

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

pada bagian ini akan dijelaskan mengenai kesimpulan penelitian ini mengenai pengaruh motivasi konsumen terhadap niat beli *online* yang dimediasi oleh sikap konsumen terhadap pemasaran media sosial. Kesimpulan pada bab ini akan dijelaskan mengenai hasil penelitian yang telah dilakukan yang berisi analisis deskriptif dan hasil pengujian penelitian menggunakan SEM AMOS 22.

5.1.1 Hasil analisis deskriptif

Hasil analisis deskriptif demografi dari responden yang mayoritas berjenis kelamin laki-laki dengan persentase 52,3% dengan jumlah responden sebesar 149 responden. Kemudian dari rentang umur responden pada penelitian ini didominasi pada rentang umur 21-25 tahun dengan total responden 202. Kemudian untuk pendapatan/ uang saku bulanan responden mayoritas pada < Rp.1.500.000,00 dengan jumlah 145 responden yang merupakan 50,9% dari total responden. Kemudian dari segi waktu yang digunakan di sosial media Instagram dalam sehari mayoritas responden menghabiskan waktunya sebanyak lebih dari 4 jam dengan jumlah 101 yang merupakan 35,4% dari total responden.

Dari hasil analisis deskriptif variabel penelitian untuk motivasi utilitarian, motivasi hedonis, motivasi personalisasi konten, sikap konsumen terhadap pemasaran sosial media, dan niat beli *online* yang semuanya memiliki nilai rata-

rata yang tinggi, maka ini menunjukkan bahwa pendapat responden pada penelitian ini secara keseluruhan terhadap untuk motivasi utilitarian, motivasi hedonis, motivasi personalisasi konten, sikap konsumen terhadap pemasaran sosial media, dan niat beli *online* sudah memenuhi

5.1.2 Hasil Pengujian SEM AMOS dan mediasi

Hasil pengujian dengan menggunakan metode *bootstrap* pada AMOS dapat disimpulkan bahwa :

1. Motivasi utilitarian pada konsumen tidak berpengaruh terhadap sikap konsumen terhadap pemasaran media sosial. Maka semakin besar usaha Dazzle melalui Instagram untuk mempengaruhi motivasi utilitarian konsumen dengan konten produk mereka maka tidak akan berdampak besar terhadap sikap konsumen terhadap pemasaran Dazzle melalui Instagram. data menunjukkan bahwa motivasi utilitarian tidak berpengaruh terhadap sikap konsumen terhadap pemasaran media sosial dengan nilai CR sebesar 1,121 dengan tingkat signifikan sebesar 0,262 yang lebih besar dari 0,05... Hasil yang tidak signifikan pada motivasi utilitarian terhadap sikap konsumen terhadap sosial media yang berkaitan dengan item- item pada kuesioner yang tidak dapat mengrepresentatifkan dengan kondisi di lapangan dan bisa juga terjadi karena responden kurang serius dalam

mengisi kuesioner atau kurang memahami butir- butir pertanyaan dalam kuesioner yang berkaitan dengan motivasi utilitarian

2. Motivasi utilitarian tidak berpengaruh terhadap niat beli konsumen secara *online*. Maka semakin besar usaha Dazze melalui Instagram untuk mempengaruhi motivasi utilitarian konsumen dengan konten produk mereka maka akan tidak berdampak besar pada niat beli konsumen secara *online*. data menunjukkan bahwa motivasi utilitarian tidak berpengaruh terhadap sikap konsumen terhadap pemasaran media sosial dengan nilai CR sebesar 1,306 dengan tingkat signifikan sebesar 0,191 yang lebih besar dari 0,05.. Hasil yang tidak signifikan pada motivasi utilitarian terhadap niat beli online konsumen yang berkaitan dengan item- item pada kuesioner yang tidak dapat mengrepresentatifkan dengan kondisi di lapangan dan bisa juga terjadi karena responden kurang serius dalam mengisi kuesioner atau kurang memahami butir- butir pertanyaan dalam kuesioner yang berkaitan dengan motivasi utilitarian.
3. Motivasi hedonis berpengaruh terhadap sikap konsumen terhadap pemasaran media sosial. Hal ini menunjukkan semakin baik motivasi hedonis pada konsumen terhadap produk yang ditawarkan Dazzle melalui Instagram maka semakin tinggi juga sikap konsumen terhadap pemasaran yang dilakukan Dazzle di akun Instagramnya. Data ini di tunjukan bahwa motivasi hedonis berpengaruh pada sikap konsumen terhadap pemasaran media sosial dengan nilai CR sebesar 2,723 dengan tingkat signifikan sebesar 0,006 yang lebih kecil dari pada 0,05.

4. Motivasi hedonis pada konsumen berpengaruh terhadap niat beli *online* konsumen. Dengan ini menunjukkan bahwa semakin baik motivasi hedonis pada konsumen terhadap produk yang ditawarkan Dazzle melalui Instagram maka semakin tinggi juga niat beli konsumen terhadap barang tersebut secara *online*. Data menunjukkan bahwa motivasi hedonis berpengaruh terhadap niat beli *online* dengan nilai CR sebesar 40,88 dengan tingkat signifikan sebesar 0,00 yang berarti lebih kecil dari 0,05.
5. Motivasi personalisasi konten pada konsumen berpengaruh terhadap sikap konsumen terhadap pemasaran media sosial. Dengan hal ini maka semakin baik motivasi personalisasi konten yang di diberikan oleh Dazzle melalui konten di Instagram maka semakin baik juga sikap konsumen terhadap pemasaran yang dilakukan Dazzle di Instagram. Berdasarkan data penelitian diperoleh motivasi personalisasi konten berpengaruh terhadap sikap konsumen terhadap pemasaran media sosial dengan nilai CR sebesar 4,377 dengan tingkat signifikannya sebesar 0,00 yang berarti lebih kecil dari 0,05.
6. Motivasi personalisasi konten pada konsumen berpengaruh terhadap niat beli *online* konsumen. Hal ini menunjukkan bahwa semakin baik Dazzle mempengaruhi motivasi personalisasi konten konsumen dengan memberikan konten yang sesuai dengan kebutuhan atau keinginan konsumen maka semakin tinggi juga niat beli konsumen secara *online* terhadap barang yang di personalisasikan tersebut. Data dari hasil penelitian menunjukkan bahwa motivasi personalisasi konten berpengaruh terhadap

niat beli *online* konsumen dengan nilai CR sebesar 5,688 dengan tingkat signifikan sebesar 0,00 yang berarti lebih kecil dari 0,05.

7. sikap konsumen terhadap sosial media Instagram Dazzle tidak memediasi antara motivasi utilitarian konsumen dengan niat beli *online* konsumen akan tetapi memediasi secara tidak langsung antara motivasi hedonis dengan niat beli *online* konsumen dan personalisasi konten dengan niat beli konsumen. Maka semakin motivasi utilitarian konsumen Dazzle yang berkaitan dengan keinginan membeli produk berdasarkan fungsionalnya tidak akan berdampak pada sikap konsumen terhadap media sosial milik Dazzle dan niat pembelian konsumen secara *online* di Instagram Dazzle. Namun semakin besar motivasi hedonis konsumen berkaitan dengan membeli sebuah produk berdasarkan kesenangan atau keinginan konsumen akan berpengaruh pada sikap konsumen terhadap sosial media milik Dazzle dan niat beli konsumen secara *online*. Hal ini juga terjadi jika semakin besar motivasi personalisasi konten berkaitan dengan konten yang disesuaikan dengan profil konsumen maka semakin besar tanggapan atau sikap konsumen terhadap Instagram Dazzle dan niat beli *online* konsumen Dazzle.

5.2 Implikasi manajerial

Dari hasil penelitian, peneliti dapat memberikan beberapa implikasi manajerial yang dapat digunakan sebagai saran untuk lebih efektif dan meningkatkan motivasi

utilitarian, motivasi hedonis, motivasi personalisasi konten, sikap konsumen terhadap sosial media, dan niat beli *online*.

1. Motivasi utilitarian memiliki tiga faktor yang mempengaruhi konsumen yaitu *saving*, *product*, dan *benefit* yang dapat dijadikan acuan oleh konsumen sehingga munculnya niat pembelian khususnya secara online dan juga sikap konsumen terhadap sosial media. pihak Dazzle harus memperhatikan aspek motivasi ultitarian konsumen dengan tetap memperhatikan kualitas produk yang ditawarkan dan memberikan informasi yang penting tentang spesifikasi produk agar tetap kompetitif dipasarkan.. Dazzle juga dapat menggunakan cara demonstrasi penggunaan produk yang dibagikan lewat Instagram agar konsumen mendapatkan gambaran dari produk yang mereka butuh kan.
2. Motivasi hedonis mempunyai peranan penting dalam mempengaruhi niat pembelian konsumen secara online dan juga berdampak pada sikap konsumen terhadap sosial media. Pihak Dazzle harus membuat konten dalam promosinya yang dapat menarik gairah dan rasa keingintahuan konsumen agar dapat memicu niat beli secara *online* dengan beberapa cara seperti dengan gambar yang menarik dengan kualitas baik , dengan menggunakan *font* yang menarik konsumen yang kemudian di bagikan melalui akun Instagram Dazzle sehingga banyak orang dapat melihat dan mengetahui konten tersebut . Kemudian Dazzle dapat membagikan *voucher* hadiah kepada konsumen yang membeli produk Dazzle yang kemudian pemenang di umumkan lewat Instagram Dazzle.

3. Konten yang disesuaikan dengan apa yang diinginkan atau dibutuhkan konsumen dapat memicu niat pembelian secara *online* dan berdampak juga pada sikap konsumen terhadap sosial media. Maka dari itu pihak Dazzle harus mengetahui apa yang dibutuhkan atau yang diinginkan oleh setiap konsumen dan kebiasaan dari konsumen dapat dengan melihat barang yang sering ditanyakan oleh setiap individu dan *postingan* apa yang sering di *like* oleh setiap konsumen kemudian mengelompokkan berdasarkan kebutuhan atau keinginan konsumen .Dazzle membuat *polling* di *story* Instagram untuk mengetahui sebenarnya apa yang lebih dibutuhkan atau diinginkan konsumen.
4. Sikap konsumen terhadap sosial media dapat ditingkat dengan fokus utama menurut hasil penelitian ini adalah pada motivasi hedonis dan motivasi personalisasi konten yang memberikan pengaruh yang lebih baik dibandingkan motivasi utilitarian dalam niat beli *online* konsumen dan sikap konsumen terhadap sosial media. Sehingga penting bagi Dazzle untuk membuat konten yang menarik dan membuat sebuah *event* seperti pembagian kupon hadiah setiap melakukan transaksi *online* maupun di toko ,dan memberikan diskon yang dapat menarik konsumen. Personalisasi konten juga harus dipertahankan karena jika promosi yang kita berikan ke konsumen sesuai dengan kebutuhan dan gaya hidup maka tidak mengganggu atau dianggap spam. Hal yang perlu ditingkatkan adalah menarik konsumen dari sisi motivasi utilitarian dengan meningkatkan kualitas produk, membuat konten yang memberikan informasi tentang

spesifikasi produk lebih jelas dan keunggulan produk yang ditawarkan dari produk pesaing.

5.3 Keterbatasan Penelitian dan Saran Untuk Penelitian Selanjutnya

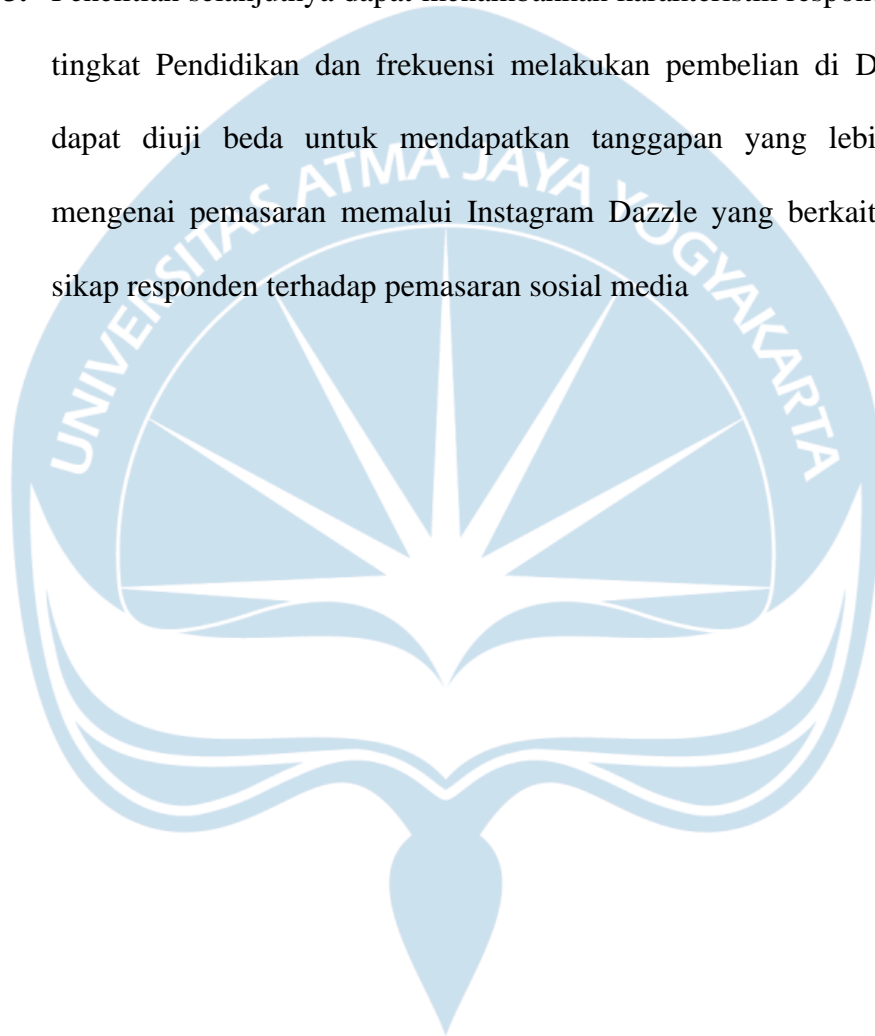
5.1.1 Keterbatasan penelitian

1. Kuesioner yang disebarakan hanya melalui platform *online* dengan menggunakan *google form* dan menggunakan sosial media sebagai sarana untuk menyebarkan kuesioner sehingga peneliti tidak dapat membantu dan mengawasi responden dalam proses pengisian kuesioner
2. Peneliti tidak dapat mengumpulkan responden dengan jumlah yang dapat memrepresentasikan setiap jenis kelamin, rentang umur, domisili responden, kelas pendapatan/ uang saku, dan waktu yang dihabiskan untuk menggunakan sosial media yang diakibatkan oleh pembagian kuesioner secara *online* yang terdiri dari berbagai kalangan
3. Penelitian ini hanya berfokus pada jenis industri yang bergerak pada bidang elektronik sehingga konsumen mempunyai perilaku yang berbeda pada konteks industri lainnya.

5.1.2 Saran Untuk Penelitian Selanjutnya

1. Sampel yang digunakan pada penelitian selanjutnya dilakukan seleksi agar mendapatkan jumlah yang representatif untuk setiap jenis kelamin, rentang umur, domisili responden, kelas pendapatan/ uang saku, dan waktu yang dihabiskan untuk menggunakan sosial media supaya didapatkan uji beda untuk dapat memperoleh hasil yang lebih akurat dan representatif

2. Penelitian selanjutnya diharapkan dapat menemukan motif - motif lain selain motivasi utilitarian, motivasi hedonis, dan motivasi personalisasi konten yang dapat berdampak pada niat beli *online* konsumen.
3. Penelitian selanjutnya dapat menambahkan karakteristik responden berupa tingkat Pendidikan dan frekuensi melakukan pembelian di Dazzle agar dapat diuji beda untuk mendapatkan tanggapan yang lebih spesifik mengenai pemasaran melalui Instagram Dazzle yang berkaitan dengan sikap responden terhadap pemasaran sosial media



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Lampiran 1 Kuesioner



Nama lengkap

(Jawaban Singkat)

1. Jenis kelamin

- a. Laki-laki
- b. perempuan

2. Umur

(Jawaban Singkat)

3. Domisili

(Jawaban Singkat)

4. Pendapatan/uang saku bulanan

- a. < Rp. 1.500.000,00
- b. Rp. 1.500.000,00 - Rp. 2.500.000,00
- c. Rp. 2.600.000,00 - Rp 3.500.000,00
- d. Rp. 3.600.000,00 - Rp. 4.500.000,00
- e. >Rp. 4.500.000,00

5. Waktu yang dihabiskan dimedia sosial Instagram dalam sehari

- a. < 1 jam
- b. 1 jam sampai dengan 2 jam
- c. 3 jam sampai dengan 4 jam
- d. >4 jam

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No	Pernyataan	STS	TS	N	S	SS
Motivasi Utilitarian						
1. 1	Saya akan menekankan pada kualitas dari pada prestise saat membeli barang di Instagram Dazzle					
2. 2	Saya membeli produk di Instagram Dazzle karena performa dari pada mendengar pendapat orang lain					
3. 3	Saya akan membeli produk di Instagram Dazzle karena fungsinya					
Motivasi Hedonis						
4.	Membeli melalui media sosial merupakan hal yang menyenangkan untuk kepentingan diri sendiri					
5.	Membeli melalui media sosial membuat saya merasa lebih baik					
6.	Membeli melalui media sosial akan membosankan (pembobotan di balik)					
7.	Membeli melalui media sosial merupakan hal yang menyenangkan					

8.	Membeli melalui media sosial merupakan hiburan					
Motivasi Personalisasi Konten						
9.	Instagram Dazzle mengerti kebutuhan saya					
10.	Instagram Dazzle tahu apa yang saya inginkan					
11.	Kebutuhan saya digunakan sebagai preferensi oleh Dazzle					
Sikap Konsumen Terhadap Pemasaran Media Sosial						
12.	Secara keseluruhan saya menganggap iklan yang dilakukan Dazzle di Instagram adalah hal yang baik					
13.	Secara keseluruhan saya suka dengan iklan yang dilakukan Dazzle di Instagram					
14.	Saya menganggap iklan yang dilakukan Dazzle di Instagram sangat penting					
15.	Secara keseluruhan sikap saya terhadap sosial media khususnya akun Instagram Dazzle sangat baik					
Niat Beli <i>Online</i>						
16.	Saya berniat untuk terus menggunakan Instagram Dazzle di masa depan untuk membeli produk					
17.	Saya akan selalu mencoba menggunakan Instagram Dazzle					

	sebagai <i>platform</i> pembelian di keseharian saya					
18.	Saya berencana menggunakan Instagram Dazzle untuk sering melakukan pembelian					
19.	Saya memperkirakan bahwa saya akan terus menggunakan Instagram Dazzle untuk pembelian dimasa depan					
20.	Saya akan merekomendasikan ke orang lain untuk menggunakan Instagram Dazzle untuk membeli produk					



Lampiran 4 Kuesioner Google Forms

dazzle™

Bagian 1 dari 7

Pengaruh Motivasi *Online* Konsumen Terhadap Niat Beli *Online* yang dimediasi oleh Sikap Konsumen Terhadap Pemasaran Media Sosial

Perkenalkan nama saya Yustinus Indra Nugraha mahasiswa aktif dari fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian mengenai pengaruh motivasi online konsumen terhadap niat beli online yang dimediasi Oleh sikap konsumen terhadap pemasaran media sosial. Saya berharap agar teman-teman bersedia membantu penelitian ini dengan mengisi kuesioner yang telah saya berikan, terimakasih.

Dazzle

Dazzle didirikan oleh Yudho Satrio pada tahun 2002, awal mula munculnya Dazzle karena pada tahun tersebut masih sedikit penyedia aksesoris *handphone* dan harganya pun masih mahal. Berawal dari konter kecil yang dimanai Dazzle yang berfokus pada penjualan aksesoris *handphone* dengan harga yang terjangkau. Langkah yang diambil oleh Dazzle tersebut memunculkan polemik karena dianggap dazzle merusak pasaran harga sehingga beberapa kali mendapatkan kecaman. Dazzle menggunakan konsep swalayan, ide ini berawal dari karena tokonya semakin ramai, diharapkan dengan konsep swalayan konsumen dapat memilih produk yang mereka cari dan dapat langsung mencobanya. Dazzle selalu mengikuti perkembangan jaman dengan mengikut tren yang ada termasuk termasuk strategi pemasarannya pada awal berdiri pada tahun 2002 menggunakan surat kabar yang cukup efektif pada masanya, lalu pada tahun 2010 mulai bergeser dengan maraknya pameran dan sering terlibat aktif diberbagai pameran. Untuk sekarang Dazzle berkembangnya media pemasaran *online* seperti penggunaan instagram yang di anggap oleh Dazzle cukup efektif sebagai media pemasaran.

Logo Dazzle



dazzle™

Apabila anda tidak mengikuti (*follow*) akun instagram milik Dazzle dan tidak pernah membeli produk diDazzle tidak perlu melanjutkan kuesioner ini

Deskripsi (opsional)

Data Diri Responden

Dibawah ini merupakan kuesioner mengenai profil responden. Anda dipersilahkan untuk menjawab salah satu alternatif jawaban yang telah di sediakan. silahkan pilih salah satu alternatif jawaban yang telah tersedia

Nama lengkap



Jawaban singkat

Teks jawaban singkat



Wajib diisi



Jenis kelamin *

Laki-laki

Perempuan

Umur (tahun) *

Teks jawaban singkat

Domisili *

Teks jawaban singkat

2. Saya membeli produk diinstagram Dazzle karena performa dari pada mendengar pendapat orang lain *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

3. Saya akan membeli produk diinstagram Dazzle karena fungsinya *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Motivasi Hedonis

Deskripsi (opsional)

1. Membeli melalui media sosial merupakan hal yang menyenangkan untuk kepentingan diri sendiri *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

2. Membeli melalui media sosial membuat saya merasa lebih baik *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

3. Membeli melalui media sosial akan membosankan *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

• Sikap Terhadap Media Sosial

Deskripsi (opsional)

1. Secara keseluruhan saya menganggap iklan yang dilakukan Dazzle diinstagram adalah hal yang ^{*} baik

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

⋮

2. Secara keseluruhan saya suka dengan iklan yang dilakukan Dazzle diinstagram ^{*}

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

3. Saya menganggap iklan yang dilakukan Dazzle diinstagram sangat penting ^{*}

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

4. Secara keseluruhan sikap saya terhadap sosial media khususnya akun instagram Dazzle sangat baik ^{*}

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Niat Beli *Online*

Deskripsi (opsional)

1. Saya berniat untuk terus menggunakan instagram Dazzle di masa depan untuk membeli produk *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

⋮

2. Saya akan selalu mencoba menggunakan instagram Dazzle sebagai *platform* pembelian di keseharian saya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

3. Saya berencana menggunakan instagram Dazzle untuk sering melakukan pembelian *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

4. Saya memperkirakan bahwa saya akan terus menggunakan instagram Dazzle untuk pembelian dimasa depan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

5. Saya akan merekomendasikan ke orang lain untuk menggunakan instagram Dazzle untuk membeli produk *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Lampiran 5 Tabulasi Data Mentah



Nama lengkap	Jenis kelamin	Umur (tahun)	Domisili	Pendapatan/uang saku bulanan	Waktu yang dihabiskan dimedia sosial instagram dalam sehari
A. Aditya Jatmika	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Achillius surya	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Adi Diliantono	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Aditya	Laki-laki	20	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Aditya yuda setiawan	Laki-laki	26	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Adrian Nicholas Asmesi	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Adrianus Reno	Laki-laki	23	Yogyakarta	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
agata sekar	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Agaza	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Agnes Christiani	Perempuan	23	Jakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Agustinus Wahyudi	Laki-laki	28	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	> 4 jam
AHMAD PAHAL	Laki-laki	27	Magelang	> Rp. 4.500.000,00	> 4 jam
Aji Sutomo	Laki-laki	24	Bekasi	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Ajik prasaja	Laki-laki	26	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Albert Chandra WH	Laki-laki	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Aldi setiawan	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Aldy Domas Julianus	Laki-laki	21	Tarakan	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam

Alexander adven	Laki-laki	26	Bekasi	Rp. 3.600.000,00 - Rp. 4.500.000,00	> 4 jam
Allvonsius dimas	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Alosyius elan	Laki-laki	22	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	> 4 jam
Aloysia Tita Rakasiwi	Perempuan	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Andrea Christa Dityani	Perempuan	16	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Andreas abel	Laki-laki	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Andreas Adihatmawijaya Utama	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Andreas bangkit	Laki-laki	30	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	> 4 jam
Andreas Ridam Wicaksono	Laki-laki	28	Lampung	< Rp. 1.500.000,00	< 1 jam
Andreas Sotya	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Andreas Supri Hastoro	Laki-laki	29	Yogyakarta	> Rp. 4.500.000,00	< 1 jam
Angel	Perempuan	21	Banten	Rp. 2.600.000,00 - Rp. 3.500.000,00	1 jam sampai dengan 2 jam
Angel Yudiachrist	Perempuan	20	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Anggi	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Anggi wismandaru	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Ani vincentia	Perempuan	23	Yogyakarta	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Anino wijaya	Laki-laki	25	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Anselma pita	Perempuan	26	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Antonius Abhirama	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam

Antonius Arianto Suryo Putra	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Antony pratama	Laki-laki	27	Yogyakarta	> Rp. 4.500.000,00	> 4 jam
Arin	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Arum Wandira	Perempuan	23	Purworejo	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Arvis alexander	Laki-laki	23	Jakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	> 4 jam
Aspro Genntho	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Atmaseta Andre P.	Laki-laki	25	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	< 1 jam
Aurelia Triana Larasati	Perempuan	22	Kebumen	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Austin adven utomo	Laki-laki	25	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Ayom Purwahadikusuma	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Basilus leonardo	Laki-laki	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Beatrix jovita	Perempuan	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Beffin yuhandyta	Laki-laki	23	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	1 jam sampai dengan 2 jam
Benidectus Bima Pramono	Laki-laki	25	Yogyakarta	> Rp. 4.500.000,00	< 1 jam
Bernadeta Hylda Ardisa	Perempuan	20	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Bernadeta Retno	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Bima Purba	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam

Bintangantengg	Laki-laki	17	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Bonaventura Nico ananta	Laki-laki	17	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Bonifasius adityo darma putra	Laki-laki	18	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Brenda dyah	Perempuan	24	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Brigita pingkan	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Brilliana Eka Wijayanti	Perempuan	19	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Cahaya	Perempuan	19	Jambi	< Rp. 1.500.000,00	> 4 jam
Chresensia Yuresi Aprigia	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Christina Putri Pertiwi	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Cicilia Ajeng L	Perempuan	20	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Cicilia via	Perempuan	17	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Cindy	Perempuan	23	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Claire	Perempuan	22	Tangerang	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam
clara frida	Perempuan	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Clara Venadita Rosari	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Claudia coritama	Perempuan	22	Tangerang	< Rp. 1.500.000,00	< 1 jam
Cornelius Adelaide Jorell Atmaja	Laki-laki	17	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Cornelius guntur	Laki-laki	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Damai arung samudra	Laki-laki	25	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam

Debora larasati p	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Devina	Perempuan	23	Tangerang	> Rp. 4.500.000,00	> 4 jam
Diah Septianing Tyas	Perempuan	19	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Dika putri	Perempuan	27	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	3 jam sampai dengan 4 jam
Dika wahyu	Laki-laki	20	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Dimas guntur	Laki-laki	26	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Dimas prasetya	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Dimas sadewa	Laki-laki	27	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Dio Romadhon	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Dita Enjelina	Perempuan	22	Solo	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Dwi hari setyawan	Laki-laki	29	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Eduardus bagas	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Elisabeth Rosari	Perempuan	25	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Elsa Irnandari	Perempuan	21	Kalimantan Tengah	< Rp. 1.500.000,00	< 1 jam
Emanuel ndaru	Laki-laki	24	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	3 jam sampai dengan 4 jam
Emiliano Karisma Tardifiasto	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Engelina galuh windiasari	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Eustokia Errika	Perempuan	22	Tangerang	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam

Felicha ristya	Perempuan	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Felicula nawang	Perempuan	24	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	> 4 jam
Felisita diana	Perempuan	26	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	3 jam sampai dengan 4 jam
Felix surya	Laki-laki	24	Malang	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Francieca dyah ayu widyatantri	Perempuan	18	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Frans satria	Laki-laki	25	Surabaya	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Fransisca Arlin	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Fransisca betty	Perempuan	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
FRANSISCA EARLIANA NASYA	Perempuan	15	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
fransisca lourdiananda	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Fransisca sendy	Perempuan	27	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Fransiska heni	Perempuan	25	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Gary Valenciano Kandiawan	Laki-laki	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
George Martin Setiawan Junior	Laki-laki	22	Riau	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Georgius Damar Yoga Permana	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
gilang damar saputro	Laki-laki	22	Solo	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam

Giovani Dyan Firnanda Saputra	Laki-laki	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	< 1 jam
Giovanni resa	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
givana	Perempuan	19	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Grace Cesar Asvini Partha	Perempuan	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Gracianus Aji Panglipur	Laki-laki	22	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Gregorious Wahyu Djatmiko	Laki-laki	20	Bekasi	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Hanqenina	Perempuan	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Hastiana Ayudya	Perempuan	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Heldeberta Indah KP	Perempuan	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Hendra	Laki-laki	22	Riau	Rp. 3.600.000,00 - Rp. 4.500.000,00	> 4 jam
Hendri	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	< 1 jam
Henrikus Yuli Kristanto	Laki-laki	20	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Herawati Isti Cholifah	Perempuan	22	Magelang	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Herian Andrianto	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Hilarius Nathaniel Gilbert	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam

I Gede Baldeva Sulthan	Laki-laki	23	Bali	< Rp. 1.500.000,00	> 4 jam
I made bayu semara	Laki-laki	23	Bali	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Ignatius Ervano J	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Ignatius Kurniawan Pranajaya	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Ignatius teddy	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Iksan	Laki-laki	27	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Imelda S	Perempuan	20	Jakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Intan Ghaniswari	Perempuan	20	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Irene angela	Perempuan	23	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	3 jam sampai dengan 4 jam
Jane ligawan	Perempuan	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Januarius Aditya Wisnu Wardhana	Laki-laki	18	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Jesseline Willisa	Perempuan	22	Medan	> Rp. 4.500.000,00	> 4 jam
Jikoen	Laki-laki	17	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Jogues andro	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Josef Yoan Arvie Pratama	Laki-laki	16	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Joseph jodi	Laki-laki	26	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Josephine Novena	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Joshua Kristian Zega	Laki-laki	19	Bandung	< Rp. 1.500.000,00	> 4 jam
Julius Anino Wijaya	Laki-laki	25	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Kadhi fitrianto	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam

Kevin Jeferson	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Kevin Mahendra	Laki-laki	22	Klaten	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Kris yulianto	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Krispina Vaniasekar	Perempuan	19	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Laurensia Irene	Perempuan	22	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	> 4 jam
Lia kiki susilo	Perempuan	22	Bandung	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Lidia Devia Pangastuti	Perempuan	20	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Livia	Perempuan	23	Tangerang	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Lukas ekky	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Lusiana Luluk	Perempuan	23	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Luthfi Laili F	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
M	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Maida Herawati	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	< 1 jam
Maria asih	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	< 1 jam
Maria Brigita Dini K	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Maria Destiana Wulandari	Perempuan	25	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Maria Gabriella Indah	Perempuan	26	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Maria Gracia Kristiana Widiastuti	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam

Maria Herlinda Adela	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Maria paskalia	Perempuan	23	Malang	Rp. 2.600.000,00 - Rp 3.500.000,00	> 4 jam
Maria Patricia Erwind S	Perempuan	20	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Mariana Febryanti Handul	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Mario priyo hutomo	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Marko	Laki-laki	22	Kalimantan Barat	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Marselina Dwi Rahmawati	Perempuan	19	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Marshella collie	Perempuan	23	Kalimantan Barat	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Martinus Ifan	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Matheus ardhi	Laki-laki	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Meiliasari	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Michael Beato Widiyarto	Laki-laki	22	Magelang	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Michael Nicko	Laki-laki	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Miguel tjondro	Laki-laki	23	Kalimantan Barat	< Rp. 1.500.000,00	> 4 jam
Monica	Perempuan	24	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam

Monica bagas	Perempuan	25	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	1 jam sampai dengan 2 jam
Monica Bunga	Perempuan	24	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Monica Ferina Rafra	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Moudy Mahardhita	Perempuan	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Mufid Kurniawan	Laki-laki	30	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	< 1 jam
Myra Karlini Bujung	Perempuan	25	Boyolali	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Nadya Aprilliani M	Perempuan	20	Tegal	Rp. 2.600.000,00 - Rp 3.500.000,00	> 4 jam
Ndaru Dewanto	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Nirmolo Yekti	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Nivita jaya lede	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	< 1 jam
Noe Santoso	Laki-laki	29	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Noka Pramesti Pitarini	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Nopinda sanjaya	Laki-laki	26	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Novia	Perempuan	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
nurarba s	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Nuva utomo	Laki-laki	32	Temanggung	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Nyoman Satria Dananjaya	Laki-laki	18	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam

Octavius Kasianus Rowa	Laki-laki	31	Banyuwangi	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Odelia laras	Perempuan	21	Yogyakarta	> Rp. 4.500.000,00	> 4 jam
Paskalis Bima Kristanto	Laki-laki	18	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Petri L	Laki-laki	22	Bogor	< Rp. 1.500.000,00	> 4 jam
Pradabellona	Perempuan	21	Solo	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Priskilla amariska	Perempuan	23	Malang	> Rp. 4.500.000,00	> 4 jam
Putri diah nur	Perempuan	27	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Putri hapsari	Perempuan	19	Magelang	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Rafael Anggita Seta	Laki-laki	19	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Rahmat	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Reinildis Ralph Mite	Perempuan	19	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Relisantika sinaga	Perempuan	25	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	> 4 jam
Restno larasati	Perempuan	30	Yogyakarta	Rp. 2.600.000,00 - Rp. 3.500.000,00	3 jam sampai dengan 4 jam
Retnaningrum	Perempuan	38	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Ripi	Laki-laki	20	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Ris	Perempuan	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Rizky adi ismail	Laki-laki	23	Yogyakarta	> Rp. 4.500.000,00	> 4 jam
Robertus Rendi	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Rosa Meilinda C	Perempuan	24	Yogyakarta	< Rp. 1.500.000,00	> 4 jam

Safira putri	Perempuan	21	Sukabumi	< Rp. 1.500.000,00	> 4 jam
Samudra bagaskara	Laki-laki	23	Cilacap	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Sandri alna	Perempuan	24	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	1 jam sampai dengan 2 jam
Santi	Perempuan	21	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Saras	Perempuan	23	Bandung	< Rp. 1.500.000,00	> 4 jam
Sawung Aji Pamenang	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
scolastika anggita	Perempuan	16	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Sekar ayu	Perempuan	20	Klaten	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Sherly Ansilla	Perempuan	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Silverius dwi	Laki-laki	24	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Stefani devi	Perempuan	26	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Stefanie wulandari	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Stefanus dicky setyawan	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Stefanus raka	Laki-laki	28	Yogyakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Stefanus suseno aji nugroho	Laki-laki	24	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Stefanus vinggo	Laki-laki	23	Yogyakarta	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Stephanus Christivan	Laki-laki	20	Yogyakarta	> Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Stevani christy	Perempuan	24	Magelang	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam

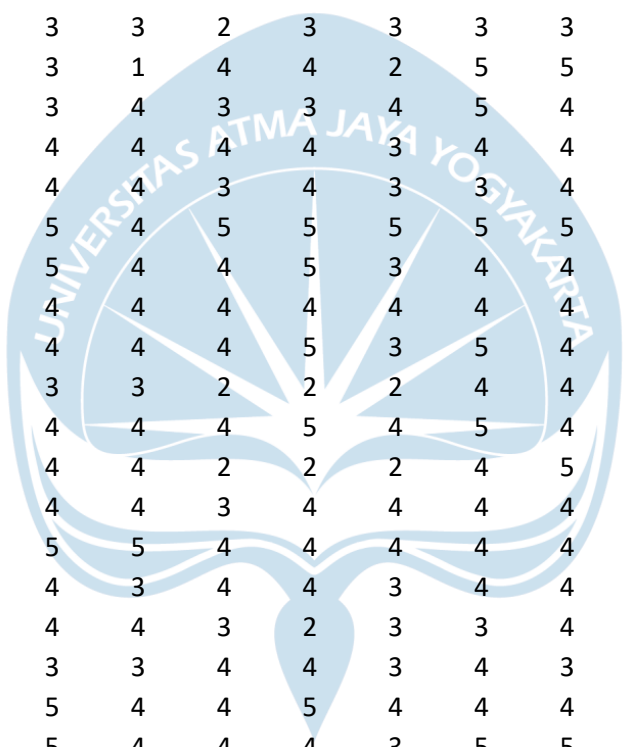
Suhendri	Laki-laki	27	Riau	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
tacilll	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Tadheus Ardian Aminata	Laki-laki	20	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Tatiana	Perempuan	25	Magelang	Rp. 3.600.000,00 - Rp. 4.500.000,00	3 jam sampai dengan 4 jam
Taufik Bagja	Laki-laki	21	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	1 jam sampai dengan 2 jam
Teresia SW	Perempuan	23	Tegal	< Rp. 1.500.000,00	< 1 jam
Theresia Seismika Widowati	Perempuan	22	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	3 jam sampai dengan 4 jam
Theresia tya	Perempuan	49	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Theresia Widya Mega Kartikawati	Perempuan	26	Bekasi	> Rp. 4.500.000,00	> 4 jam
Thomas dodo	Laki-laki	24	Lampung	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Thomas paksi	Laki-laki	28	Solo	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Thomas rahmad nugraha	Laki-laki	25	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Tika okalia	Perempuan	24	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
TRI RATNA KUMALA DEWI	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Tyas kridangin	Perempuan	24	Yogyakarta	< Rp. 1.500.000,00	> 4 jam

Valderian Adhitya Damar Kumara	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Valeire nina	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Valey	Perempuan	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Vanessa verina	Perempuan	21	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	> 4 jam
vani arum sari	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
vania	Perempuan	23	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Veronica sisca cahyaningtyas	Perempuan	22	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Veronika Lidia	Perempuan	17	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Vincentius Dhimas Rangga Paksi	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Vincentius Murdanto Cahyo Mahendra	Laki-laki	21	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Vinsensius Aditya	Laki-laki	20	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Vinsensius Hendra S.	Laki-laki	20	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	< 1 jam
Wahyu dwi	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Wina	Perempuan	22	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Winona	Perempuan	23	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	1 jam sampai dengan 2 jam
Wisnu kuncoro	Laki-laki	26	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam

Wisnu Prabowo	Laki-laki	19	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	1 jam sampai dengan 2 jam
Wisnumurti adriandaru	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Yan Dewana	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Yehu Pratama	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Yesika eka tirta	Perempuan	23	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Yoan maria	Perempuan	25	Bekasi	Rp. 3.600.000,00 - Rp. 4.500.000,00	< 1 jam
Yohanes Calvin Lugas	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Yohanes deni	Laki-laki	23	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	< 1 jam
Yohanes Dian Budi Andini	Laki-laki	21	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Yohanes indra prakosa	Laki-laki	19	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Yohanes tomy	Laki-laki	28	Yogyakarta	< Rp. 1.500.000,00	1 jam sampai dengan 2 jam
Yohanes wahyu	Laki-laki	25	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Yohanes yunianto	Laki-laki	24	Yogyakarta	Rp. 1.500.000,00 - Rp. 2.500.000,00	> 4 jam
Yonatan Kurniawan Kris Ananto	Laki-laki	22	Magelang	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Yoni cantika	Perempuan	21	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	3 jam sampai dengan 4 jam
Yosafat Randy	Laki-laki	23	Yogyakarta	> Rp. 4.500.000,00	1 jam sampai dengan 2 jam
Yosephine	Perempuan	22	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Yosephine Manisti	Perempuan	24	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	1 jam sampai dengan 2 jam

Yosua nugroho	Laki-laki	23	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Yovita ika fimbriani	Perempuan	33	Yogyakarta	> Rp. 4.500.000,00	> 4 jam
Yuan abilawa	Laki-laki	28	Yogyakarta	Rp. 2.600.000,00 - Rp 3.500.000,00	1 jam sampai dengan 2 jam
Yudhanto arif darmawan	Laki-laki	22	Jayapura	> Rp. 4.500.000,00	> 4 jam
Yulius farel	Laki-laki	16	Yogyakarta	< Rp. 1.500.000,00	> 4 jam
Yunico Nur Widiyanto	Laki-laki	22	Yogyakarta	< Rp. 1.500.000,00	3 jam sampai dengan 4 jam
Yustina Hani	Perempuan	21	Yogyakarta	< Rp. 1.500.000,00	< 1 jam
Yustina ngatijan	Perempuan	22	Jakarta	Rp. 3.600.000,00 - Rp. 4.500.000,00	> 4 jam

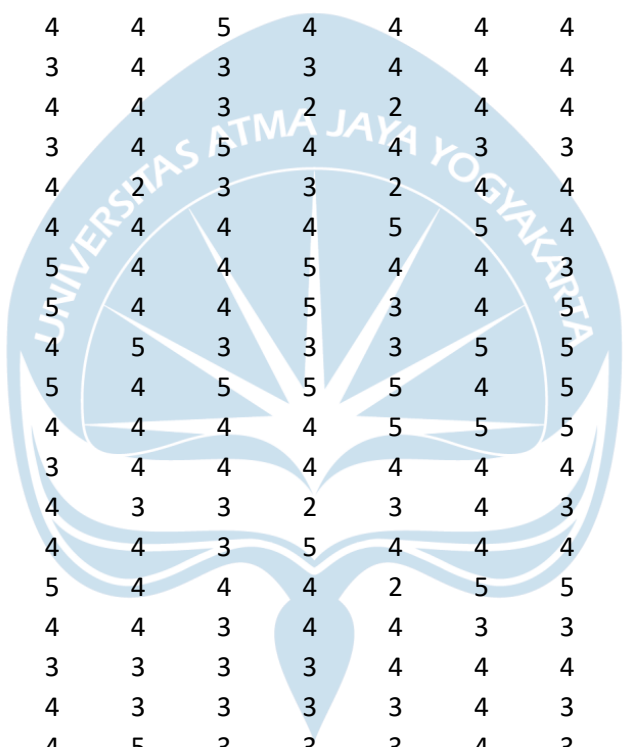
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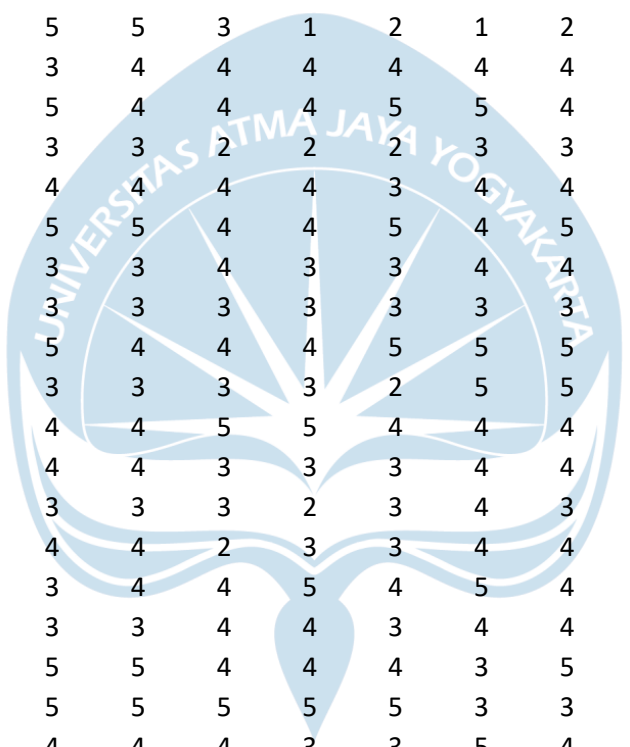
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Lampiran 6 Hasil Uji IMB SPSS

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
STSM <--- MH	.154
STSM <--- MPK	.494
STSM <--- MU	.145
NBO <--- MU	.067
NBO <--- MH	.308
NBO <--- MPK	.465
NBO <--- STSM	.106
X1.1 <--- MU	.540
X1.2 <--- MU	.645
X1.3 <--- MU	.364
X2.5 <--- MH	.666
X2.4 <--- MH	.706
X2.3 <--- MH	.211
X2.2 <--- MH	.821
X2.1 <--- MH	.655
Y1.4 <--- STSM	.713
Y1.3 <--- STSM	.580
Y1.2 <--- STSM	.779
Y1.1 <--- STSM	.679
Y2.1 <--- NBO	.752
Y2.2 <--- NBO	.807
Y2.3 <--- NBO	.820
Y2.4 <--- NBO	.826
Y2.5 <--- NBO	.608
X3.3 <--- MPK	.767
X3.2 <--- MPK	.832
X3.1 <--- MPK	.843



Hasil Uji Validitas Menghilangkan Kontruk Yang tidak Valid

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
STSM <--- MU	.054
STSM <--- MH	.151
STSM <--- MPK	.546
NBO <--- MU	.075
NBO <--- MH	.315
NBO <--- MPK	.452
NBO <--- STSM	.114
X1.1 <--- MU	.495
X1.2 <--- MU	.759
X2.5 <--- MH	.666
X2.4 <--- MH	.700
X2.2 <--- MH	.824
X2.1 <--- MH	.652
X3.3 <--- MPK	.767
X3.2 <--- MPK	.832
X3.1 <--- MPK	.843
Y1.4 <--- STSM	.712
Y1.3 <--- STSM	.579
Y1.2 <--- STSM	.779
Y1.1 <--- STSM	.681
Y2.1 <--- NBO	.751
Y2.2 <--- NBO	.807
Y2.3 <--- NBO	.821
Y2.4 <--- NBO	.826
Y2.5 <--- NBO	.608



Error setiap kontruk

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
STSM	.453
NBO	.646
Y2.5	.369
Y2.4	.682
Y2.3	.674
Y2.2	.651
Y2.1	.564
Y1.1	.464
Y1.2	.606
Y1.3	.335
Y1.4	.508
X3.1	.711
X3.2	.692
X3.3	.588
X2.1	.425
X2.2	.680
X2.4	.490
X2.5	.443
X1.2	.576
X1.1	.245



Hasil Uji Reabilitas Konstruk Model Awal Penelitian

	<i>LOADING</i>	<i>ERROR</i>	$(\text{SUM}(\text{LOADING}))^2$	CR	<i>squared loading</i>	AVE
X1	0.50	0.25	1.57	0.65	0.25	0.50
	0.76	0.58			0.58	
X2	0.65	0.43	8.08	0.80	0.43	0.50
	0.82	0.68			0.68	
	0.70	0.49			0.49	
	0.67	0.44			0.44	
X3	0.84	0.71	5.96	0.75	0.71	0.50
	0.83	0.69			0.69	
	0.77	0.59			0.59	
Y1	0.68	0.46	7.57	0.80	0.46	0.50
	0.78	0.61			0.61	
	0.58	0.34			0.34	
	0.71	0.51			0.51	
Y2	0.75	0.56	14.54	0.83	0.56	0.50
	0.81	0.65			0.65	
	0.82	0.67			0.67	
	0.83	0.68			0.68	
	0.61	0.37			0.37	

Hasil Uji Normalitas Data Penelitian

Assessment of normality (Group number 1)


Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.5	2.000	5.000	-.275	-1.860	-.323	-1.093
Y2.4	1.000	5.000	-.120	-.816	-.627	-2.122
Y2.3	1.000	5.000	-.142	-.962	-.626	-2.117
Y2.2	2.000	5.000	-.182	-1.229	-.747	-2.528
Y2.1	1.000	5.000	-.267	-1.805	-.350	-1.186
Y1.1	2.000	5.000	-.260	-1.758	.020	.069
Y1.2	2.000	5.000	-.209	-1.412	-.426	-1.441
Y1.3	2.000	5.000	-.233	-1.577	-.524	-1.775
Y1.4	2.000	5.000	-.130	-.883	-.450	-1.524
X3.1	2.000	5.000	-.143	-.968	-.577	-1.953
X3.2	1.000	5.000	-.236	-1.595	-.472	-1.599
X3.3	1.000	5.000	-.058	-.392	-.601	-2.035
X2.1	1.000	5.000	-.599	-4.054	.126	.426
X2.2	1.000	5.000	-.496	-3.359	.042	.142
X2.4	2.000	5.000	-.216	-1.460	-.478	-1.618
X2.5	1.000	5.000	-.746	-5.050	.543	1.838
X1.2	2.000	5.000	-.363	-2.458	-.500	-1.694
X1.1	1.000	5.000	-.626	-4.241	.464	1.571
Multivariate					38.802	11.990



Hasil Uji Outlier Penelitian

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
53	66.911	.000	.000
262	62.820	.000	.000
15	60.256	.000	.000
131	56.111	.000	.000
125	55.495	.000	.000
27	48.934	.000	.000
164	48.850	.000	.000
216	47.860	.000	.000
225	45.706	.001	.000
95	42.834	.002	.000
91	42.795	.002	.000
245	42.440	.002	.000
258	42.007	.003	.000
54	41.068	.004	.000
12	40.573	.004	.000
34	39.805	.005	.000
105	39.127	.006	.000
283	38.951	.007	.000
170	38.155	.008	.000
120	37.295	.011	.000
196	36.773	.012	.000
117	35.293	.019	.000
192	35.067	.020	.000
1	34.450	.023	.000
55	34.308	.024	.000
261	34.238	.025	.000
173	34.033	.026	.000
129	33.914	.027	.000

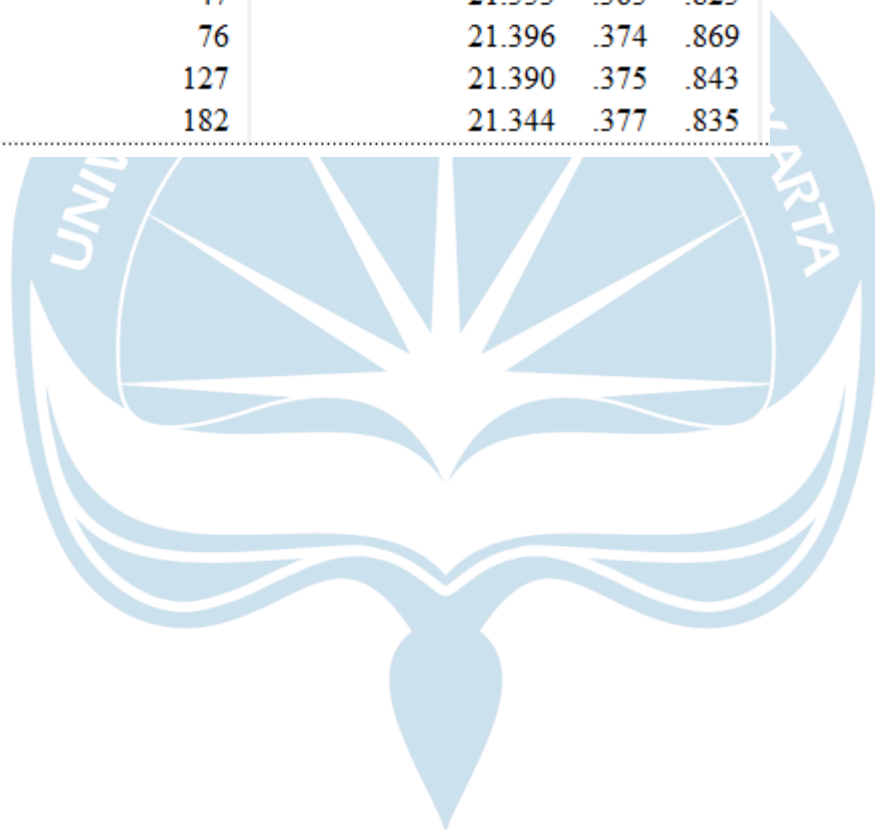


92	33.838	.027	.000
65	33.298	.031	.000
249	32.425	.039	.000
168	31.979	.044	.000
271	31.174	.053	.000
22	31.138	.053	.000
124	31.097	.054	.000
220	30.962	.056	.000
43	30.711	.059	.000
69	30.578	.061	.000
97	29.973	.070	.000
42	29.935	.071	.000
11	29.753	.074	.000
223	29.431	.080	.000
152	28.875	.090	.001
114	28.716	.094	.001
257	28.531	.097	.001
282	28.473	.099	.001
234	27.974	.110	.003
150	27.763	.115	.005
185	27.734	.116	.003
96	27.729	.116	.002
224	27.616	.119	.002
161	27.575	.120	.001
219	27.494	.122	.001
3	27.148	.131	.003
23	27.020	.135	.004
140	26.733	.143	.008
130	26.667	.145	.007
98	26.228	.158	.025

169	26.207	.159	.019
102	26.063	.164	.023
188	26.043	.164	.017
279	25.877	.170	.022
278	25.821	.172	.019
14	25.737	.175	.018
32	25.558	.181	.026
156	25.546	.181	.019
82	25.306	.190	.033
48	25.285	.191	.026
67	25.042	.200	.046
26	24.744	.211	.091
58	24.734	.212	.073
187	24.725	.212	.057
21	24.659	.215	.054
20	24.325	.228	.120
4	24.308	.229	.099
190	24.194	.234	.110
209	24.144	.236	.101
202	24.117	.237	.086
107	24.093	.238	.073
37	23.770	.253	.153
155	23.492	.265	.254
276	23.375	.271	.279
5	23.264	.276	.303
73	23.103	.284	.362
240	22.969	.290	.406
46	22.827	.297	.458



72	22.738	.302	.472
160	22.728	.302	.428
256	22.703	.304	.396
142	22.495	.314	.500
137	22.436	.317	.494
253	22.050	.338	.724
106	22.002	.340	.712
112	21.969	.342	.691
57	21.810	.351	.752
87	21.732	.355	.760
47	21.553	.365	.825
76	21.396	.374	.869
127	21.390	.375	.843
182	21.344	.377	.835



Hasil uji tanpa data outlier

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
32	41.317	.001	.315
217	41.226	.001	.059
189	39.118	.003	.041
101	38.841	.003	.010
51	38.694	.003	.002
163	38.576	.003	.000
91	38.308	.004	.000
113	37.455	.005	.000
249	37.188	.005	.000
185	35.615	.008	.000
261	35.229	.009	.000
62	35.193	.009	.000
88	34.859	.010	.000
124	34.791	.010	.000
93	34.293	.012	.000
1	33.838	.013	.000
11	33.341	.015	.000
273	33.223	.016	.000
52	32.426	.020	.000
166	32.077	.022	.000
110	31.966	.022	.000
161	31.889	.023	.000

212	31.833	.023	.000
12	31.605	.024	.000
66	31.499	.025	.000
252	30.160	.036	.000
240	29.992	.038	.000
146	29.858	.039	.000
226	29.795	.039	.000
144	29.737	.040	.000
41	29.266	.045	.000
211	29.194	.046	.000
215	29.173	.046	.000
92	28.982	.049	.000
21	28.535	.054	.000
19	28.484	.055	.000
3	28.016	.062	.000
120	28.013	.062	.000
125	27.995	.062	.000
269	27.987	.062	.000
248	27.911	.063	.000
40	27.878	.064	.000
162	27.525	.070	.000
155	26.923	.080	.000
268	26.875	.081	.000
272	26.815	.083	.000
20	26.630	.086	.000
4	26.361	.092	.000
22	26.314	.093	.000
116	26.022	.099	.000
79	25.977	.100	.000
94	25.921	.102	.000
69	25.102	.122	.001



98	25.086	.123	.000
195	24.551	.138	.003
247	24.538	.138	.002
46	24.333	.144	.003
266	24.267	.146	.002
73	23.692	.165	.020
64	23.635	.167	.017
103	23.514	.172	.019
244	23.285	.180	.032
154	23.250	.181	.026
142	23.025	.190	.043
216	22.997	.191	.035
180	22.848	.196	.043
178	22.775	.199	.042
131	22.749	.200	.033
202	22.741	.201	.025
84	22.734	.201	.018
134	22.574	.208	.025
149	22.407	.214	.035
30	22.395	.215	.027
25	22.343	.217	.024
9	22.342	.217	.017
183	22.258	.221	.018
122	21.987	.233	.039
35	21.921	.236	.037
136	21.917	.236	.028
108	21.841	.239	.028
54	21.833	.239	.021
16	21.668	.247	.031



14	21.461	.257	.052
70	21.443	.258	.042
5	21.354	.262	.045
121	21.288	.265	.045
223	21.248	.267	.039
102	21.220	.268	.033
175	20.908	.284	.084
44	20.806	.289	.094
274	20.701	.295	.107
55	20.479	.307	.173
186	20.472	.307	.145
232	20.467	.307	.120
111	20.102	.327	.278
204	19.966	.335	.327
219	19.828	.343	.383
57	19.690	.351	.442
224	19.689	.351	.394
27	19.672	.352	.359

Hasil Uji Goodness of fit Model Struktural

Result (Default model)

Minimum was achieved
 Chi-square = 201.495
 Degrees of freedom = 125
 Probability level = .000

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	46	201.495	125	.000	1.612
Saturated model	171	.000	0		
Independence model	18	2422.193	153	.000	15.831

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.031	.925	.897	.676
Saturated model	.000	1.000		
Independence model	.264	.284	.200	.254

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.917	.898	.967	.959	.966
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.817	.749	.789
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	76.495	41.617	119.289
Saturated model	.000	.000	.000
Independence model	2269.193	2113.490	2432.257

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.735	.279	.152	.435
Saturated model	.000	.000	.000	.000
Independence model	8.840	8.282	7.713	8.877

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.047	.035	.059	.635
Independence model	.233	.225	.241	.000



AIC

Model	AIC	BCC	BIC	CAIC
Default model	293.495	300.350	459.866	505.866
Saturated model	342.000	367.482	960.468	1131.468
Independence model	2458.193	2460.875	2523.295	2541.295

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.071	.944	1.227	1.096
Saturated model	1.248	1.248	1.248	1.341
Independence model	8.972	8.403	9.567	8.981

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	207	224
Independence model	21	23



Pengujian hipotesis

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
STSM	<--- MU	.166	.148	1.121	.262	par_17
STSM	<--- MH	.200	.073	2.723	.006	par_18
STSM	<--- MPK	.352	.080	4.377	***	par_19
NBO	<--- MU	.196	.150	1.306	.191	par_14
NBO	<--- MH	.311	.076	4.088	***	par_15
NBO	<--- MPK	.400	.085	4.688	***	par_16
NBO	<--- STSM	.192	.096	1.997	.046	par_20
X1.1	<--- MU	1.000				
X1.2	<--- MU	1.760	.438	4.015	***	par_1
X2.5	<--- MH	1.000				
X2.4	<--- MH	.870	.086	10.134	***	par_2
X2.2	<--- MH	1.251	.120	10.407	***	par_3
X2.1	<--- MH	1.030	.106	9.710	***	par_4
X3.3	<--- MPK	1.000				
X3.2	<--- MPK	1.077	.076	14.183	***	par_5
X3.1	<--- MPK	1.008	.072	14.100	***	par_6
Y1.4	<--- STSM	1.000				
Y1.3	<--- STSM	.865	.101	8.531	***	par_7
Y1.2	<--- STSM	.999	.098	10.233	***	par_8
Y1.1	<--- STSM	.801	.086	9.357	***	par_9
Y2.1	<--- NBO	1.000				
Y2.2	<--- NBO	1.122	.079	14.189	***	par_10
Y2.3	<--- NBO	1.193	.081	14.794	***	par_11
Y2.4	<--- NBO	1.132	.078	14.469	***	par_12
Y2.5	<--- NBO	.683	.069	9.927	***	par_13

Pengujian hipotesis mediasi

Standardized Total Effects (Group number 1 - Default model)

	MPK	MH	MU	STSM	NBO
STSM	.456	.234	.109	.000	.000
NBO	.489	.330	.120	.155	.000
Y2.5	.292	.197	.072	.092	.596
Y2.4	.405	.273	.099	.128	.827
Y2.3	.412	.279	.101	.131	.843
Y2.2	.398	.269	.098	.126	.814
Y2.1	.379	.256	.093	.120	.775
Y1.1	.302	.155	.072	.663	.000
Y1.2	.344	.177	.082	.755	.000
Y1.3	.260	.134	.062	.571	.000
Y1.4	.340	.175	.081	.747	.000
X3.1	.841	.000	.000	.000	.000
X3.2	.851	.000	.000	.000	.000
X3.3	.772	.000	.000	.000	.000
X2.1	.000	.700	.000	.000	.000
X2.2	.000	.816	.000	.000	.000
X2.4	.000	.713	.000	.000	.000
X2.5	.000	.668	.000	.000	.000
X1.2	.000	.000	.714	.000	.000
X1.1	.000	.000	.463	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	MPK	MH	MU	STSM	NBO
STSM	.456	.234	.109	.000	.000
NBO	.419	.294	.103	.155	.000
Y2.5	.000	.000	.000	.000	.596
Y2.4	.000	.000	.000	.000	.827
Y2.3	.000	.000	.000	.000	.843
Y2.2	.000	.000	.000	.000	.814
Y2.1	.000	.000	.000	.000	.775
Y1.1	.000	.000	.000	.663	.000
Y1.2	.000	.000	.000	.755	.000
Y1.3	.000	.000	.000	.571	.000
Y1.4	.000	.000	.000	.747	.000
X3.1	.841	.000	.000	.000	.000
X3.2	.851	.000	.000	.000	.000
X3.3	.772	.000	.000	.000	.000
X2.1	.000	.700	.000	.000	.000
X2.2	.000	.816	.000	.000	.000
X2.4	.000	.713	.000	.000	.000
X2.5	.000	.668	.000	.000	.000
X1.2	.000	.000	.714	.000	.000
X1.1	.000	.000	.463	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	MPK	MH	MU	STSM	NBO
STSM	.000	.000	.000	.000	.000
NBO	.071	.036	.017	.000	.000
Y2.5	.292	.197	.072	.092	.000
Y2.4	.405	.273	.099	.128	.000
Y2.3	.412	.279	.101	.131	.000
Y2.2	.398	.269	.098	.126	.000
Y2.1	.379	.256	.093	.120	.000
Y1.1	.302	.155	.072	.000	.000
Y1.2	.344	.177	.082	.000	.000
Y1.3	.260	.134	.062	.000	.000
Y1.4	.340	.175	.081	.000	.000
X3.1	.000	.000	.000	.000	.000
X3.2	.000	.000	.000	.000	.000
X3.3	.000	.000	.000	.000	.000
X2.1	.000	.000	.000	.000	.000
X2.2	.000	.000	.000	.000	.000
X2.4	.000	.000	.000	.000	.000
X2.5	.000	.000	.000	.000	.000
X1.2	.000	.000	.000	.000	.000
X1.1	.000	.000	.000	.000	.000

**Standardized Total Effects - Two Tailed Significance (BC)
(Group number 1 - Default model)**

	MPK	MH	MU	STSM	NBO
STSM	.010	.024	.351
NBO	.003	.001	.223	.133	...
Y2.5	.002	.001	.218	.119	.001
Y2.4	.003	.001	.218	.131	.001
Y2.3	.003	.001	.210	.131	.002
Y2.2	.003	.001	.215	.134	.002
Y2.1	.003	.001	.222	.134	.001
Y1.1	.010	.022	.340	.002	...
Y1.2	.009	.022	.339	.002	...
Y1.3	.008	.021	.345	.001	...
Y1.4	.010	.024	.344	.001	...
X3.1	.001
X3.2	.001
X3.3	.001
X2.1001
X2.2002
X2.4001
X2.5001
X1.2001
X1.1001

**Standardized Direct Effects - Two Tailed Significance (BC)
(Group number 1 - Default model)**

	MPK	MH	MU	STSM	NBO
STSM	.010	.024	.351
NBO	.004	.002	.316	.133	...
Y2.5001
Y2.4001
Y2.3002
Y2.2002
Y2.1001
Y1.1002	...
Y1.2002	...
Y1.3001	...
Y1.4001	...
X3.1	.001
X3.2	.001
X3.3	.001
X2.1001
X2.2002
X2.4001
X2.5001
X1.2001
X1.1001

**Standardized Indirect Effects - Two Tailed Significance (BC)
(Group number 1 - Default model)**

	MPK	MH	MU	STSM	NBO
STSM
NBO	.105	.063	.181
Y2.5	.002	.001	.218	.119	...
Y2.4	.003	.001	.218	.131	...
Y2.3	.003	.001	.210	.131	...
Y2.2	.003	.001	.215	.134	...
Y2.1	.003	.001	.222	.134	...
Y1.1	.010	.022	.340
Y1.2	.009	.022	.339
Y1.3	.008	.021	.345
Y1.4	.010	.024	.344
X3.1
X3.2
X3.3
X2.1
X2.2
X2.4
X2.5
X1.2
X1.1



Lampiran 8 Jurnal Acuan

Impact of Consumers' Online Motivations on the Online Purchase Intentions: Mediating Role of Consumers' Attitudes towards Social Media Marketing

Madeeha Irshad¹, Mohamad Shakil Ahmad²

Abstract

Social media has deeply penetrated into lives of millions of people around the world which has also attracted the attention of marketers. However, despite the popularity of social media marketing, companies still lack clarity about consumers' attitudes towards social media marketing. There is lack of understanding about underlying consumers' motivations that affect their attitudes and online purchase intentions in the context of social media marketing. The aim of this research is to identify the impact of consumers' motivations on the online purchase intentions in the context of social media marketing in the fashion industry of Pakistan. In addition, it examines the mediating role of consumers' attitude in affecting the relationship between motivations and online purchase intentions. Data were collected from 574 consumers through convenience sampling from the metropolitan cities of Pakistan and hypotheses were tested through SEM using AMOS 21 statistical package. The results revealed that utilitarian, hedonic and content personalization motivation have significant influence on consumers' attitudes towards social media marketing. However, only utilitarian motivation has a direct influence on the online purchase intentions of consumers. Attitude towards social media marketing partially mediates the relationship between utilitarian motivation and online purchase intentions and fully mediates the relationship between hedonic motivation, content personalization motivation and online purchase intentions. Theoretical and practical implications are also discussed. The paper concludes with limitations and future research directions.

Keywords: Social media marketing, attitudes, utilitarian motivation, hedonic motivation, personalization

1. Introduction

Social media which comprises of Facebook, Twitter, YouTube, Instagram and

1 PhD Scholar, Department of Management Sciences, COMSATS University Islamabad, Islamabad Campus, Pakistan. Email: madeeha_scorpion@hotmail.com

2 Assistant Professor, Department of Management Sciences, COMSATS University Islamabad, Pakistan

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Pinterest etc. has gained an unprecedented acceptance in the lives of about 3.196 billion people around the world (Kemp, 2018). Today's consumers devote considerable amount of their time to use social media (Windels et al., 2018). The average time spent by people on social media is 135 minutes per day (Statista, 2017). Hence, it can be said that social media has deeply penetrated in to our daily routine. The increased popularity of social media has also captured the attention of marketer since people spend considerable amount of their time on social media. Recent statistics reveal that 91% of retail brands use two or more social media channels and 81% of all small and medium businesses use some kind of social media platform for marketing purposes (Brandwatch, 2018).

Consumers are exposed to different types of advertising on social media which include banner ads, brand pages and sponsored stories etc. (Luna-Nevarez & Torres, 2015). Besides these forms of promotion, social media is also used as a platform for electronic commerce activities (Han, Xu, & Chen, 2018). It has been acknowledged that social media marketing is gaining momentum not just in advanced countries of the world like US and Canada (Zhang & Mao, 2016) but also in Asian developing countries like Pakistan (SBP, 2018).

Despite the popularity of social media marketing, some research gaps are reported in the literature. Firstly, the research on social media marketing is still in its formative years with many inconclusive and divergent findings (Duffett, 2015; Hamouda, 2018). Marketers still lack clarity about the effectiveness of social media marketing strategies in terms of influencing consumers' attitudes and purchase intentions with respect to social media marketing (Irshad, 2018; Zhang & Mao, 2016). These attitudes refer to consumers' attitudes towards all forms of explicit social media advertising or marketing like banner ads and commercial videos as well as implicit social media marketing like fan brand pages and company related tweets that are delivered through social media (Irshad, 2018; Taylor, Lewin, & Strutton, 2011), whereas, consumers' online purchase intentions refer to consumers' intentions to purchase the product that they see through social media advertisements or brand pages (Irshad, 2018). Purchase intention is an important criterion that anticipates a response behavior (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019). It is an important dependent variable that measures the effectiveness of advertising at different levels (Lee, Lee, & Yang, 2017). However, there is limited understanding about factors that influence consumers' online purchase intentions in social mediated marketing environment. (Bebber, Milan, De Toni, Eberle, & Slongo, 2017).

The second research gap is that researchers are of the view that one reason behind the lack of understanding about the effectiveness of social media marketing strategies in affecting consumers' attitudes towards social media marketing and purchase

intentions is the lack of understanding about underlying consumers' needs and motivations (Zhang & Mao, 2016; Zhu & Chen, 2015). Consumers' motivations are defined as preceding conditions that trigger human behavior and impact how consumers exert effort in order to complete a task (Osei-Frimpong, 2019; Roberts, Hughes, & Kertbo, 2014). These online consumers' motivations cover consumers' needs and preferences and play a significant role in consumers' decision making processes including their purchase intentions (Zhang & Mao, 2016). The limited understanding about consumers' motivations presents major obstacle in designing any effective marketing strategy (Parker & Wenyu, 2019). The same holds true in case of social media marketing (Irshad, 2018; Mikalef, Giannakos, & Pateli, 2013; Zhu & Chen, 2015). However, the existing studies on consumers' motivations are scanty in the context of social media marketing (Irshad, 2018; Muralidharan & Men, 2015; Zhu & Chen, 2015).

The third research gaps deals with understanding the mediating role of consumers' attitude in affecting the relationships between consumers' motivations and behavioral intentions in the context of social media advertising (Muk, Chung, & Kim, 2014). Besides this, another research reported in the literature is that most of the previous studies on social media marketing lack explicit theories and testable hypotheses (Knoll, 2015; Zhang & Mao, 2016). The present study addresses all the above mentioned research gaps and presents and tests a conceptual model of consumer behavior in social media marketing setting by focusing on the fashion industry.

The research questions of the study are:

1. What is the impact of consumers' motivations on consumers' attitudes towards social media marketing?
2. What is the impact of consumers' motivations on consumers' online purchase intentions?
3. Does consumers' attitude towards social media marketing mediate the relationship between consumers' motivation and online purchase intentions?

Hence, the research objectives of the study are to determine the impact of consumers' motivations on their attitude towards social media marketing and online purchase intentions, and to determine the mediating role of consumers' attitude towards social media marketing in affecting the relationship between consumers' motivation and online purchase intentions. The existing research would fill these research gaps by developing a model based on Uses and Gratifications Theory incorporating three types of consumers' motivations (i.e. utilitarian, hedonic and content personalization),

consumers' attitudes towards social media marketing and online purchase intentions.

2. Literature Review

Social media is defined as "a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010, p.61). Social media is a huge platform which covers number of different channels or vehicles like collaborative writing, content sharing communities, social networking sites, micro blogging sites, social bookmarking sites and commerce communities etc. (Biswas & Roy, 2014; Mangold & Faulds, 2009). Among different channels of social media, Facebook occupies the top most position in terms of its audience which is equal to one third of total world's population (Kohli, Suri, & Kapoor, 2015).

Internet in conjunction with the social networks has developed new approaches for marketing in the recent years such as the social media marketing, where the customers are influenced by the opinion and information introduced by other customers (Jara, Parra, & Skarmeta, 2014). An important point to note is that social media advertising is a general term that captures all forms of implicit advertising like banner ads and commercial videos as well as explicit advertising like brand pages and company related tweets (Taylor et al., 2011). Chi (2011) also stated that there are two types of marketing communications in social media which include interactive digital advertising and brand communities or pages. Therefore, in this research the term "social media marketing" is synonymously used with social media advertising.

Due to the increased popularity of social media among people, companies devote considerable amount of their marketing budgets towards the use of social media like spending on social media advertising in Asia-Pacific will reach \$5.8 billion by 2019 (Forrester, 2015). Therefore, it becomes vital to understand consumer behavior in social media marketing environment (Hew, Lee, Ooi, & Lin, 2016). As already discussed in the introduction section that existing literature on social media marketing lacks sound theoretical base and testable hypotheses (Knoll, 2015), therefore the current study is based on Uses and Gratification Theory to fill the existing gap in the literature.

The primary purpose of Uses and Gratifications Theory (UGT) is to explain the reasons that prompt individuals to pick a particular medium over other alternative media and to elaborate the underlying needs that inspire individuals to utilize a specific medium (Heravi, Mubarak, & Choo, 2018). Uses and Gratifications Theory (UGT) is considered as one of the most popular theories to understand consumers' motivations and their impact on behavioral intentions (Plume & Slade, 2018). It is considered as an axiomatic theory because its principles are generally accepted and

applicable in various situations (Plume & Slade, 2018).

It is equally important for both physical and online stores to identify consumers' motivations with respect to their purchasing activities (Mikalef et al., 2013; Zhu & Chen, 2015). Motivations can be defined as desires to achieve goals (Chiang & Hsiao, 2015). Online purchases are the third most common activities after email and web surfing in the context of digital commerce (Jamali, Samadi, & Marthandan, 2018). It is vital to understand consumers' online purchase intentions because it forecasts consumer behavior and predicts their actual buying activities (Ariffin, Mohan, & Goh, 2018). Thus, online purchase intention is taken as the final outcome variable in the current study. The current research focuses on utilitarian motivation, hedonic motivation and content personalization motivation as potential predictors of consumers' attitudes towards social media marketing and online purchase intentions as discussed in sub sequent sections.

2.1 Utilitarian motivation

Utilitarian value emphasizes on the product-centric thinking that assists the consumers in their decision making processes (Kumar & Kashyap, 2018). It is synonymously used for information or cognitive needs (Kakar, 2017). Information holds its significance in all types of marketing programs communicated through different types of media (Lwin & Phau, 2013). In today's competitive world, marketers need to provide necessary information about a product or service to consumers in order to fulfill informational needs of the consumers (Swani, Brown, & Milne, 2014). Consumers are found to be very much concerned about the detailed product information, attributes and specifications of products, prices and updated information (Chiu, Wang, Fang, & Huang, 2014).

Keeping in view the above fact, retailers on social media through their online communities can help the individuals in finding different products by presenting the full range of products or their advertisements can direct them towards their online stores where they can find the full range of products with all the details as suggested by Liang, Ho, Li and Turban (2011). Based on the above facts, it is assumed that easy and convenient access to product information through social media marketing can help the consumers in satisfying their informative needs as they can find detailed information about products, product variety and product prices etc. The information might be present either on social media brand pages or the social media advertisements which can also facilitate the consumers to find detailed information about the products by directing them to the brands' websites as already mentioned above. Hence the above mentioned facts lead to the development of the following two hypotheses given below:

H1a: There is a significant positive impact of utilitarian motivation (information) on attitude of the consumers towards social media marketing.

H1b: There is a significant positive impact of utilitarian motivation (information) on the online purchase intentions of consumers.

2.2 Hedonic motivation

Hedonic motivation is known by different names like intrinsic motivation and entertainment motivation (Füller, 2006; Muntinga, Moorman, & Smit, 2011). Three Fs represent the hedonic aspects of motivation namely fantasies, feelings and fun (Kakar, 2017). Psychologically, consumers love the visual depiction/symbolism of things like different products and seeing outwardly engaging and appealing things create positive feelings (Zhu & Chen, 2015). The majority of the general population i.e. somewhere around 65 and 85 percent portray themselves as 'visual learners,' framing meaning and sorting out contemplations in view of what they see as compared to what they read (Vong, 2015).

Hedonic benefits make users feel relaxed and rewarded, lighten their mood and capture their attention, surprise them and provide fun and help in engaging them (Alnawas & Aburub, 2016). Entertaining content also plays an important role in strengthening the purchase intentions of consumers (Hsu & Lin, 2016). In the context of social media marketing, variety of posts can be given to consumers in the form of aesthetically appealing product pictures and interesting stories that can target the hedonic needs of consumers and help them divert their attention from the problems of routine life. Hence it is assumed that if companies succeed in providing entertainment to the consumers by fulfilling their needs of enjoyment then it would help in developing positive attitude of the consumers towards social media marketing and would affect the online purchase intentions of consumers as well.

H2a: Hedonic motivation has a significant positive influence on attitudes of the consumers towards social media marketing.

H2b: Hedonic motivation has a significant positive influence on the online purchase intentions of consumers.

2.3 Content personalization motivation

Personalization of advertising means the extent to which the advertising message is tailored according to consumers' needs and preferences, mindset and lifestyle (Baek & Morimoto, 2012; Bleier & Eisenbeiss, 2015). From a theoretical point of view, users are better able to remember the content of customized banners as it leads to

better processing (Koster, Ruth, Hamborg, & Kasper, 2015). Consumers are more responsive and get attracted towards ads that are personalized and avoid to pay attentions to ads that are not personalized (Liu, Li, Mizerski, & Soh, 2012). However, there are few researchers who consider personalized advertising as a threat to ones' privacy and consider personalization to be intrusive (Li, Edwards, & Lee, 2002). This intrusiveness causes the internet users to use different blocking and filtering tools and subscribing to do-not mail registers in order to refrain themselves from getting the ads (Johnson, 2013).

Social media provides the marketers with opportunity to target consumers on the basis of their interests and preferences (Zhu & Chen, 2015), however inconclusive results based on previous studies on digital marketing present a need to test the impact of customized ads on consumers' attitudes. Hence the next hypotheses are formulated as:

H3a: Content personalization motivation significantly influences attitudes of the consumers towards social media marketing.

H3b: Content personalization motivation significantly influences the online purchase intentions of consumers.

2.4 Attitude towards social media marketing and online purchase intention

According to American Marketing Association (2016), attitude is defined as persons' overall assessment of a concept, encompassing general feelings of likeability and favorability. When consumers feel one way or another about anything like product, service, person or any other entity then it is considered as a generalized consumer attitude that can exert an influence on the marketing of fore mentioned things either in a positive or a negative way (Hossain, Islam, & Himel, 2014). Attitude is influenced by variety of motivations, values and beliefs (Nwagwu & Famiyesin, 2016).

Attitudes develop over a period of time and are slow to change (Lien & Cao, 2014). Nevertheless, marketers consider that marketing communications like advertisements can influence attitudes of consumers either in a positive way or a negative way by gratifying different types of motivations of consumers (Kim, Sohn, & Choi, 2011). Ashraf, Thongpapanl and Auh (2014) carried out a study in order to determine online shopping intentions of Pakistani and US consumers and concluded that attitude significantly impacted that online purchase intentions of both Pakistani and US consumers. Thus the next hypothesis becomes:

H4: Attitude towards social media marketing positively influences the online purchase intentions of consumers.

2.5 Mediating role of attitude towards social media marketing

Attitude has been found as a mediating variable in different studies. Luo (2010) in his study based on the theoretical underpinning of uses and gratifications theory concluded that attitudes play mediating role between consumers' motivations and behavioral responses like website usage and satisfaction. Attitude also mediates the relationship between consumers' motives (perceived ease of use and usefulness) and intentions to shop online through online shopping stores (Ashraf et al., 2014). Attitude also mediates the relationship between consumers' motivations and intentions to use social networking sites in general (Chiang, 2013). Moreover, researchers like Muk and Chung (2014) have expressed a strong need to identify the mediating impact of consumers' attitudes with respect to motives and behavioral intentions in social media marketing setting in different countries. Based on the above discussion, the next hypotheses becomes:

H5 a,b,c: Attitude towards social media marketing mediates the relationship between utilitarian, hedonic and content personalization motivation and the online purchase intentions of consumers with respect to social media marketing.

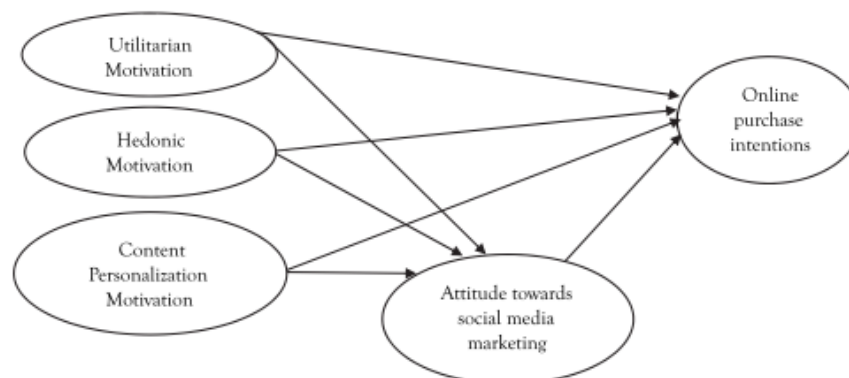


Figure 1: Research Model

3. Methodology

Social media is used by many fashion brands (Godey et al., 2016). However, since the consumers have become more information savvy with the emergence of new communication channels, therefore, it becomes challenging for fashion retailers to predict consumers behavior in these new settings including social media (PAS, 2015).

Therefore this research focuses on the fashion industry of Pakistan.

The present study has five constructs: Utilitarian motivation, hedonic motivation, content personalization motivation, consumers' attitude towards social media marketing and online purchase intentions. A questionnaire was developed to measure the constructs. The research used a seven point Likert-scale from 1 representing strongly disagree to 7 representing strongly agree. The items of utilitarian motivation (information) and hedonic motivation (entertainment) were adapted from Cheng, Blankson, Wang and Chen (2009). Items measuring content personalization were adapted from Mikalef et al. (2013). Items of attitude towards social media marketing were adapted from Akar and Topcu (2011). Items measuring purchase intentions were adapted from Duffett (2015). In the preamble respondents were asked to fill out the questionnaire if they use social media for commercial purposes and those who did not use it for commercial purposes were asked not to fill it. They were told in the preamble about what is social media marketing and were asked to fill the questionnaires keeping fashion retailers on social media in mind. The first section of the questionnaire survey pertained to the demographic profiles of the respondents like gender, age, income, occupation and time spent on social media; whereas the second section comprised of items pertaining to measure the constructs in the model i.e. utilitarian motivation, hedonic motivation, content personalization motivation, consumers' attitude towards social media marketing and online purchase intentions. The content validity of the instrument was tested by getting feedback from four marketing experts since the wording of many items in the questionnaire was modified in order to fit in the context of social media marketing. The experts suggested minor changes that were incorporated in the study and then final questionnaire was made by obtaining the consensus from all the experts.

Total number of social media users in Pakistan is about 31 million (PAS, 2017). We applied Krejcie and Morgan (1970) formula to determine the sample size for this population which came out to be 384.

$$s = X^2 NP (1 - P) \div d^2 (N - 1) + X^2 P(1 - P)$$

$$\text{where } X^2 = (1.96)^2 = 3.841, p = 0.50, d = 0.05$$

$$s = (3.841) (31000000)(0.50)(1-0.50) \div (0.05)^2(31000000-1) + (3.841)(0.5)(1-0.5)$$

$$s = 29,767,750 \div (0.05)^2(31000000-1) + (77499.9975) + 0.96025$$

$$s = 29,767.750 \div 77500.95775$$

$$s = 384.1$$

The calculated sample size of 384 means that our sample size must be at least 384. However, for better representation of data, we chose a greater sample size i.e. 800. Data were collected from Karachi, Lahore and Islamabad through convenience sampling technique as these cities are characterized by high literacy rate and employment and presence of outlets of national and international brands (PBS, 2013). Questionnaires were distributed in different universities, shopping malls, banks, telecom offices and universities. An online version of questionnaire was also developed to collect data from people residing in these cities. In order to make sure that the no one respondent answered the questionnaire twice, the online respondents were different. The online respondents were those who could not be contacted in the offline setting i.e. universities, banks and shopping malls etc. due to their availability issues at the time when questionnaires were distributed in the offline setting. Besides this, in order to ensure more certainty, we asked a preliminary question from the online sample that either they had filled the same questionnaire in the offline setting. If they had filled the same questionnaire in the offline setting then they had the option to quit the online survey. Hence, there was no duplication of respondents across our online and offline sources of data collection Respondents were informed in the preamble to fill out the questionnaire if they use social media for commercial purposes and those who did not use it for commercial purposes were asked not to fill it. They were also introduced by the term of social media marketing and were asked to fill the questionnaires keeping fashion retailers on social media in mind. Out of 800 questionnaires, 605 questionnaires were returned back. Hence the response rate was 76%.

The present study follows positivist epistemological research paradigm as hypothetical deductive approach and empirical testable theories are used to examine the influence of consumers' motivations and trust on the attitudinal and behavioural outcomes. The present study is based on quantitative research method as the study focused on testing the hypotheses and establishing the reliabilities and validities of measures. The study was correlational in nature as the study examined the salient relationships among consumers' motivations, attitude and purchase intentions. Questionnaires were used as a tool of data collection. Convenience sampling was used to collect data from the respondents as it is a popular and viable sampling technique due to the constraints of time, speed and cost to obtain enough responses (Alam & Mohamed Sayuti, 2011).

4. Results

4.1 Preliminary analysis

Prior to pursue the actual analysis, we checked the data for missing values and outliers. 72 questionnaires were filled online by the respondents and there was no

issue of missing data in the online version of questionnaire. Thus, all 72 online questionnaires were usable as they were completely filled by the respondents. As far as the offline version of questionnaire is concerned, 31 questionnaires were dropped from the analysis due to large number of missing responses. There were no outliers in our data set. So after discarding 31 questionnaires, total number of usable offline sample was 502. Hence adding the online and offline sample, total usable questionnaires were 574. In the next step, we checked the normality of our data by calculating skewness and kurtosis. The cut-off criteria of +2 and -2 for skewness and kurtosis was used to determine the normality of the data (George & Mallery, 2010). The skewness and kurtosis values for all scale items were between -2 and +2, indicating a reasonably normal distribution. We then checked the multi-collinearity of the data by calculating tolerance level and variance inflation factor for our independent variables (VIF). Value of tolerance level should be greater than 0.2 (Grewal, Cote, & Baumgartner, 2004), whereas, the cut-off value for VIF is that it should be less than 10 (Hair, Black, Babin, & Anderson, 2010). The values of tolerance level for each independent variable was greater than 0.2 and the values of VIF for each independent variable was less than 10 indicating the absence of multi-collinearity in the data.

4.2 Demographics

The results of demographic analysis showed that the percentage of female respondents was 51 %, while the percentage of male respondents was 49%. Highest percentage of respondents (28%) fell in the age bracket of 26-30 Years. With respect to qualification, majority of the respondents (38%) had Masters' degree. 56% of the respondents were employed (i.e. 56%), while 44 % were unemployed. Highest percentage of respondents i.e. 32% had earning between 50 thousand to 1 lac per month. Average amount of time spent by the highest percentage of respondents (i.e. 47%) was 1-4 hours per day.

4.3 Confirmatory factor analysis

We followed two step approach of Anderson and Gerbing (1988). Confirmatory Factor Analysis was conducted in order to test the measurement model. Amos 21 was used to test the measurement model and the structural model. Different fit indices are reported for model fitness (Kline, 2016). The results show that the measurement model had reasonable fit indices with CFI: 0.931, CMIN/DF: 2.886, RMSEA: 0.057 and SRMR: 0.0491. One criteria to estimate convergent validity is that each factor loading should be at least 0.5 (Anderson & Gerbing, 1988). However, the results showed that all indicator loadings were above 0.5 except one item of utilitarian motivation that showed 0.46 loading which also decreased the AVE of this construct. So this item was eliminated. After eliminating this item, the measurement model was run

again and the results are presented in Table 1. Convergent validity is demonstrated by the measurement model; firstly, because the factor loadings are significant and greater than 0.5 and secondly because the average variance extracted [AVE] for each of the factors is greater than 0.5 (Fornell & Larcker, 1981). Scale reliability is verified since the values of composite reliability indices for all the factors are larger than 0.6 (Hair et al., 2010).

Discriminant validity is assessed by comparing the square root of AVE with the correlations between factors. The square root of AVE should be greater than the correlations between factors (Fornell & Larcker, 1981). So our model satisfied this criteria of discriminant validity as well as the AVE. All constructs shared more variance with their respective indicators than with other constructs of the model.

Table 1: Standardized Factor Loadings, Reliability and Convergent Validity

Variable	Item Code	Standardized Factor Loading	CR	AVE
Utilitarian Motivation	U1	0.751	0.837	0.507
	U2	0.741		
	U3	0.686		
	U4	0.723		
	U5	0.656		
Hedonic Motivation	HM1	0.817	0.921	0.663
	HM2	0.791		
	HM3	0.814		
	HM4	0.849		
	HM5	0.899		
	HM6	0.699		
Content Personalization Motivation	CPM1	0.767	0.845	0.645
	CPM2	0.809		
	CPM3	0.833		
Attitude towards social media marketing	ATT1	0.652	0.884	0.523
	ATT2	0.725		
	ATT3	0.793		
	ATT4	0.747		
	ATT5	0.702		
	ATT6	0.699		
	ATT7	0.735		

Online Purchase Intentions	PI1	0.656	0.920	0.589
	PI2	0.752		
	PI3	0.842		
	PI4	0.820		
	PI5	0.769		
	PI6	0.782		
	PI7	0.784		
	PI8	0.721		

Table 2: Discriminant Validity

	1	1	2	3	4	5
1	Utilitarian Motivation	0.712				
2	Hedonic Motivation	0.365***	0.814			
3	Attitude towards social media marketing	0.633***	0.582***	0.723		
4	Content Personalization Motivation	0.326***	0.145**	0.340***	0.803	
5	Online Purchase Intentions	0.650***	0.424***	0.695***	0.312***	0.768

Note: *** $p < 0.001$

4.4 Structural model testing

In the next step, we tested our structural model. The structural model also revealed good fit indices i.e. CFI= 0.931, CMIN/DF=2.996, RMSEA= 0.057 and SRMR= 0.0426. The results revealed that there is a significant positive impact of utilitarian motivation on consumers' attitudes towards social media marketing [$\beta=0.440$, $p<0.001$], online purchase intentions [$\beta=0.343$, $p<0.001$] which lead us to accept H1a and H1b. Hedonic motivation has a significant influence on consumers' attitudes towards social media marketing [$\beta=0.400$, $p<0.001$] and an insignificant influence on the online purchase intentions [$\beta=0.035$, $p=0.408$] which lead us to accept H2a and reject H2b. Content personalization motivation has a significant influence on consumers' attitudes towards social media marketing [$\beta= 0.140$, $p<0.001$] and an insignificant influence on the online purchase intentions [$\beta=0.044$, $p=0.408$] which lead us to accept H3a and reject H3b. Attitude towards social media marketing has a significant positive influence on the online purchase intentions of consumers [$\beta=0.4435$, $p<0.001$] which leads us to accept H4.

In order to check the mediating impact of consumers' attitude towards social media marketing, we used bootstrapping technique in AMOS by using the bootstrap sample of 2000 using biased corrected confidence interval of 95. As shown in table 4 attitude towards social media marketing mediates the relationship between all motives and purchase intentions. Attitude towards social media marketing partially mediates the relationship between utilitarian motivation and online purchase intentions and fully mediates the relationship between hedonic motivation and online purchase intentions and content personalization motivation and online purchase intentions. Therefore, H5a, H5b and H5c were all accepted.

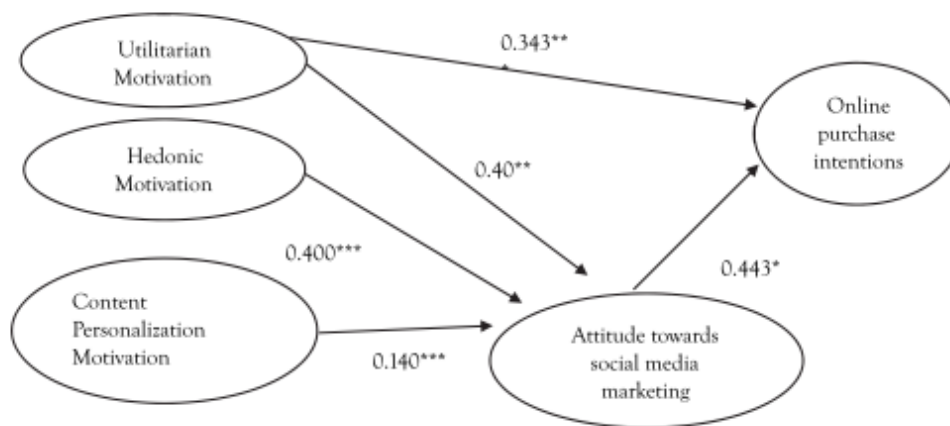


Figure 2: Structural Model test results

Table 3: Hypotheses Testing

Hypotheses	Hypothesized Relationships	β	p	Decision
H1a	UM-ATTSMM	0.440	***	Accepted
H1b	HM-ATTSMM	0.400	***	Accepted
H1c	CPM-ATTSMM	0.140	***	Accepted
H2a	UM-PI	0.343	***	Accepted
H2b	HM-PI	0.035	0.408	Rejected
H3b	CPM-PI	0.044	0.243	Rejected
H4	ATTSMM-PI	0.443	***	Accepted

Note: UM=Utilitarian motivation, ATTSM=Attitude toward social media marketing, HM=Hedonic motivation, CPM=Content personalization motivation, PI=Purchase intentions, ***p <0.001

Table 4: Mediation Analysis

Hypothesis	Dependent Variable	Independent Variable	Mediator	Standardized total Effect	Standardized Direct Effect	Standardized Indirect Effect
H5a p value	PI	UM	ATTSMM	0.538 (0.001)	0.343 (0.001)	0.195 (0.001)
H5b p value	PI	HM	ATTSMM	0.212 (0.001)	0.035 (0.474)	0.177 (0.001)
H5c p value	PI	CPM	ATTSMM	0.106 (0.025)	0.044 (0.316)	0.062 (0.007)

Note: UM-Utilitarian motivation, ATTSMM-Attitude toward social media marketing, HM-Hedonic motivation, CPM-Content personalization motivation, PI-Purchase intentions, ***p <0.001

5. Discussion

The results of the study showed that utilitarian motivation has a strong impact on consumers' attitude towards social media marketing as well as the online purchase intentions. This finding suggests that social media advertisements and brand pages having good informative content play an important role for fashion retailers as these positively influence consumers' attitudes towards social media marketing as well as online purchase intentions. This finding is supported by previous studies on e-commerce websites and purchases of in-app mobile applications (Gao & Koufaris, 2006; Hsu & Lin, 2016).

The results of the study revealed that hedonic motivation has a strong impact on consumers' attitude towards social media marketing which is consistent with previous studies on advertising in general (Kotler & Armstrong, 2014). The insignificant impact of hedonic motivation on the online purchase intentions is supported by previous studies (Anderson, Knight, Pookulangara, & Josiam, 2014). The results also showed that perceived personalization has a positive impact on consumers' attitude towards social media marketing which is consistent with previous studies in terms of advertising in general (Mulhern, 2009). However, perceived personalization does not impact purchase intentions of the consumers which is inconsistent with previous studies on web advertising (Li, 2016). The results also proved that attitude towards social media marketing has a positive impact on the online purchase intentions of consumers which is also in congruence with previous studies in the context of online shopping (Ashraf et al., 2014).

The results of mediation analysis revealed that attitude towards social media marketing plays an important role of as a mediating variable in affecting the relationship

between all of the above mentioned three motives and online purchase intentions. This is consistent with previous studies on organic food consumption (Teng & Wang, 2015).

6. Implications

The objective of the present study was to evaluate factors that have an effect on consumers' attitude towards social media marketing and online purchase intentions. Social media has an important role in explaining the technological revolution around the world. The technological advancements brought by social media have removed the geographical and time constraints and people can communicate with each other at any time of the day. Marketers have also started to promote their products through social media marketing due to the high reach of social media but a key challenge faced by the marketers is determining consumers' attitudinal and behavioral responses towards social media marketing. Thus, this study is helpful in evaluating the different factors that affect consumers' attitudinal and behavioral outcomes with respect to social media marketing in the fashion industry. Theoretically, the study has filled the existing gaps in literature by establishing a research model based on sound theory i.e. Uses and Gratifications Theory which means that this theory can be used as theoretical framework to study consumer behavior in the context of social media marketing focusing on the fashion industry. Secondly, the study established the direct link of consumers' motivations with online purchase intentions. The study has not just focused on utilitarian and hedonic motivations but it has also added another motivations i.e. content personalization motive and established the linkage between content personalization motivations and online purchase intentions. Besides this, it also tested the mediating role of consumers' attitudes towards social media marketing and online purchase intentions.

The results of the study show that our research model is generally plausible to explain the role of consumers' motivations with respect to consumers' attitudes towards social media marketing and online purchase intentions. As attitude is the main driver of acceptance of social media marketing, this research makes a number of academic and managerial contributions to improve consumers' attitude toward social media marketing. Findings suggest social media marketing that encompasses elements of utilitarianism, hedonism and personalization lead towards favorable consumers' attitude towards social media marketing. Among the three independent variables, utilitarian motivation has the strongest positive impact on consumers' attitudes towards social media marketing and online purchase intentions. Therefore, marketers need to provide timely and relevant information to consumers in order to gratify the information seeking motive of consumers. The updated and detailed

information would help the marketers in attracting the large chunk of consumers towards social media brand pages and advertisements. Marketers also need to take into consideration the hedonic needs of consumers as hedonic motivations also plays an important role in influencing consumers' attitude towards social media marketing. This can be done by providing entertaining content to the consumers by giving visually appealing pictures of products. Appearance related features should be given due attention by using high quality graphics, audio and visual elements, fonts and background music etc.

An interesting finding of the current study suggests that perceived personalization has a positive impact on consumers' attitude towards social media marketing. This implies that marketers should focus on behavioral targeting of consumers i.e. targeting them by keeping in view their tastes and preferences. This would not just save consumers' time and effort in finding the desired products but would also help the companies in targeting the desired consumer segment.

Finally, since consumers' attitude towards social media marketing acts as an important variable in affecting the relationship between motivations and online purchase intentions, therefore, marketers should always try to improve their efforts in positively influencing consumers' attitudes towards social media marketing.

7. Limitations and Future Research Directions

Our study has few limitations that might be addressed in near future. The study is based on cross-sectional design which is unable to capture changes in consumers' attitude with the passage of time. Therefore, future studies can be carried out using longitudinal design to add more rigor to the results. Secondly, the study focuses only on the fashion industry, whereas consumers' behavior might be different in the context of other industries. Thus, marketers can carry out future studies in different industries like electronics, airlines and tourism etc. The current study has incorporated only three motivations in the model. Future studies can extend the list of other motives. Future researchers can also carry out qualitative studies and gain in-depth knowledge about the underlying needs and motives of consumers with respect to social media marketing.

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