

**PENGARUH SOCIAL eWOM TERHADAP SIKAP PADA MEREK DAN NIAT
BELI KONSUMEN**

**(STUDI PADA VIDEO ULASAN ONLINE DI YOUTUBE UNTUK PRODUK
PURBASARI HI-MATTE LIP CREAM DI KOTA YOGYAKARTA)**

Skripsi

Untuk Memenuhi Sebagian Persyaratan Mencapai

Derajat Sarjana Manajemen (S1)

Pada Program Studi Manajemen

Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta



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**FAKULTAS BISNIS DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2020

Skripsi

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Disusun oleh:

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Drs. C. Jarot Priyogutomo, MBA

tanggal 13 Desember 2020



UNIVERSITAS ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika

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Pada saat ini skripsi Anastasia Friska Susanti telah selesai direvisi dan revisian tersebut telah diperiksa dan disetujui oleh semua anggota panitia penguji.

Surat Keterangan ini dibuat agar dapat digunakan untuk keperluan Yudisium kelulusan Sarjana Manajemen Fakultas Bisnis dan Ekonomika UAJY.

Dekan,

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PERNYATAAN

Saya yang bertanda tangan di bawah ini dengan sesungguhnya menyatakan bahwa skripsi yang berjudul:

PENGARUH *SOCIAL eWOM* TERHADAP SIKAP PADA MEREK DAN NIAT BELI KONSUMEN

(STUDI PADA *VIDEO ULASAN ONLINE DI YOUTUBE* UNTUK PRODUK PURBASARI *HI-MATTE LIP CREAM* DI KOTA YOGYAKARTA)

benar-benar hasil karya saya sendiri. Pernyataan, ide, maupun kutipan baik langsung maupun tak langsung yang bersumber dari tulisan atau ide orang lain dinyatakan secara tertulis dalam skripsi ini dalam catatan perut dan daftar Pustaka. Apabila dikemudian hari terbukti bahwa saya melakukan plagiasi Sebagian atau seluruhnya dari skripsi ini, maka gelar dan ijazah yang saya peroleh dinyatakan batal dan akan saya kembalikan kepada Universitas Atma Jaya Yogyakarta.

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Yang menyatakan

Anastasia Friska Susanti

KATA PENGANTAR

Puji dan syukur kepada Tuhan Yang Maha Esa atas segala rahmat dan berkat yang diberikan sehingga saya dapat menyelesaikan skripsi dengan baik dan lancar. Pada penulisan skripsi ini merupakan salah satu syarat untuk memperoleh gelar Sarjana Manajemen (S1) pada Program Studi Manajemen Universitas Atma Jaya Yogyakarta.

Skripsi ini dapat berjalan dengan baik dan lancar atas dukungan dan doa dari berbagai pihak yang memberikan dukungan kepada saya sampai saat ini. Sehingga saya ingin mengucapkan terima kasih sebesar-besarnya. Tanpa dukungan dan doa kalian mungkin skripsi ini tidak akan berjalan dengan lancar. Saya ingin mengucapkan terima kasih kepada:

- 1) Bapak Drs. C. Jarot Priyogutomo, MBA. Selaku dosen pembimbing saya yang sangat sabar menunggu setiap kemajuan dari setiap bab yang saya kerjakan serta bimbingan dan arahan yang diberikan kepada saya sehingga skripsi yang saya tulis dapat terselesaikan walaupun tidak tepat waktu.
- 2) Rektor, Dekan, Dosen, dan karyawan bagian akademik, tata usaha, bagian perkuliahan, unit perpustakaan di Universitas Atma Jaya Yogyakarta yang telah membantu dan memberikan pelayanan terbaik selama ini.
- 3) Kedua orangtua saya, papa dan mama yang selalu mengingatkan agar segera menuntaskan skripsi ini dan mendoakan saya sehingga bisa menyelesaikannya.
- 4) Adik saya Valentina Arum Febrianti yang selalu mengingatkan saya untuk menuntaskan skripsi dan mengajak saya untuk pergi ketika sedang jenuh mengerjakan skripsi sehingga saya memiliki motivasi untuk menyelesaikannya.
- 5) Perpustakaan Atma Jaya Yogyakarta dan *coffeeshop* yang hampir setiap hari saya singgahi untuk menyelesaikan skripsi.
- 6) Atma Jaya Yogyakarta yang telah memberikan dukungan dalam berproses selama masa studi.

7) Semua pihak yang turut mendoakan dan mendukung untuk menyelesaikan skripsi yang tidak bisa disebutkan satu per satu.

Penulis menyadari masih banyak kekurangan dalam skripsi ini. Semoga skripsi ini dapat berguna dan bermanfaat bagi siapa saja yang membutuhkannya. Sekian dan terima kasih.



Yogyakarta, 13 Desember 2020

Penulis

Anastasia Friska Susanti

MOTTO

**“STAY HUNGRY,
STAY FOOLISH”**

STEVE JOBS

HALAMAN PERSEMBAHAN



Skripsi ini dipersembahkan kepada siapa saja yang turut andil dalam memberikan semangat dan motivasi atas kelancaran dalam menyelesaikan skripsi ini. Saya persembahkan terimakasih.

DAFTAR ISI

HALAMAN JUDUL	i
HALAMAN PERSETUJUAN PEMBIMBING	ii
SURAT KETERANGAN LULUS	iii
HALAMAN PERNYATAAN	iv
KATA PENGANTAR	v-vi
HALAMAN MOTTO	vii
HALAMAN PERSEMBAHAN	viii
DAFTAR ISI	ix-xii
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xiv
DAFTAR LAMPIRAN	xv
BAB I PENDAHULUAN	
1.1 Latar Belakang	1-10
1.2 Rumusan Masalah	10

1.3 Batasan Masalah.....	10
1.4 Tujuan Penelitian	10-11
1.5 Manfaat Penelitian	11
1.5.1 Manfaat Penelitian Bagi Pihak Perusahaan.....	11
1.5.2 Manfaat Penelitian Bagi Universitas Atmajaya Yogyakarta	12
1.5.3 Manfaat Penelitian Bagi Penulis	12
1.6 Sistematika Penulisan	12-13
 BAB II TINJAUAN PUSTAKA	
2.1 Media Sosial.....	14
2.2 <i>Electronic Word of Mouth (eWOM)</i>	15-16
2.3 Sikap Pada Merek	16
2.4 Sosial <i>eWOM</i>	16-17
2.5 Niat Beli	17-18
2.6 Penelitian Terdahulu	19-21
2.7 Pengembangan Hipotesis	21
2.6.1 Pengaruh antara positif sosial <i>eWOM</i> dengan Sikap Pada Merek	21-22
2.6.2 Pengaruh antara positif sosial <i>eWOM</i> dengan Niat Beli	22-23
2.6.3 Pengaruh antara Sikap Pada Merek dengan Niat Beli	23
2.8 Model Penelitian	24

BAB III METODOLOGI PENELITIAN

3.1 Lokasi, Objek, dan Subjek Penelitian	25
3.2 Populasi dan Sampel	25
3.2.1 Populasi.....	25-26
3.2.2 Sampel dan Metode Sampling	26-27
3.3 Variabel Penelitian dan Definisi Operational Variabel	27
3.3.1 Variabel Penelitian.....	27
3.3.2 Operasionalisasi Variabel	27-29
3.4 Metode Pengumpulan Data.....	29-30
3.5 Metode Pengukuran Data.....	30
3.6 Metode Pengujian Instrumen Penelitian	31
3.7 Analisis Model Pengukuran	32
3.7.1 Analisis Model Pengukuran (<i>Outer Model SEM-PLS</i>)	32-33
3.7.2 Pengukuran Model Struktural (<i>Inner Model</i>)	33-34
3.8 Pengujian Hipotesis dengan SEM -PLS	34-35

BAB IV HASIL PENELITIAN DAN PEMBAHASAN

4.1 Gambaran Umum Objek Penelitian.....	36
4.1.1 Tempat dan Waktu Penelitian.....	36
4.1.2 Karakteristik Profil Responden.....	37
4.1.2.1 Deskripsi Responden Berdasarkan Usia	37-38
4.1.2.2 Deskripsi Responden Berdasarkan Pendidikan Terakhir.....	38
4.1.2.3 Deskripsi Responden Berdasarkan Pekerjaan.....	39

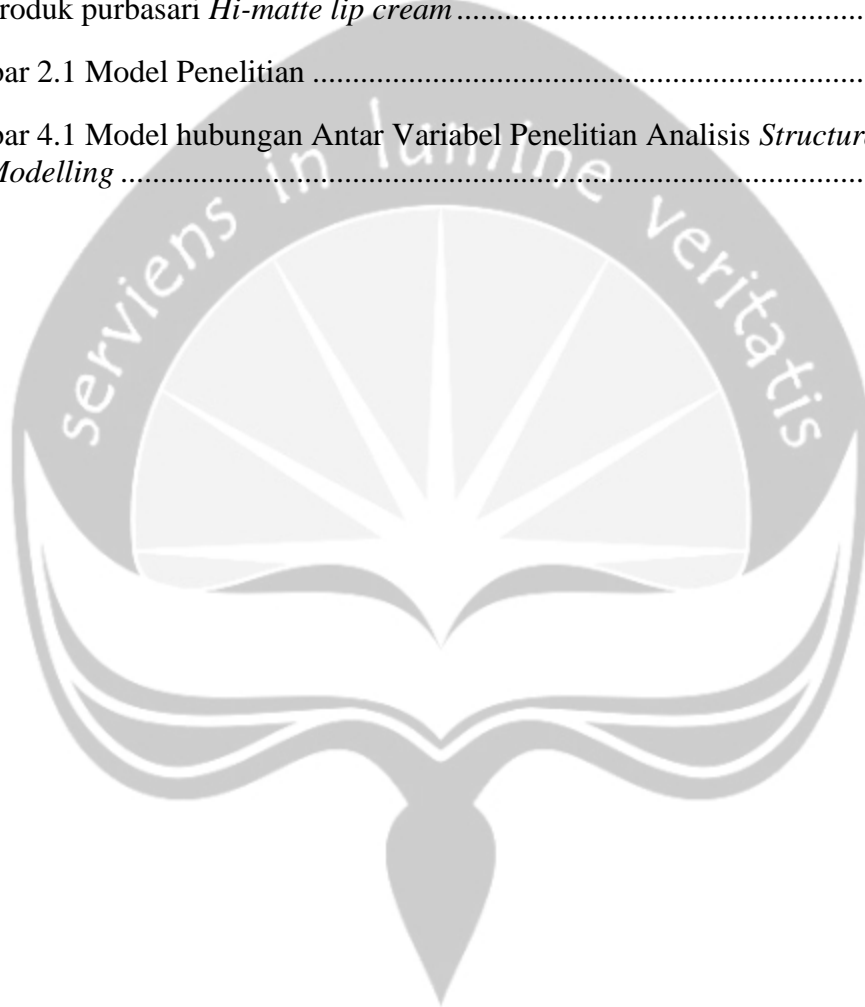
4.1.2.4 Deskripsi Responden Berdasarkan Pendapatan atau Uang Saku.....	39-40
4.2 Pengujian Model Pengukuran	40-41
4.2.1 Evaluasi <i>Goodness of Fit</i> - Menilai <i>Outer Model</i>	41
4.2.1.1 <i>Convergent validity</i>	41-44
4.2.1.2 <i>Discriminant validity</i>	44-45
4.2.1.3 <i>Composite Reliability & Cronbach's Alpha</i>	45-47
4.2.2 Evaluasi <i>Goodness of Fit</i> – Menilai <i>Inner Model</i>	47-49
4.3 Pengujian Hipotesis	49-50
4.3.1 Pengaruh <i>eWOM</i> terhadap Sikap Pada Merek	50-51
4.3.2 Pengaruh <i>eWOM</i> terhadap Niat beli.....	51
4.3.3 Pengaruh Sikap Pada Merek terhadap Niat beli.....	51
4.4 Pembahasan.....	52-55
 BAB V PENUTUP	
5.1 Kesimpulan	56-57
5.2 Implikasi Manajerial	57-58
5.3 Saran.....	58-59
5.4 Keterbatasan Penelitian.....	59
 DAFTAR PUSTAKA	 60-62
 DAFTAR LAMAN	 63

DAFTAR TABEL

Tabel 1.1 Pengguna Internet Di Indonesia.....	2
Tabel 2.1 Kajian Penelitian.....	19-21
Tabel 3.1 Operasionalisasi Variabel	28-29
Tabel 3.2 Pengukuran Data Skala Linkert	30
Tabel 4.1 Distribusi Responden Berdasarkan Usia.....	37
Tabel 4.2 Distribusi Responden Berdasarkan Pendidikan Terakhir	38
Tabel 4.3 Distribusi Responden Berdasarkan Pekerjaan	39
Tabel 4.4 Distribusi Responden Berdasarkan Pendapatan atau Uang Saku	40
Tabel 4.5 <i>Outer Loading (Measurement Model)</i>	42
Tabel 4.6 Hasil Average Variance Extracted (AVE).....	44
Tabel 4.7 <i>Cross Loading</i>	45
Tabel 4.8 Hasil Uji Reliabilitas (<i>Composite Reliability</i>)	46
Tabel 4.9 Hasil Uji Reliabilitas (<i>Cronbach's Alpha</i>).....	46
Tabel 4.10 Nilai <i>R-Square</i> dan <i>Adjusted R-Square</i>	47
Tabel 4.11 Hasil Uji Kriteria <i>Goodness of Fit</i>	49
Tabel 4.12 <i>Path Coefficient</i>	50

DAFTAR GAMBAR

Gambar 1.1 Jumlah pengguna konten media sosial yang sering dikunjungi masyarakat Indonesia tahun 2018	7
Gambar 1.2 Komentar konsumen dalam <i>video YouTube</i> Rachel Goddard mengenai produk purbasari <i>Hi-matte lip cream</i>	8
Gambar 2.1 Model Penelitian	24
Gambar 4.1 Model hubungan Antar Variabel Penelitian Analisis <i>Structural Equation Modelling</i>	55



DAFTAR LAMPIRAN

LAMPIRAN 1	Kuesioner Penelitian
LAMPIRAN 2	Data Responden
LAMPIRAN 3	Data Kuesioner
LAMPIRAN 4	Hasil Uji Validitas Dan Reliabilitas
LAMPIRAN 5	<i>Outer Model Dan Inner Model</i>
LAMPIRAN 6	Model Fit
LAMPIRAN 7	<i>Outer Loading Hasil Bootstrapping</i>
LAMPIRAN 8	Analisis Dimensi <i>EWOM</i>
LAMPIRAN 9	Analisis <i>Indirect Effect</i> Antara <i>EWOM</i> , BA, PI
LAMPIRAN 10	Jurnal Acuan Penelitian

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *eWOM* terhadap sikap pada merek dan Niat Beli konsumen dengan studi pada *video* ulasan online di sosial media *youtube* untuk produk Purbasari *hi-matte lip cream* di kota Yogyakarta. Penelitian ini dilakukan di kota Yogyakarta dengan membagikan 130 kuesioner kepada wanita di kota Yogyakarta. Metode sampling yang digunakan adalah metode *purposive sampling*. Alat analisis yang digunakan oleh peneliti adalah *Structural Equation Modelling Partial Least Squares* (SEM-PLS). Hasil dari penelitian ini menunjukkan bahwa *eWOM* memiliki pengaruh yang positif terhadap Sikap Pada Merek dan Niat Beli. Sikap Pada Merek juga memiliki pengaruh positif dan signifikan terhadap Niat Beli.

Kata Kunci: Media Sosial, *eWOM*, Sosial *eWOM*, Sikap Pada Merek, Niat Beli, SEM-
Partial Least Square

BAB I

PENDAHULUAN

1.1 Latar Belakang

Di era globalisasi saat ini, perkembangan zaman sudah semakin cepat dan modern dengan adanya teknologi. Dengan berkembangnya teknologi pula, masyarakat sudah tidak asing lagi mendengar kata internet. Menjadikan pertumbuhan internet yang semakin berkembang di pasar dan merangkak naik seiring bergantinya tahun. Akan adanya internet siapa saja dapat mengakses informasi yang diinginkan secara cepat dan efisien. Kehadiran akan adanya internet seolah telah menghilangkan batas antara jarak dan waktu untuk mendapatkan sebuah informasi.

Dengan adanya internet setiap individu dapat berkomunikasi dan terhubung satu dengan lainnya di negara manapun. Seluruh masyarakat di dunia mengandalkan internet dalam kesehariannya. Tak dipungkiri Indonesia juga menjadi pengguna internet. Hal tersebut sudah sangat lumrah bagi seluruh penduduknya.

Di Indonesia saat ini penggunaan internet sudah sangat banyak, dan sangat akrab dengan kehidupan sehari-hari. Tak heran dari kemunculannya diawal pertama dikenalkan di Indonesia pada tahun 2008 akan penggunaan

internet, membuat pertumbuhan pengguna internet di Indonesia semakin meningkat. Penggunaan internet pun sangat dibutuhkan dan diminati oleh masyarakat Indonesia terlebih kalangan millennial yang sangat mengandalkan internet untuk mempermudah dalam memenuhi segala kebutuhan hidupnya. Salah satu survei yang dilakukan oleh Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) menyebutkan, pengguna internet pada tahun 2018 lebih dari setengah penduduk Indonesia telah terhubung dengan internet sebanyak 171,16 juta jiwa. Dengan presentase 64,8% dari jumlah keseluruhan penduduk Indonesia. Hal tersebut tercatat dalam data dari survei Asosiasi Penyelenggaraan Jasa Internet Indonesia (APJII).

Tabel 1.1
Pengguna Internet Di Indonesia

Tahun	Jumlah Penduduk (Juta)	Jumlah Pengguna Internet (Juta)	Penetrasi (%)
2013	248,9	82	28,6
2014	252,4	88,1	34,9
2015	255,5	110,2	43,13
2016	252,2	132,7	51,8
2017	262	143,26	54,68
2018	264,16	171,17	64,8

Sumber: Asosiasi Penyelenggara Jasa Internet Indonesia (apjii.or.id). Diakses dari <https://apjii.or.id/survei>

Dengan adanya internet masyarakat sangat terbantu dalam menjalankan aktivitas kehidupannya secara praktis dan efisien. Internet juga menjadikan masyarakat untuk dapat mengakses berbagai informasi yang diinginkannya. Mengakses informasi melalui internet lebih dikenal dengan *electronic word of mouth (eWOM)*.

Electronic Word Of Mouth (eWOM) membantu konsumen untuk mendapatkan informasi seputar produk yang diinginkannya. Menurut (Dwyer *et al.*, 2007) dalam Kudeshia & Kumar (2017) *Electronic word of mouth (eWOM)* dapat berlangsung di beberapa saluran online seperti forum diskusi, ulasan produk, situs jejaring sosial, dan *email*. Cheung dan Lee (2012) *eWOM* memiliki perbedaan dengan tradisional *word of mouth (WOM)*, pertama tidak seperti tradisional *WOM*, *eWOM* terjadi pada saat penggunaan teknologi elektronik seperti forum diskusi *online*, *blog*, *electronic bulletin board*, dan sosial media. Kedua, *eWOM* lebih mudah diakses daripada tradisional *WOM*, sebagian besar informasi berbasis teks di internet yang dapat diarsipkan yang kemudian hari dapat diakses kembali.

Melalui *review* positif maupun negatif akan pendapat mengenai produk tersebut di media sosial *eWOM* menjadi suatu tempat yang sangat penting bagi konsumen untuk mendapatkan informasi seputar produk yang diinginkannya dan dianggap efektif, karena *eWOM* sangat mudah untuk diakses dan jangkauannya yang luas. Menurut Henning-Thurau *et al.*,

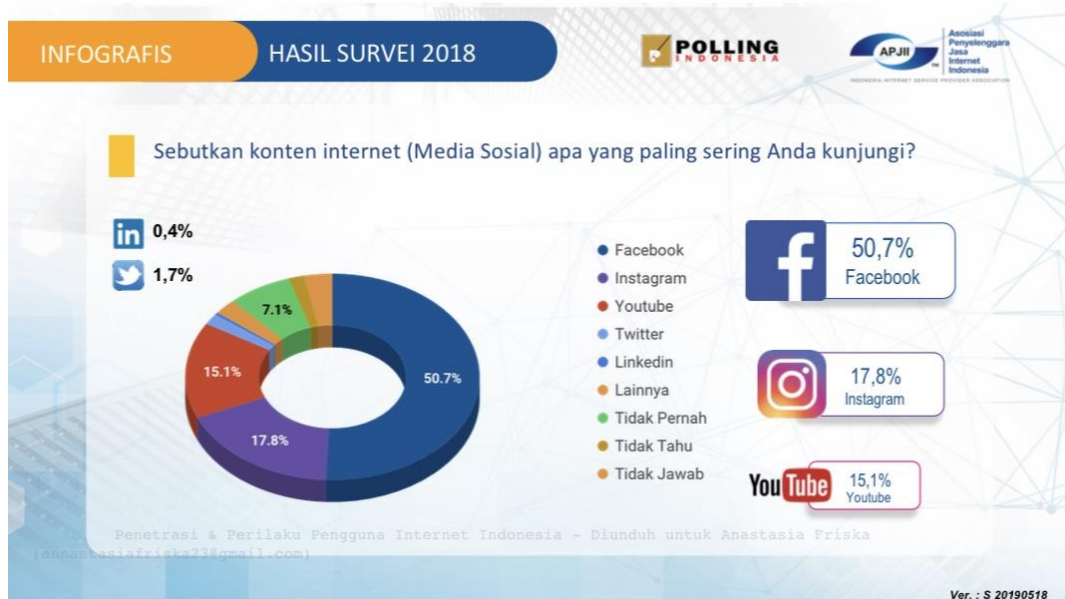
(2004) yang dikutip dalam Kudeshia & Kumar (2017) dalam penelitiannya yang membahas tentang motivasi konsumen melakukan komunikasi *eWOM*, menjelaskan bahwa *eWOM* merupakan pernyataan positif atau negatif yang dibuat oleh konsumen potensial, konsumen riil, atau konsumen yang sebelumnya sudah pernah menggunakan produk tentang sebuah produk atau perusahaan yang dapat diakses oleh banyak orang atau institusi melalui internet.

Kemunculan internet mendorong banyaknya konsumen untuk menggunakan media sosial. Pookulangara & Koesler (2011) dalam Hafeez *et al.*, (2017) Media sosial adalah metode komunikasi yang banyak digunakan di kalangan anak muda. Media sosial dimanfaatkan dengan mudah untuk menyebarkan kejadian yang sedang berlangsung maupun membagikan pengalaman mengenai suatu produk yang telah dicobanya. Pengguna media sosial dapat dengan bebas mengapresiasi opininya. Pada abad-21 ini media sosial sudah berkembang sangat pesat sehingga banyak sekali masyarakat yang sudah menggunakannya dan mengetahui keberadaannya. Bahkan, media sosial sudah menjadi gaya hidup tersendiri bagi kalangan anak muda. Tak tanggung-tanggung mereka dapat menghabiskan seluruh waktu dalam kesehariannya dengan berkecukupan dengan media sosial melalui aplikasi-aplikasi yang telah tersedia

Sehingga orang-orang yang hidup di abad-21 sudah merasa terbiasa akan hidup berdampingan dengan teknologi. Hal tersebut terlihat dari berbagai karakteristik yang dimunculkan, misalnya: memiliki banyak akses untuk memperoleh berbagai macam informasi yang ingin diperolehnya, kecepatan perubahan akan alat teknologi serta jasa. Media Sosial memiliki kekuatan yang kuat sebagai referensi konsumen untuk mendapatkan informasi terhadap sebuah produk dari merek yang diinginkannya, tidak hanya itu media sosial juga dimanfaatkan untuk mengikuti *social networking*. Disini pemanfaatan media sosial digunakan untuk membaca blog, melihat ulasan *online*, serta melakukan kontribusi untuk menulis suatu ulasan. Terjadinya interaksi serta adanya kontribusi dari konsumen untuk menyampaikan pendapatnya melalui ulasan online di media sosial. Kudeshia & Kumar (2017) mengatakan bahwa media sosial dapat terbagi dari tiga kategori:

- (1) media sosial berorientasi jaringan yang mencakup komunikasi antar keluarga, teman dan kolega; misalnya, *YouTube*, *Pinterest*, dan *Facebook*.
- (2) media berbasis kolaborasi yang memfasilitasi pertukaran informasi non-pribadi di pengaturan rumah atau kantor; misalnya, blog, wiki, webinar, atau forum seperti obrolan dan papan pengumuman.
- (3) media berbasis hiburan terutama digunakan oleh orang-orang untuk hiburan tetapi juga bias melibatkan interaksi.

Salah satu media sosial yang sedang populer seiring dengan perkembangan teknologi adalah situs *video online*. Dimana *YouTube* menjadi situs *video online* terpopuler yang sudah diakses oleh masyarakat di seluruh dunia. Menurut Zhang, 2013 dalam Hafeez et al., 2017 konsumen menghabiskan waktunya dengan rentang rata-rata 3, 5, dan 6 jam dalam kesehariannya pada media sosial *Google*, *Youtube*, dan *Facebook* masing-masingnya. *YouTube* merupakan salah satu platform media sosial yang memungkinkan pengguna untuk mengunggah, menonton dan berbagi video (Kraut & Resnick, 2011) dalam (Aziza & Astuti, 2019). Hal tersebut memotivasi seseorang untuk dapat terlibat dalam *video online*. Sering berkembangnya, konsumen mulai menggunakan *YouTube* sebagai wadah untuk menampung segala pendapat yang disampaikan oleh konsumen setelah menggunakan produk yang telah dibeli dan digunakan oleh konsumen tersebut. Survei dari APJI tahun 2018 penduduk di Indonesia yang telah mengakses internet untuk melihat dan menonton *YouTube* sebagai konten media sosial yang sering dikunjungi sebanyak 15,1%. Mendorong masyarakat untuk dapat menciptakan suatu konten yang bermanfaat untuk membantu orang lain menentukan keputusan dalam membeli.



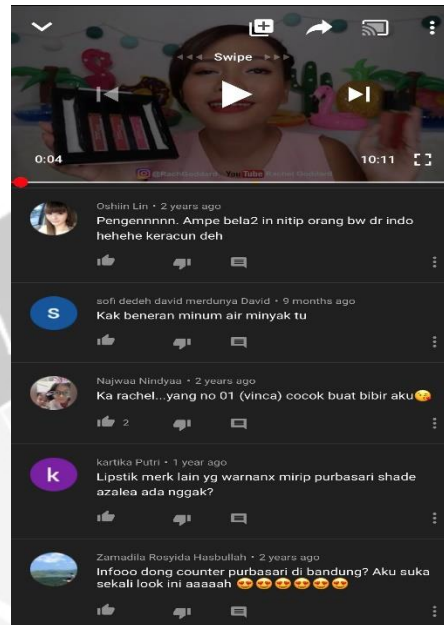
Gambar 1.1

Jumlah pengguna konten media sosial yang sering dikunjungi masyarakat Indonesia tahun 2018

Sumber: Asosiasi Penyelenggara Jasa Internet Indonesia (apjii.or.id). Diakses dari <https://apjii.or.id/survei>

Seseorang yang memiliki peran dalam membuat dan menyampaikan pendapat dalam *video* di konten media sosial *YouTube* dapat menarik konsumen untuk mendapatkan informasi dalam *video* melalui ulasannya. Kemudian, setelah melakukan ulasan pembuat konten *video* tersebut akan menyampaikan rekomendasi yang positif terhadap produk yang telah dibelinya. Adanya rekomendasi ataupun ulasan yang diberikan konsumen lain misalnya dalam sebuah *sharing review platform* ataupun komunitas, akan mampu mempengaruhi niat beli konsumen (Jalilvand, 2012). (Sa'ait et al., 2016) dikutip oleh (Khan & Ali, 2017) dalam bisnis modern saat ini

positif *eWOM* menjadi hal yang sangat penting untuk menarik pelanggan, *eWOM* sangat efektif untuk menarik niat beli pelanggan.



Gambar 1.2

Komentar konsumen dalam *video YouTube Rachel Goddard* mengenai produk purbasari *Hi-matte lip cream*.

(Sumber: <https://www.youtube.com/watch?v=-xJMnlsXvqk&t=4s> , diakses pada 15 November 2019)

Pembuat konten *video* juga memiliki peran lain untuk membantu perusahaan dalam melalui ulasan mengenai suatu produk. Mengenalkan *brand* dari suatu perusahaan dari produk yang diulasnya. Dari *video* yang dibuat dan diunggah oleh konsumen yang melakukan ulasan sebuah produk tersebut, sehingga konten media sosial *Youtube* mendapatkan peluang untuk memperkenalkan sikap pada merek sebuah perusahaan. Sikap pada merek

mengacu pada arah dan kekuatan persepsi yang dimiliki konsumen terhadap suatu merek (Yoon & Park, 2012) dalam (Chuchu *et al.*, 2018). Sikap pada merek merupakan ukuran penting dalam menentukan kemungkinan perilaku pembelian di antara pelanggan saat ini dan calon pelanggan.

Purbasari merupakan merek dari PT Gloria Origita Cosmetics yang berasal dari Indonesia. Merek kosmetik Purbasari memiliki beberapa produk kosmetik dan beberapa produknya dapat dikategorikan ramah kantong masyarakat terutamanya mahasiswa. Membuat remaja wanita di Indonesia sangat tertarik akan produk lipstik Purbasari *Hi-matte lip cream*. Produk *Hi-matte lip cream* merupakan produk lipstik *matte* pertama yang dirilis oleh merek Purbasari. Banyak remaja wanita yang ingin mengetahui bagaimana produk tersebut memberikan efek cantik dan mendengar ulasan online pada *video* dari produk *hi matte lip cream* di *YouTube*.

Maka dari itu penelitian ini akan membahas mengenai *review online* produk purbasari *Hi-matte lip cream* di media sosial *YouTube*, untuk mengetahui apakah dari *video* ulasan produk purbasari *Hi-matte lip cream* dapat memotivasi para remaja wanita untuk melakukan pembelian terhadap produk *Hi-matte lip cream* Purbasari. Sesuai pada judul yang dalam penelitian ini yaitu “PENGARUH SOSIAL *eWOM* TERHADAP SIKAP PADA MEREK DAN NIAT BELI KONSUMEN (STUDI PADA *VIDEO*

ULASAN ONLINE DI YOUTUBE UNTUK PRODUK PURBASARI HI-MATTE LIP CREAM DI KOTA YOGYAKARTA)”.

1.2 Rumusan Masalah

- 1.2.1 Apakah sosial *Electronic Word of Mouth* memiliki pengaruh terhadap Sikap Pada Merek untuk produk *Hi-matte lip cream* Purbasari?
- 1.2.2 Apakah sosial *Electronic Word of Mouth* memiliki pengaruh terhadap niat beli konsumen untuk produk *Hi-matte lip cream* Purbasari?
- 1.2.3 Apakah Sikap Pada Merek memiliki pengaruh terhadap niat beli konsumen untuk produk *Hi-matte lip cream* Purbasari?

1.3 Batasan Masalah

Berdasarkan penjelasan diatas dan untuk menghindari terjadinya perluasan permasalahan sehingga dapat mencapai tujuan yang di harapkan, maka penelitian ini memfokuskan pada masalah pengaruh dari sosial *eWOM* terhadap sikap pada merek dan niat beli (studi pada *video ulasan online di Youtube* untuk produk purbasari *Hi-matte lip cream*).

1.4 Tujuan Penelitian

Sesuai dengan latar belakang dan rumusan masalah, maka tujuan yang ingin dicapai dalam penelitian ini adalah:

1. Untuk mengetahui apakah Sosial *Electronic Word of Mouth* memiliki pengaruh terhadap Sikap Pada Merek untuk produk *Hi-matte lip cream* Purbasari di kota Yogyakarta.
2. Untuk mengetahui apakah Sosial *Electronic Word of Mouth* memiliki pengaruh terhadap niat beli konsumen untuk produk *Hi-matte lip cream* Purbasari di kota Yogyakarta.
3. Untuk mengetahui apakah Sikap Pada Merek memiliki pengaruh terhadap niat beli konsumen untuk produk *Hi-matte lip cream* Purbasari di kota Yogyakarta.

1.5 Manfaat Penelitian

1.5.1 Bagi Pihak Perusahaan

Penelitian ini diharapkan dapat berguna bagi perusahaan dalam menganalisis pengaruh sosial *electronic word of mouth* terhadap sikap pada merek dan niat beli. Sehingga dapat menghadapi perubahan sikap dari konsumen untuk melakukan pembelian produk. Serta memberikan solusi efektif untuk memecahkan masalah pemasaran yang berkaitan dengan sosial *electronic word of mouth*, sikap pada merek dan niat beli konsumen terhadap suatu produk perusahaan.

1.5.2 Bagi Universitas Atmajaya Yogyakarta

Diharapkan penelitian ini dapat digunakan sebagai masukan bagi pihak lain yang ingin melakukan penelitian lebih lanjut, serta sebagai salah satu bahan bacaan untuk menambahkan wawasan tentang pengaruh sosial *electronic word of mouth* terhadap sikap pada merek dan niat beli.

1.5.3 Bagi Penulis

Penelitian ini diharapkan agar penulis dapat menerapkan ilmu-ilmu yang diperoleh selama menempuh kuliah dapat menambah wawasan penulis di bidang pemasaran dan perilaku konsumen yang dijadikan bekal untuk dunia kerja nantinya. Serta dapat membagikan hasil penelitian kepada pihak-pihak yang berkepentingan lainnya untuk kemudian hari.

1.6 Sistematika Penulisan

BAB I: Pendahuluan

Bab ini berisi tentang latar belakang, rumusan masalah, batasan masalah, tujuan penelitian, dan sistematika penulisan penelitian.

BAB II: Tinjauan Pustaka

Bab ini berisi teori yang berhubungan dengan penelitian ini, yaitu tentang teori Media Sosial, *eWOM*, *Sosial eWOM*, Sikap Pada Merek dan

Niat Beli. Bab ini juga meliputi penelitian terdahulu, pengembangan hipotesis, dan model penelitian.

BAB III: Metode Penelitian

Bab ini berisi Lingkup penelitian, metode sampling dan teknik pengumpulan data, metode pengukuran data, definisi operasional dan pengukuran variabel, dan metode analisis data.

BAB IV: Hasil dan Pembahasan

Bab ini berisi hasil olah data, analisis, dan hasil yang diperoleh dalam penelitian.

BAB V: Penutup

Bab ini berisi hasil kesimpulan dari penelitian yang telah selesai dilakukan, implikasi manajerial serta saran bagi penelitian selanjutnya. Dalam bab ini juga dijelaskan mengenai kelemahan yang terdapat dalam penelitian yang telah dilakukan.

BAB V

PENUTUP

Pada bab V ini, penulis akan mengambil kesimpulan dari hasil penelitian yang telah dilakukan. Selanjutnya penulis membuat implikasi manajerial, merumuskan saran dan memaparkan keterbatasan penelitian. Kesimpulan, implikasi manajerial, saran, dan keterbatasan penelitian tersebut adalah sebagai berikut:

5.1 Kesimpulan

Berdasarkan hasil penelitian ini, kesimpulan yang dapat penulis ambil dari penelitian ini adalah sebagai berikut:

1. *eWOM* memiliki pengaruh yang positif dan signifikan terhadap sikap pada merek Purbasari *Hi-Matte Lip Cream*. Hal ini berarti bahwa *eWOM* memiliki pengaruh terhadap sikap pada merek, maka H1: dapat diterima. *eWOM* mampu memprediksi 53,3% perubahan sikap pada merek Purbasari *Hi-Matte Lip Cream*. Penelitian ini sejalan dengan Kudeshia dan Kumar (2017) bahwa *eWOM* berpengaruh pada sikap pada merek..
2. *eWOM* memiliki pengaruh yang positif dan signifikan terhadap niat beli konsumen pada produk Purbasari *Hi-Matte Lip Cream*. Hal ini berarti bahwa *eWOM* memiliki pengaruh terhadap niat beli, maka H2:

dapat diterima. *eWOM* mampu memprediksi 74,4% perubahan niat beli konsumen pada produk Purbasari *Hi-Matte Lip Cream*. Hasil ini sejalan dengan Abubakar *et al.*, (2016) bahwa *eWOM* dapat mempengaruhi niat beli.

3. Sikap pada merek memiliki pengaruh yang positif dan signifikan terhadap niat beli konsumen pada produk Purbasari *Hi-Matte Lip Cream*. Hal ini berarti bahwa sikap pada merek memiliki pengaruh terhadap niat beli, maka H3: dapat diterima. Sikap pada merek mampu memprediksi 74,4% perubahan niat beli konsumen pada produk Purbasari *Hi-Matte Lip Cream*. Penelitian ini sejalan dengan Elseidi & Baz (2016) menemukan bahwa sikap pada merek berpengaruh terhadap niat beli.

5.2 Implikasi Manajerial

Niat beli konsumen yang tinggi pada produk atau jasa perusahaan merupakan sinyal bahwa produk atau jasa perusahaan diminati konsumen untuk dibeli. Niat beli konsumen pada produk atau jasa harus diciptakan dan terus ditingkatkan. Oleh sebab itu setiap perusahaan harus melakukan berbagai macam cara untuk meningkatkan niat beli konsumen tersebut. Niat beli pada penelitian ini secara nyata dipengaruhi oleh *eWOM* dan sikap pada merek yang baik pada produk atau jasa perusahaan. Artinya, untuk meningkatkan niat beli konsumen, perusahaan dapat melakukan berbagai

macam cara melalui stimuli *eWOM* guna menciptakan sikap positif konsumen pada produk atau jasa yang dijual. Berdasarkan hal tersebut maka perusahaan harus memilih cara-cara yang efektif dan efisien untuk membetuk *eWOM* yang positif dalam rangka meningkatkan sikap pada merek maupun terhadap niat beli.

5.3 Saran

Berdasarkan hasil penelitian, kesimpulan dan implikasi manajerial di atas, penulis merumuskan saran mengacu cari temuan hasil penelitian sebagai berikut:

1. Peningkatan *eWOM* fokus dilakukan dengan mengacu indikator “Saya sering melihat/menyaksikan konsumen/teman memposting produk Purbasari *Hi-Matte Lip Cream* yang saya inginkan untuk memastikan saya membeli produk yang benar”. Cara-cara yang dapat dilakukan antara lain adalah dengan memposting lebih banyak testimoni konsumen yang puas atas penggunaan produk Purbasari *Hi-Matte Lip Cream*. Selain itu, penggunaan *influencer* dengan tingkat kredibilitas yang tinggi dan memiliki tingkat kesamaan atau kesesuaian yang tinggi antara *influencer* dengan produk juga dapat dilakukan untuk membangun sikap maupun niat beli konsumen.
2. Fokus peningkatan pada variabel sikap pada merek dilakukan mengacu pada indikator “Saya merasa nyaman menggunakan

produk Purbasari *Hi-Matte Lip Cream*”. Cara-cara yang dapat dilakukan antara lain adalah dengan memberikan informasi lebih lengkap mengenai manfaat, cara pemakaian hingga informasi mengenai risiko yang mungkin terjadi atas konsumsi produk Purbasari *Hi-Matte Lip Cream*. Hal ini dilakukan dengan tujuan agar konsumen memiliki pengetahuan yang lebih banyak atas produk Purbasari *Hi-Matte Lip Cream* dan merasa lebih nyaman dalam penggunaan produk Purbasari *Hi-Matte Lip Cream*.

5.4 Keterbatasan Penelitian

Keterbatasan yang melingkupi penelitian ini antara lain adalah sampel penelitian yang dibatasi pada konsumen usia 18 sampai 26 tahun dan hanya menggunakan sampel sebanyak 130 orang responden. Berdasarkan hal tersebut maka hasil penelitian ini tidak dapat digeneralisasikan secara umum mengenai perilaku konsumsi konsumen pengguna produk *Purbasari Hi-Matte Lip Cream*.

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KUESIONER

Dengan hormat,

Sehubungan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh Sosial eWOM (*Electronic Word of Mouth*) Terhadap *Brand Attitude* Dan Niat Beli Konsumen Pada Produk *Purbasari Hi-Matte Lip Cream* di kota Yogyakarta”. Saya bermaksud mengajukan permohonan pengisian kuesioner. Adapun tujuan dari kuesioner ini adalah sebagai bahan masukan untuk memperoleh data yang akurat dalam penyusunan tugas akhir. Saya sangat menghargai partisipasi anda dalam menjawab kuesioner ini. Atas kesediaannya dalam meluangkan waktu untuk mengisi kuesioner ini, saya ucapkan terimakasih.

Anastasia Friska Susanti

NPM : 140321033

BAGIAN 1: PERTANYAAN FILTER

Pilihlah salah satu jawaban pada setiap pertanyaan dengan memberikan tanda silang pada jawaban yang tersedia.

1. Apakah anda mempunyai akun *Youtube*?

A. Ya (lanjut pertanyaan berikutnya) B. Tidak

2. Apakah anda mengetahui produk *Purbasari Hi-Matte Lip Cream*?

A. Ya (lanjut pertanyaan berikutnya) B. Tidak

3. Apakah anda pernah melihat/menyaksikan *review* atau ulasan dan komentar mengenai produk *Purbasari Hi-Matte Lip Cream* dari *video* di *Youtube* oleh Rachel Goddard?

A. Ya (lanjut pertanyaan berikutnya) B. Tidak

Keterangan :

1. SS = Sangat Setuju
2. S = Setuju
3. N = Netral
3. TS = Tidak Setuju
4. STS = Sangat Tidak Setuju

I. SOCIAL EWOM

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya sering melihat/menyaksikan <i>video review online</i> dan komentar dari konsumen lain, untuk memastikan saya membeli produk/merek yang benar.					
2	Saya sering melihat/menyaksikan <i>video review online</i> dan komentar dari konsumen lain, untuk mengetahui produk/merek tersebut memberikan kesan menarik kepada orang lain.					
3	Saya sering melihat/menyaksikan <i>video review online</i> dan komentar dari konsumen lain, untuk mengumpulkan lebih banyak informasi mengenai produk/merek.					
4	Saya sering melihat/menyaksikan <i>video review online</i> dan komentar konsumen lain, untuk membuat saya percaya diri dalam memutuskan membeli produk/merek.					

II. SIKAP PADA MEREK

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
5	Saya merasa nyaman dengan merek Purbasari.					
6	Purbasari memiliki reputasi yang baik.					
7	Saya menyukai merek Purbasari.					

8	Purbasari merupakan merek yang masuk akal.					
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III. NIAT BELI

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
9	Saya akan membeli produk Purbasari Hi-Matte Lip Cream.					
10	Saya akan membeli produk Purbasari Hi-Matte Lip Cream dibandingkan dengan produk Lip Cream lainnya.					
11	Saya bermaksud membeli produk Purbasari Hi-Matte Lip Cream juga dimasa mendatang.					

LAMPIRAN 2

DATA RESPONDEN



NO	USIA	PENDIDIKAN TERAKHIR	PEKERJAAN	PENDAPATAN
1	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
2	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
3	24	S1	Pegawai Swata	> 3.000.000
4	21	DIPLOMA	Pegawai Swata	> 3.000.000
5	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
6	21	S1	Pegawai Swata	2.000.000 – 3.000.000
7	21	S1	Pegawai Swata	2.000.000 – 3.000.000
8	21	S1	Pegawai Swata	2.000.000 – 3.000.000
9	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
10	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
11	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
12	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
13	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
14	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
15	21	S1	Pegawai Swata	2.000.000 – 3.000.000
16	21	S1	Pegawai Swata	> 3.000.000
17	21	S1	Pegawai Swata	> 3.000.000
18	21	S1	Pegawai Swata	2.000.000 – 3.000.000
19	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
20	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
21	18	S1	Pegawai Negri Sipil	> 3.000.000
22	24	S1	Pegawai Swata	> 3.000.000
23	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
24	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
25	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
26	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
27	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
28	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
29	21	S1	Pegawai Swata	2.000.000 – 3.000.000
30	21	S1	Pegawai Swata	2.000.000 – 3.000.000
31	21	S1	Pegawai Swata	2.000.000 – 3.000.000
32	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
33	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
34	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
35	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
36	21	S1	Pegawai Swata	2.000.000 – 3.000.000

37	21	S1	Pegawai Swata	2.000.000 – 3.000.000
38	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
39	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
40	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
41	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
42	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
43	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
44	21	S1	Pegawai Swata	2.000.000 – 3.000.000
45	21	S1	Pegawai Swata	2.000.000 – 3.000.000
46	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
47	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
48	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
49	21	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
50	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
51	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
52	18	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
53	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
54	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
55	24	S1	Pegawai Swata	2.000.000 – 3.000.000
56	24	S1	Pegawai Swata	2.000.000 – 3.000.000
57	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
58	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
59	21	S1	Pegawai Swata	2.000.000 – 3.000.000
60	21	S1	Pegawai Swata	2.000.000 – 3.000.000
61	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
62	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
63	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
64	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
65	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
66	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
67	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
68	18	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
69	21	S1	Pegawai Swata	> 3.000.000
70	21	S1	Pegawai Swata	2.000.000 – 3.000.000
71	21	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
72	21	S1	Pegawai Swata	2.000.000 – 3.000.000
73	21	S1	Pegawai Swata	2.000.000 – 3.000.000
74	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000

75	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
76	21	S1	Pegawai Swata	2.000.000 – 3.000.000
77	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
78	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
79	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
80	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
81	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
82	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
83	24	S1	Pegawai Swata	2.000.000 – 3.000.000
84	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
85	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
86	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
87	21	S1	Pegawai Swata	> 3.000.000
88	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
89	18	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
90	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
91	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
92	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
94	21	S1	Pegawai Swata	2.000.000 – 3.000.000
94	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
95	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
96	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
97	21	S1	Pegawai Swata	2.000.000 – 3.000.000
98	21	S1	Pegawai Swata	2.000.000 – 3.000.000
99	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
100	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
101	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
102	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
103	21	DIPLOMA	Pegawai Swata	2.000.000-3.000.000
104	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
105	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
106	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
107	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
108	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
109	21	S1	Pegawai Swata	> 3.000.000
110	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
111	24	S1	Pegawai Negri Sipil	> 3.000.000
112	18	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000

113	18	SMA	Pegawai Swata	2.000.000 – 3.000.000
114	18	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
115	21	DIPLOMA	Pegawai Swata	2.000.000 – 3.000.000
116	21	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
117	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
118	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
119	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
120	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
121	21	S1	Pegawai Swata	2.000.000 – 3.000.000
122	21	S1	Pegawai Swata	> 3.000.000
123	24	S1	Pegawai Swata	> 3.000.000
124	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
125	18	SMA	Pegawai Swata	2.000.000 – 3.000.000
126	24	S1	Pegawai Swata	2.000.000 – 3.000.000
127	21	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
128	18	SMA	Pelajar/Mahasiwi	1.000.000-2.000.000
129	21	SMA	Pelajar/Mahasiwi	2.000.000 – 3.000.000
130	21	S1	Pegawai Swata	2.000.000 – 3.000.000



NO	EWOM 1	EWOM 2	EWOM 3	EWOM 4	BA 1	BA 2	BA 3	BA 4	PI 1	PI 2	PI 3	TOTAL
1	5	5	5	4	2	4	3	4	3	2	3	40
2	3	3	4	4	2	4	3	3	3	4	3	36
3	4	4	4	4	2	4	3	4	2	3	2	36
4	4	2	1	4	3	4	3	4	2	2	2	31
5	3	4	4	4	4	4	4	4	4	4	4	43
6	4	4	5	4	3	4	4	4	3	3	3	41
7	5	5	5	5	4	4	4	5	4	4	3	48
8	4	4	4	4	3	4	4	4	3	3	4	41
9	3	4	4	3	3	3	3	5	3	3	3	37
10	1	1	1	1	4	4	4	4	4	3	4	31
11	4	4	4	4	5	5	4	4	4	4	4	46
12	3	4	4	3	3	5	4	4	4	4	4	42
13	3	4	5	4	4	4	4	4	4	4	4	44
14	5	5	5	5	4	4	4	4	4	4	4	48
15	5	4	5	5	4	4	3	4	4	3	4	45
16	5	2	3	4	4	5	3	4	2	2	2	36
17	2	2	4	4	4	4	4	4	4	3	4	39
18	5	5	5	5	2	4	2	4	4	4	4	44
19	5	5	5	5	4	4	4	4	4	4	4	48
20	5	5	4	4	4	4	4	3	4	3	4	44
21	5	5	5	5	4	4	3	3	4	4	4	46
22	5	5	5	5	4	4	4	4	3	3	3	45
23	4	4	4	4	2	2	2	2	2	3	3	32
24	1	5	4	4	5	5	5	5	5	5	5	49
25	4	4	2	4	4	4	4	5	4	4	4	43
26	5	4	4	4	2	3	3	5	4	3	3	40
27	4	5	4	4	4	4	5	4	3	3	4	44
28	4	4	3	3	4	4	2	2	4	2	3	35
29	5	4	4	5	3	3	4	4	4	4	4	44
30	1	2	3	4	4	4	4	4	4	3	2	35
31	5	4	1	5	4	3	4	4	3	4	4	41
32	4	5	4	4	4	3	4	4	4	4	4	44
33	4	4	3	4	4	4	4	4	4	4	4	43
34	5	5	5	4	5	5	5	5	4	5	5	53

35	4	4	4	4	4	4	4	4	4	3	3	42
36	5	4	4	5	4	5	5	5	4	4	4	49
37	4	5	2	2	4	4	5	4	5	4	4	43
38	5	5	1	1	4	4	3	4	3	3	3	36
39	4	4	4	3	4	4	4	3	3	3	3	39
40	5	5	4	4	5	5	5	5	4	5	4	51
41	3	4	4	4	4	4	4	3	4	4	4	42
42	5	5	5	4	4	4	4	5	4	4	4	48
43	2	2	3	4	4	4	4	5	4	4	3	39
44	4	4	4	3	4	4	4	4	4	3	3	41
45	5	5	3	4	4	4	5	4	3	4	4	45
46	5	5	4	5	4	4	4	4	4	4	4	47
47	5	5	4	4	3	4	4	4	4	4	4	45
48	4	4	4	4	4	4	4	4	3	3	3	41
49	4	3	4	4	4	4	3	3	2	2	2	35
50	4	4	4	4	5	5	5	5	4	4	4	48
51	4	4	4	3	4	4	4	4	3	4	4	42
52	5	4	4	4	4	4	4	4	4	4	4	45
53	3	3	3	3	4	4	2	2	2	3	3	32
54	4	4	3	3	4	4	4	4	3	3	3	39
55	2	4	2	4	4	4	4	4	2	2	2	34
56	3	3	4	4	4	4	4	4	4	4	3	41
57	5	4	4	4	4	4	4	4	4	4	4	45
58	5	5	5	5	5	4	4	5	5	4	4	51
59	3	3	3	4	4	4	4	4	3	3	3	38
60	3	3	4	4	4	4	4	4	4	4	4	42
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64	5	5	5	5	4	4	4	4	5	5	5	51
65	4	4	4	3	3	4	4	4	3	3	3	39
66	2	2	3	2	4	4	4	4	3	3	3	34
67	4	4	3	4	4	4	4	4	4	4	4	43
68	5	5	4	4	4	4	4	4	5	5	5	49

69	1	2	2	4	4	4	4	4	3	3	2	33
70	3	3	3	3	4	4	4	3	3	3	3	36
71	5	5	5	5	4	4	4	4	4	4	4	48
72	3	3	3	2	4	4	4	3	2	2	2	32
73	4	4	4	4	5	5	5	5	5	5	5	51
74	4	4	5	5	5	5	5	5	4	4	4	50
75	2	2	2	2	4	4	4	4	3	2	2	31
76	4	4	4	4	4	5	5	4	4	4	4	46
77	5	5	5	5	4	4	4	4	4	5	5	50
78	3	3	3	2	4	4	4	4	3	2	2	34
79	1	1	3	3	3	4	4	3	2	2	2	28
80	4	3	3	4	5	5	5	5	3	4	4	45
81	4	4	3	3	4	4	4	4	4	4	4	42
82	3	3	3	3	4	4	4	4	3	3	3	37
83	5	5	5	5	5	5	5	5	4	4	4	52
84	4	4	5	5	4	4	4	4	4	4	4	46
85	4	3	3	3	4	4	4	4	4	4	4	41
86	2	3	3	3	4	4	3	3	2	2	2	31
87	5	5	5	5	4	4	4	4	5	5	5	51
88	4	4	5	5	4	4	5	5	4	4	4	48
89	4	4	3	3	4	4	4	4	3	3	3	39
90	2	2	2	2	4	4	4	4	3	3	2	32
91	4	4	4	4	5	5	5	5	5	4	4	49
92	4	4	5	5	4	4	4	4	4	4	4	46
94	4	4	3	3	4	4	3	3	3	3	3	37
94	5	5	4	4	5	5	5	4	4	5	5	51
95	4	4	4	4	4	4	4	4	3	3	3	41
96	5	4	4	5	4	4	4	4	4	5	5	48
97	2	2	3	3	4	4	4	3	3	3	2	33
98	3	3	4	4	4	4	4	3	3	3	3	38
99	5	5	5	4	4	4	4	4	5	5	5	50
100	4	4	4	4	5	5	4	4	4	4	5	47
101	5	5	4	4	5	5	5	5	5	5	5	53
102	3	3	4	4	3	3	4	4	4	4	4	40

103	3	3	2	2	4	4	4	4	3	3	2	34
104	4	4	4	4	5	5	5	3	3	3	3	43
105	3	4	4	5	3	5	5	4	4	4	4	45
106	4	4	4	4	5	5	5	5	4	4	4	48
107	3	3	3	2	4	4	4	4	3	3	3	36
108	3	3	4	3	4	4	4	4	3	3	4	39
109	4	4	5	5	5	5	5	5	4	4	4	50
110	5	5	5	5	5	5	5	5	4	4	4	52
111	4	5	4	5	4	4	4	4	4	4	3	45
112	5	5	5	5	5	5	4	4	4	3	3	48
113	4	4	4	5	4	4	4	4	4	3	3	43
114	5	5	5	5	5	5	5	5	5	5	5	55
115	4	4	3	3	4	4	4	4	4	4	3	41
116	2	2	3	3	4	4	4	4	4	4	3	37
117	5	5	4	4	5	5	5	5	4	4	4	50
118	4	4	5	4	4	4	4	4	4	3	3	43
119	4	4	4	4	5	5	5	5	4	4	4	48
120	4	4	5	5	4	4	4	4	4	4	4	46
121	4	4	4	3	3	5	3	4	3	3	3	39
122	4	4	5	5	4	5	4	4	4	4	4	47
123	4	4	4	4	4	4	3	4	4	4	4	43
124	4	3	3	3	4	5	4	4	3	3	3	39
125	4	4	4	5	4	5	4	4	3	3	3	43
126	5	5	5	5	4	5	5	5	4	5	4	52
127	5	4	4	4	4	5	5	5	4	4	4	48
128	5	5	5	5	5	4	3	4	5	5	5	51
129	4	4	4	4	4	5	4	5	5	5	5	49
130	5	5	5	5	4	5	4	5	4	4	4	50



LAMPIRAN 4
HASIL UJI VALIDITAS DAN RELIABILITAS

Tabel 4.6
Hasil Uji Validitas
Hasil *Average Variance Extracted* (AVE)

Variabel	<i>Average Variance Extracted</i> (AVE)	Standard Nilai <i>Average Variance Extracted</i> (AVE)
eWOM	0.767	0,5
<i>Brand Attitude</i>	0.740	0,5
Niat beli	0.872	0,5

Sumber: Hasil Olah data, 2019

Tabel 4.7
Hasil Uji Validitas
Cross Loading

Butir	<i>eWOM</i>	<i>Brand attitude</i>	Niat beli
EWOM_1	0.891	0.670	0.672
EWOM_2	0.904	0.675	0.658
EWOM_3	0.870	0.610	0.580
EWOM_4	0.836	0.603	0.582
BA_1	0.650	0.867	0.778
BA_2	0.610	0.896	0.721
BA_3	0.605	0.869	0.749
BA_4	0.650	0.805	0.678
PI_1	0.673	0.746	0.910
PI_2	0.683	0.845	0.950
PI_3	0.644	0.793	0.942

Outer Loading (Measurement Model)

Variabel	Butir (Kode)	Pertanyaan	Outer Loading
<i>E-Wom</i>	EWOM_1	Saya sering melihat/menyaksikan konsumen/teman memposting produk Purbasari Hi-Matte Lip Cream yang saya inginkan untuk memastikan saya membeli produk yang benar.	0.891
	EWOM_2	Saya sering melihat/menyaksikan konsumen/teman memposting produk Purbasari Hi-Matte Lip Cream untuk mengetahui produk tersebut yang memberikan kesan menarik kepada orang lain.	0.904
	EWOM_3	Saya sering melihat/menyaksikan konsumen/teman memposting produk yang saya inginkan untuk mengumpulkan lebih banyak informasi mengenai produk Purbasari Hi-Matte Lip Cream	0.870
	EWOM_4	Saya sering melihat/menyaksikan konsumen/teman memposting untuk memiliki kepercayaan untuk memutuskan membeli produk Purbasari Hi-Matte Lip Cream	0.836
Sikap pada merek	BA_1	Saya merasa nyaman menggunakan produk Purbasari Hi-Matte Lip Cream	0.867
	BA_2	Purbasari memiliki reputasi yang baik	0.896
	BA_3	Saya menyukai brand Purbasari	0.869
	BA_4	Purbasari merupakan brand yang masuk akal	0.805
Minat beli	PI_1	Saya akan membeli produk Purbasari Hi-Matte Lip Cream	0.910
	PI_2	Saya akan membeli produk Purbasari Hi-Matte Lip Cream dibandingkan dengan produk Lip Cream lainnya	0.950
	PI_3	Saya bermaksud membeli produk Purbasari Hi-Matte Lip Cream juga dimasa mendatang	0.942

**Hasil Uji Reliabilitas
Composite Reliability**

Variabel	<i>Composite Reliability</i>	Standar Nilai <i>Composite Reliability</i>
eWOM	0.929	0,7
<i>Brand Attitude</i>	0.919	0,7
Niat beli	0.954	0,7

Sumber: Pengolahan Data Primer,2019

**Tabel 4.9
Hasil Uji Reliabilitas
Cronbach's Alpha**

Variabel	<i>Cronbach's Alpha</i>	Standar Nilai <i>Cronbach's Alpha</i>
<i>eWOM</i>	0.899	0,7
<i>Brand attitude</i>	0.882	0,7
Niat beli	0.927	0,7



INNER MODEL

	BA	EWOM	PI
BA			1,000
EWOM	1,000		1,000
PI			

OUTER MODEL

	BA	EWOM	PI
BA_1	-1,000		
BA_2	-1,000		
BA_3	-1,000		
BA_4	-1,000		
EWOM_1		-1,000	
EWOM_2		-1,000	
EWOM_3		-1,000	
EWOM_4		-1,000	
PI_1			-1,000
PI_2			-1,000
PI_3			-1,000



FIT SUMMARY

	Saturated Model	Estimated Model
SRMR	0,058	0,058
d_ULS	0,224	0,224
d_G	0,243	0,243
Chi-Square	188,957	188,957
NFI	0,855	0,855

RMS THETA

rms Theta	0,253
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INNER VIF VALUES

	BA	EWOM	PI
BA			2,151
EWOM	1,000		2,151
PI			

OUTER VIF VALUE

	VIF
BA_1	2,725
BA_2	3,270
BA_3	2,431
BA_4	1,853
EWOM_1	3,906
EWOM_2	4,142
EWOM_3	2,912
EWOM_4	2,548
PI_1	2,907
PI_2	4,567
PI_3	4,303



OUTER LOADING HASIL BOOSTRAPING

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BA_1 <- BA	0,867	0,867	0,029	30,101	0,000
BA_2 <- BA	0,896	0,895	0,022	40,758	0,000
BA_3 <- BA	0,869	0,867	0,029	30,044	0,000
BA_4 <- BA	0,805	0,802	0,044	18,137	0,000
EWOM_1 <- EWOM	0,891	0,891	0,016	55,495	0,000
EWOM_2 <- EWOM	0,904	0,902	0,020	44,880	0,000
EWOM_3 <- EWOM	0,870	0,867	0,028	31,575	0,000
EWOM_4 <- EWOM	0,836	0,833	0,032	26,125	0,000
PI_1 <- PI	0,910	0,910	0,019	47,261	0,000
PI_2 <- PI	0,950	0,950	0,009	101,162	0,000
PI_3 <- PI	0,942	0,940	0,012	80,930	0,000



LAMPIRAN 8
ANALISIS DIMENSI *EWOM*

ANALISIS DIMENSI *EWOM*

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BA -> PI	0,710	0,709	0,059	12,020	0,000
EWOM -> BA	0,732	0,732	0,044	16,773	0,000
EWOM -> PI	0,194	0,194	0,071	2,729	0,007



Mean, STDEV, T-Values, P-Values

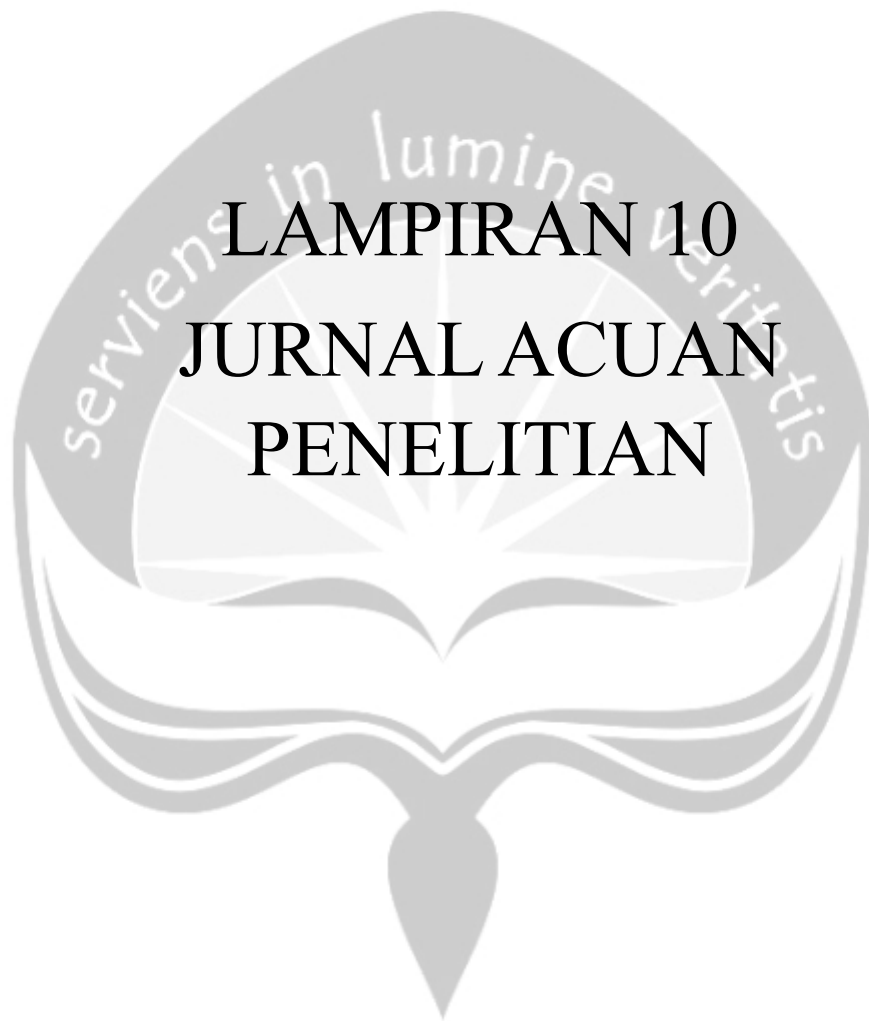
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BA -> PI					
EWOM -> BA					
EWOM -> PI	0,520	0,519	0,054	9,577	0,000

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
BA -> PI				
EWOM -> BA				
EWOM -> PI	0,520	0,519	0,420	0,627

SPECIFIC INDIRECT EFFECT

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EWOM -> BA -> PI	0,520	0,519	0,054	9,577	0,000



LAMPIRAN 10
JURNAL ACUAN
PENELITIAN

Social eWOM: does it affect the brand attitude and purchase intention of brands?

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Abstract

Purpose – The purpose of this paper is to examine how user-generated positive social electronic word-of-mouth (eWOM) via Facebook affects brand attitude and, consequently, influences purchase intention of smartphones. The spending patterns of consumers, particularly decision-makers, have been affected to a substantial degree by the strong presence of brands on the web. eWOM, one among the shape of net product reviews, exercises extensive influence not only on the consumers' attitude towards the brand but also impacts their buying intentions.

Design/methodology/approach – A survey-based empirical study was conducted to examine the influence of social eWOM on brand attitude and purchase intention of consumers. Structural equation modeling (SEM) was applied using data collected from 311 respondents comprising users of Facebook.

Findings – The research established that user-generated positive eWOM on social networking site, Facebook significantly influences brand attitude and purchase intention of consumer electronics.

Research limitations/implications – The data set used for the study limits generalizing of results, as the data are not representative across industries or across all social media applications. The study provides a useful and interesting insight into the theory and practice of eWOM. It shows how social eWOM, an emerging communication tool, not only helps twenty-first century marketers in reaching customers, but how it also plays a vital role in affecting brand attitude and purchase intention of products.

Originality/value – This paper provides useful and valuable insights into the relationship between social eWOM, brand attitude and purchase intention of consumer electronics, an area that largely remains unexplored. The study can also be replicated for other products or services for future research.

Keywords Facebook, eWOM, Brand attitude, Purchase intention, Fan page, Social eWOM

Paper type Research paper

1. Introduction

Word-of-mouth (WOM) marketing has attracted both scholars and practitioners of marketing to investigate its effect on brands, firms and buying behavior, both online and offline (Brown *et al.*, 2007). Electronic word-of-mouth (eWOM) takes place across numerous online channels such as discussion forums, product reviews, social networking sites and emails (Dwyer *et al.*, 2007). It quickly becomes evident that eWOM is an augmentation of traditional WOM communication, and social media networks have altered this face-to-face communication into computer-mediated WOM communication (Jeong and Koo, 2015).

Henning-Thurau *et al.* (2004) defined eWOM as:

[...]any positive or negative statement made by a potential, actual, or former customer about a product or a company, available to a multitude of people and institutions via the internet.



With growing popularity of social networking sites, as interactive technologies evolve, eWOM should not only be limited to customers' own statements but it must also embrace posts from retailers or other published sources, which are shared or reposted by potential, current or former customers about a product or a brand (Hu *et al.*, 2014).

On the basis of different functions and communication forums, Hu and Ha (2015) categorized eWOM into the following four classes:

- (1) specialized eWOM refers to customer reviews posted on the comparison-shopping or rating websites which do not engage in product selling, e.g. Epinions.com;
- (2) affiliated eWOM refers to customer reviews affiliated with retail websites, e.g. customer reviews on Amazon and eBay;
- (3) social eWOM indicating any information related to brands/products exchanged among the users of social networking sites; and
- (4) miscellaneous eWOM which includes brand/product information exchanged on other online social media platforms such as blogs and discussion boards.

Although online reviews by the customers have proved to be an effective eWOM in marketing, researchers believe that social eWOM on various social networking platforms also plays an important role (Hu *et al.*, 2014). Social eWOM happens when consumers give or explore informal product-related recommendations through distinctive applications of social networking sites. The growing popularity of social broadcasting networks such as Facebook and Twitter have transformed the way online WOM is disseminated and consumed in the digital age (Rui *et al.*, 2013). By posting recommendations and opinions about a product or service in their profile pages on social networking sites, consumers attempt to induce friends, acquaintances or potential consumers to see their opinions and, thus, influence their networks' decision-making. Thus, the distinct social nature of social networking sites presents an interesting and proper context for examining eWOM behaviors. As this line of examination is less explored, the first objective of the study is to extend the extant literature of eWOM to social networking platforms.

The present study has taken Facebook as the online networking platform for examining the effect of social eWOM on brand attitude and buying intentions (Nielsen, 2014). In examining this effect, the study has not only considered the suggestions and recommendations given on customers' profile pages but also the eWOM taking place on various fan pages of Facebook.

Fan page on Facebook is a distinctive development designed upon social media and is considered by marketers as a very important tool to develop WOM communication because of their community and interactive characteristics (Hu *et al.*, 2014). Although past research has focused on the role of fan pages on brand loyalty and brand love (Jahn and Kunz, 2012; Kudeshia *et al.*, 2016), studies investigating fan pages on Facebook from a WOM communication perspective are scant.

The category of consumer electronics is selected for the study. Consumer electronics refers to any electronic devices that are designed to be purchased and used by end users or consumers for non-commercial or professional purposes (Techopedia, 2014). Owing to the attributes of search good, consumers tend to depend on online reviews for purchasing consumer electronics (Jung and Kim, 2012). These goods are thus found to be appropriate to use in measuring consumers' informational behavior (Jung and Kim, 2012).

The present study specifically focuses on smartphones as a variant, distinct from the gamut of consumer electronic products. According to Credit Suisse Research Institute (2015), two-thirds of internet access in India is through smartphones. There are almost 117 million

smartphone users in India, the third largest in the world (KPCB report, 2014). Thus, considering the significance and popularity of smartphones, this category was selected as the study's product. The paper also investigates the mediating role of brand attitude on purchase intention (Augusto de Matos *et al.*, 2007).

The paper begins with a detailed analysis of past studies on eWOM. The hypotheses investigating the relationship between eWOM, brand attitude and purchase intention have been developed on the basis of available theoretical research. Next, the study examines the mediating role of brand attitude in influencing purchase intention. The sections that follow explain the details of research methodology and present statistical results. The paper finally summarizes the findings and discusses the implications for both, future research and practice.

2. Theoretical background

2.1 Social media

"Social media" is a broad term to describe an array of "Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan and Haenlein, 2010, p. 61).

Mangold and Faulds (2009, p. 358) says:

[...] social media is a wide range of online, word-of-mouth forums including blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking websites.

The abovementioned definitions divide the term "social media" into two parts, "social" and "media." "Social" includes all activities taking place among people, whereas "media" denotes all the tools and technologies that are internet-enabled and are used to carry out such activities.

On the basis of varied purpose social media can be categorized into the following three classes:

- (1) network-oriented social media which includes communication between family, friends and colleagues; for example, YouTube, Pinterest and Facebook;
- (2) collaboration-based media which facilitates exchange of non-personal information at home or work settings; for example, blogs, wikis, webinars or forums like chats and bulletin boards; and
- (3) entertainment-based media primarily used by people for diversion but can also involve interactions; for example, virtual world sites like Second Life, digital games and online contests (Timmons, 2015).

Facebook, the focus of this study, is an example of a social networking site which includes exchange of personal information between family, friends and colleagues. Ellison and Boyd (2013, p. 158) defined social networking sites as follows:

[...] a networked communication platform in which participants have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; can publicly articulate connections that can be viewed and traversed by others; and can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site.

With different characteristics and audiences, each social networking platform engages with its users differently (Tsimonis and Dimitriadis, 2014). Although all online networking

platforms emphasize connecting new people, these connections are often, but not always, reciprocal (Ellison and Boyd, 2013). The “follow” feature of Twitter and Facebook’s “subscribe” feature, for example, allow users to create one-directional connections. Many studies in the past have focused on individual’s motivation for social media usage (Kudeshia *et al.*, 2016). Reasons for using a particular social networking site could be different for different individuals. Extant literature on motivation behind using social network sites found that these sites are often used to articulate existing relationships than meeting new people (Boyd and Ellison, 2007). Comparing the application of various social networking sites (Dwyer *et al.*, 2007) found that on sites such as MySpace, users appeared more likely than Facebook users to meet new friends. Twitter, which allows asymmetrical relationships, is commonly used to follow accounts of those who one does not know personally (Marwick, 2011). Facebook, the focus of this study, is found to be a popular platform for connecting close friends rather than meeting new people (Ellison *et al.*, 2011; Joinson, 2008).

Several internet-based research papers have focused on understanding various social behavioral aspects taking place on these platforms, including social influence, social interaction, social ties and social identity (Kwon and Wen, 2010; Shiue *et al.*, 2010). Most of the research in this area focuses on the role of social networking as a marketing communication tool (Dholakia and Durham, 2010), but few studies show how social networking influences the buying behavior intention and attitude of consumers toward brand. The present study, therefore, intends to fill this gap by investigating how communication taking place on these platforms affects brand attitude and buying intention of its users.

2.2 *Electronic word-of-mouth*

Development of user-generated content through blogs, Wikipedia and social networking sites has provided additional media management to customers taking active role in their purchase selections (Chu and Kim, 2011).

The growth and popularity of social media tools have extended consumers’ options for gathering product information, providing them with varied ways to offer their own consumption-related recommendations by engaging in eWOM (Yaylı and Bayram, 2012). Online reviews not only make the decision-making easier for consumers by reducing the cognitive load but also simultaneously help in improving sales (Ye *et al.*, 2011). However, this effect on decision-making also depends upon the type of products and characteristics of users of such products. In a study based on consumers of video games, Zhu and Zhang (2010) found that the effect of eWOM depends upon characteristics of both the product as well as consumers. This study revealed that eWOM significantly affects those video games that are less popular, and also the ones whose players are highly active on the internet.

Many of the past studies have shown that the “valence” of the reviews also influences consumers’ buying decisions. The valence of a review refers to the evaluative direction of the review that can be positive, neutral or negative (Lee and Youn, 2009). Decision-making is done on the basis of online reviews only if the users trust the reviewer (Xu, 2014). On eWOM platforms, products with positive reviews get higher recommendations to friends as compared to products with negative reviews (Lee and Youn, 2009).

Comparing the effect of positive and negative reviews on the choice of hotels by customers, Vermeulen and Seegers (2009) emphasized that negative reviews of hotels result in a negative attitude change. On the contrary, positive reviews improve customers’ attitude toward the hotel. A study based on online shopping observed that positive eWOM not only makes the relationship between consumers’ emotional trust and intention to purchase stronger but also improves consumers’ perceived integrity and attitude (Cheung *et al.*, 2009).



tackle these challenges. Small-scale companies with low marketing budgets can easily manage online conversation by having “House rules” as a common app on company Facebook pages that establish codes of conduct early on in written form (Wisuri, 2014).

Thus, these platforms do not just give consumers the opportunity to enthusiastically engage with the brands but also provide users with the opportunity to speak on behalf of organizations, making them substance distributors. Hence, it is important for marketers to understand what motivates followers to share brand content on these platforms and how it influences product choices by other consumers (Yaylı and Bayram, 2012). Managing these platforms well gives an excellent opportunity to a marketer to turn a negative comment into an engagement opportunity.

2.4 Observations from literature

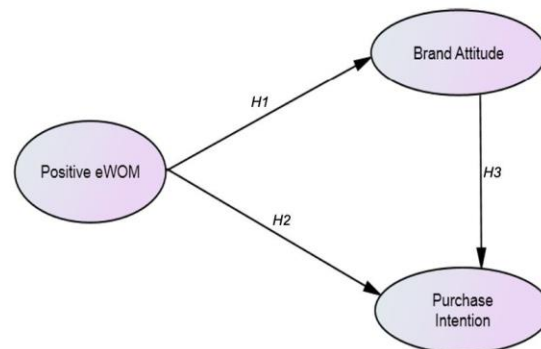
As the correspondence environment has changed with the development of social networking platforms, the concept of WOM is redesigned. Previous studies have contributed to the understanding of eWOM behavior by examining online feedback mechanisms (Dellarocas, 2003) and consumers’ motivation to articulate themselves on consumer opinion platforms (Henning-Thurau *et al.*, 2004). Most of the studies exploring the impact of eWOM on consumers’ product evaluation and decision-making focus mainly on specialized eWOM or affiliated eWOM (Zhu and Zhang, 2010; Chu and Kim, 2011; Doh and Hwang, 2009; Vermeulen and Seegers, 2009; Mauri and Minazzi, 2013); however, social eWOM has not been explored much (Hu *et al.*, 2014). The present study thus extends the previous studies on eWOM to the platform of social networking sites, examining how positive social eWOM by Facebook users influences the brand attitude and purchase intention of smartphone.

3. Conceptual framework and hypotheses

The conceptual framework of the study is outlined in Figure 1. Considering past studies, the framework was built on prevalent ideas on social eWOM (Bambauer-Sachse and Mangold, 2011; Jalilvand and Samiei, 2012a, 2012b), brand attitude (Schivinski and Dabrowski, 2014; Tang *et al.*, 2011) and purchase intention (Schivinski and Dabrowski, 2014; Yoo *et al.*, 2000; Shukla, 2011).

3.1 Positive social electronic word-of-mouth and brand attitude

Brand attitude can be defined as “consumer’s overall evaluation of a brand” (Olson and Mitchell, 2000). It is an assessment around favorable or unfavorable responses to



Source: Amos output

Figure 1.
Conceptual framework

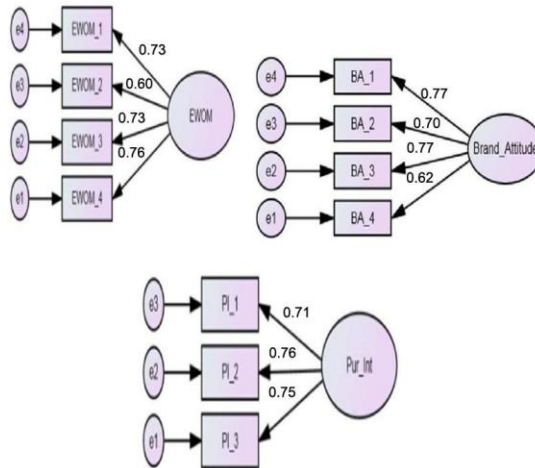


Figure 2.
Individual constructs
model

Source: Amos output

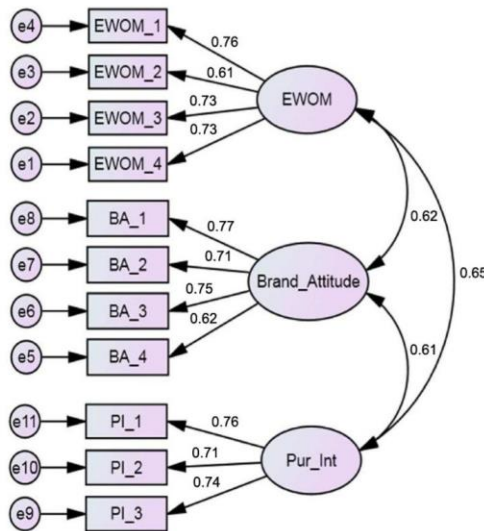


Figure 3.
Overall measurement
model

Source: Amos output

brand-related stimuli or conviction (Murphy and Zajonc, 1993). Brand attitude plays the most critical part in customer-based brand equity (Lane and Jacobson, 1995; Morgan and Hunt, 1994). Since many years, brand attitude has been an important subject of research in marketing. Attitudes are stable and enduring predispositions to behave (Olson and Mitchell, 2000). Thus, marketers regard it as the most important predictor of consumer behavior toward a product or service (Olson and Mitchell, 2000). A positive attitude toward a brand resulting from its evaluation not only results in continuous preference of the consumer toward those brands (Wu and Wang, 2011) but also has a positive effect on the purchase intention (Aaker and Keller, 1990).

Online reviews can be very convincing in impacting the evaluation of products (Hong and Park, 2012). eWOM, which is the most popular way of knowing more about the brands, is definitely useful in influencing the consumer's evaluation of the products (Chevalier and Mayzlin, 2006). Positive eWOM messages with higher source credibility demonstrated a superior brand attitude than the eWOM message with lower source credibility (Wu and Wang, 2011). Doh and Hwang (2009) demonstrated that positive reviews have a positive impact on attitudes toward the website. Schivinski and Dabrowskia (2014) found that firm-generated communication affects the brand attitude of products, whereas user-generated content significantly influences the brand equity and purchase intention of reviewed products. Based on these discussions, the study proposed the following hypothesis:

H1. There is a significant relation between positive social eWOM and brand attitude.

3.2 Positive social electronic word-of-mouth and purchase intention

Purchase intention is the implied promise to one's self to buy the product again whenever one makes the next trip to the market (Tariq *et al.*, 2013). Knowing the purchase intention for a brand is of paramount importance because it depicts the impression of customer retention. Brand attitude, brand image, quality, knowledge about the brand, attributes and brand loyalty are some of the dimensions of the brand upon which purchase intention is predisposed (Tariq *et al.*, 2013). These functions have a strong influence on the purchase intention of customers. For our paper, we are studying how brand attitude influences purchasing behavior.

With the development of electronic media emerging as a strong and reliable source of information (Shukla, 2011), the influence of interpersonal interactions (eWOM) on buying decisions has significantly increased (Lopez and Sicilia, 2014). Online reviews act as strong informants and recommenders and significantly influence the purchase intention and actual purchase (Park *et al.*, 2007). While referring to the WOM given on various social media channels, it is not only the quality but also the quantity of eWOM that influence the purchase decision of consumers (Lin *et al.*, 2013). Lee *et al.* (2011) examined that the stronger the perceived credibility of online consumer reviews among potential consumers, the higher is the purchase intention. The study further showed that online consumer reviews backed by trust in the online retailer positively influence the purchase intention.

Examining the motivation for eWOM among university students, Themba *et al.* (2013) observed that students get engaged in eWOM for seeking opinions which eventually and positively influence their purchase decisions. Examining the effect of online reviews in tourism industry, Jalilvand and Samiei (2012a, 2012b) found that online reviews significantly impact travelers' destination choice. Yaylı and Bayram (2012) found that reading reviews not only positively affect buyers' online buying decisions but also their purchase frequency. Along these lines of discussion and aligned with the body of past research, the following hypothesis is proposed:

H2. There is a significant relationship between positive social eWOM and intention to purchase.

3.3 Brand attitude and purchase intention

According to Miniard *et al.* (1983), "purchase intention is an intervening psychological variable between attitude and actual behavior". Studies have affirmed that if a consumer has a positive attitude for a brand, it significantly impacts his buying aim and his readiness to pay a premium value (Keller and Lehmann, 2006). Brand attitude is thought to be a marker of behavioral intentions (Wu and Wang, 2011). The attitude of customer toward a brand has a significant effect on its purchase intention, as brand attitude is the most important determinant of purchase intention (Abzari *et al.*, 2014). Wu and Lo (2009) concluded that factors such as brand awareness,

core-brand attitude and consumer perception directly or indirectly affect consumer purchase intention toward extended products. Considering the theory of reasoned action, Summers *et al.* (2006) observed that attitude toward performing the behavior is one of the significant predictors of purchase intention. The study further showed that purchase intention is high if a respondent's attitude toward behavior is favorable (Summers *et al.*, 2006). Tang *et al.* (2011) examined that attitude toward purchasing customized desktop positively influences behavioral intention. Positive eWOM may result in positive evaluation of a brand prompting "re-trial" of that brand (Machleit *et al.*, 1990). Based on these discussions, the following hypothesis is proposed:

H3. There is a significant relationship between brand attitude and intention to purchase.

4. Research methodology

To examine the effects of positive social eWOM on brand attitude and purchase intention, a cross-sectional survey method was used to test the research model. The research instrument, sampling and data collection method are detailed in the following sections.

4.1 Sample and data collection

Data were collected from the subjects using personally administered questionnaires based on the findings of the literature review. The target respondents of this study were individuals who are users of Facebook and are influenced by posts shared on the newsfeed and Facebook fan pages. Owing to the absence of sampling frame, non-probability (judgment sampling) method was used. This sampling is considered relevant in studies such as WOM, opinion leaders, network and buzz marketing (Keller and Berry, 2003; Jeong and Koo, 2015). Facebook, being the most popular social networking site in India (Nielsen, 2014), was selected as a platform for social eWOM in the present study. Internet and Mobile Association of India (IAMAI Report, 2015) says that India, which has the third largest internet user base in the world after China and the USA, has more than 462 million internet users. According to a new study by eMarketer, India is expecting the highest social networking growth of 37.4 per cent in 2016. According to the report, Facebook user base in India will be around 101.5 million, making it the second largest after the USA. A link of online questionnaire was posted in the authors' newsfeed and was also disseminated widely by friends.

Smartphone was chosen to examine the influence of positive social eWOM on purchase intentions and consumers' attitude toward it. There are almost 117 million smartphone users in India, making it the third largest in the world. Thus, considering the popularity of smartphones and significance of online reviews and assessments in consumer electronics selection, this category was selected as the instrument product (KPCB report, 2014; Nielsen Global Online Shopping Report, 2010).

All participants were informed that the study was on a voluntary basis, and that information provided will be kept confidential. To provide an adequate level of confidence in this study, a sample size of 300 respondents was targeted. A total of 325 questionnaires were completed. Invalid and incomplete questionnaires were rejected, resulting in 311 valid questionnaires.

4.2 Demographic data

Participants for the present study were adults in the age range of 18 to 55 years. However, majority of the respondents were young people: 71 per cent of the respondents were in the age group of 18-25 years, over 21 per cent of the respondents were in the age group of 25-35 years, while the rest of the respondents were between 35 and 55 years. The gender ratio of the respondents was 55 per cent male and 45 per cent female. The descriptive characteristics of the respondents are shown in Appendix (Table AI).

4.3 Instrument development and pre-test

All items used in the present study were assessed using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Items used in the study were adapted from relevant literature with necessary modifications. The survey covered four areas, namely, social eWOM, brand attitude, purchase intention and demographics. Items targeted at measuring social eWOM were adapted from Bambauer-Sachse and Mangold (2011) and Jalilvand and Samiei (2012a, 2012b), whereas items measuring brand attitude were taken from Schivinski and Dabrowski (2014) and Tang *et al.* (2011). Measures of purchase intention were derived from Schivinski and Dabrowski (2014), Yoo *et al.* (2000) and Shukla (2011), and items pertaining to the background information about the subjects, inclusive of gender and age were designed by the researcher (as given in Appendix (Table AII)).

Respondents were asked whether they use any of following sources of information on Facebook before taking any buying decision (smartphone):

- taking suggestions from Facebook friends;
- reviews given on the brand pages by the followers; and
- content posted, forwarded or shared by “friends” on Facebook.

The questionnaires were pre-tested to ensure clarity and ease of comprehension. Respondents were asked to evaluate the clarity of the wording, point out any vague words or phrases and clarity of instructions for overall survey to minimize ambiguities and communication errors. On the basis of responses received, confirmatory factor analysis and path analysis (structural equation modeling [SEM]) were conducted using AMOS.

5. Results

The research model was tested using SEM technique following the two-stage approach suggested by Anderson and Gerbing (1988) using AMOS version 7.0. Firstly, a measurement model was created subject to a series of validity checks. These measurement model validity assessments included fit indices, convergent validity, discriminant validity and construct reliability test. Secondly, upon establishing the model fit, the significance, direction and size of each structural parameter were estimated.

5.1 Coefficient alpha and reliability

The Cronbach's alpha value for each construct is shown in Table I. The alpha value for each construct was well above the recommended value of 0.70, which is considered satisfactory for basic research (Nunnally *et al.*, 1967).

5.2 Convergent validity

The alpha value of all the three constructs was higher than 0.7. Average variance extracted (AVE) of all individual constructs were found to be greater than 0.5. Further, in case of all three individual constructs, the CR (alpha) statistic is significantly greater than their respective AVE statistic (Table I). Thus, all individual constructs satisfied all pre-requisites of convergent validity (Hair *et al.*, 2010).

5.3 Discriminant validity

Discriminant validity is the degree to which the measures of different latent variables are unique. Within the present study, maximum shared variance (MSV) and average shared variance (ASV) for each of the three individual constructs have been determined. Thus, measurement model was found to be majorly valid in terms of discriminant validity, as both MSV and ASV of all three individual constructs have been found to be lower than their

respective AVE estimates (Hair *et al.*, 2010). The discriminant validity statistics for the individual constructs were determined using Microsoft Excel-based validity concerns toolkit developed by Professor Gakingston (Table I).

5.4 Model fit estimation – measurement model

Model fit indices for all the individual constructs were calculated, and the results have been presented in Table II. All three constructs, i.e. social eWOM, brand attitude and purchase intention generated good results with respect to all the specified indices and, hence, were deemed fit (Table II).

Figure 4 shows the overall explanatory power, the standardized path regression coefficients that indicate the direct influences of the predictor upon the predicted latent constructs for the model and associated significant values of the paths of the research model. The model fit indices of the structural model and the cut-off value of those fit indices are presented in Table III. The goodness of fit statistics shows that the structural model fit the data reasonably well.

As the chi-square test is significant at $p < 0.05$, all the other statistics are within the acceptable range. This indicates an acceptable model fit. Table IV presents the results of the individual tests of the significance of the relationship among the variables. All three relationships were significant at the (alpha) level of 0.05. Social eWOM had a significantly positive impact on brand attitude, with $\beta = 0.533, p = 0.000$, indicating that customers social eWOM communication was an important antecedent of brand attitude. Social eWOM also had a strong positive effect on purchase intention with $\beta = 0.452, p = 0.000$. Finally, brand attitude influenced purchase intention, with $\beta = 0.416, p = 0.000$, indicating that brand attitude was an antecedent of purchase intention.

Both brand attitude and social eWOM together explain purchase intention significantly. The findings reveal that brand attitude mediates the effect of social eWOM on purchase intention.

Table I.
Reliability and validity for individual constructs

Construct	CR	AVE	MSV	ASV
eWOM	0.799	0.501	0.421	0.404
Brand attitude	0.807	0.513	0.387	0.378
Purchase intention	0.780	0.542	0.421	0.395

Source: Gakingston Statistical Toolkit Output

Table II.
Model fit indices for individual constructs

Model Indices	Fit	Recommended Value	eWOM	Brand attitude	Purchase Intention
CFI		≥ 0.95	1.000	0.994	0.982
GFI		≥ 0.95	1.000	0.991	0.956
AGFI		≥ 0.80	0.998	0.954	0.920
CMIN/df		< 3	0.052	1.628	2.630
p-value		≥ 0.05	0.949	0.196	0.000
RMSEA		≤ 0.05	0.000	0.061	0.072
P close		≥ 0.05	0.996	0.324	0.045

Source: Gakingston Statistical Toolkit Output

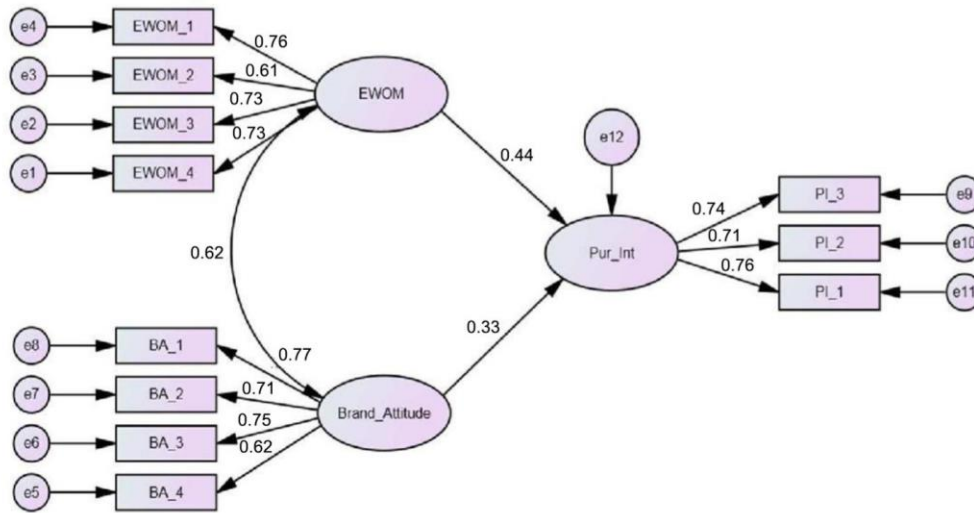


Figure 4.
Structural model

Source: Amos output

Indices	Recommended Value	Model fit indices
GFI	≥ 0.95	0.994
<i>p</i> -value	≥ 0.05	0.070
CFI	≥ 0.95	0.979
CMIN/df	< 3	1.343
AGFI	≥ 0.80	0.85
RMSEA	≤ 0.05	0.05
P close	≥ 0.05	0.05

Table III.
Model fit indices
(overall measurement model)

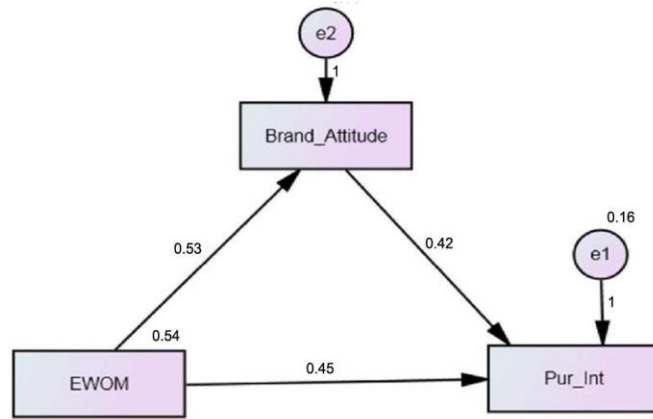
Source: AMOS Output

	Estimate	SE	CR	<i>p</i>
Brand_Attitude <- eWOM	0.533	0.040	13.364	***
Purchase_Intention <- Brand_Attitude	0.416	0.082	5.074	***
Purchase_Intention <- eWOM	0.452	0.061	7.437	***

Table IV.
Summarized statistical results

Source: AMOS Output

We ran another test to find out whether it had a partial or full mediating role in the model. We added direct relationship from social eWOM to brand attitude and then further to purchase intention (Figure 5). In testing the new model, all the new relationships were found to be significant, and the model fit improved (Table V). This implies that brand attitude partially mediates the effect of Social eWOM on purchase intention.



Source: Amos output

Figure 5.
Effect of Ewom on
Purchase Intention in
presence and absence
of Brand Attitude

Hypothesis	eWOM -> Purchase Intention	e-WOM -> Brand Attitude	BrandAttitude -> Purchase Intention	eWOM, Purchase Intention -> Brand Attitude	Result
eWOM -> Brand_Attitude -> PI	Sig (0.674)	Sig (0.533)	Sig (0.853)	Sig (0.506)	Partial mediation

Table V.
Mediation result

Source: AMOS Output

6. Discussions and implications

The aim of this research was to examine how user-generated positive social eWOM affects brand attitude and, consequently, influences purchase intention of smartphones. Furthermore, the study also examined the mediating role of brand attitude on purchase intention. As consumers found user-generated eWOM to be more trustworthy and reliable than firm-generated communications, only user-generated positive social eWOM was considered for the study (Jeong and Koo, 2015).

On the premise of earlier studies, we examined the relationship between positive social eWOM generated on Facebook, brand attitude and purchase intention. The study developed a model that was validated, supported and tested. The results indicated a direct and positive relationship between positive social eWOM, brand attitude and purchase intention, and support *H1, H2, H3* and past research.

Although the proposed model showing the effect of WOM on shaping attitudes and affecting consumers' buying intention has been tested and confirmed to be valid in previous studies, this research tested the model on social eWOM via Facebook taking the category of smartphones. Social eWOM in the present paper includes any of the positive talk about smartphones that occurs on the newsfeed of Facebook users as well as on the fan pages of smartphones. The findings of the study indicate that positive WOM taking place on Facebook affects brand attitude. This is similar to a study conducted by (Wu and Wang, 2011) in the context of specialized eWOM, which found that positive eWOM message with higher message source credibility indicates a better brand attitude than an eWOM message with lower message source credibility. The same results were also found in the study by Lee

et al. (2008) conducted on affiliated eWOM, which observed a significant effect of negative online consumer reviews on product attitude in the category of FMCG goods. The findings of the study also showed that positive eWOM significantly affects purchase intention, which is partly the same as those used by Park *et al.* (2007), which observed that quantity and quality of reviews posted on the company websites significantly and positively influence purchase intention. Also, the fact that brand attitude influences purchase intention (Schivinski and Dabrowski, 2014) is verified in our study.

In summary, our findings on social eWOM correspond with the research done on the other type of eWOM, including affiliated and specialized eWOM (Hu and Ha, 2015), and demonstrate that user-generated positive social eWOM plays a significant role in affecting consumers' attitude toward a brand and intention to purchase it. Organizations can thus significantly influence brand attitude and impact the purchase intention of their customers by leveraging social networking site, Facebook as a channel for generating content that reflects support for their brands.

6.1 Theoretical implications

Although previous studies on eWOM have examined its effect on customer – brand relationships (Park *et al.*, 2007; Vermeulen and Seegers, 2009; Wu and Wang, 2011), a similar relationship remains majorly unexplored in the category of social eWOM. Among all the four classes of eWOM by Hu *et al.* (2014), extant literature on eWOM is mainly focused on the first and second categories of eWOM, i.e. affiliate and specialized eWOM, but studies on the effect of social eWOM on consumer buying decisions are scant. The present study thus builds upon previous studies on eWOM in a new context, i.e. social eWOM (Hu *et al.*, 2014), which includes WOM taking place on various social networking sites. Our theoretical contribution refers to the finding that eWOM given on Facebook significantly influences brand attitude and purchase intention of the product (smartphone). The findings on social eWOM thus correspond with the research done on the other types of eWOM occurring via blogs, rating and company websites (Ballantine and Au Yeung, 2015; Jeong and Koo, 2015).

The present study also contributes significantly to the literature of Facebook and fan page. Though existing academic research has significantly advanced our understanding of Facebook fan pages, much of it is focused on examining the reasons for Facebook usage (Kudeshia *et al.*, 2016) and motivation to post on the Facebook page of brands (Shao and Ross, 2015; Luarn *et al.*, 2015). Regardless of the potentially powerful influence of social eWOM on brand communications, most consumer behavior research has not examined the effect of product-related eWOM behavior occurring on Facebook on its users' purchase behavior.

Our study bridged the gap and investigated how comments and reviews about products on Facebook affect brand attitude and purchase intention of potential consumers. In examining this effect, the study not only considers the comments shared by Facebook friends but also communication taking place on various brand pages which account for a large part of social eWOM (Lin and Lu, 2011).

6.2 Managerial implications

Earlier it was difficult for marketers to observe WOM conversations, but in the era of social media networks, marketers can not only analyze and observe these communications but also manage them better by providing a platform for presenting useful and positive messages about the brand. This study makes several practical contributions. Considering the effect of eWOM on Facebook users and its role in affecting attitude and purchase intention, our research shows that engagement through social media platforms can play a very important role in building brand relationship. First, with respect to the results found, the study recommends managers to properly manage and encourage user-generated positive WOM on

social media platforms. The findings further suggest marketers to embrace the philosophy of “consumer advocacy” whereby firms should strive to provide useful and complete information to consumers to have a positive WOM, resulting into a favorable attitude for their brands (Zhu and Zhang, 2010).

WOM on social media platforms not only acts as an informant giving product information but also as recommenders giving reviews of experienced consumers (Park *et al.*, 2007). Reviews by a strong influencer can help a lot in changing a lead into a prospective customer. Managers are advised to get the database of those consumers that can be identified as “influencers” using tools like Google alert, Sysomos and many more. According to a report on the ethical issues of social media research, every social media user agreed to the term and conditions containing clauses on how ones data may be accessed by the third party and, thus, could be considered as public data (Townsend and Wallace, 2015). Thus, there are no ethical issues if data marketers’ need to access is not sensitive, i.e. related to some criminal activity, financial problems, etc. and is not held within a group that needs password (Townsend and Wallace, 2015). These “social influencers” or “market mavens” in social networking sites can later be encouraged to spread positive product information (Chu and Kim, 2011).

To encourage and enable reviewers to post high-quality reviews, companies must use the platform of Facebook for various promotional strategies like Sweepstakes, online events and contests. Marketers should concentrate on “social care” for solving consumers’ queries in which companies should try to embrace all the opportunities to provide customer support using dedicated social media channels like Facebook, Twitter, blogs, etc. (Telus International, 2011). The more a company is able to solve queries through these tools, the more it will be engaged with its customers resulting in positive WOM. Most companies are still at the early stages of social care (Telus International, 2011). Facebook could thus be an effective online communication platform to judge eWOM behavior as well as to adapt various advertising strategies to build strong consumer–brand relationships (Chu and Kim, 2011). As the respondents of this study were mainly from younger age groups, i.e. up to age 35, the results of the study suggest that managers should engage with the young respondents on Twitter and Instagram, which are popular among the age group (Dazeinfo, 2015).

7. Limitations and future of the study

This study has a couple of restrictions that make it ready for future exploration. First, as the study concentrated on the effect of positive social eWOM on the purchase intention of smartphones, this constrains generalization of the findings to other products. Taking some other category of product/services in which social eWOM plays an important role can give new insights into this area of research.

By examining the effect of social eWOM on purchase intention, the present study tests what people assume, not what they do. Thus, there is no actual examination of customers’ action of purchasing. A future empirical measurement of the impact of social eWOM on actual purchase will help managers understand the effect of eWOM on actual sales and implement their social media strategies in a better way.

Each social networking site has different characteristics having different set of audiences. It transmits message and engages with its users differently (Tsimonis and Dimitriadis, 2014). Companies’ social media activities are not only limited to Facebook, they have strong presence on Twitter, YouTube and other platforms too. While the present study discusses solely how social eWOM on Facebook affects customer–brand relationships, an extension of the impact of social eWOM taking other social media sites such as Twitter or Pinterest would be an interesting future direction.

Further, the current study used a judgmental sampling in which the respondents were taken from the social networking site, Facebook. Even though these respondents represent the set of customers whose buying decisions get affected by social eWOM, sample was skewed toward younger consumers, which is common in internet survey samples (Wu and Wang, 2011) because of more frequent use of social networking sites by youngsters (Dazeinfo, 2015). A more diverse sample of potential users in different age categories and taking some product less popular than smartphone should be examined for the future research. Additionally, as the target respondents of this study were Facebook users, newsfeed of the authors' Facebook account was taken as the sampling frame. The current sample is thus centered toward the authors' close and extended social network. Taking respondents directly from the fan pages of brands could shed new insight into a similar study framework. Data can be collected by sending the web-link of the questionnaire directly to the inbox of the followers of brand pages not known to the authors.

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330

Table AI.
Demographic
characteristic of
respondents

Variables		Frequency	(%)
Age (years)	less than 25	220	70.73
	25-35	64	20.57
	36 and above	27	8.68
	Total	311	100.0
Gender	Male	171	54.98
	female	140	45.01
	Total	311	100.0

Source: Compiled from SPSS Output

Table AII.
Summary of measures

Social eWOM	(Social eWOM 1) I often read other consumers'/friends post to make sure I buy the right product/brand.
(Bambauer-Sachse and Mangold, 2011; Jalilvand and Samiei, 2012)	(Social eWOM 2) I often read other consumers'/friends post to know what products/brands make good impression on others (Social eWOM 3) I often read other consumers'/friends post to gather information about products/Brands (Social eWOM 4) I often read other consumers'/friends post to have confidence in my buying decision
Brand attitude (Schivinski and Dabrowski, 2014; Tang <i>et al.</i> , 2011)	(BA 1) I have a pleasant idea of this brand (BA2) This brand has a good reputation (BA3) I prefer this brand (BA 4) This brand is sensible
Purchase intention (Schivinski and Dabrowski, 2014; Yoo <i>et al.</i> , 2000; Shukla, 2011)	(PI1) I would buy this product (PI2) I would buy this product rather than any other product available (PI3) I intend to purchase this product in the future also

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