

BAB V

PENUTUP

5.1 Kesimpulan

Berikut adalah hasil kesimpulan berdasarkan hasil pembahasan dan analisis data yang dilakukan oleh peneliti baik itu untuk analisis deskriptif maupun pengujian Partial Least Squared menggunakan aplikasi Smart PLS 3.0

5.1.1 Hasil Analisis Deskriptif

Berdasarkan hasil analisis deskriptif demografi responden mayoritas responden berjenis kelamin laki-laki dengan jumlah 206 orang yang merupakan 71,3% dari total responden. Kemudian dari segi rentang usia, mayoritas responden berada di kisaran 20 – 30 tahun dengan jumlah 167 orang yang merupakan 81% dari total responden. Kemudian dari segi pendapatan, mayoritas responden memiliki pendapatan per bulannya di kisaran diantara >Rp 4.000.000,01 dengan jumlah 70 orang yang merupakan 34,1% dari total responden. Yang terakhir untuk provinsi asal responden mayoritas berasal dari pulau jawa dengan provinsi responden terbanyak berasal dari DI Yogyakarta dengan jumlah 84 responden yang merupakan 40,7% dari total responden

Berdasarkan hasil analisis deskriptif variabel penelitian untuk sosial marketing, kesadaran merek, citra merek dan loyalitas merek ada di interval Baik dan Sangat baik secara berurutan, Hal ini berarti pendapat responden yang diteliti secara keseluruhan terhadap kesadaran merek, citra merek dan loyalitas merek

terhadap produk sepatu compass sudah memenuhi ekspektasi konsumen akibat *mean* tidak ada yang berada pada kelas interval cukup, buruk/rendah, maupun sangat buruk/sangat rendah.

5.1.2 Hasil pengujian *Partial Least Square* dan mediasi

Dari hasil pengujian hipotesis oleh peneliti menggunakan metode *Partial Least Squared* dan metode analisis mediasi Baron dan Kenny, dapat disimpulkan bahwa :

1. Semakin banyak pemasaran yang dilakukan di sosial media terutama di instagram sepatu compass akan semakin tinggi kesadaran konsumen terhadap merek compass sendiri. Data menunjukkan sosial media marketing dan kesadaran merek dengan nilai koefisien sebesar 0,579 serta *T-stat* 9,343 ($9,343 > 1,97$) dan *P-value* 0,000 ($0,000 < 0,05$)
2. Semakin banyak pemasaran yang dilakukan di sosial media terutama di instagram sepatu compass akan semakin baik citra konsumen terhadap merek compass sendiri. Data menunjukkan sosial media marketing dan citra merek dengan nilai koefisien sebesar 0,331 serta *T-stat* 4,000 ($4,000 > 1,97$) dan *P-value* 0,000 ($0,000 < 0,05$).
3. Semakin banyak pemasaran yang dilakukan di sosial media terutama di instagram sepatu compass akan semakin tinggi loyalitas konsumen terhadap merek compass sendiri. Data menunjukkan sosial media marketing dan loyalitas

merek dengan nilai koefisien sebesar 0,168 serta *T-stat* 1,990 ($1,990 < 1,97$) dan *P-value* 0,047 ($0,047 < 0,05$).

4. Semakin tinggi kesadaran merek dari sepatu compass akan berpengaruh pula pada citra merek dari sepatu compass. Sehingga dengan kesadaran merek yang tinggi citra merek dari sepatu compass akan meningkat. Data menunjukkan kesadaran merek dan citra merek dengan nilai koefisien sebesar 0,181 serta *T-stat* 2,139 ($2,139 > 1,97$) dan *P-value* 0,033 ($0,033 < 0,05$).

5. Semakin tinggi kesadaran merek dari sepatu compass maka akan berpengaruh pula pada ke loyalitasan pelanggan terhadap sepatu compass. Kesadaran merek akan mempengaruhi kelayaitasan konsumen untuk menggunakan sepatu compass secara berkelanjutan sehingga compass akan memiliki konsumen yang tetap loyal karena kesadaran merek pada sepatu compass itu tinggi. Data menunjukkan kesadaran merek dan citra merek dengan nilai koefisien sebesar 0,313 serta *T-stat* 4,359 ($4,359 > 1,97$) dan *P-value* 0,000 ($0,000 < 0,05$).

6. Semakin baik citra merek dari sepatu compass maka pelanggan akan makin memiliki kelayaitasan yang tinggi. Pelanggan akan loyal ketika citra merek dari suatu perusahaan baik, citra merek sepatu compass sudah baik sehingga konsumen akan semakin loyal. Sehingga pentingnya menjaga citra merek dalam sebuah perusahaan. Data menunjukkan citra merek dan loyalitas merek dengan nilai koefisien sebesar 0,409 serta *T-stat* 5,630 ($5,630 > 1,97$) dan *P-value* 0,000 ($0,000 < 0,05$).

7. Kesadaran merek dapat memediasi sosial media marketing dan citra merek sepatu compass sehingga bila sebuah perusahaan memiliki sosial media untuk membangun kesadaran merek maka akan berpengaruh baik pula pada citra merek sebuah perusahaan khususnya sepatu compass. Data menunjukkan kesadaran merek memiliki pengaruh positif terhadap kedua variabel karena memiliki *t-stat* 2,090 ($2,090 < 1,97$) dan *p value* nya 0,037 ($0,037 > 0,05$).

8. Kesadaran merek dapat memediasi sosial media marketing dan loyalitas merek sepatu compass sehingga bila sebuah perusahaan memiliki sosial media untuk membangun kesadaran merek maka akan berpengaruh baik pula pada loyalitas merek sebuah perusahaan khususnya sepatu compass. Data menunjukkan kesadaran merek memiliki pengaruh positif antara kedua variabel dengan nilai koefisien sebesar 0,135 serta *T-stat* 2,840 ($2,840 > 1,97$) dan *P-value* 0,005 ($0,005 < 0,05$).

9. Citra merek dapat memediasi sosial media marketing dan loyalitas merek sepatu compass. Dengan adanya media sosial seperti instagram maka citra merek dari sepatu compass akan baik dan secara langsung juga membuat kosumen menjadi loyal akibat citra merek yang baik. Data menunjukkan citra merek memiliki pengaruh positif antara kedua variabel dengan nilai koefisien sebesar 0,181 serta *T-stat* 3,879 ($3,879 > 1,97$) dan *P-value* 0,000 ($0,000 < 0,05$).

10. Citra merek tidak dapat memediasi kesadaran merek dan loyalitas merek dari compass karena citra merek perlu dibangun dari beberapa faktor seperti promosi, iklan dan kampanye dari perusahaan. Sejauh ini compass hanya memiliki toko

secara daring dan tidak memiliki toko secara *offline* atau toko yang dibuka secara langsung dengan demikian konsumen menjadi sadar terhadap merek tersebut ketika mereka melihat di Instagram dan platform *online* lain yang disediakan Compass. Sehingga para konsumen secara tidak langsung tidak loyal terhadap sepatu Compass

11 Kesadaran merek dan citra tidak dapat memediasi sosial media marketing dan loyalitas merek. Citra merek yang tidak dapat memediasi kesadaran merek dan loyalitas merek akan mempengaruhi mediasi dari kesadaran merek dan citra merek sendiri. Sedikit nya orang yang loyal terhadap sepatu Compass akibat banyak pesaing dan penggunaan sepatu yang bervariasi membuat mediasi ini tidak bisa.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian, peneliti dapat menyampaikan beberapa implikasi manajerial yang dapat digunakan sebagai saran untuk meningkatkan kesadaran merek, citra merek dan loyalitas merek di kalangan konsumen

1. Kesadaran merek berperan penting baik dalam membangun citra merek serta menjaga loyalitas konsumen. Maka dari itu penting bagi pihak produsen sepatu Compass untuk terus mengkampanyekan promosi nya dalam bentuk iklan maupun promo agar para konsumen mengenal lebih baik dengan sepatu Compass. Pada bagian item kuesioner Kesadaran merek sudah dikatakan sangat baik dalam segala

aspek tetapi ada 1 item yang dihilangkan karena tidak memenuhi data. Oleh karena itu pihak produsen harus tetap menjaga promosi dan hubungan dengan pelanggan agar pelanggan akan semakin menarik untuk memakai sepatu compass

2. Citra merek yang dimiliki sepatu compass tidak lah buruk dalam penelitian ini rata rata dari jawaban kuesioner yang didapat adalah “baik” sehingga ada hal yang mengganjal kenapa citra merek memiliki citra merek yang tidak tinggi. Langka nya sepatu compass saat dipasarkan karena sedikitnya *stock* yang dibuat membuat pelanggan sudah menyerah untuk membeli nya, walaupun ada pihak lain yang menjual sepatu compass tetapi dengan harga yang dinaikan sedemikian rupa karena sedikitnya *stock* yang ada. Produk yang dijual pun tidak semuanya dilakukan secara *offline* atau pelanggan bisa memegang langsung barang dan mencoba nya tetapi compass menjual nya dengan cara online melewati marketplace tokopedia dan website pribadi. Sehingga menjadikan sepatu compass memiliki citra merek yang tidak baik dan berimbas ke loyalitas pelanggan mereka, pelanggan akan ragu ketika belum memegang produk secara langsung atau mencobanya ditempat dan loyalitas merek pun juga mendapat nilai “baik”. Seharusnya sepatu compass menyediakan stok yang cukup agar semua pelanggan setia mereka dapat mencoba sepatu nya dan tidak perlu mencari pihak kedua untuk membeli sepatu mereka. Sehingga loyalitas akan semakin naik dengan adanya stok yang mumpuni dan juga harga yang bersaing.

5.3 Keterbatasan Penelitian dan Saran Untuk Penelitian Selanjutnya

Dari hasil penelitian, peneliti menemukan beberapa kelemahan yang membatasi penelitian dan berdasarkan kelemahan tersebut, peneliti memberikan beberapa saran untuk penelitian selanjutnya agar lebih baik.

5.3.1 Keterbatasan Penelitian

1. Penelitian selanjutnya diharapkan dapat menambahkan analisis uji beda, seperti uji beda jenis kelamin, usia
2. Penelitian ini memiliki keterbatasan yaitu kuesioner yang didistribusikan secara daring sehingga tidak terdapat pengawasan secara langsung bagi pihak yang mengisi yang berakibat adanya beberapa kuesioner yang tidak dapat digunakan.

5.3.2 Saran untuk Penelitian Selanjutnya

1. Pada tahap pengembangan pertanyaan kuesioner sebaiknya lebih diperhatikan lagi, disarankan untuk lebih banyak melakukan riset tahap awal berupa pilot study untuk melihat ekspektasi dari konsumen mengenai sepatu compass karena susah nya mencari responden yang mengetahui sepatu compass
2. Penelitian ini juga tidak melakukan uji beda, sehingga tidak dapat menilai perbedaan preferensi berdasarkan karakteristik responden.

3. Penelitian selanjutnya bisa dilakukan dengan cara kualitatif sehingga peneliti dapat mengetahui permasalahan dari sepatu yang dijual secara *online* dan tidak dipasarkan secara *offline* sehingga para peneliti dapat mengetahui apa saja kekurangan secara langsung dan transparan dari produk yang belum diketahui secara luas.



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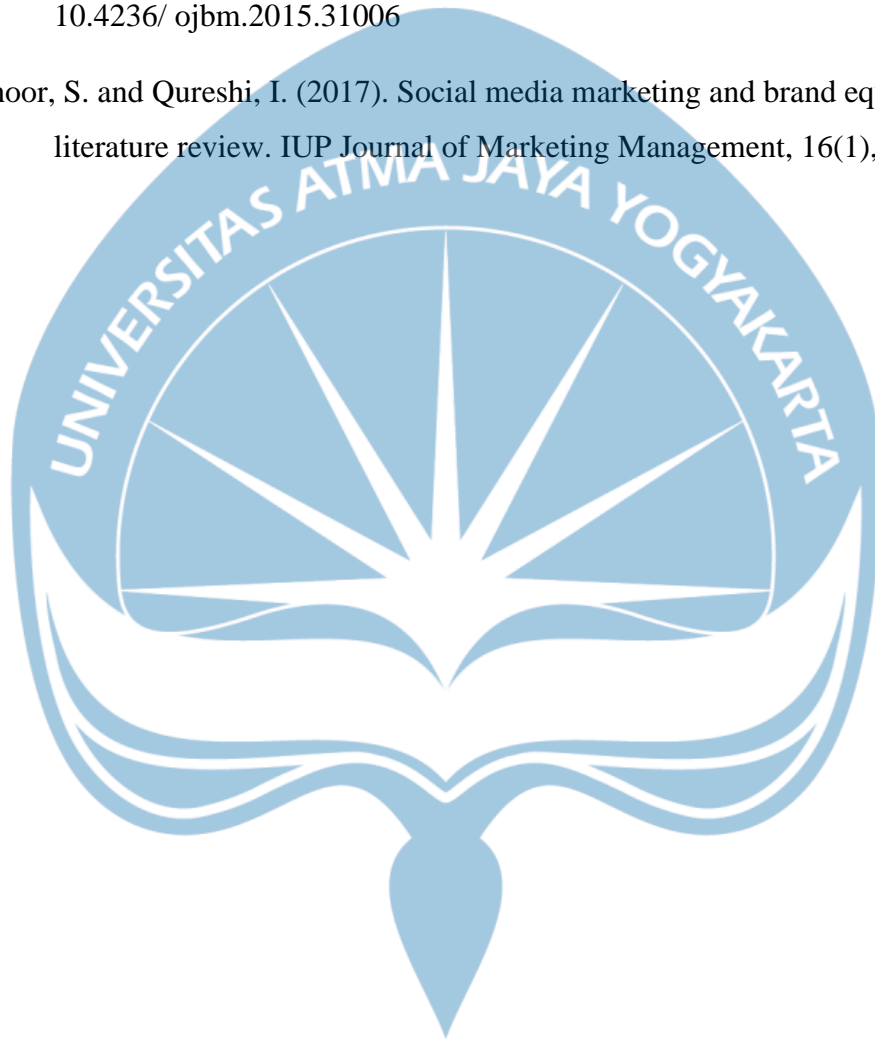
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Lampiran 1
Kuesioner Penelitian

1. Berapa Usia anda Saat ini

(Jawaban Singkat)

2. Jenis Kelamin :

- a. LakiLaki
- b. Perempuan

3. Pendidikan Terakhir saat ini :

(Jawaban Singkat)

4. Pekerjaan :

- a. Mahasiswa
- b. Karyawan
- c. Pelajar
- d. Lainnya

5. Berapakah pendapatan/uang saku anda tiap bulannya ?

- a. Dibawah 1.000.0000
- b. Rp. 1.000.001 – Rp. 2.000.000
- c. Rp. 2.000.001 – Rp. 3.000.000
- d. Rp. 3.000.001 – Rp.4.000.000
- e. Diatas 4.000.001

6. Kota tempat tinggal saat ini ?

(Jawaban Singkat)

7. Apakah Anda Memiliki akun Instagram

- a. Ya
- b. Tidak

8. Apakah anda memiliki Produk dari Sepatu Compass?
- Ya
 - Tidak
9. Apakah anda Mengetahui akun instagram yang dimiliki oleh Sepatu Compass
- Ya
 - Tidak

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No.	Variabel Pemasaran Media Sosial (X1)	STS	TS	N	S	SS
Entertainment(Hiburan)						
1	Saya Menikmati akun Instagram yang dimiliki oleh Sepatu Compass.					
2	Konten yang dibagikan oleh Instagram milik Sepatu Compass menarik.					
3	Informasi yang di bagikan Sepatu Sepatu Compass di instagram mudah dimengerti					
Interaction (Interaksi)						
4	Di instagram milik Sepatu Compass kita dapat bertukar informasi dengan sesama pengguna dan juga pihak Sepatu Compass					
5	Diskusi dan bertukar pendapat dapat dilakukan di Instagram milik Sepatu Sepatu Compass					
6	Bisa memberikan pendapat dengan mudah di Instagram milik Sepatu Compass					
Trendiness (Trend)						
7	Informasi yang dibagikan di Instagram Sepatu Compass adalah yang terbaru.					
8	Penggunaan media sosial khususnya Instagram saat ini sedang tren					
Advertisement (Iklan)						

9	Saya menyukai Promosi yang dipublikasikan oleh Sepatu Compass di Instagram					
10	Promosi yang dirilis Sepatu Compass di Instagram menarik.					
11	Promosi di Instagram Sepatu Compass secara positif memengaruhi perhatian saya terhadap merek tersebut.					
Customization (Kustomisasi)						
12	Informasi yang saya butuhkan bisa didapatkan di akun Instagram Sepatu Compass					
13	Akun Instagram Sepatu Compass memberikan informasi yang saya butuhkan					
14	Saya dapat dengan mudah memperoleh informasi yang saya butuhkan berkat arahan di akun Instagram milik Sepatu Compass					

No.	Variabel Kesadaran Merek (X2)	STS	TS	N	S	SS
1	Saya Mengetahui merek dari sepatu Sepatu Compass					
2	Saya menyadari karakteristik dari sepatu Sepatu Compass					
3	Saya selalu ingat logo milik Sepatu Compass					

No.	Variabel Citra Merek (X3)	STS	TS	N	S	SS
1	Sepatu Compass adalah pemimpin di sektornya					
2	Saya memiliki kenangan yang baik tentang merek Sepatu Compass.					
3	Sepatu Compass selalu berpusat pada pelanggan					

No.	Variabel Loyalitas Merek (Y)	STS	TS	N	S	SS
1	Saya puas dengan Sepatu Compass yang memiliki Akun Instagram					
2	Jika saya ingin membeli sepatu, Saya biasanya mengingat Sepatu Compass dipilih pertama saya dibandingkan dengan merek lain.					
3	Saya akan merekomendasikan Sepatu Compass kepada orang lain melalui media sosial					



Lampiran 2
Kuesioner Google Forms

Kuesioner Penelitian: Pengaruh Sosial Media Marketing terhadap Kesadaran Merek, Citra Merek, dan Loyalitas Merek untuk Merek Sepatu Compass

Temannya dan bapak/ibu yang saya hormati. Perkenalkan nama saya Kevin Jeferson mahasiswa Fakultas Bisnis dan Ekonomi Atma Jaya Yogya yang sedang menempuh tugas akhir skripsi tentang sosial media marketing untuk sepatu compass. Compass sendiri adalah merek sepatu buatan anak Indonesia yang terkenal karena desain yang klasik dan memiliki keunikan tersendiri. Dari kuesioner ini saya akan menguji tentang pengaruh sosial media marketing terhadap kesadaran merek, loyalitas merek, dan citra merek sepatu compass. Mohon partisipasinya dan Terimakasih telah meluangkan waktu untuk mengisi kuesioner ini. Sedikit gambar tentang sepatu compass.



Kuesioner Penelitian: Pengaruh Sosial Media Marketing terhadap Kesadaran Merek, Citra Merek, dan Loyalitas Merek untuk Merek Sepatu Compass

* Wajib

Profile

Berapa usia anda saat ini *

Jawaban Anda

Kota Tempat tinggal saat ini *

Jawaban Anda

Jenis kelamin anda *

Perempuan

Laki-Laki

Pendidikan terakhir saat ini *

Jawaban Anda



Pekerjaan anda *

Mahasiswa

Karyawan

Pelajar

Lainnya

Berapakah pendapatan/uang saku anda tiap bulannya *

< 1.000.000

1.000.001 - 2.000.000

2.000.001 - 3.000.000

> 4.000.001

Kuesioner Penelitian: Pengaruh Sosial Media Marketing terhadap Kesadaran Merek, Citra Merek, dan Loyalitas Merek untuk Merek Sepatu Compass

* Wajib

Profile

Jika anda tidak memiliki instagram, mohon untuk tidak meneruskan kuesioner ke bagian selanjutnya.

Apakah anda memiliki akun instagram? *

Ya

Tidak

Kuesioner Penelitian: Pengaruh Sosial Media Marketing terhadap Kesadaran Merek, Citra Merek, dan Loyalitas Merek untuk Merek Sepatu Compass

* Wajib

Profile

Jika anda tidak mengetahui/memiliki produk dari sepatu compass, mohon untuk tidak meneruskan kuesioner ke bagian selanjutnya.

Apakah anda memiliki sepatu compass? *

Ya


Tidak

MOHON KESEDIANNYA MEMBUKA LINK JIKA ANDA BELUM PERNAH MELIHAT AKUN INSTAGRAM DARI SEPATU COMPASS

www.instagram.com/sepataucompass

21:48 ...82,9KB/d

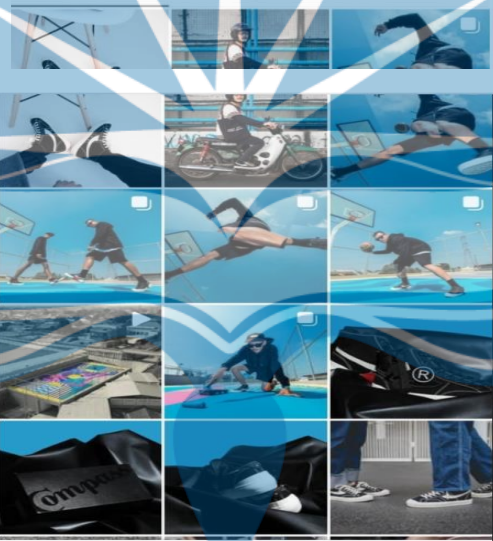
← **sepataucompass** ✓

 **296** Postingan **828RB** Pengikut **67** Mengikuti

Compass®
Merek
Sepatu vulkanisir buatan Indonesia sejak 1998
#banggabuatanIndonesia
...lainnya
www.tokopedia.com/sepataucompass
Dikuti oleh **nagihvans**, **dauidbayudj**, dan **34 lainnya**

Mengikuti ▾ Kirim Pesan Email ▾

Term & cond 17-08-2020 #FXXKINGC... BRAVO 002 Collabonat



Apakah anda pernah melihat akun Instagram yang dimiliki sepatu compass? *

Ya

Tidak

Sosial Media Marketing

Berikut adalah beberapa pertanyaan yang berkaitan tentang Sosial Media Marketing sepatu compass yang digunakan adalah Instagram dan terdiri dari beberapa bagian yaitu hiburan, interaksi, trend, iklan dan juga kustomisasi. Informasi dapat berdasarkan pengalaman sendiri, kerabat dan melihat media sosial yang digunakan Compass. Dari skala 1 sampai 5, pilihlah jawaban yang menurut anda paling sesuai dengan pendapat anda.

1. (Hiburan) Saya Menikmati akun Instagram yang dimiliki oleh Sepatu Compass. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

2. (Hiburan) Konten yang dibagikan oleh Instagram milik Sepatu Compass menarik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

3. (Hiburan) Informasi yang di bagikan Sepatu Sepatu Compass di Instagram mudah dimengerti *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

4. (Interaksi) Di Instagram milik Sepatu Compass kita dapat bertukar informasi dengan sesama pengguna dan juga pihak Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

5. (Interaksi) Diskusi dan bertukar pendapat dapat dilakukan di Instagram milik Sepatu Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

6. (Interaksi) Bisa memberikan pendapat dengan mudah di Instagram milik Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

7. (Trend) Penggunaan media sosial khususnya Instagram saat ini sedang trend *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

8. (Trend) Informasi yang dibagikan di Instagram Sepatu Compass adalah yang terbaru dan up to date *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

9. (Iklan) Saya menyukai Promosi yang dipublikasikan oleh Sepatu Compass di Instagram *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

10. (Iklan) Promosi yang dirilis Sepatu Compass di Instagram menarik. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

11. (Iklan) Promosi di Instagram Sepatu Compass secara positif memengaruhi perhatian saya terhadap merek tersebut. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

12. (Kustomisasi) Informasi yang saya butuhkan bisa didapatkan di akun Instagram Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

13. (Kustomisasi) Akun Instagram Sepatu Compass memberikan informasi yang saya butuhkan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

14. (Kustomisasi) Saya dapat dengan mudah memperoleh informasi yang saya butuhkan berkat arahan di akun Instagram milik Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kesadaran Merek

Berikut adalah pertanyaan mengenai kesadaran merek terhadap sepatu compass dibandingkan dengan merek lain yang ada. Informasi dapat berdasarkan pengalaman sendiri, kerabat dan melihat media sosial yang digunakan Compass. Dari skala 1 sampai 5, pilihlah jawaban yang menurut anda paling sesuai dengan pendapat anda.

1. Saya Mengetahui merek dari sepatu Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

2. Saya menyadari karakteristik dari Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

3. Saya selalu ingat logo milik Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Citra Merek

Berikut adalah pertanyaan mengenai citra merek terhadap sepatu compass dibandingkan dengan merek lain yang ada. Informasi dapat berdasarkan pengalaman sendiri, kerabat dan melihat media sosial yang digunakan Compass. Dari skala 1 sampai 5, pilihlah jawaban yang menurut anda paling sesuai dengan pendapat anda.

1. Sepatu Compass adalah pemimpin di sektornya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

2. Saya memiliki kenangan yang baik tentang merek Sepatu Compass *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

3. Sepatu Compass selalu mementingkan pelanggan mereka *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Loyalitas Merek

Berikut adalah pertanyaan mengenai loyalitas merek terhadap sepatu compass dibandingkan dengan merek lain yang ada. Informasi dapat berdasarkan pengalaman sendiri, kerabat dan melihat media sosial yang digunakan Compass. Dari skala 1 sampai 5, pilihlah jawaban yang menurut anda paling sesuai dengan pendapat anda.

1. Saya puas dengan Sepatu Compass yang memiliki Akun Media Sosial *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

2. Jika saya ingin membeli sepatu, saya biasanya mengingat Sepatu Compass dipilihan pertama saya dibandingkan dengan merek lain. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

3. Saya akan merekomendasikan Sepatu Compass kepada orang lain melalui media sosial *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju



Lampiran 3
Tabulasi Data Mentah

Berapa usia anda saat ini	Kota Tempat tinggal saat ini	Jenis kelamin anda	Pendidikan terakhir saat ini	Pekerjaan anda	Berapakah pendapatan/uang saku anda tiap bulannya	Apakah anda memiliki akun instagram?	Apakah anda memiliki sepatu compass?	Apakah anda pernah melihat akun instagram yang dimiliki sepatu compass?
21	Yogyakarta	Perempuan	S1	Lainnya	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Yogyakarta	Perempuan	S1	Lainnya	< 1.000.000	Ya	Ya	Ya
22	Jogja	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Jakarta	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
24	Banjarmasin	Laki-Laki	Slta	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
26	Jakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Karyawan	1.000.001 - 2.000.000	Ya	Ya	Ya
24	Magelang	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
21	Yogyakarta	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Denpasar	Laki-Laki	Sarjana	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Yogya	Perempuan	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
21	Yogyakarta	Laki-Laki	Sma	Mahasiswa	< 1.000.000	Ya	Ya	Ya
20	purwokerto	Laki-Laki	ma	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Banjarmasin	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
20	Yogyakarta	Laki-Laki	Kuliah	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	YOGYAKARTA	Perempuan	SMA	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Mahasiswa	> 4.000.001	Ya	Ya	Ya
20	Yogyakarta	Laki-Laki	S1	Mahasiswa	< 1.000.000	Ya	Ya	Ya
20	jambi	Perempuan	s1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
34	Jakarta	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	Kuliah	Mahasiswa	< 1.000.000	Ya	Ya	Ya
20	Sanggau	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Yogyakarta	Laki-Laki	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya

18	Yogyakarta	Perempuan	SMA	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
18	Tangerang	Laki-Laki	SMA	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Medan	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
28	Jakarta	Perempuan	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
23	Jakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Jogja	Perempuan	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
19	Yogyakarta	Laki-Laki	S1	Mahasiswa	< 1.000.000	Ya	Ya	Ya
21	Denpasar	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
20	Yogyakarta	Laki-Laki	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
20	Indonesia	Perempuan	Collage	Mahasiswa	< 1.000.000	Ya	Ya	Ya
18	Cilacap	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
20	SLEMAN	Laki-Laki	Kuliah	Mahasiswa	< 1.000.000	Ya	Ya	Ya
16	Yogyakarta	Laki-Laki	Smk	Pelajar	< 1.000.000	Ya	Ya	Ya
20	Yogyakarta	Perempuan	Kuliah S1	Mahasiswa	< 1.000.000	Ya	Ya	Ya
18	Medan	Perempuan	Kuliah semester 1	Mahasiswa	< 1.000.000	Ya	Ya	Ya
16	Jogja	Laki-Laki	Smk	Pelajar	< 1.000.000	Ya	Ya	Ya
17	Yogyakarta	Laki-Laki	SMK	Pelajar	< 1.000.000	Ya	Ya	Ya
19	Jambi	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
18	bekasi	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
20	yogyakarta	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Jogja	Laki-Laki	Sma	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Jogja	Laki-Laki	Sma	Karyawan	> 4.000.001	Ya	Ya	Ya
20	yogyakarta	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Jogja	Perempuan	S1	Lainnya	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	yogyakarta	Perempuan	s1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
23	Jogja	Perempuan	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya

22	Klaten	Laki-Laki	Kuliah	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
19	Banjarmasin	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
18	Tuban	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
21	Sidoarjo	Perempuan	SMK	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	s1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Surakarta	Perempuan	Perguruan Tinggi	Mahasiswa	< 1.000.000	Ya	Ya	Ya
19	Semarang	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	S1	Mahasiswa	> 4.000.001	Ya	Ya	Ya
20	Yogyakarta	Perempuan	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
22	Jakarta	Perempuan	SMA	Mahasiswa	> 4.000.001	Ya	Ya	Ya
22	Yogyakarta	Perempuan	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	kebumen	Perempuan	S1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Denpasar	Perempuan	Perguruan Tinggi	Mahasiswa	> 4.000.001	Ya	Ya	Ya
24	YOGYAKARTA	Laki-Laki	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
20	Palangkaraya	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Manado	Perempuan	S1	Mahasiswa	> 4.000.001	Ya	Ya	Ya
21	Semarang	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
25	Jakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
27	Magelang	Perempuan	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Solo	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
20	Yogyakarta	Laki-Laki	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
24	Solo	Laki-Laki	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
22	Manado	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
20	Madiun	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
23	Bandung	Laki-Laki	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
21	Jogjakarta	Laki-Laki	SMA	Mahasiswa	> 4.000.001	Ya	Ya	Ya
18	Yogyakarta	Laki-Laki	SMP	Pelajar	2.000.001 - 3.000.000	Ya	Ya	Ya
20	Solo	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya

21	Surabaya	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
25	Solo	Laki-Laki	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
24	Surabaya	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
24	Magelang	Laki-Laki	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
19	yogyakarta	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
25	DKI Jakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
27	Jawa Tengah	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Yogyakarta	Perempuan	S1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Magelang	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
20	Jogjakarta	Laki-Laki	Kuliah	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta, Sleman	Laki-Laki	SMA	Mahasiswa	> 4.000.001	Ya	Ya	Ya
23	Yogyakarta	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
21	yogya	Laki-Laki	sma	Mahasiswa	< 1.000.000	Ya	Ya	Ya
25	yogyakarta	Perempuan	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
23	Solo	Laki-Laki	S1	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya
27	Solo	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
25	Bekasi	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
24	Tangerang	Laki-Laki	s1	Lainnya	> 4.000.001	Ya	Ya	Ya
18	yogya	Laki-Laki	sma	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
22	yogyakarta	Laki-Laki	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
17	yogyakarta	Laki-Laki	sma	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
21	Jambi	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
20	Denpasar	Perempuan	SMA	Mahasiswa	> 4.000.001	Ya	Ya	Ya
17	Majalengka	Laki-Laki	SMP	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
24	Sleman	Laki-Laki	S1	Mahasiswa	> 4.000.001	Ya	Ya	Ya
22	Yogyakarta	Perempuan	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
25	Majalengka	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Jakarta	Laki-Laki	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
24	Jogja	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya

25	Semarang	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
18	Yogyakarta	Laki-Laki	SMA	Mahasiswa	< 1.000.000	Ya	Ya	Ya
20	Bali	Laki-Laki	S1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
17	Yogyakarta	Perempuan	SMA	Pelajar	< 1.000.000	Ya	Ya	Ya
15	Jakarta	Laki-Laki	SMP	Pelajar	< 1.000.000	Ya	Ya	Ya
19	Solo	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
22	Tegal	Laki-Laki	S1	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya
34	Depok	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
21	Yogyakarta	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Cilacap	Laki-Laki	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Lainnya	< 1.000.000	Ya	Ya	Ya
19	Yogyakarta	Laki-Laki	Pelajar	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	Mahasiswa	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
22	Yogyakarta	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
23	Semarang	Perempuan	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
25	yogya	Perempuan	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
21	jawa barat	Laki-Laki	Sma	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
30	yogyakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
28	magelang	Laki-Laki	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
31	yogyakarta	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
23	Banjarmasin	Laki-Laki	S1	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya
24	jawa timur	Perempuan	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
22	surabaya	Laki-Laki	Sarjana	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya
24	jawa tengah	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
25	Semarang	Perempuan	S1	Karyawan	1.000.001 - 2.000.000	Ya	Ya	Ya
22	jogja	Perempuan	Sma	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
24	Surabaya	Perempuan	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
22	Yogyakarta	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
24	Palangkarya	Perempuan	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
25	jakarta	Laki-Laki	S2	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya

22	Jogja	Laki-Laki	SMA	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
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22	Yogyakarta	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
22	Tangerang	Perempuan	S1	Lainnya	2.000.001 - 3.000.000	Ya	Ya	Ya
28	Jakarta	Perempuan	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
23	solo	Laki-Laki	S1	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
24	jogja	Perempuan	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
26	jogja	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
25	Surabaya	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
25	Jakarta	Laki-Laki	SMA	Karyawan	> 4.000.001	Ya	Ya	Ya
25	Jakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
20	Bekasi	Laki-Laki	Sma	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
26	Jogja	Perempuan	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
25	Semarang	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
28	Surabaya	Perempuan	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
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22	Tangerang	Laki-Laki	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
22	Jakarta utara	Laki-Laki	S1	Mahasiswa	> 4.000.001	Ya	Ya	Ya
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19	jakarta	Perempuan	SMA	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
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29	bandung	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
23	jakarta utara	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
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21	jakarta	Laki-Laki	SMA	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
25	bekasi	Laki-Laki	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
27	jakarta	Laki-Laki	SMA	Lainnya	> 4.000.001	Ya	Ya	Ya
21	jogjakarta	Laki-Laki	sma	Mahasiswa	1.000.001 - 2.000.000	Ya	Ya	Ya
17	jakarta	Laki-Laki	Sma	Pelajar	1.000.001 - 2.000.000	Ya	Ya	Ya
31	jakarta	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
26	jakarta barat	Laki-Laki	s1	Karyawan	> 4.000.001	Ya	Ya	Ya
32	jakarta	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
22	malang	Perempuan	S1	Karyawan	2.000.001 - 3.000.000	Ya	Ya	Ya
30	jawa barat	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya
24	jawa tengah	Laki-Laki	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
16	jogja	Laki-Laki	smp	Pelajar	< 1.000.000	Ya	Ya	Ya
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22	jakbar	Laki-Laki	S1	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
24	jogja	Perempuan	S1	Lainnya	1.000.001 - 2.000.000	Ya	Ya	Ya
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32	jogjakarta	Laki-Laki	S2	Lainnya	> 4.000.001	Ya	Ya	Ya
25	bsd	Laki-Laki	S1	Lainnya	> 4.000.001	Ya	Ya	Ya
21	rawa mangun	Laki-Laki	Sma	Mahasiswa	2.000.001 - 3.000.000	Ya	Ya	Ya
34	PIK	Laki-Laki	S1	Karyawan	> 4.000.001	Ya	Ya	Ya

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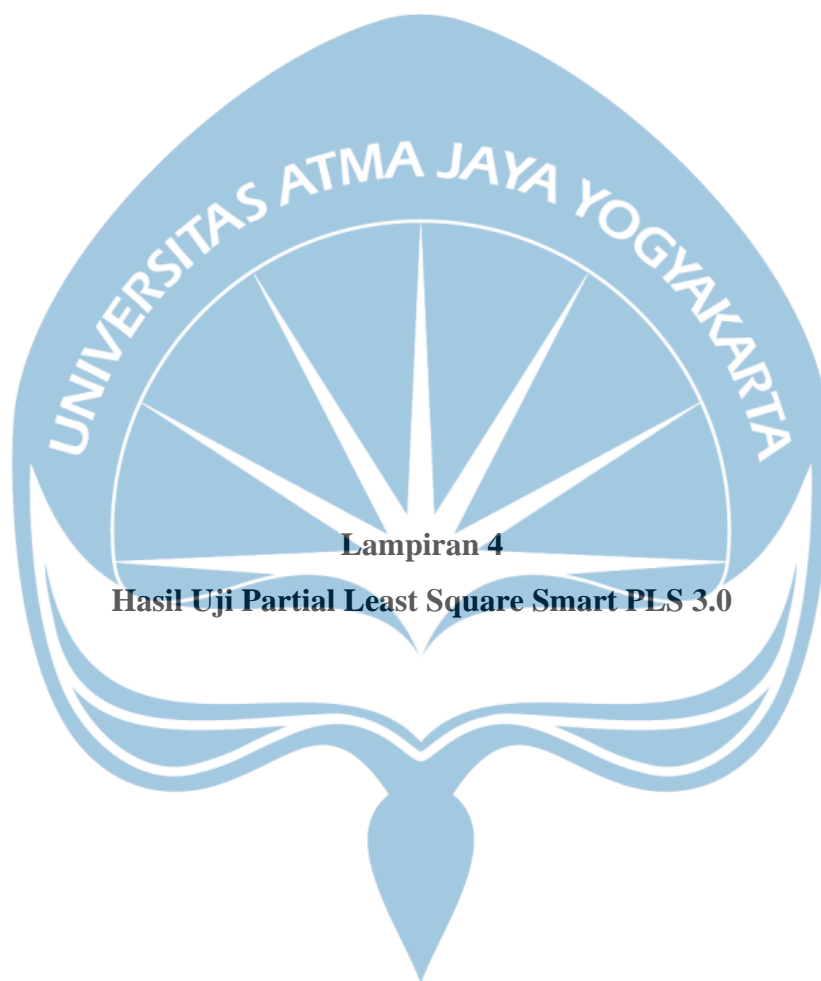
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Lampiran 4

Hasil Uji Partial Least Square Smart PLS 3.0

Analisis Deskriptif Variabel Penelitian

Indicators:	Indicator Correlations		Raw File							Copy to Clipboard	
	No.	Missing	Mean	Median	Min	Max	Standard D...	Excess Kurt...	Skewness		
EN1	1	0	4.214	4.000	2.000	5.000	0.726	0.789	-0.812		
EN2	2	0	4.272	4.000	2.000	5.000	0.727	-0.337	-0.623		
EN3	3	0	4.257	4.000	2.000	5.000	0.687	-0.057	-0.567		
IN1	4	0	4.121	4.000	2.000	5.000	0.769	-0.442	-0.470		
IN2	5	0	4.121	4.000	1.000	5.000	0.750	0.577	-0.620		
IN3	6	0	4.170	4.000	2.000	5.000	0.672	-0.021	-0.410		
TR1	7	0	4.379	4.000	2.000	5.000	0.663	0.970	-0.906		
TR2	8	0	4.335	4.000	1.000	5.000	0.668	3.367	-1.199		
AD1	9	0	4.277	4.000	2.000	5.000	0.680	0.475	-0.691		
AD2	10	0	4.204	4.000	2.000	5.000	0.673	0.817	-0.655		
AD3	11	0	4.282	4.000	2.000	5.000	0.667	0.163	-0.593		
C1	12	0	4.243	4.000	2.000	5.000	0.660	-0.295	-0.414		
C2	13	0	4.112	4.000	1.000	5.000	0.705	1.568	-0.747		
C3	14	0	4.252	4.000	2.000	5.000	0.707	0.858	-0.821		
KM1	15	0	4.374	4.000	2.000	5.000	0.639	0.601	-0.752		
KM2	16	0	4.301	4.000	2.000	5.000	0.755	0.720	-0.973		
KM3	17	0	4.252	4.000	1.000	5.000	0.779	2.132	-1.159		
CM1	18	0	3.966	4.000	1.000	5.000	0.937	-0.118	-0.646		
CM2	19	0	3.942	4.000	1.000	5.000	0.943	0.936	-0.967		
CM3	20	0	4.102	4.000	1.000	5.000	0.821	1.503	-0.934		
LM1	21	0	4.330	4.000	1.000	5.000	0.688	1.945	-0.991		
LM2	22	0	3.927	4.000	1.000	5.000	0.995	0.490	-0.925		
LM3	23	0	4.087	4.000	1.000	5.000	0.802	1.180	-0.843		

Hasil Uji Validitas dan Reliabilitas Konstruk Model Awal Penelitian

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Copy to Clipboard:	Excel Format	R Format
Citra Merek	0.744	0.750	0.854	0.661			
Kesadaran ...	0.702	0.731	0.834	0.628			
Loyalitas M...	0.663	0.669	0.817	0.599			
SMM	0.894	0.901	0.910	0.422			

Hasil Uji Validitas Diskriminan *Fornell Larcker Criterion Model Awal Penelitian*

Discriminant Validity

	Citra Merek	Kesadaran ...	Loyalitas M...	SMM
Citra Merek	0.813			
Kesadaran ...	0.361	0.793		
Loyalitas M...	0.599	0.586	0.774	
SMM	0.529	0.622	0.537	0.650

Hasil Uji Validitas dan Reliabilitas *Konstruk Model Penelitian Setelah Dimodifikasi*

Construct Reliability and Validity

	Cronbach's ...	rho_A	Composite ...	Average Va...
Citra Merek	0.744	0.751	0.854	0.661
Kesadaran ...	0.715	0.717	0.875	0.778
Loyalitas M...	0.663	0.670	0.817	0.599
Sosial Medi...	0.817	0.825	0.879	0.646

Hasil Uji Validitas Diskriminan *Fornell Larcker Criterion Model Penelitian Setelah Dimodifikasi*

Discriminant Validity

	Citra Merek	Kesadaran ...	Loyalitas M...	Sosial Medi...
Citra Merek	0.813			
Kesadaran ...	0.373	0.882		
Loyalitas M...	0.599	0.563	0.774	
Sosial Medi...	0.436	0.579	0.528	0.803

Hasil Uji Validitas Diskriminan *Cross Loading* Model Penelitian Setelah Dimodifikasi

Discriminant Validity

	Citra Merek	Kesadaran ...	Loyalitas M...	Sosial Medi...
AD1	0.354	0.515	0.450	0.851
AD2	0.234	0.426	0.396	0.761
AD3	0.359	0.398	0.376	0.811
CM1	0.809	0.328	0.474	0.370
CM2	0.842	0.310	0.557	0.349
CM3	0.787	0.268	0.420	0.345
EN2	0.430	0.504	0.462	0.788
KM2	0.349	0.873	0.473	0.476
KM3	0.310	0.891	0.519	0.543
LM1	0.382	0.472	0.723	0.465
LM2	0.502	0.376	0.761	0.283
LM3	0.506	0.457	0.834	0.468

Hasil Uji R Square

R Square

	R Square	R Square Adjusted
Citra Merek	0.212	0.204
Kesadaran ...	0.335	0.332
Loyalitas M...	0.510	0.503

Hasil Uji Q Square

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
	SSO	SSE	Q ² (=1-SSE...				
Citra Merek	618.000	538.925	0.128				
Kesadaran ...	412.000	309.414	0.249				
Loyalitas M...	618.000	439.975	0.288				
Sosial Medi...	824.000	824.000					

Hasil Uji *f* Square

f Square

Matrix	f Square	Copy to Clipboard:	
		Excel Format	R Format
	Citra Merek	Kesadaran ...	Loyalitas M... 0.270
Citra Merek			
Kesadaran ...	0.028		0.130
Loyalitas M...			
Sosial Medi...	0.092	0.504	0.035

Hasil Uji *Path Coefficients*

Path Coefficients

Mean, STDEV, T-V...	Confidence Inter...	Confidence Inter...	Samples	Copy to Clipboard:	
				Excel Format	R Format
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
Citra Merek -> Loyalitas Merek	0.409	0.414	0.073	5.630	0.000
Kesadaran Merek -> Citra Merek	0.181	0.171	0.085	2.139	0.033
Kesadaran Merek -> Loyalitas Merek	0.313	0.299	0.072	4.359	0.000
Sosial Media Marketing -> Citra Merek	0.331	0.343	0.083	4.000	0.000
Sosial Media Marketing -> Kesadaran Merek	0.579	0.580	0.062	9.343	0.000
Sosial Media Marketing -> Loyalitas Merek	0.168	0.173	0.084	1.990	0.047

Hasil Uji *Specific Indirect Effects*

Specific Indirect Effects

Mean, STDEV, T-V...	Confidence Inter...	Confidence Inter...	Samples	Copy to Clipboard:	
				Excel Format	R Format
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
Sosial Media Marketing -> Kesadaran Merek -> Citra Merek	0.105	0.099	0.050	2.090	0.037
Kesadaran Merek -> Citra Merek -> Loyalitas Merek	0.074	0.072	0.039	1.891	0.059
Sosial Media Marketing -> Kesadaran Merek -> Citra Merek...	0.043	0.041	0.023	1.888	0.060
Sosial Media Marketing -> Citra Merek -> Loyalitas Merek	0.135	0.144	0.048	2.840	0.005
Sosial Media Marketing -> Kesadaran Merek -> Loyalitas ...	0.181	0.174	0.047	3.879	0.000



Lampiran 5
Jurnal Utama

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THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY

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ABSTRACT

The aim of this research is to examine the effect of social media marketing activities on brand awareness,

brand image and brand loyalty. In addition, it has been aimed to analyze the effect of brand awareness and brand image on brand loyalty in this research. The population of the research consists of the consumers who actively follow five brands with the highest social score according to the Marketing Turkey social media brand performance data on social media communication channels such as Facebook, Twitter and Instagram. In this research, quantitative method has been used and research data has been obtained via online questionnaires shared on social media from 547 brand followers with applying convenience sampling method. The obtained data have been analyzed by structural equation modeling (SEM). As a result of the analysis, social media marketing activities have been found as effective factors on brand image and brand loyalty, besides it has been determined that the most obvious effect seen on brand awareness. In addition, it has been found out that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, in the research, it has been achieved that the brand awareness has a limited effect on the brand image.

Keywords: Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Loyalty

JEL Codes: M31, M37

SOSYAL MEDYA PAZARLAMA AKTİVİTELERİNİN MARKA BİLİNİRLİĞİNE, MARKA

İMAJINA VE MARKA SADAKATİNE ETKİSİ

ÖZ

Bu araştırmanın amacı, sosyal medya pazarlama aktivitelerinin marka bilinirliğine, marka imajına ve marka sadakatine etkisini incelemektir. Buna ek olarak, araştırmada, marka bilinirliğinin ve marka imajının marka sadakati üzerindeki etkisinin analiz edilmesi amaçlanmaktadır. Araştırmanın

evrenini, Marketing Turkey sosyal medya marka performans verilerine göre en yüksek sosyal skor değerine sahip beş markayı Facebook, Twitter ve Instagram sosyal medya iletişim kanallarında aktif bir şekilde takip eden tüketiciler oluşturmaktadır. Araştırmada nicel yöntem kullanılmıştır. Araştırma verileri, kolayda örnekleme yöntemi kullanılarak 547 marka takipçisinden sosyal medyada paylaşılan çevrimiçi anketler yoluyla elde edilmiştir. Elde edilen veriler, yapısal eşitlik modellemesi (YEM) ile analiz edilmiştir. Analiz sonucunda, sosyal medya pazarlama aktivitelerinin marka imajı ve marka sadakati üzerinde etkili olmakla birlikte en belirgin etkisinin marka farkındalığı üzerinde olduğu saptanmıştır. Buna ek olarak, marka farkındalığının ve marka imajının marka sadakati üzerinde anlamlı bir etkiye sahip olduğu tespit edilmiştir. Ayrıca araştırmada, marka farkındalığının marka imajı üzerinde sınırlı bir etkisinin olduğu sonucuna ulaşılmıştır.

Anahtar Kelimeler: Sosyal Medya Pazarlama Aktiviteleri, Marka Bilinirliği, Marka İmajı, Marka Sadakati **JEL kodları:** M31, M37

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1. INTRODUCTION

In today's competitive environment, branding is an important competitiveness factor that differentiates similar goods and services which are produced by different firms in the minds of the consumers and makes them preferable for consumers. The brand, while reflecting an authenticity, value and commitment to the goods and services which are introduced to consumers for businesses, has a function ranging from reducing the risks related to goods and services for consumers and establishing social bonds without expressing their identity. In this regard, businesses that achieved to become a brand have been differently categorized in terms of goods and services they offer among other businesses. They have a special position in consumers' mind and build a business identity. The construction of this identity is directly proportional to the communication between the brand and the consumer. The greater the the power of communication between the brand and the consumer, the higher the consumer's brand preference and brand loyalty. In any case, the crucial thing about branding is that the strong relationship that established with consumers has the power to direct choice of the consumer and loyalty (Kotler and Armstrong, 2004: 191). Therefore, businesses are carrying out studies to attract consumers' attention, to be permanent in their minds, to create a positive brand image and to increase brand loyalty by applying all the communication channels they have in brand communications in order to create brand value or to protect brand value.

One of the common channels of communication that companies have recently applied in their marketing activities is social media. Social media can be defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or content sharing between users in general (Kim and Ko, 2012). The effect of social media on consumer's behavior includes a wide spectrum of activities ranging from informing, sharing ideas and attitudes to acquire awareness and understanding, and visualize post-purchase behavior without purchasing (Tatar and Erdoğan, 2016). This leads businesses to be more interactive in marketing communications and to find innovative applications to make

products and brands more affordable through online marketing efforts via social media communication channels. These practices, which express social media marketing activities, include actions that encourage consumers to choose products and brands and that target marketing messages to other consumers online.

Thanks to social media marketing activities, businesses can perform activities such as creating their own personal brand profiles and introducing online customer service, product information and special offers in a simple, cheap, and continuous way (Breitsohl et al., 2015).

In addition, with a very low cost, informing customers is very functional in terms of familiarity and brand awareness that products and brands of businesses appear on social networks where millions of users sign in (O'Flynn, 2017). According to McKinsey (2007), marketers are aware of the opportunities and appealingness that social media has presented as part of its marketing strategy. In research, it has been stated that social media marketing activities are significant parts of branding actions for businesses (Gallaugher and Ransbotham, 2010; Tsimonis and Dimitriadis, 2014). However, in these studies, it has been observed that social media marketing activities generally focus on customer satisfaction and the effects on customers' behavioral intentions (Sano, 2014; Simona and Tossan, 2018).

The objectives of this research are; (1) examining the effect of social media marketing activities on brand awareness, brand image and brand loyalty, (2) measuring the effect of brand awareness on brand image, and (3) analyzing the effect of brand awareness and brand image on brand loyalty. In this respect, social media marketing activities, brand awareness, brand image and brand loyalty concepts have been included in the literature. Then, research hypotheses have been explained. The population of research, sampling, data collection tools, and data analysis techniques have been pointed out in the method part. After that, the findings obtained from the data analysis have been included. At final part, the results of the research findings have been explained and recommendations have been introduced for practitioners and researchers.

2. THEORETICAL FRAMEWORK

2.1. Social Media Marketing Activities

Social media is the online environment where people with common interests come together to share their thoughts, comments and ideas (Weber, 2007: 4). The use of these online communication platforms based on the usage of the Internet and mobile-based technologies in marketing actions by businesses is critical in two aspects. The first is the effect that consumers have on their products and brands and the share they create on other consumers (Sigala and Dimosthenis, 2009; Chen et al., 2011). Research has shown that social media influences the intention of trust and purchasing and facilitates sharing of knowledge and experience among consumers (Lu and Hsiao, 2010, Hajli, 2013). Many businesses use online interactions among their users by encouraging their customers to share their purchases (So et al., 2017) with simple clicks using their chosen social media channel. Second, social media is utilized by businesses as a platform through in which direct marketing actions are carried out. In this sense, social media is pushing the boundaries of time and space in the interactions of businesses with potential consumers and promoting the feeling of closeness (Mersey et al., 2010). By means of social media tools, businesses have an opportunity to

advertise product and brand promotions, promotions and advertisements at low cost to their customers and receive feedback from them (Hanna et al., 2011). In their research, Tsimonis and Dimitriadis (2014) have found that social media is at the center of today's business strategy and popularity of social media, cost-cutting measures and activities of competitors on social media motivate marketers to carry out social media marketing activities.

It is only possible for social media to have a functional role in the marketing actions of businesses with framing, defining and applying marketing activities in an effective way on social media. One of the leading classifications of social media marketing activities has been carried out by Kim and Ko (2012). Kim and Ko (2012) have categorized social media marketing activities for luxurious brands as entertainment, interaction, trendiness, customization, and word of mouth communication. Koivulehto (2017) has added the purchase intention to these components. Seo and Park (2018) have defined social media marketing activities in airline industry as entertainment, interaction, trendiness, customization and perceived risk. Sano (2014) has identified the components of social media marketing in insurance services as interaction, trendiness, customization, and perceived risk. Jo (2013) has referred to marketing activities as events, information and advertisement on social networks. Yadav and Rahman (2017) have categorized social media marketing activities as interaction, trendiness, information, customization, and word of mouth communication. In this research, social media marketing activities have been considered as entertainment, interaction, trendiness, advertisement and customization.

Entertainment is a crucial component that encourages participant behavior and the continuity of follow-up, which creates positive emotions/feelings about the brand in the minds of followers on social media (Kang, 2005). Even if the reasons for using social media differ, individuals emphasize that the content which arouses the attention of them who finds the content amusing and pleasing (Manthiou et al., 2013). In this respect, with providing entertaining shares, businesses should encourage liking and sharing of large number of individuals and be able to turn it into advantage (Schivinski and Dabrowski, 2015). Social media is becoming the newest and up-to-date source of information for customers (Hamid et al., 2016) because information is simultaneously shared in real time on the social media. Unlike traditional mass communication channels, social media facilitate the interaction, content sharing and collaboration of businesses with their customers (Wang, 2012). By utilizing social media as interactive communication between business and customer, it is possible to obtain requests and needs of customers, their opinions and suggestions on the product and brand in real time (Vukasovic, 2013). Trendiness as another component of social media marketing activities means introducing the latest/current information on products for customers (Godey et al., 2016). The advertising as a component refers to advertising and promotional campaigns that businesses have made through social media to increase sales and develop customer portfolio. Findings (Duffett, 2017; Alalwan et al., 2017) on the effects of social media advertisings on perceptions and awareness of the customers have shown that advertising is one of the significant part of social media marketing activities (Mangold and Faulds, 2009). The customization as a component is the act of creating a customer satisfaction based on the contact of the business with individual users (Ding and Keh, 2016; Seo and Park, 2018). Businesses on the social media can transfer the uniqueness of the

product and brand to the customers by means of peer to peer communication. And they can deal with their individual problems and can be influential on product and brand preferences by making touches that will make them feel important.

2.2. Brand Awareness

Brand awareness refers to the level of consumer recognition, acceptance, and recall of a brand in any case (Percy and Rossiter, 1992; Perreault et al., 2013: 199). According to Aaker (1991:61) brand awareness is “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”. Keller (2009) has stated that brand awareness is about track or crowd power in consumers’ memories that reflect consumers’ ability to remember or recognize a brand in different conditions. Brand awareness reduces the time and risk that consumers will spend searching for the product that they will buy (Verbeke et al., 2005: 7). In this respect, consumers are expected to choose the brand that they have information. Aaker (1996: 10-16) has stated that brand awareness consists of four levels: brand recognition, brand recall, top of the mind brand and dominant brand. Brand recognition is associated with brand familiarity of the consumer while brand recall is the thinking the brand at first when a range of product is introduced (Farjam and Hongyi, 2015). Being a brand that comes to mind at first refers to becoming the most aware of brand in product category. The level of brand dominance refers to the level at which the brand replaces the product category (Aaker, 1996: 15).

2.3. Brand Image

Brand awareness is a reflection of a brand’s concrete indicators such as name, sign, symbol, and slogan, while the brand image is brand's position in the consumer's mind beyond these signs. Iversen and Hem (2008) have stated that the brand image represents consumers' personal symbolism consisting of all the definitions and evaluations related to the brand. Keller (2009: 143) has defined brand image as "consumer perceptions of and preferences for a brand, as reflected in various types of brand associations held in consumers' memory." The brand image contains information and ideas that a consumer has about the different products of the brand and the features of the product (Lee et al., 2011). The mental image that consumers have about a brand has formed as a result of marketing communication, consumption experience and social effects (Riezebos, 2003: 63). The effect of these factors on consumers’ minds influence consumers' attitude towards brand and trust (Yang et al., 2011) and the effect of brand messages on consumers’ mind (Selnes, 1993).

2.4. Brand Loyalty

The positive effect of loyal customers on business performance (Lee et al., 2003) in competitive markets of our age (Anderson and Mittal, 2000; Perreault et al., 2013:19), in the condition where the cost of acquiring new customers is higher than retaining current customers (Lee et al., 2003; Kumar et al., 2011; Keisidou et al., 2013) are gradually increasing the significance of customer loyalty. Customer loyalty is the commitment of a customer to repurchase a firm's products and services, despite all actions of competitor businesses and to commit to become a client of that business on a regular basis in the future (Dick and Basu, 1994; Oliver, 1999). In parallel, brand loyalty is a repurchase behavior that reflects a

conscious decision when the consumer continues to purchase the same brand (Solomon, 2011: 646). Schiffman et al. (2010: 468) have expressed brand loyalty as consumers who prefer to purchase or purchase the same brand consistently in a particular product or service category.

Purchasing the same brand by customers shows the behavioral aspect of loyalty (Lam et al., 2004; Jones and Taylor, 2007). Reichheld and Schefter (2000) have stated that customers who demonstrate behavioral loyalty to a brand are skilled for acquiring new customers beyond they have low price sensitivity and they purchase more. Positive sharing about the brand by customers, recommending the brand to the potential customers and encouraging them to purchase it can be listed as attitudinal aspect of the loyalty. Bloemer et al. (1999) have stated that loyalty also has a cognitive aspect as well as being the first to come to mind and price tolerance. Behavioral loyalty to the brand provides direct income to the business, while altitudinal and cognitive loyalty enhances the tendency to give reliable recommendations to people in their environment and plays a crucial role in catching new customers. In this respect, brand loyalty is a significant non-material asset for businesses (Moiescu, 2014; Jiang and Zhang, 2016).

3. DEVELOPMENT OF HYPOTHESES

As a marketing tool, social networks offer significant opportunities to build brandconsumer relationships in marketing (Vukasovic, 2013). In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create distinctive brand identities and increase consumer-brand communications (So et al., 2017). Hartzel et al. (2011) have noted that interactive marketing strategies which are using social media links such as Facebook and Twitter will positively affect brand image and create a leverage effect between brand and consumer. The viral effect among social media users allows the brand to be discussed and widely known among a large number of users (Kumar et al., 2007; Sharma and Verma, 2018: 20). Tsimonis and Dimitriadis (2014) have revealed that brand awareness is one of the major outputs expected from businesses' social media marketing activities. The findings that pointed out by Fanion (2011) have shown that social media is a significant tool in constituting and increasing brand awareness. Seo and Park (2018) have found out that social media marketing activities in the airline industry positively affect brand awareness and brand image.

The ultimate goal of social media marketing activities is to acquire new customers, increase sales, strengthen word of mouth communication and create customer loyalty (Tsimonis and Dimitriadis, 2014). Contrary to the traditional branding paradigm (consecutive investments and directing the image through controlled communication), social media communications actualize on a platform where the limits are uncertain, and the businesses' chances of intervention are very limited (Kohli et al., 2015). The fact that these interactions are formed without intervention of the business has increased the level of trust of the consumers. The sharings about a product or a brand have risk but content that created by the customers and peer to peer communication influence other consumers' purchasing decisions (Sashi, 2012). Moreover, firms actively utilize these kinds of content and generated information created by

customers in social media marketing actions (So et al., 2017). Hajli (2014) has found that social media influences customers' trust sentiment and purchasing intent beyond easing interactions among consumers. In this sense, social media is an efficient way of interacting with current and potential customers for businesses and developing a positive brand image (Halligan and Shah, 2009; Fortezza and Pencarelli, 2015). Duffett (2017) has determined that social media marketing communications are influential on customer attitudes. İsmail (2017) has found that social media marketing activities have an effect on brand awareness and brand loyalty. Kim and Ko (2012) have found that social media marketing activities positively affect customers' repurchasing behavior. Tatar and Erdoğan (2016) have stated that social media marketing activities in hospitality business affect customers' brand awareness, purchasing intentions and brand loyalty. The hypotheses to be tested in this direction are as follows:

H1. Social media marketing activities affect brand awareness.

H2. Social media marketing activities affect brand image.

H3. Social media marketing activities affect brand loyalty.

Brand awareness has been seen as a tool for individuals to become aware of, to be familiar with, and to remember, a brand (Djakeli and Tshumburidze, 2012; Barreda et al., 2015). Brand awareness, even at recognition phase, may arouse sense of familiarity and give an idea about the brand and a signal for commitment to the brand (Aaker, 1992). Social media marketing activities can contribute to brand awareness and create a positive brand image as businesses facilitate their interaction with potential customers as well as with current customers (Seo and Park, 2018). The awareness level of a brand is directly proportionate to the advertising spending that increases the scope and repetition of the advertising message (Gil et al., 2007). Therefore, presence of a brand on social networks is highly functional in terms of informing customers, familiarity and brand awareness, since it resolves time and space limitation (O'Flynn, 2017). Once the brand has been tested by the consumer and fulfilled consumer's expectations, increased awareness and image level will have a strong influence on subsequent purchasing behaviors (Koniewski, 2012). As it is, it has been expected that consumers who already know and are familiar with the brand should prefer it again (Macdonald and Sharp, 2003). Chang (2012) and Barreda et al. (2015) have stated that high brand awareness contributes to other brand factors such as brand image and brand loyalty and significantly affects the market share of the brand. In other words, brand awareness and brand image are significant source of brand loyalty for businesses (Baldauf et al., 2003). Perera and Dissanayake (2013) have found that there is a high positive correlation between brand awareness and brand loyalty in their research on foreign makeup brands in Sri Lanka. Fatema et al. (2013) have found that brand image has a significant effect on brand loyalty in banking services. There are several findings in the literature that point out the interactions between brand awareness, brand image and brand loyalty (Subhani and Osman, 2009, Ogba and Tan, 2009, Dhurup et al., 2014, Martinez et al., 2014; Sasmita and Suki, 2015, Aberdeen et al., 2016, Chinomona, 2016). In parallel with these studies, research hypotheses that have been determined are as follows:

H4. Brand awareness affects brand image.

H5. Brand awareness affects brand loyalty.

H6. Brand image affects brand loyalty.

4. METHODOLOGY

4.1. Research Model

Three objectives have been identified in this study. The first examines the effect of social media marketing activities on brand awareness, brand image and brand loyalty. The second is to measure the effect of brand awareness on the brand image. The third is to analyze the effect of brand awareness and brand image on brand loyalty. Figure 1 has shown the research variables, correlation between variables, and the research model proposed for testing hypotheses. Quantitative method has been applied to test the correlation between the variables in the study and to achieve the determined objectives.

4.2. Population and Sampling

The population of this research is consisted of users who actively follow the top five brands with the highest social score on the social media communication channels such as Facebook, Twitter and Instagram according to social media brand performance data of the Marketing Turkey January 2018. These brands are as follows: Madame Coco (Household Linens Industry), Turkish Airlines (Airline Industry), Mercedes Benz (Automotive Industry), Zen Diamond (Jewelry Industry) and Turkcell (Communication Industry). With considering information limitation on users of the population, convenience sampling method which is one of the sampling method that not based on probability has been applied in the research.

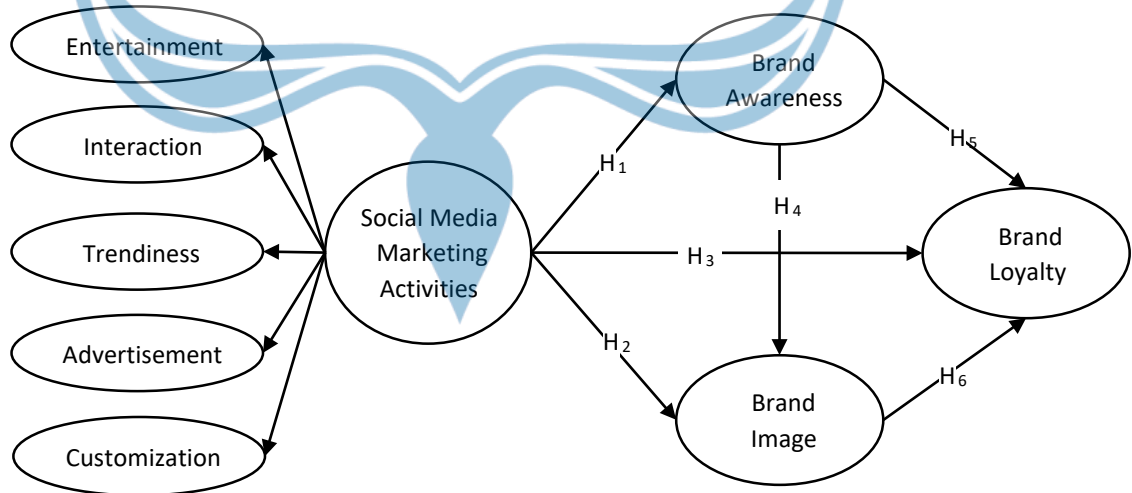


Figure 1. Proposed Research Model

4.3. Measurement

Questionnaire technique has been applied in obtaining research data. The research questionnaire consists of three parts. In the first part, there are 14 items include participants'

thoughts on social media marketing activities of the brands. Social media marketing activities of the brands have been examined in terms of five dimensions including entertainment, interaction, trendiness, advertisement and customization. Nine items about entertainment, interaction, trendiness and customization have been cited a research conducted by Seo and Park (2018). Three items that form advertisement dimension have been adapted from the study conducted by Boateng and Okoe (2015).

In the second part, there are nine items about brand image, brand awareness and brand loyalty. Six items for measuring brand awareness and brand image have been cited the research conducted by Seo and Park (2018), and the three items for measuring brand loyalty cited a study carried out by Sasmita and Suki (2015). The validity of a total of twenty-one (21) item included in the scale have been tested by consulting the opinions of three specialists in the field of marketing and two experts in the field of translation. In line with the opinions of experts, the item: "The sharings of this brand on social media are interesting" has been added to entertainment dimension of the study, "I can easily obtain information that I need thanks to the directions on social media account of the brand" as an expression has been added to customization dimension. All of the measurement items have been shown in the Appendix.

Respondents' opinions on the expressions in the measurement model have been measured by applying the 5-point Likert scale (5 = strongly agree, 1 = strongly disagree). At the final part of the measurement tool there are five (5) statements about the demographic characteristics of the respondents. Participants' demographic characteristics have been measured by closed-ended questions.

4.4. Data Collection and Analysis

Aftermath of forming data collection tool, the data collection phase has been started. In the data collection process, preliminary test has been applied to measure the reliability of the research scale at the first step. The prepared questionnaire form has been sent to 500 users (population of the research) who follow five brands. Besides, the questionnaire has been applied to 25 brand followers in face to face form to test the validity of the measurement tool in addition to its reliability. In this phase, reliability analysis has been applied to the data obtained from 84 brand followers. As a result of the analysis, the Cronbach's Alpha score has been found out as

0.912 for all items on the scale indicates that the scale is quite reliable. Aftermath of applying preliminary test, research data has been obtained via online questionnaires that filled by 547 brand followers between 01-22 February 2018. The data obtained to test the research hypotheses has been analyzed by applying SPSS 18.0 and Amos 20.0 statistical package programs. The data applied in the pretest has not been included in the analysis.

5. FINDINGS

5.1. Demographic Characteristics

In the research, demographic characteristics of the respondents have been firstly examined. 308 of the participants are female and 239 are male. 33.8% of participants is in the age range of 26-35 years and 11.7% is 46 years of age or older. 34.9% of participants have income of

4.500 TL and above and 23% of them have income of 2500 TL and below. The most frequently used social media communication channel by the participants is Instagram with 62.5%. 34.7% of the participants spend 1-2 hours per day on social media. Finally, 43% of participants are followers of more than 5 brands on social media.

5.2. Measurement Model

Before testing hypotheses between social media marketing activities, brand awareness, brand image and brand loyalty, the coverage validity of the measurement model has been tested. In this direction, explanatory factor analysis has been applied to the obtained data at the first step. The conformity of the data set to factor analysis has been tested by KMO and Bartlett test.

The obtained values (KMO .861 and Barlett test $\chi^2 = 4104.919$, $p < .000$) have indicated that the data set is compatible with factor analysis. In the Explanatory Factor Analysis (EFA), the measurement model for social media marketing activities and the measurement model for brand variables have been tested in an order. It has been considered that the Factor Eigen Value of EFA is at least 1, the factor load is at least 0.50, and that there is a difference at least as .10 between the factor loads of the expressions that are under the two factors. As a result of the analysis, social media marketing activities have been compiled under 5 factors which explain 77.487 % of the total variance. The factor loadings of all items in the factor structure are between .702 and .871. The items related to brand variables have been collected under 3 factors which explain 72.803 % of the total variance. The factor loadings of items which form three factors are between .729 and .858. The reliability level of all dimensions included in the measurement model of EFA varies between .70 and .91. The results of the EFA has shown that the measurement model is compatible with the structure that carried out.

After this phase, Confirmatory Factor Analysis (CFA) has been applied to the data set according to the EFA results in order to test and validate what was pointed out in the EFA. In the measurement model, social media marketing activities have been considered as a latent variable in five sub-dimensions. Therefore, second order CFA has been applied to the obtained data. Factors (first-level factors) obtained from the observed variables in the second-level CFA have been defined as endogenous variables, and the structure formed by these factors (secondlevel factors) has been defined as exogenous variable. Table 1 has shown CFA results.

Table 1. Results of the confirmatory factor analysis

<i>Latent variable/Measured variable</i>	Items mean	Items S.D.	Cronbach's α	CR	AVE	Factor Loadings	
Social Media Marketing Activities							
<i>Entertainment</i>	Entertainment1	3.78	.890	.873	.821	.713	.728
	Entertainment2	3.50	.934				.914
	Entertainment3	3.44	.958				.881
<i>Interaction</i>	Interaction1	3.25	.972	.763	.737	.523	.674
	Interaction2	3.52	.959				.729
	Interaction3	3.78	.897				.764

Trendiness	Trendiness1	4.11	.689	.714	.518	.545	.802
	Trendiness2	4.35	.773				.669
Advertisement	Advertisement1	3.52	.974	.806	.786	.587	.794
	Advertisement2	3.53	1.01				.818
	Advertisement3	3.53	1.02				.680
Customization	Customization1	3.58	.957	.901	.853	.788	.886
	Customization2	3.61	.911				.934
	Customization3	3.69	.845				.841
Brand Awareness							
	Brand awareness1	3.94	.711	.811	.956	.685	.811
	Brand awareness2	3.98	.653				.844
	Brand awareness3	--	--	--	--	--	--
Brand Image							
	Brand image1	3.73	.900	.847	.955	.651	.761
	Brand image2	3.73	.976				.858
	Brand image3	3.84	.898				.799
Brand Loyalty							
	Brand loyalty1	3.99	.724	.826	.933	.617	.812
	Brand loyalty2	3.95	.743				.820
	Brand loyalty3	3.95	.760				.722

Goodness of fit: $\chi^2=444.064$, $df=198$, $CMIN/DF=2.43$, $p= 0.000$, $GFI= .934$, $AGFI= .915$, $NFI= .933$, $IFI= .961$, $CFI= .961$, $RMR= .033$, $RMSEA= .048$

Cronbach's alpha has been applied to test the reliability of each structure and to test the validity of all variables forming the measurement model with CFA. However, it has been seen that an item (Brand awareness3) which measures brand awareness as latent variable included in measurement model that proposed in CFA has low factor loading. This item has been removed from the analysis and the measurement model has been retested. Following this procedure, the compliance values have been examined and the measurement model has shown a satisfactory compliance ($\chi^2 / df = 2.43$, $p = .000$, $AGFI = 0.91$, $GFI = 0.93$, $NFI = 0.93$, $IFI = 0.96$, $CFI = 0.96$, $RMSEA = 0.048$). As shown in Table 1, the factor load of each observed variable in the measurement model ranges from .674 to .934. Moreover, the AVE values for the variables in the model are above the 0.50 level proposed by Hair, Black, Babin, and Anderson (2009). The reliability levels of the variables included in the measurement models ($\alpha > 0.7$) are quite high. In addition, the correlation between the research's latent variables has been examined by applying Pearson correlation analysis, and it has been verified that the latent variables became indifferent to each other. Table 2 has shown the correlation results between the variables.

Table 2. Correlation Matrix Among Each Construct

Construct		1	2	3	4	Mean	S.D.
1. Brand awareness	1.00					3.96	.682
2. Brand image	.412	1.00				3.76	.924
3. Brand loyalty	.636	.491	1.00			3.96	.913
4. Social media marketing activities	.718	.438	.639	1.00		3.69	

p < 0.01.

5.3. Structural Model

After confirming the model fit in confirmatory factor analysis, research hypotheses have been tested with structural equation model. The adaptive values which have been obtained by path analysis ($\chi^2 / df = 2.4$, $p < .001$, AGFI = 0.91, GFI = 0.92, NFI = 0.93, IFI = 0.96, CFI = 0.96, TLI = 0.95, RMR = 0.033 and RMSEA = 0.04) have indicated that the structural model has a good fit. Figure 2 has shown the results of structural model. According to the path analysis results, the effect of social media marketing activities on brand awareness is significant at high level ($\beta = .718$, CR = 11.549, $p < .001$). In addition, social media marketing activities have been seen as they have a significant effect on brand image ($\beta = .293$, CR = 3.483, $p < .001$) and brand loyalty ($\beta = .331$, CR = 4.108, $p < .001$). Therefore, the hypotheses proposed H1, H2 and H3 have been accepted. Otherwise, the analysis results have shown that the most important social media marketing component is consumer customization.

This component is followed by entertainment, advertisement, interaction and trendiness respectively. In addition, the analysis results have shown that brand awareness ($\beta = .321$, CR = 4.427, $p < .001$) and brand image ($\beta = .222$, CR = 4.667, $p < .001$) have a significant effect on brand loyalty. In this direction, alternative hypotheses have been rejected and H5 and H6 hypotheses have been accepted. Finally, brand awareness has a significant effect on brand image ($\beta = .201$, CR = 2.458, $p < .01$). At this point, the proposed H4 hypothesis has been accepted. However, this value has pointed out the lowest effect level among the latent variables included in path analysis.

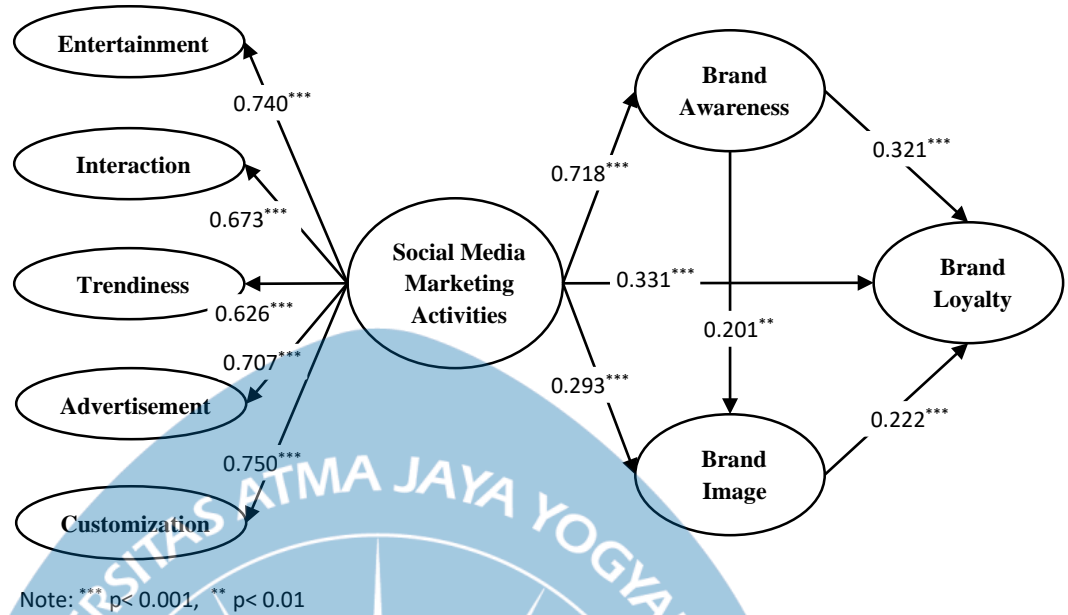


Figure 2. The Results of Structural Model

6. CONCLUSION AND RECOMMENDATIONS

In today's information age, social media has become an integral part of daily life as a communication channel in which consumers reflect their consumption habits, preferences, opinions, likes and experiences in their own eyes and interact with other users. This widespread communication area where consumers interact with each other and with other users, offer significant opportunities for product and brand communication actions, such as cost, time and ease of reaching large consumer masses. For this purpose, many businesses create their own brand profiles on social media communication channels and develop activities that will engage consumers with content sharing such as online product information, discounts, advertisements and promotions. This research has been conducted to determine whether marketing activities on social media are effective in consumers' brand awareness, brand image perceptions and brand loyalty.

When the components that form social media marketing activities are examined, the most significant social media marketing activities are found out as customization and entertainment. Social media marketing activities which have been valued as the lowest by the consumers are trendiness and interaction. It can be considered that components such as trendiness and interaction have been attached importance at a low level by the consumers, since these components are regarded as requisites of social media communication. These results have indicated that businesses that intend to establish and maintain a successful brand communication on social media attach importance to individual communication with customers and paying strict attention to content sharing about the brand with considering being interesting and entertaining rather than regarding currentness, advertisement, and content of promotion. In researches conducted by Kim and Ko (2012) and Seo and Park

(2018), it has been revealed that entertainment is a significant component of social media marketing activities. However, the finding claimed by Seo and Park (2018) has pointed out that trendiness is the most considered component for the consumers in social media marketing activities the result obtained in this research has differed from this finding.

Analysis results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty. This result has been complied with the results of the researches conducted by Godey et al. (2006), Kim and Ko (2012), Duffett (2017) and Seo and Park (2018). Furthermore, the effect that social media marketing activities have on customers is mostly appears in brand awareness. In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds. Nevertheless, findings have shown that brand awareness does not reflect on brand image and brand loyalty that perceived by the consumers who are at similar level. The limited effect of brand awareness on the brand image has obviously established this result. Beyond this, it has been determined that the level of effect is lower in the research, although brand awareness and brand image are significant for consumers' brand loyalty.

It is an interesting and remarkable result that profound effect of social media marketing activities on brand awareness does not reflect on the brand image and brand loyalty. It has been thought that the reason behind that the consumers follow the brands that they are already familiar with on social media. In other words, as consumers follow a brand in the social media, they create brand-related content, or share their experiences and it means that they reflect brand image and brand loyalty in their minds. Moreover, since consumers have a certain image in their minds or follow brands that they are loyal, social media marketing activities may not be effective enough to create a positive brand image and brand loyalty in consumers' minds. In this respect, it has proposed that social media marketing activities should be considered as activities that support the brand value and social media marketing activities should be integrated to traditional brand communication studies by businesses which plan to start up social media marketing activities.

The results of this research have been obtained from consumers who follow five brands from five different sectors with the highest social score as of January 2018 on Facebook, Twitter and Instagram according to social media brand performance data of Marketing Turkey. In researches that will be carried out, reflections of social media marketing activities of the brands belong to similar product groups on the consumers can be focused on. Furthermore, the effects of interactions of consumers about a product group or a brand that exist (independently of business) on brand awareness, brand image, and brand loyalty on social media can be examined. In addition, the researches that will be conducted can include social media channels such as WhatsApp, Google+, YouTube, and LinkedIn thus, the effect of social media on consumers' brand preferences can be studied on a wide scale.

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APPENDIX

MEASUREMENT OF INSTRUMENTS

Social Media Marketing Activities

Entertainment

The social media account of this brand is enjoyable.

The content shared by social media of this brand is enjoyable.

The sharings of this brand on social media are interesting.

Interaction

Information sharing is possible on social media of this brand.

The discussion and exchange of opinions is possible on social media page of this brand.

The expression of opinions is easy on social media of this brand.

Trendiness

The information shared on social media of this brand is up to date.

The use of social media by this brand is trendy.

Advertisement

I like the ads that this brand has published on social media.

The ads that this brand has released on social media are interesting.

Social media ads of this brand positively affect my attention for the brand.

Customization

The information that I need can be found on social media account of this brand.

The social media of this brand provided the information that I needed.

I can easily obtain information that I need thanks to the directions on social media account of this brand.

Brand Awareness

I am always aware of this brand.

I am aware of the characteristics of this brand.

I can always remember the logo of this brand.

Brand Image

This brand is a leader in its sector.

I have fond memories regarding this brand.

This brand is customer-centered.

Brand Loyalty

I am satisfied with brand that appeared on social media.

I usually use this brand as my first choice in comparison with the other brand.

I would recommend this brand to others through the social media.

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