initially considered. After establishing

contact with Raquel, we made a partnership with her to perform the survey with her own network of followers. She agreed to publish the link to the survey on her feed, inviting her followers to answer the questionnaire. However, because the page has a mostly female audience, just the answers from females were considered in the research.

The decision to choose only one opinion leader (Raquel) and place the questionnaire in a specific type of online social media (Instagram) was made with the purpose of uniformity of the conditions of the respondents. By limiting the application of the questionnaire to a specific account, we sought to ensure that respondents were assessing the same messages and that the focus of their assessment would be the same content, message type, person of influence, and social networking site. This approach aimed to avoid the interference of external effects to the study on the responses to the questionnaire.

A total of 228 responses were obtained, and 24 questionnaires were eliminated because their respondents were under 15 and over 50 years old (11 people) or male (13 people). Thus, the final sample was composed of 204 valid respondents. Of these, most of the participants were young, with the largest number of respondents between the ages of 20 and 24 (34%) and between 25 and 29 (23%). Mean age was 25.1 years old. Of the total, 80.9% of respondents have high school or undergraduate education, with the latter having the highest number of responses (46.6%). Note that there is a prevalence of answers that indicate experience in the use of online social media, as 92.6% claim to have more than three years of access to online social media, and 83.3% reported accessing these networks more than ten times per week. Regarding the interaction with the "*Comprei e Aprovei*" account, 78 people (38.2%) claimed to often read the page's posts, 52 (25.5%) reported always reading them, and 44 (21.6%) stated reading the posts almost always. Most of the respondents (95.1%) stated having wanted to buy a product or service that they saw being evaluated in "*Comprei e Aprovei*," a smaller number (47.1%) actually bought a product evaluated by her.

4 Results

4.1 Measurement model

A confirmatory factor analysis (CFA) was performed to test the validity, unidimensionality and reliability of the scales used in the measurement. Several indexes (incremental and absolute) were used to evaluate the adjustment of the proposed measurement model. After several iterations refining the model, the final measurement model, with 27 indicators, presented good adjustment rates (RMSEA = 0.069 with C.I. of 0.061 to 0.077; CFI = 0.938; IFI = 0.940; TLI = 0.920; $\chi^2/d.f.$ = 1.976, $p < 0,001$).

The face validity for all scales used was guaranteed during the development of the survey instrument (choice of scales already used in literature, careful translation and pretests). The correlation matrix between constructs was examined to verify nomological validity: all the correlations were significant and in the expected direction. Regarding the convergent validity, the average variance extracted (AVE) was calculated for each construct. All the calculated AVE values were between 0.51 and 0.71, indicating the convergent validity of the scales used. With respect to internal consistency and reliability of the scales, all the employed scales met the minimum reliability levels considered adequate by the literature (Fornell & Larcker, 1981), showing values between 0.72 and 0.88 for the alpha coefficient, and between 0.73 and 0.94

for composed reliability. Finally, all the shared variances were below the variance extracted through the items that measure each of the constructs, indicating appropriate discriminant validity.

4.2 Structural model

Structural Equation Modeling (SEM) was used to test the proposed model and the hypotheses of the research. All the fit indices showed a good adjustment of the model to the data. The reason $\chi^2/d.f.$ was 2.76, below the 3.0 value suggested by Byrne (2010). Moreover, the incremental adjustment indices were above 0.90, with a CFI of 0.907, a TLI of 0.901, and an IFI of 0.909. The absolute adjustment indices, in their turn, were under the 0.08 limit established by literature (Hu & Bentler, 1999; Hair, Black, Babin, Anderson, & Tatham, 2009; Byrne, 2010), also indicating a good adjustment of the model. The RMSEA was 0.073 (C.I. of 0.066 to 0.079) and the SRMR was 0.075. Given these rates, the conclusion is that the adjustment of the proposed model is satisfactory.

After verifying the adjustment of the proposed structural and measurement models, the coefficients estimated for the casual relationships between the constructs were examined (Table 1 and Figure 2). Verification of each of the research hypotheses was performed by analyzing the magnitude, direction, and significance of the standardized coefficients, estimated by means of the structural model, with all hypotheses being verified.

Table 1

Estimated standardized coefficients, hypotheses, and significance

Proposed relationship	Standardized coefficient	p-value	Verified hypothesis
H ₁ : Persuasive messages → Acceptance of information	0.61	< 0.001	yes
H ₂ : Persuasive messages → Attitude	0.86	< 0.001	yes
H ₃ : Acceptance of Information → Purchase intention	0.20	< 0.011	yes
H ₄ : Attitude → Purchase intention	0.73	< 0.001	yes

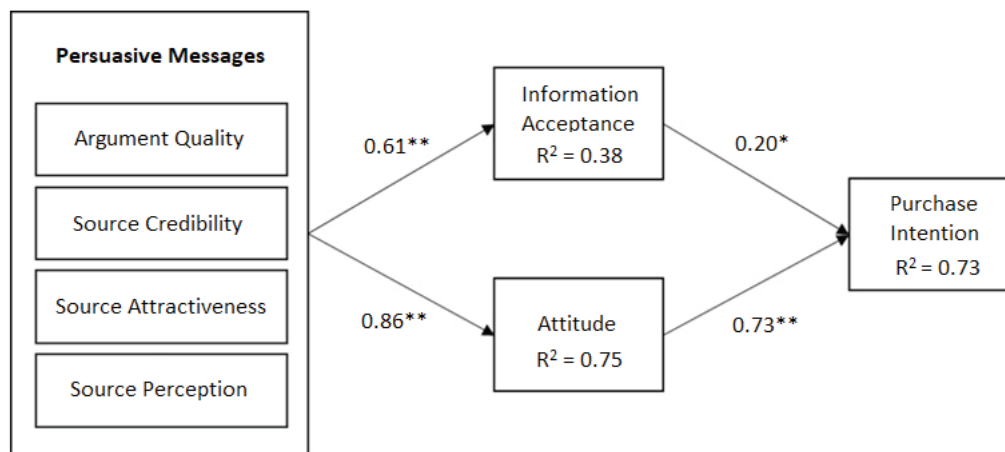


Figure 2. Estimated standardized coefficients for the proposed model (* indicates p-value < 0.05, ** indicates p-value < 0.001)

The extent to which the variability of each dependent variable was explained by the independent variables was also assessed. As described in Figure 2, attitude and purchase intention had good portion of their variances explained (75% and 73%, respectively), while the acceptance of information had 38% of its variance explained. Although these results suggest a model with high explanatory power, they indicate that there might be other constructs and relationships capable of explaining other parts of the variance present in the constructs in question, which were not considered in this model.

5 Discussion

The focus of this study were messages about consumption transmitted by online opinion leaders in digital social media. The results show that consumers, after receiving a message and considering it persuasive, tend to accept this information as a reliable and useful source for purchase decisions. As mentioned earlier in this work, the persuasiveness of a message is subjectively assessed by those that receive it through dimensions such as quality of the argument, source credibility, attractiveness of the source, and perception on the source.

The authors believe that the determinant attributes of persuasive messages (quality of

the argument, credibility, attractiveness and perception of the source) play significant roles in the success of creating persuasive messages in social media. In other words, persuasive messages can be more successful in generating changes in attitudes of social media users, influencing purchase intention.

In the proposed model, the change in attitude and behavioral intentions have been integrated with the processing routes described in the ELM model to explain how individuals process information, with the intent of predicting and understanding the influences of persuasive messages on consumer behavior. It was found that the opinion leader, through electronic word-of-mouth, may use the ELM structure to identify and measure the impacts of influential messages, based on the attributes that make them more persuasive.

The results show that the persuasiveness of a message presented direct, significant and positive effects on the acceptance of information (magnitude of 0.61) and attitude towards purchase (0.86). These findings indicate that once the receiver of the information assesses it as persuasive, they see it not only as a compelling message, but also as a reliable evaluation that can be used in their consumer decision process. More than believing in the transmitted information, the potential consumer judges the message as being

a useful source of knowledge that can be used in future purchasing decisions.

The strongest observed effect referred to attitudinal change. The message perceived as more persuasive can cause the individual who receives it to create a favorable attitude referring to the consumption of the products recommended by online opinion leaders. Given that the transmitted information was previously considered as being of quality and that the source of information was conceived as credible and attractive (persuasive message), it is understood that this can lead to a more favorable assessment in relation to the purchase of the products indicated by that online opinion leader. As proposed by the DPT model, the first motivator of attitudinal change is external information (Bhattacharjee & Sanford, 2006), which is in line with the encountered results and with what had been stated in the research hypothesis.

However, the model only explained 38% of the variability of the acceptance of information construct. This indicates that there may be other constructs capable of explaining the acceptance of information and that have not been considered in this study. There may be other factors that lead a message to be considered persuasive and that were not included in the model, reducing its effect on the acceptance of the persuasive message. Teng et al. (2014a) propose that the persuasiveness of a message can also be referring to the style of that message. According to the authors, visual information such as images, videos and prints, as well as aspects such as the number of "likes" (the button that indicates that the followers of the online opinion leader saw and approved the post), comments in the message, and the degree of interaction between the digital opinion leader and their followers have significant impact on the acceptance of information by consumers. Another proposition is that consumers tend to believe less in recommendations of digital opinion leaders when they realize that the message is an advertisement and not a spontaneous review (Shi & Wojnicki, 2014). Similarly, there may be external factors,

in addition to the persuasiveness of the message, which lead to a greater acceptance of information by the person who receives it. Cheung & Thadani (2012) indicate that contextual factors also interfere in the acceptance of information, such as the platform on which the evaluation is made, which may affect the perception of the reliability of the information.

In the case of the "*Comprei e Aprovei*" account and the online opinion leader Raquel, these results indicate that a follower of this account sees a post on a product or service and tends to believe that the reviews made by Raquel are trustworthy and, therefore, are influenced by them. By believing that the messages from "*Comprei e Aprovei*" are compelling, its followers also have a more favorable position regarding the purchase of the products that are indicated by Raquel.

Studies propose that positive attitudes regarding the purchase lead to an increase in the intent to purchase that product or service (Chang et al., 2005; Cheung & Thadani, 2012). This relationship was verified in this research, with a magnitude of 0.73. This indicates that the people who adopt a positive attitude as to the purchase of products recommended by digital opinion leaders tend to develop the intent to purchase that product. A favorable attitude is not necessarily followed by a behavior favorable to the object (Ajzen & Fishbein, 1977), but in the model presented it was found that changes in attitude caused by persuasive messages can lead to an increase in the desire to purchase the product reviewed by an opinion leader. This result shows that, within online shopping environments, a relevant way to influence consumers' buying behavior is to try to shape a positive attitude referring to those products and services. Persuasive messages can play an important role in this sense, seeking to establish parameters for stimulating the emergence of a positive attitude through the attributes of the message, such as quality of the argument, credibility, attractiveness and perception of the source.

Cheung & Thadani (2012) suggested that the acceptance of word-of-mouth messages would lead to an intention to buy the products evaluated in the message. This study encountered such connection (magnitude of 0.20). Despite the low magnitude of the standardized coefficient of this relationship, the direct and positive relationship was significant, as expected. This indicates that when a potential consumer accepts a message as a useful and reliable source of information, they are inclined to want to buy the product evaluated in the message. Thus, one can see the importance of an opinion leader's message. The information they transmit, in addition to being considered useful by the consumer, can be a source of information that directs the consumer to want to purchase the evaluated product.

Specifically, in the case of the “*Comprei e Aprovei*” account, the followers who accept the information and have a favorable attitude toward buying the products or services indicated by Raquel tend to have the intention to purchase what is being recommended. This shows that a post on of the “*Comprei e Aprovei*” account has the potential to make its followers desire and consider purchasing the reviewed products or services. Finally, social networks create a continuous flow of communication in which the information, reviews, and recommendations on products and services can converge interactively and in a timely manner with consumers, influencing the attitude of individuals throughout these interactions.

6 Conclusions

This study set out to investigate the ability of persuasive messages to influence the purchase intention of consumers, seeking to examine if messages from an online opinion leader can influence the acceptance of the information by the individual and result in an attitudinal change towards the consumption of the goods reviewed by that leader. Based on the ELM, in which there are two distinct routes to process information, according to the inherent characteristics of the message, the claim is that the persuasiveness of

the messages can affect the attitude and purchase intention of consumers, resulting in theoretical and managerial implications.

There are four contributions to the theory. First, the proposed model verified the direct and positive relation between the persuasiveness of a message and the acceptance of the information contained in that message. It also verified the relationship between the persuasive message and the attitudinal change referring to the purchase of the goods assessed by the individual. Moreover, it intended to investigate how the acceptance of information transmitted by opinion leaders and the attitude of consumers in relation to the consumption of products recommended by them influences the purchase intention of consumers seeking information on online social media. The study showed that both constructs (acceptance of information and attitude) have significant effects on the purchase intention, suggesting that consumers exposed to a persuasive message would be more likely to want to buy the product or service being described in the message.

The second contribution was to align two research lines that were being treated separately: the theories of external information as modifiers of attitude and theories on the persuasiveness of messages referring to the acceptance of information. To do so, a parsimonious model was proposed to assess the effects of the power of persuasion of messages provided by online opinion leaders on consumers' attitude and acceptance of information, which, in turn, affect the individuals' purchase intention.

Third, the model proposed in this research advances the understanding of the topic by including the construct attitude in the model proposed by Teng et al. (2014a). Based on the arguments of Cheung and Thadani (2012), the importance of the relationship between attitude and purchase intention is clear. Thus, the model present in this study includes this relationship in the list of proposed hypotheses, increasing the understanding of the studied phenomena.

Finally, the fourth contribution was to focus the discussion on a specific type of word-

of-mouth communication: the one carried out by online opinion leaders, in particular those who are active in online social media. The study suggests the power that these opinion-makers have when they share their opinions on products and services on social networks, creating messages that can persuade consumers to form positive or negative attitudes referring to their purchase intentions.

Regarding managerial contributions, three points are worthy of highlight. First, according to the results presented herein, marketing professionals must realize that social media is playing a key role in reaching clients and building relationships. In this sense, these social media networks may influence consumers' behavior regarding their attitudes towards products and services. Thus, online persuasive messages must be carefully stimulated and managed by marketers with the purpose of influencing the consumers' purchase intention. Alliances between companies and online opinion leaders can be strategic to increase awareness on the product or brand, as well as actual sales. The study suggests that companies should partner up with opinion leaders to have their products reviewed and recommended to the leader's followers. The recommendation is for marketers to involve their client-base directly through social media platforms in association with opinion leaders to leverage greater positive attitude from the members of online communities.

Secondly, instead of investing so much money in traditional marketing, companies must recognize the importance of word-of-mouth communication and integrate it into their overall marketing strategy. By understanding the impact and effectiveness of persuasive messages in the electronic word-of-mouth, marketers will be able to design more effective marketing campaigns. In other words, marketing managers can use the results of this study as guidelines to obtain competitive advantage in the ever-changing business scenario, seeking ways to use the power of opinion leaders and their persuasive messages to form a positive attitude towards their products and services. Thus, marketing strategies need

to consider the role of the opinion leader and their influence on the target audience. This work shows to the companies the importance of the influence of online opinion leaders on a consumer's intention to purchase a product reviewed by such leaders. Managers must be aware of the increasing power that these digital leaders have over the brands and should be aware that online word-of-mouth marketing can be a strong ally, as consumers have more trust in what their peers are talking about on social media than in traditional advertisements.

Thirdly, online opinion leaders can also check how relevant their messages are to their followers, as what they say can influence the buying behavior of those who follow their posts on social media. As the study showed, there are some characteristics that lead consumers to consider a message as more persuasive: the quality of the message transmitted (the wealth of details, reliability, relevance, timeliness, comprehensibility) and aspects of the communicator themselves (their competence and reliability, knowledge, previous experiences, pleasantness, empathy, and similarity of tastes with the reader of the messages). By understanding these aspects, the opinion leaders can work their messages to make them even more persuasive to the consumer.

The limitations of the study are due to the fact that all questionnaire responses came solely from the followers of a single opinion leader (Raquel, owner of the "*Comprei e Aprovei*" account) inside a single social media network (Instagram). Although this was a conscious and justified decision to ensure homogeneity and consistency of responses, the model tested only the vision of the people who follow this account. Thus, the relationships verified in the research cannot be generalized to all and any type of opinion leader or social media network.

Regarding future research, we recommend conducting studies that extend the application of the proposed model to different profiles of online opinion leaders on different online social media networks, expanding the scope of the results

obtained by this research. Future research may also explore other scales for the constructs used in the model proposed in this study; for example, they may add other dimensions to explain the construct “persuasive messages,” or seek more information on the “acceptance of the information” construct. Another option would be a smaller number of scales to assess the persuasiveness of a message, which would simplify the model, making it easier to be applied.

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1. Definition of research problem	√	√		
2. Development of hypotheses or research questions (empirical studies)	√	√		
3. Development of theoretical propositions (theoretical work)	-	-	-	-
4. Theoretical foundation/Literature review	√		√	√
5. Definition of methodological procedures			√	
6. Data collection	√			
7. Statistical analysis		√		
8. Analysis and interpretation of data	√	√	√	√
9. Critical revision of the manuscript				√
10. Manuscript writing	√	√	√	√

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