

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil penelitian pengaruh *social media marketing*, ekuitas merek, dan *E-WOM* terhadap niat beli produk Scarlet Whitening, maka penelitian ini menguji dan menganalisis pengaruh variabel-variabel tersebut dengan menghasilkan hipotesis dan pembahasan. Berdasarkan hasil pengujian hipotesis dan pembahasan, maka hasil dari analisis tersebut dapat disimpulkan sebagai berikut :

- a. *Social media marketing* secara parsial memiliki pengaruh positif terhadap niat beli produk Scarlet Whitening pada generasi milenial dan generasi z.
- b. Ekuitas merek secara parsial tidak memiliki pengaruh positif terhadap niat beli produk Scarlet Whitening pada generasi milenial dan generasi z.
- c. *E-WOM* secara parsial memiliki pengaruh negatif terhadap niat beli produk Scarlet Whitening pada generasi milenial dan generasi z.
- d. *Social media marketing*, ekuitas merek, dan *E-WOM* secara simultan (bersama-sama) memiliki pengaruh terhadap Niat Beli produk Scarlet Whitening pada generasi milenial dan generasi z.

5.2 Implikasi Manajerial

Berdasarkan atas penelitian yang dilakukan diharapkan dapat memberikan manfaat bagi Scarlett Whitening dan merek lainnya. Berikut ini merupakan implikasi manajerial yang terdapat dalam penelitian:

- a. Sosial media sebagai wadah dalam menjalankan marketing dengan pengaruh yang positif harus terus ditingkatkan sehingga mampu dan dapat menunjang niat beli serta penjualan produk dari Scarlett Whitening.
- b. *E-WOM dan Sosial Media* secara parsial terhadap niat beli pada produk Scarlett Whitening memiliki pengaruh positif yang cukup signifikan terhadap niat beli pada konsumen.

5.3 Keterbatasan dan Saran Penelitian

Berdasarkan hasil penelitian yang diperoleh dari data-data responden pada kuisioner, pada dasarnya penelitian ini berjalan dengan baik. Namun bukan suatu kekeliruan apabila penelitian ini memiliki keterbatasan sebagai berikut:

- a. Peneliti hanya berfokus pada media sosial instagram, sehingga ada kemungkinan temuan yang berbeda pada media sosial lainnya.
- b. Sampel penelitian terbatas pada responden generasi milenial dan gen Z saja tidak secara umum.
- c. Objek penelitian hanya mengulas tentang produk kecantikan yang dikenal oleh masyarakat lokal saja.

Saran untuk penelitian selanjutnya :

- a. Hendaknya pada penelitian selanjutnya dapat memperdalam kembali mengenai media sosial marketing sebagai sarana kebutuhan konsumen.
- b. Hendaknya para peneliti selanjutnya lebih mengembangkan ruang lingkup penelitian, mengingat penelitian yang dilaksanakan ini belum bisa sepenuhnya menggambarkan social media marketing menjadi kebutuhan konsumen dan proses pengumpulan data, hendaknya dapat lebih optimal dalam mendapatkan data yang diperlukan.

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LAMPIRAN I HASIL PILOT STUDY

1. Apa gender anda ?
2. Tahun berapa anda lahir?
 - a. 1981-1996 (Millennial)
 - b. 1997-2012 (Gen Z)
3. Apakah anda mengetahui produk Scarlett Whitening ?
 - a. Ya
 - b. Tidak (Jika tidak bisa STOP disini)
4. Kuis ini menggunakan Skala Likert sebagai berikut :
 1. Sangat Tidak Setuju
 2. Tidak Setuju
 3. Netral
 4. Setuju
 5. Sangat Setuju

SOCIAL MEDIA MARKETING (X₁)

5. Apakah anda mengetahui produk Scarlett Whitening ?
6. Berinteraksi dengan Instagram Scarlett Whitening memang menyenangkan.
7. Konten Scarlett Whitening di Instagram menarik.
8. Instagram Scarlett Whitening memungkinkan berbagi informasi dengan orang lain.
9. Sangat mudah untuk menyampaikan pendapat saya melalui Instagram Scarlett Whitening.
10. Konten yang dibagikan di Instagram dari merek Scarlett Whitening ini adalah yang terbaru.
11. Berinteraksi dengan Instagram merek ini sedang trendi.
12. Instagram dari Scarlett Whitening ini memberikan informasi yang saya butuhkan.
13. Saya dapat dengan mudah memperoleh informasi yang saya butuhkan berkat petunjuk di Instagram Scarlett Whitening.
14. Saya suka iklan yang diiklankan Scarlett Whitening di Instagram.

EKUITAS MEREK (X₂)

15. Iklan Instagram dari Scarlett Whitening secara positif mempengaruhi perhatian saya terhadap merek.
16. Dibandingkan dengan merek alternatif, merek Scarlett Whitening ini memiliki kualitas tinggi.
17. Dibandingkan dengan merek alternatif, merek Scarlett Whitening ini adalah yang terbaik.
18. Dibandingkan dengan merek alternatif, merek ini memiliki kualitas yang konsisten.
19. Beberapa karakteristik merek ini muncul di benak saya dengan cepat.
20. Saya dapat dengan cepat mengingat kinerja merek ini.
21. Saya mengalami kesulitan dalam membayangkan merek ini dalam pikiran saya bahwa saya tidak puas dengan produk layanan selama pengalaman penggunaan terakhir saya.
22. Saya akan membeli Scarlett Whitening pada kesempatan berikutnya.
23. Saya akan merekomendasikan produk atau layanan dari Scarlett Whitening ini kepada orang lain.
24. Saya selalu mengetahui merek ini.
25. Saya menyadari karakteristik merek ini.

E-WOM (X₃)

26. Saya selalu dapat mengingat logo merek ini.
27. Saya lebih sering berbicara tentang Scarlett Whitening ini daripada merek lainnya.
28. Saya berbicara tentang Merek Scarlett Whitening ini kepada banyak orang.

29. Saya merekomendasikan merek Scarlett Whitening ini.
30. Saya dengan bangga mengatakan kepada orang lain bahwa saya adalah pelanggan dari Scarlett Whitening.
31. Saya kebanyakan mengatakan hal-hal positif tentang Scarlett Whitening kepada orang lain.
32. Saya kebanyakan mengatakan hal-hal negatif tentang Scarlett Whitening kepada orang lain.
33. Saya mempertimbangkan harga produk yang ditawarkan oleh Scarlett Whitening.
34. Saya mempertimbangkan berbagai produk yang ditawarkan oleh Scarlett Whitening.
35. Saya mempertimbangkan kualitas produk yang ditawarkan.

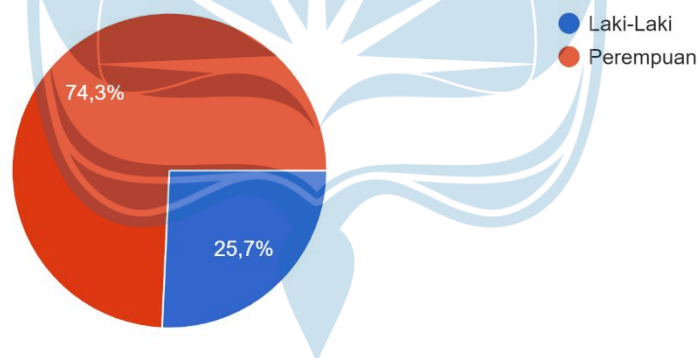
NIAT BELI / PURCHASE INTENTION (Y)

36. Berinteraksi dengan Instagram Scarlett Whitening ini membantu saya membuat keputusan yang lebih baik sebelum membeli produk mereka.
37. Berinteraksi dengan Instagram Scarlett Whitening meningkatkan minat saya untuk membeli produk dan layanan mereka.
38. Saya pasti akan membeli produk seperti yang dipasarkan di Instagram Scarlett Whitening.
39. Saya memiliki niat tinggi untuk menjadi pelanggan dari Scarlett Whitening.

Dari hasil kuesioner yang disebar, maka didapat 202 responden. Dari 202 responden tersebut memiliki usia yang beragam. Mayoritas responden yang mengisi kuesioner rata-rata perempuan dengan persentase 74,3% sedangkan laki-laki dengan persentase 25,7%.

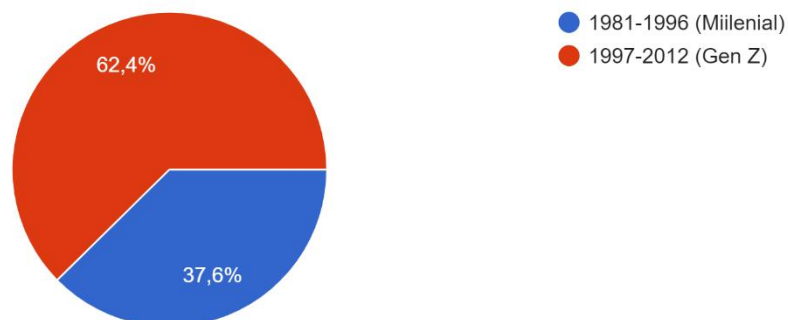
Apa Gender Anda?

202 jawaban



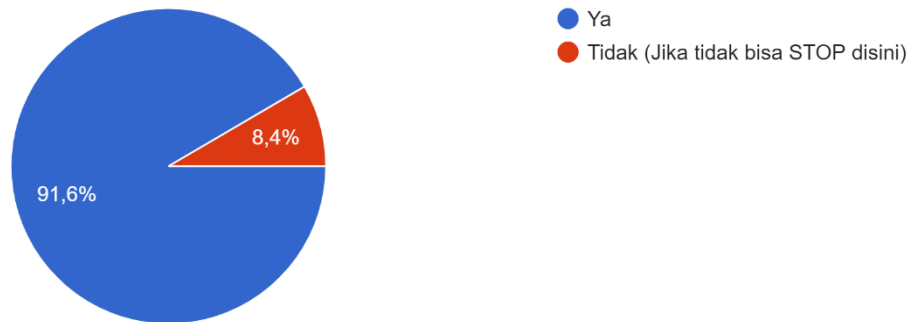
Tahun berapa anda lahir?

202 jawaban



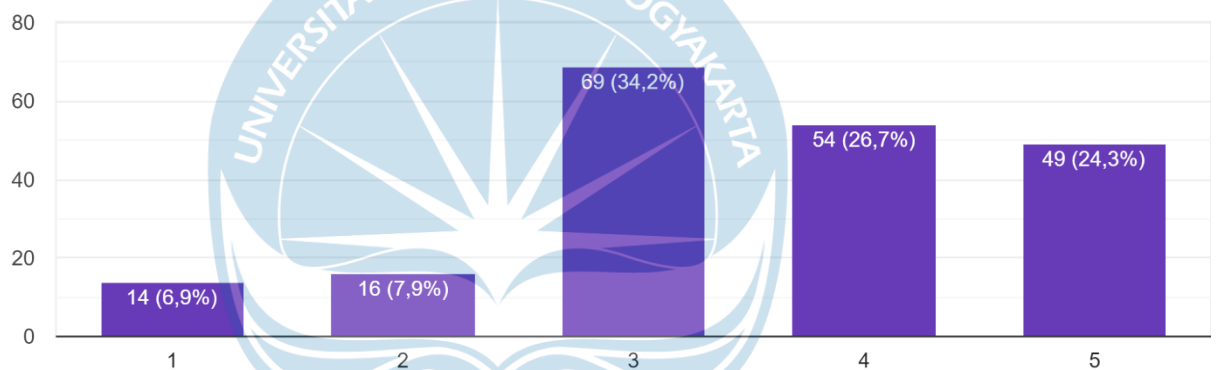
Apakah anda mengetahui produk Scarlett Whitening

202 jawaban



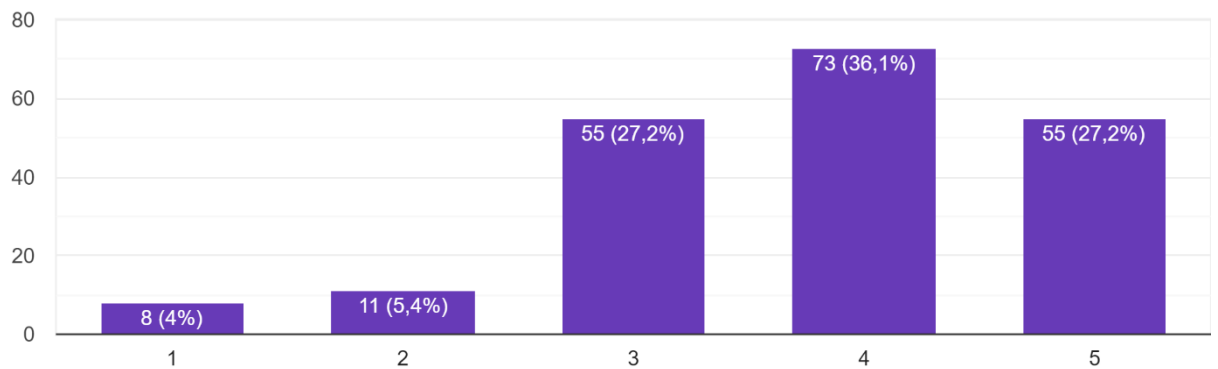
Berinteraksi dengan Instagram Scarlett Whitening memang menyenangkan

202 jawaban



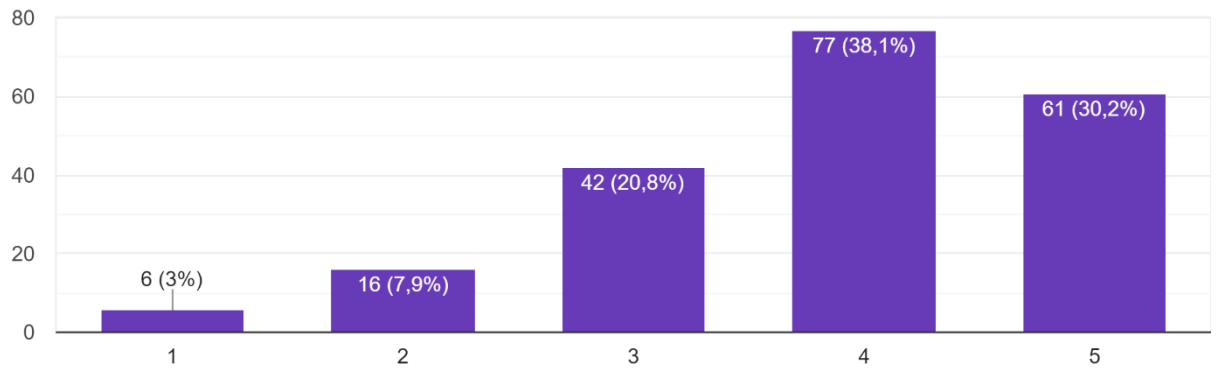
Konten Scarlett Whitening di Instagram menarik

202 jawaban



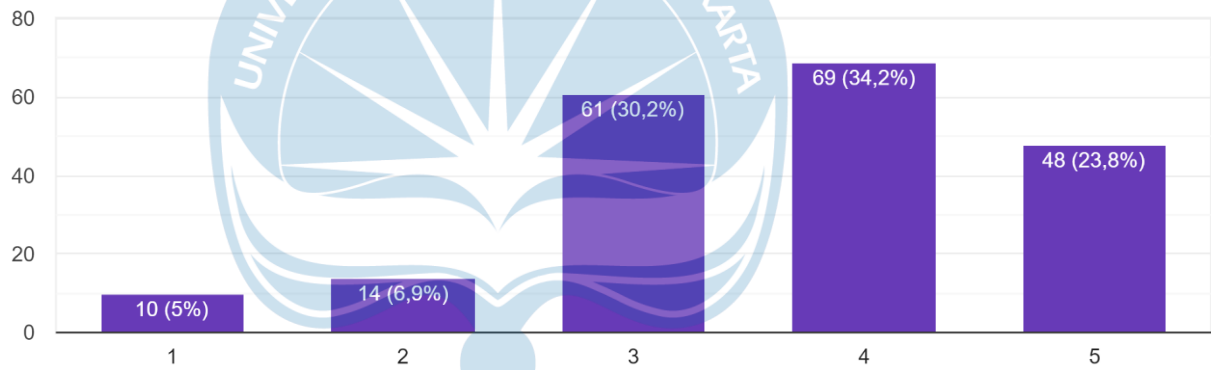
Instagram Scarlett Whitening memungkinkan berbagi informasi dengan orang lain

202 jawaban



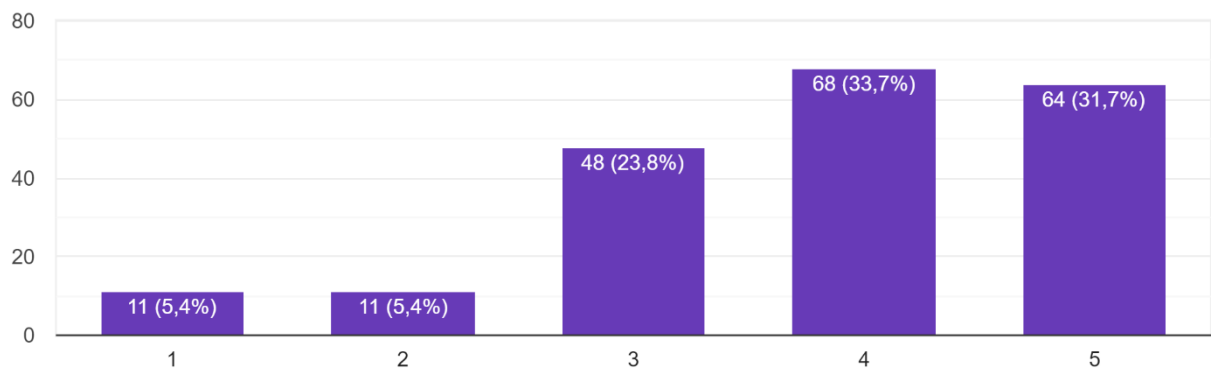
Sangat mudah untuk menyampaikan pendapat saya melalui Instagram Scarlett Whitening

202 jawaban



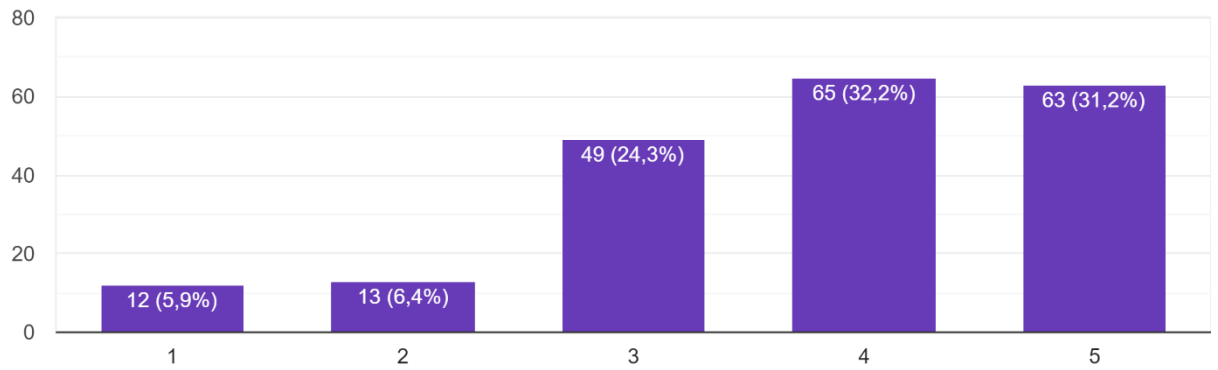
Konten yang dibagikan di Instagram dari merek Scarlett Whitening ini adalah yang terbaru

202 jawaban



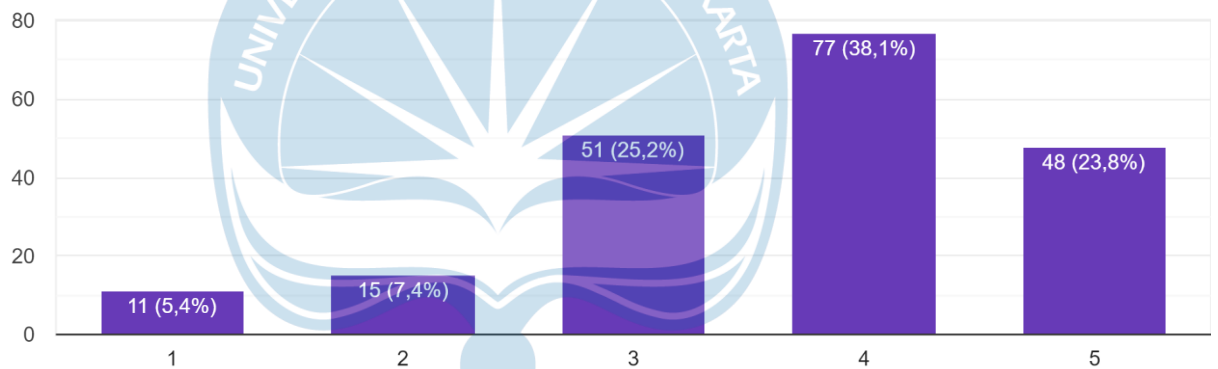
Berinteraksi dengan Instagram merek ini sedang tren

202 jawaban



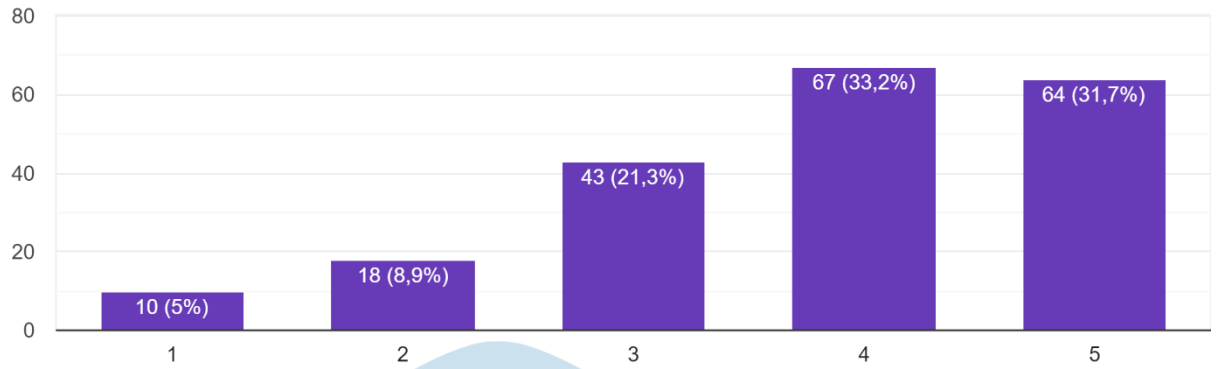
Instagram dari Scarlett Whitening ini memberikan informasi yang saya butuhkan

202 jawaban



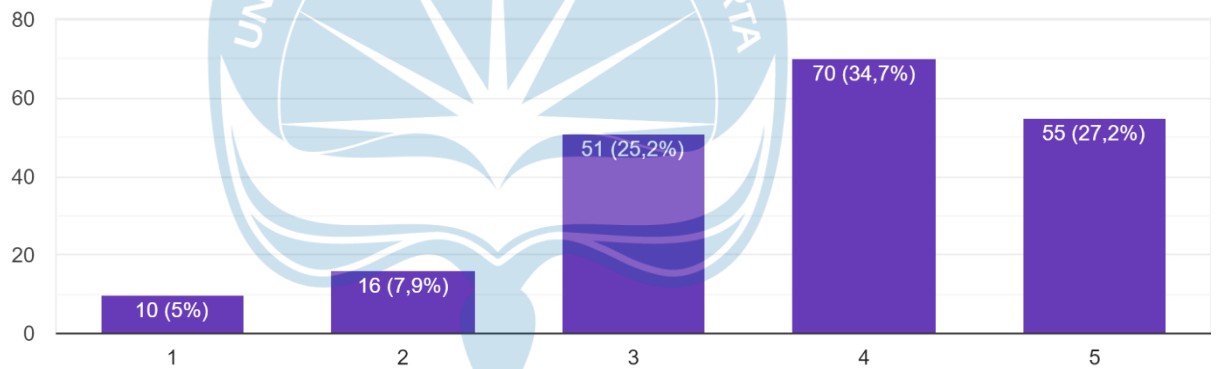
Saya dapat dengan mudah memperoleh informasi yang saya butuhkan berkat petunjuk di Instagram Scarlett Whitening

202 jawaban



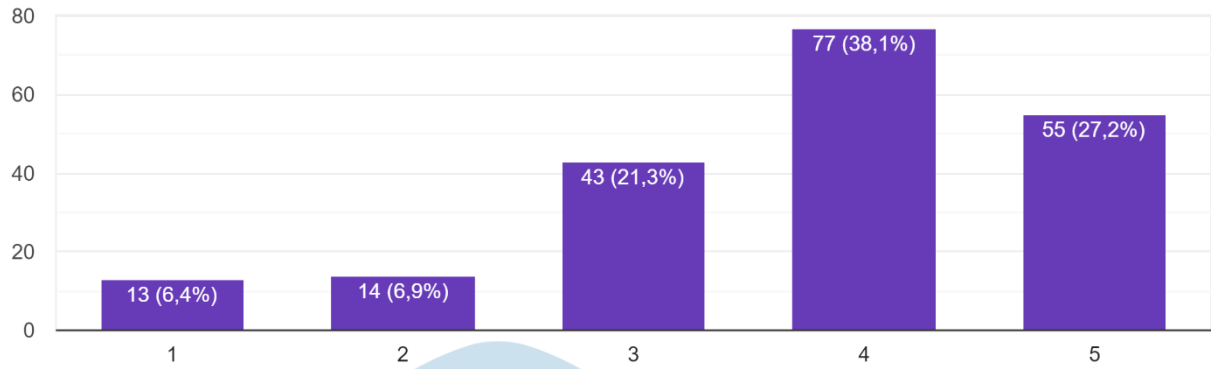
Saya suka iklan yang diiklankan Scarlett Whitening di Instagram

202 jawaban



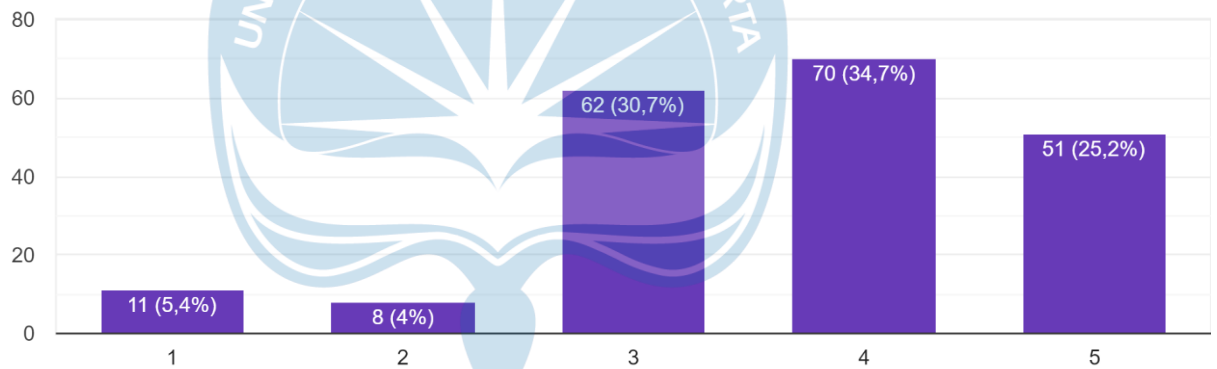
Iklan Instagram dari Scarlett Whitening secara positif mempengaruhi perhatian saya terhadap merek

202 jawaban

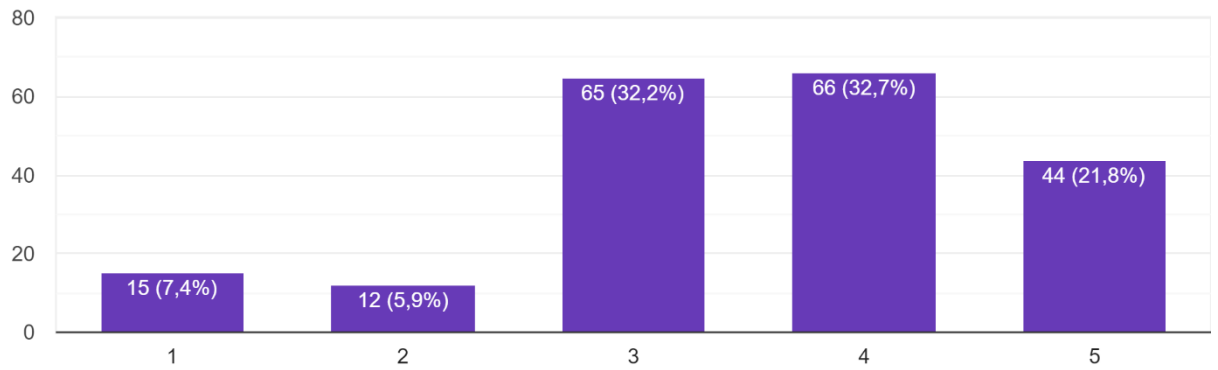


Dibandingkan dengan merek alternatif, merek Scarlett Whitening ini memiliki kualitas tinggi

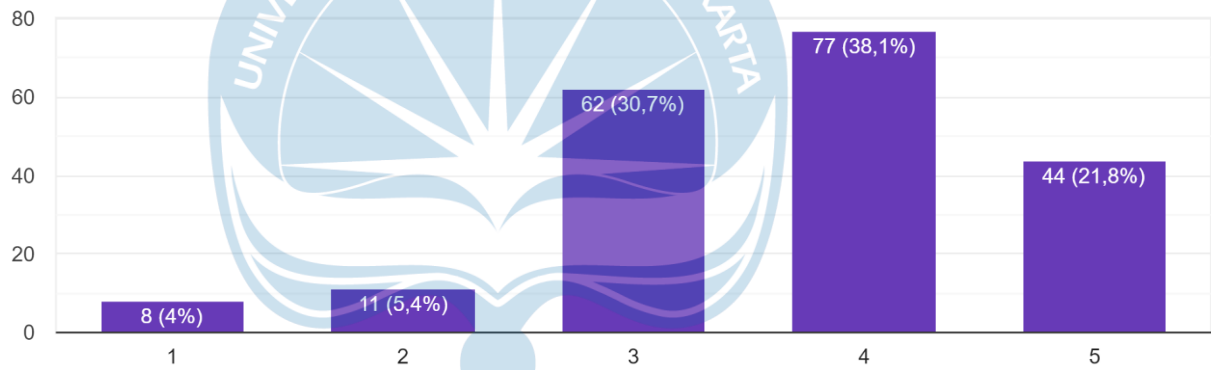
202 jawaban



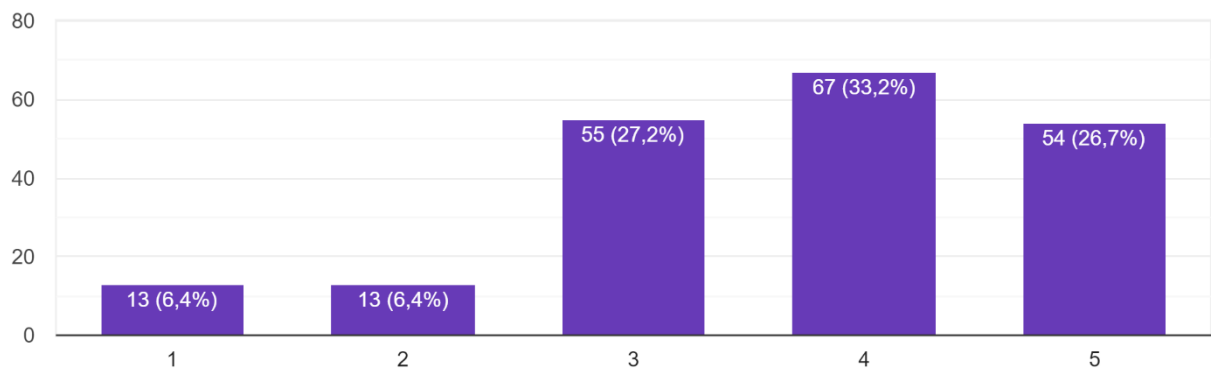
Dibandingkan dengan merek alternatif, merek Scarlett Whitening ini adalah yang terbaik.
202 jawaban



Dibandingkan dengan merek alternatif, merek ini memiliki kualitas yang konsisten
202 jawaban

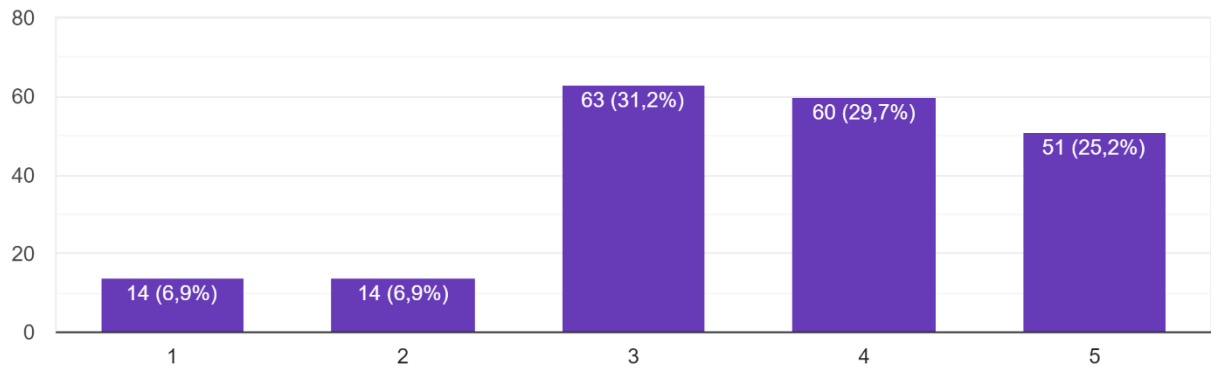


Beberapa karakteristik merek ini muncul di benak saya dengan cepat.
202 jawaban



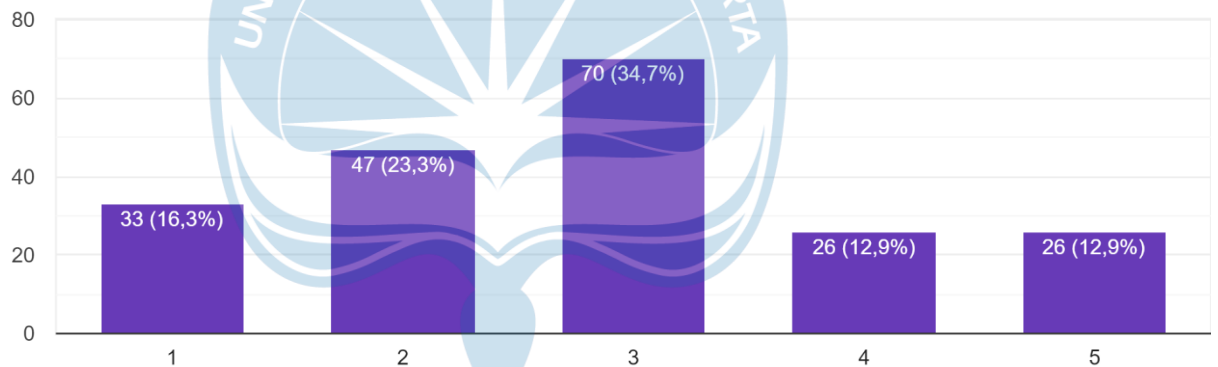
Saya dapat dengan cepat mengingat kinerja merek ini

202 jawaban



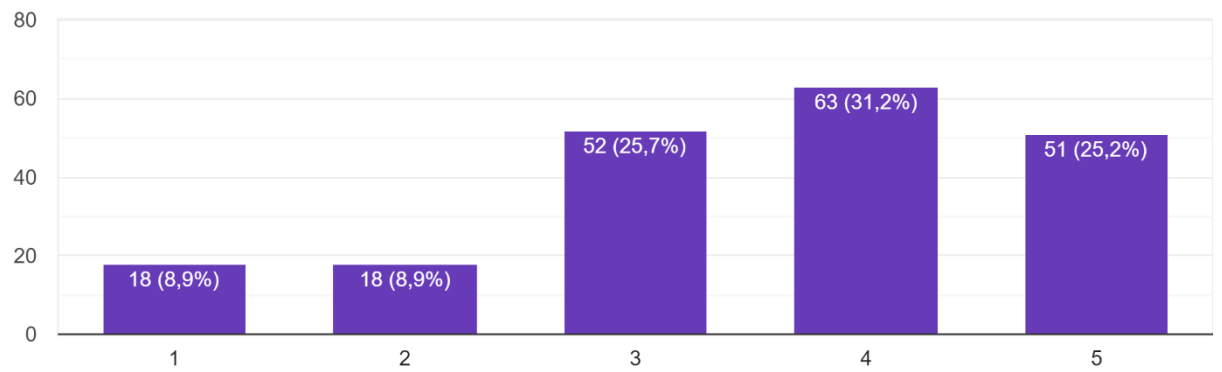
Saya mengalami kesulitan dalam membayangkan merek ini dalam pikiran saya bahwa saya tidak puas dengan produk layanan selama pengalaman penggunaan terakhir saya.

202 jawaban



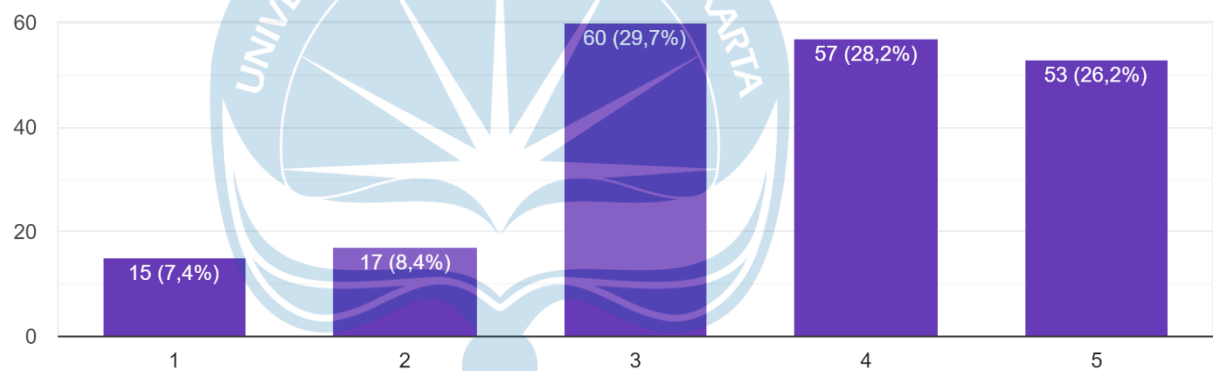
Saya akan membeli Scarlett Whitening pada kesempatan berikutnya

202 jawaban



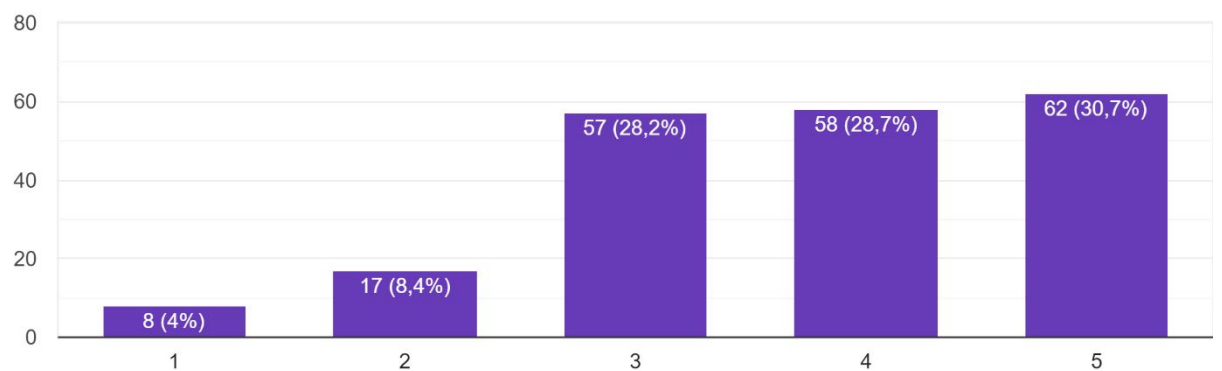
Saya akan merekomendasikan produk atau layanan dari Scarlett Whitening ini kepada orang lain

202 jawaban



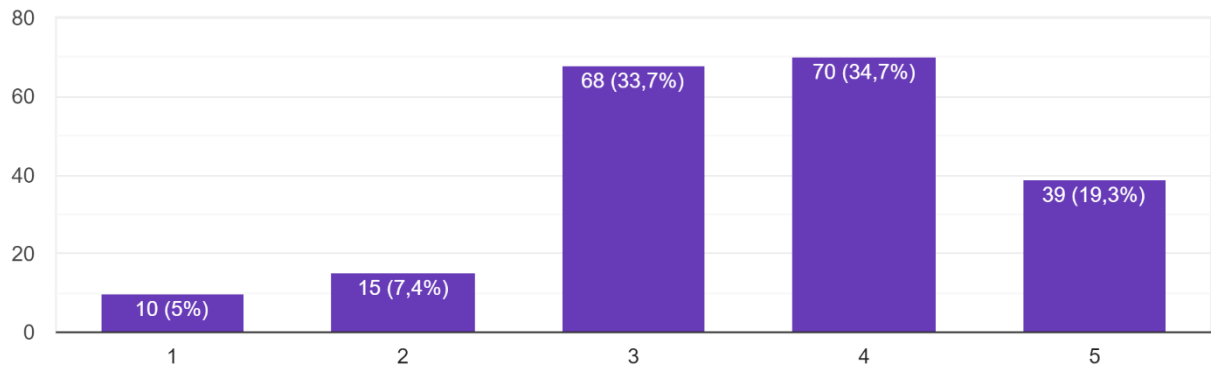
Saya selalu mengetahui merek ini

202 jawaban



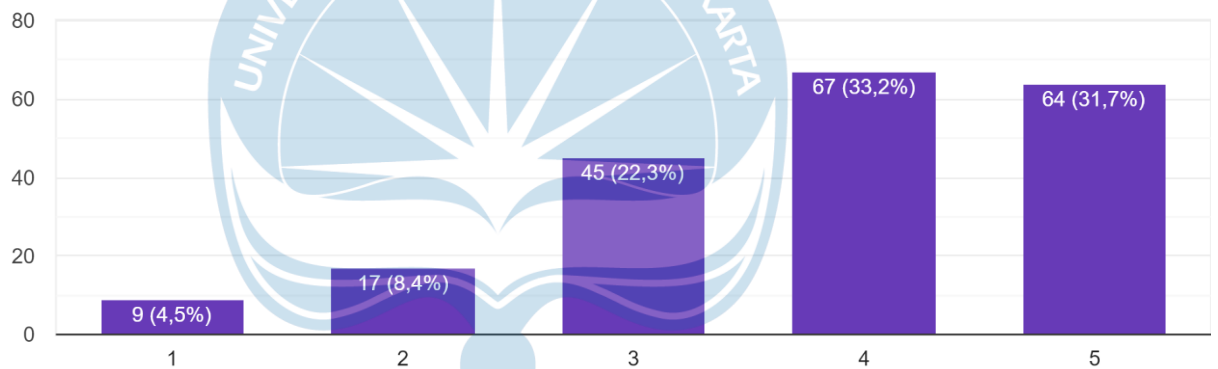
Saya menyadari karakteristik merek ini

202 jawaban



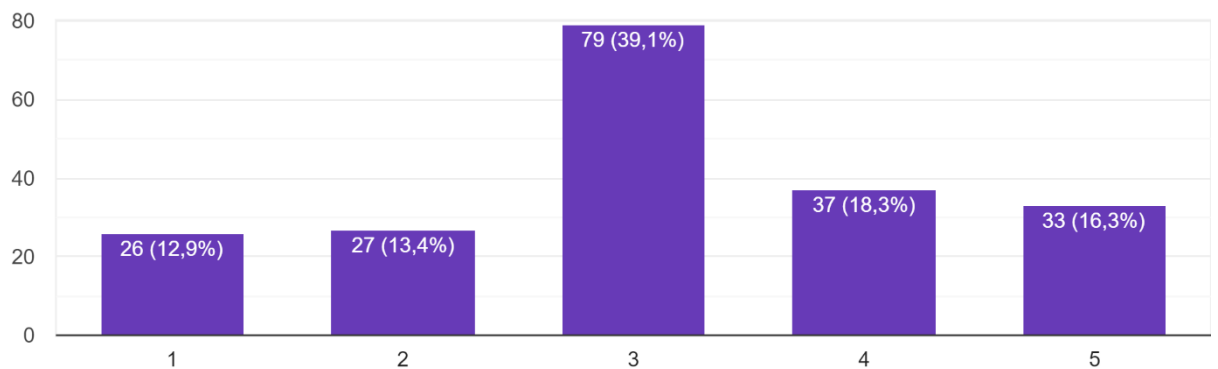
Saya selalu dapat mengingat logo merek ini

202 jawaban



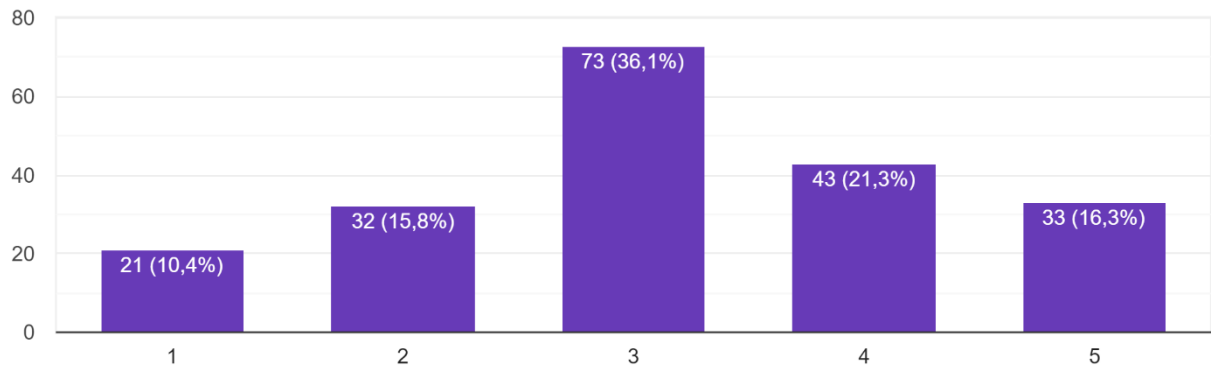
Saya lebih sering berbicara tentang Scarlett Whitening ini daripada merek lainnya.

202 jawaban



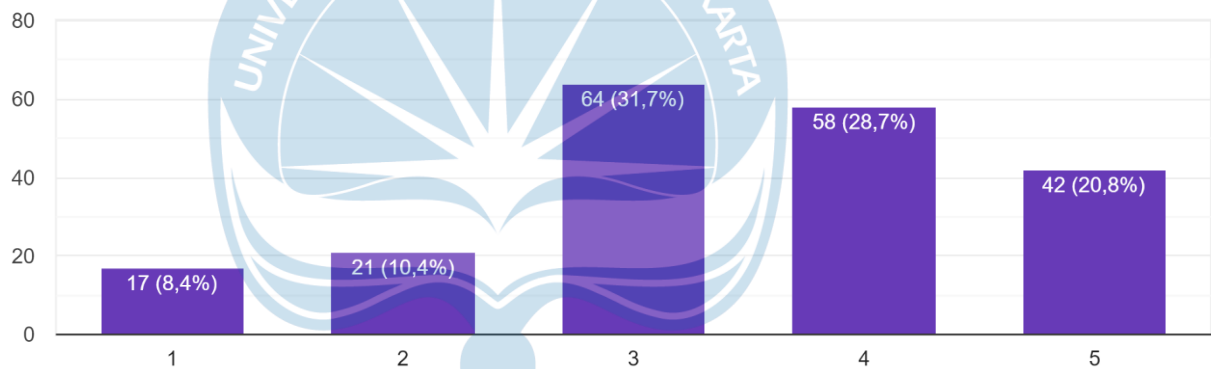
Saya berbicara tentang Merek Scarlett Whitening ini kepada banyak orang.

202 jawaban



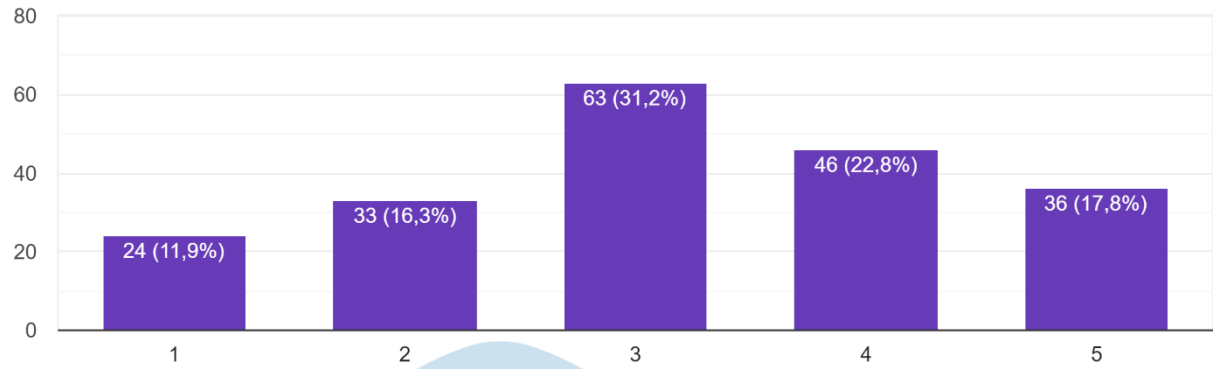
Saya merekomendasikan merek Scarlett Whitening ini

202 jawaban



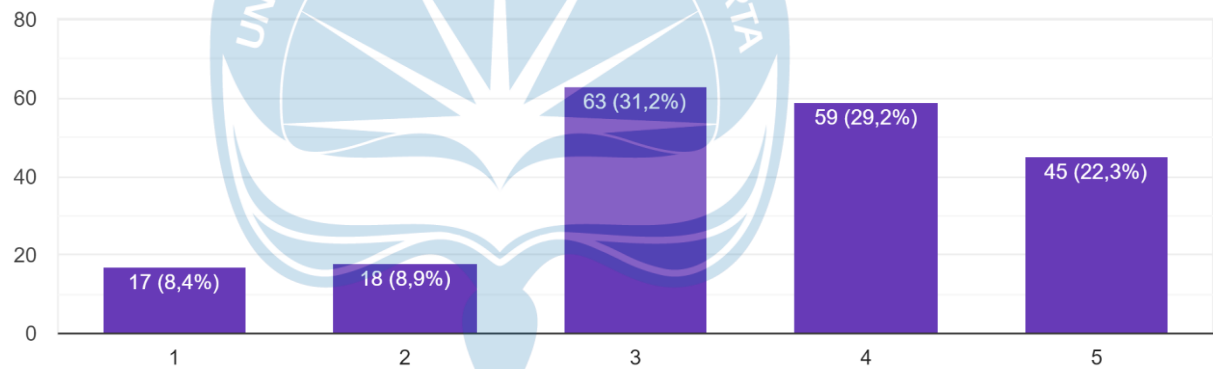
Saya dengan bangga mengatakan kepada orang lain bahwa saya adalah pelanggan dari Scarlett Whitening.

202 jawaban

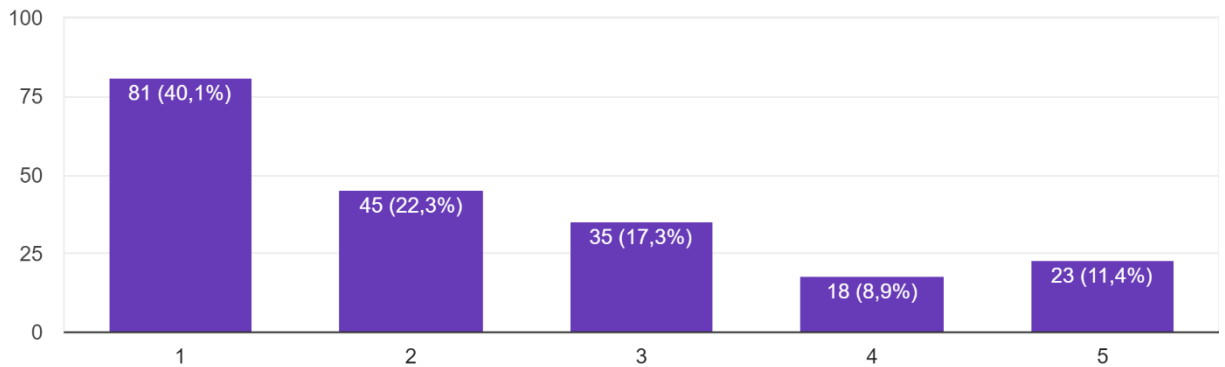


Saya kebanyakan mengatakan hal-hal positif tentang Scarlett Whitening kepada orang lain.

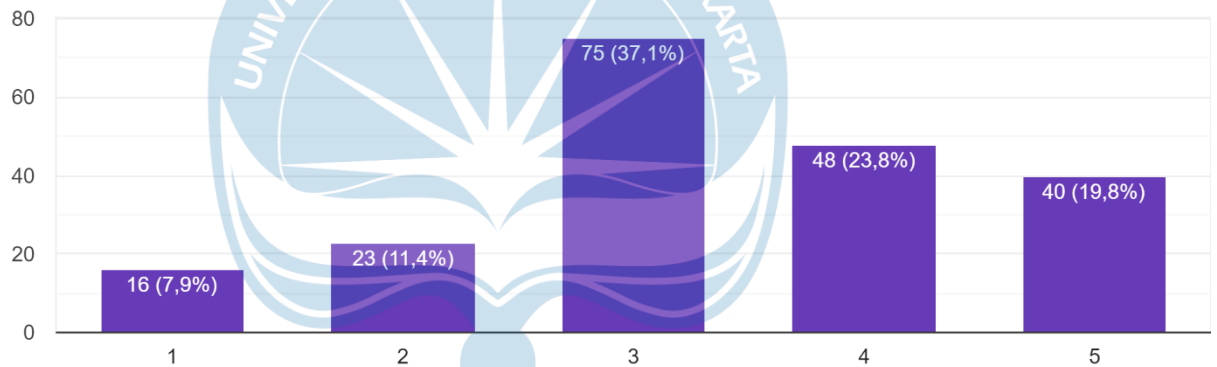
202 jawaban



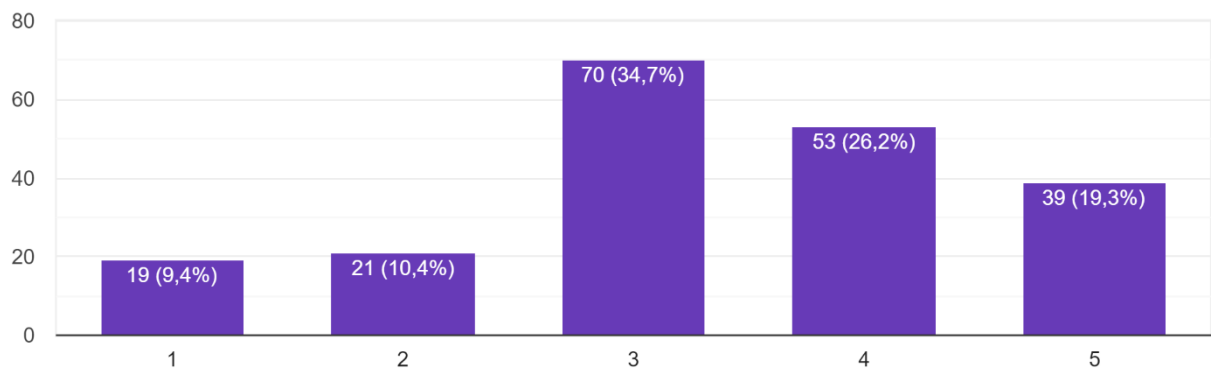
Saya kebanyakan mengatakan hal-hal negatif tentang Scarlett Whitening kepada orang lain
202 jawaban



Saya mempertimbangkan harga produk yang ditawarkan oleh Scarlett Whitening
202 jawaban

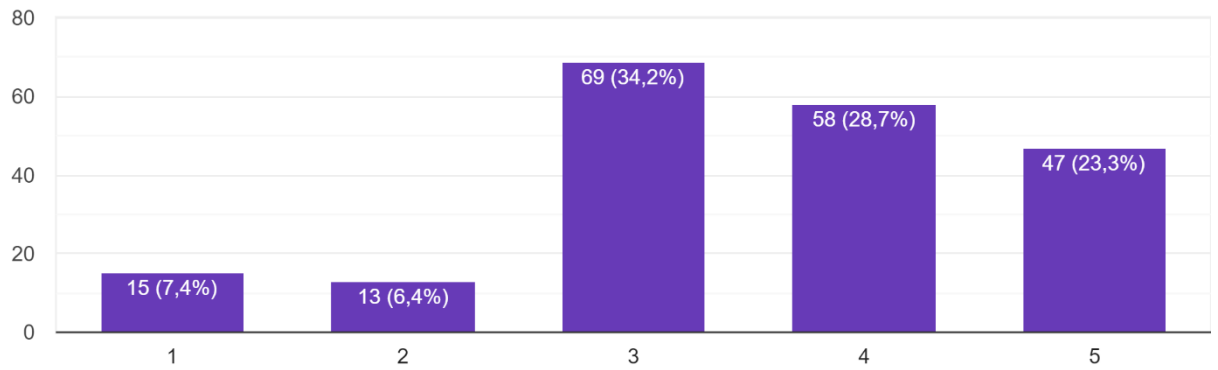


Saya mempertimbangkan berbagai produk yang ditawarkan oleh Scarlett Whitening
202 jawaban



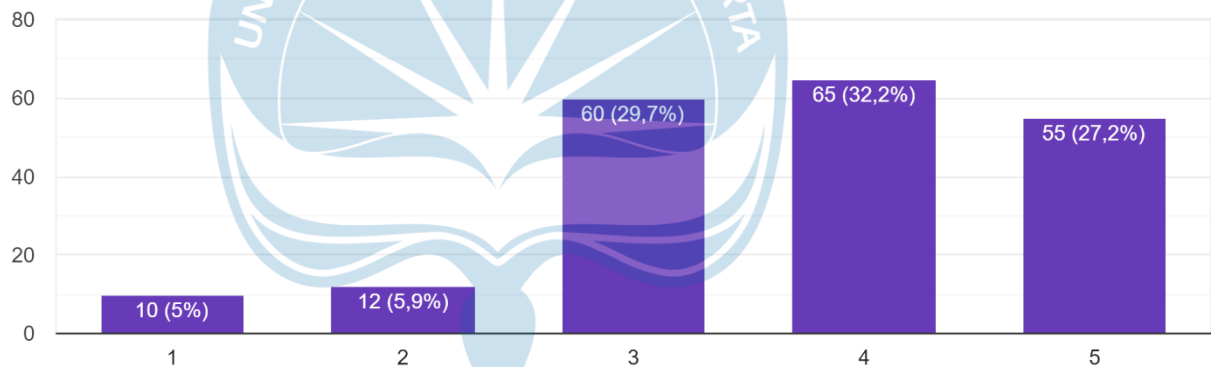
Saya mempertimbangkan kualitas produk yang ditawarkan

202 jawaban



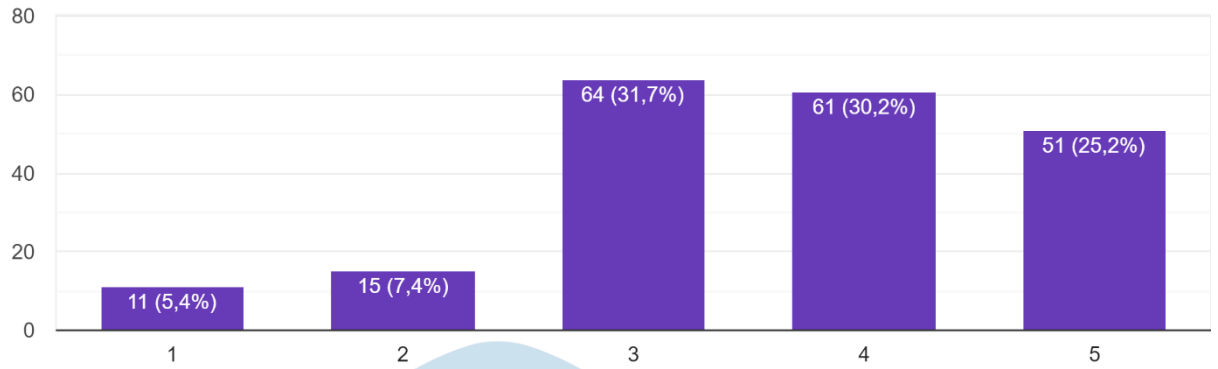
Berinteraksi dengan Instagram Scarlett Whitening ini membantu saya membuat keputusan yang lebih baik sebelum membeli produk mereka

202 jawaban



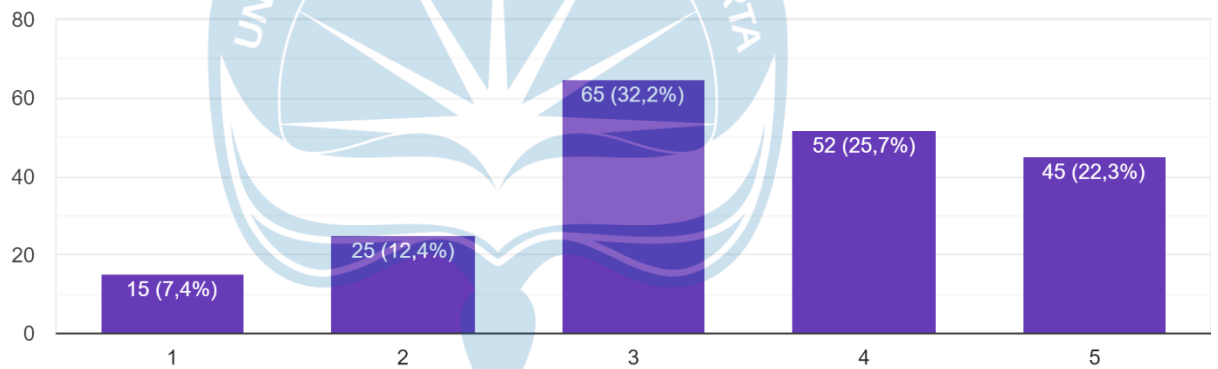
Berinteraksi dengan Instagram Scarlett Whitening meningkatkan minat saya untuk membeli produk dan layanan mereka

202 jawaban



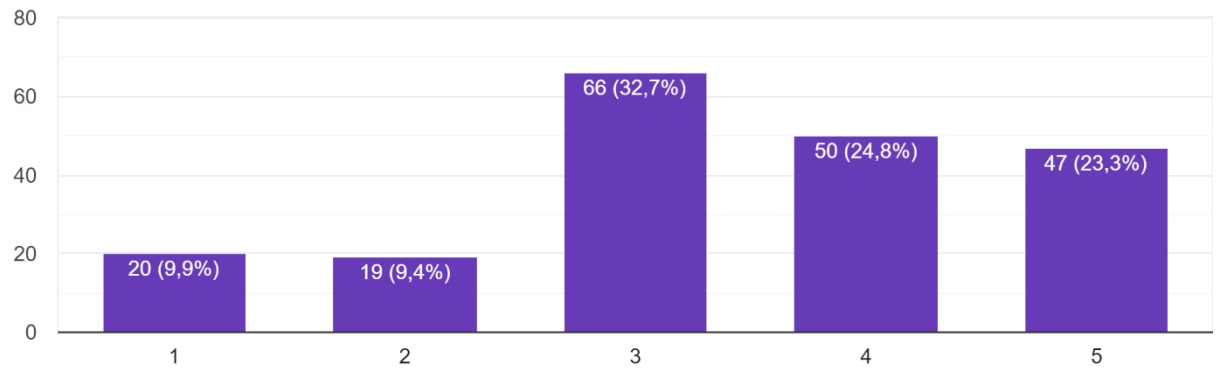
Saya pasti akan membeli produk seperti yang dipasarkan di Instagram Scarlett Whitening

202 jawaban

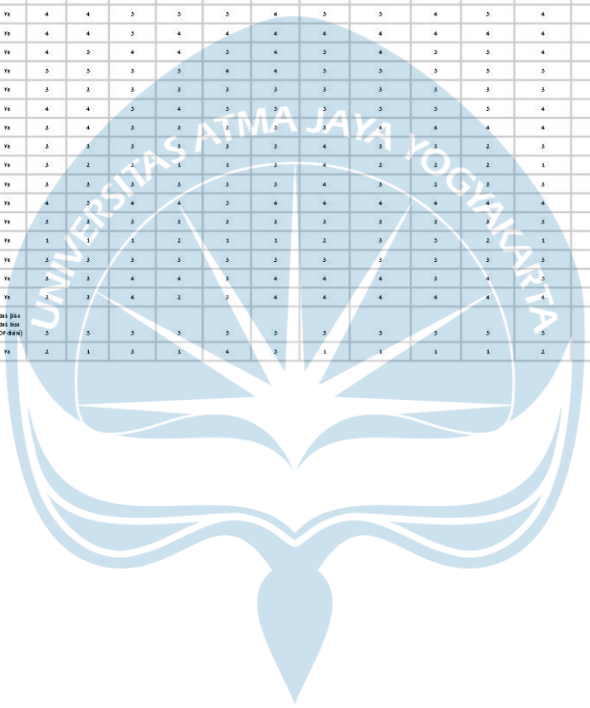


Saya memiliki niat tinggi untuk menjadi pelanggan dari Scarlett Whitening

202 jawaban



1706/2023 8.22.11	Perencanaan	1507-2042 [Seni]	Ya	3	5	3	3	3	3	3	4	4	3	3	3	3	2	3
1706/2023 8.23.27	Perencanaan	1507-2042 [Seni]	Ya	4	4	4	4	4	3	4	4	3	4	4	4	4	2	4
1706/2023 8.23.33	Perencanaan	1507-2042 [Seni]	Ya	3	4	4	4	2	4	2	3	4	3	3	3	2	3	2
1706/2023 8.24.21	Perencanaan	1507-2042 [Seni]	Ya	3	4	3	3	4	3	4	4	3	4	4	3	3	3	4
1706/2023 8.24.26	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1706/2023 8.17.09	1a-bi-1a1i	1507-2042 [Seni]	Ya	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3
1706/2023 8.18.43	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1706/2023 8.23.31	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1706/2023 8.24.40	1a-bi-1a1i	1507-2042 [Seni]	Ya	3	3	4	3	3	3	4	3	4	3	4	4	3	4	1
1706/2023 8.24.51	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1706/2023 8.05.21	Perencanaan	1507-2042 [Seni]	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
1706/2023 11.24.41	Perencanaan	1507-2042 [Seni]	Ya	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3
1706/2023 11.42.35	Perencanaan	1507-2042 [Seni]	Ya	3	3	4	4	4	3	4	4	3	4	4	4	3	3	4
1706/2023 14.23.31	Perencanaan	1507-2042 [Seni]	Ya	1	3	2	1	1	1	2	1	1	2	1	1	1	1	2
1706/2023 16.15.04	1a-bi-1a1i	1507-2042 [Seni]	Ya	1	3	4	3	2	2	2	3	2	3	3	3	3	3	3
1706/2023 18.17.07	Perencanaan	1507-2042 [Seni]	Ya	4	4	4	3	4	3	4	4	3	3	3	3	3	3	3
1806/2023 2.03.33	Perencanaan	1507-2042 [Seni]	Ya	3	3	4	3	4	4	4	4	4	4	4	4	4	4	3
1806/2023 10.20.37	Perencanaan	1507-2042 [Seni]	Ya	4	3	4	3	3	4	4	4	3	4	4	3	3	3	3
1806/2023 10.23.26	1a-bi-1a1i	1507-2042 [Seni]	Ya	4	4	4	3	4	3	4	4	3	3	3	4	4	2	4
1806/2023 10.27.33	Perencanaan	1507-2042 [Seni]	Ya	4	3	3	3	4	4	4	3	3	4	3	3	3	4	4
1806/2023 10.46.27	Perencanaan	1507-2042 [Seni]	Ya	4	3	3	4	3	3	4	4	4	4	4	4	3	4	4
1806/2023 10.46.09	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
1806/2023 10.49.26	Perencanaan	1507-2042 [Seni]	Ya	4	4	3	3	3	3	3	3	4	3	4	4	4	3	4
1806/2023 10.49.26	Perencanaan	1507-2042 [Seni]	Ya	4	4	3	3	3	3	3	3	3	4	4	4	4	3	4
1806/2023 10.49.28	Perencanaan	1507-2042 [Seni]	Ya	4	3	4	4	3	4	3	4	3	3	4	4	4	4	4
1806/2023 10.50.33	1a-bi-1a1i	1507-2042 [Seni]	Ya	3	3	3	3	4	4	3	3	3	3	3	3	3	3	4
1806/2023 11.00.33	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1806/2023 11.17.41	Perencanaan	1507-2042 [Seni]	Ya	4	4	3	4	3	3	3	3	3	3	4	4	4	3	3
1806/2023 11.23.46	Perencanaan	1507-2042 [Seni]	Ya	3	4	3	3	3	3	3	3	3	4	4	4	3	3	3
1806/2023 11.42.39	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	4	3	3	2	3	3	3	3	3
1806/2023 11.20.43	1a-bi-1a1i	1507-2042 [Seni]	Ya	3	2	2	1	1	1	2	1	2	1	1	1	2	1	1
1806/2023 11.23.23	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	4	3	2	3	3	3	3	3	3
1806/2023 12.3.104	Perencanaan	1507-2042 [Seni]	Ya	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4
1806/2023 13.39.46	1a-bi-1a1i	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1806/2023 17.21.39	Perencanaan	1507-2042 [Seni]	Ya	1	1	1	2	1	1	1	2	1	1	2	2	1	1	2
1806/2023 17.40.25	Perencanaan	1507-2042 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1806/2023 18.18.34	Perencanaan	1507-2042 [Seni]	Ya	3	3	4	4	3	4	4	4	3	4	4	4	4	3	3
1806/2023 19.09.09	Perencanaan	1507-2042 [Seni]	Ya	3	3	4	3	3	4	4	4	4	4	4	3	3	3	3
1806/2023 22.21.39	1a-bi-1a1i	1816-0306 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1806/2023 22.27.23	Perencanaan	1507-2042 [Seni]	Ya	2	1	3	1	4	3	1	1	1	1	1	2	1	2	1



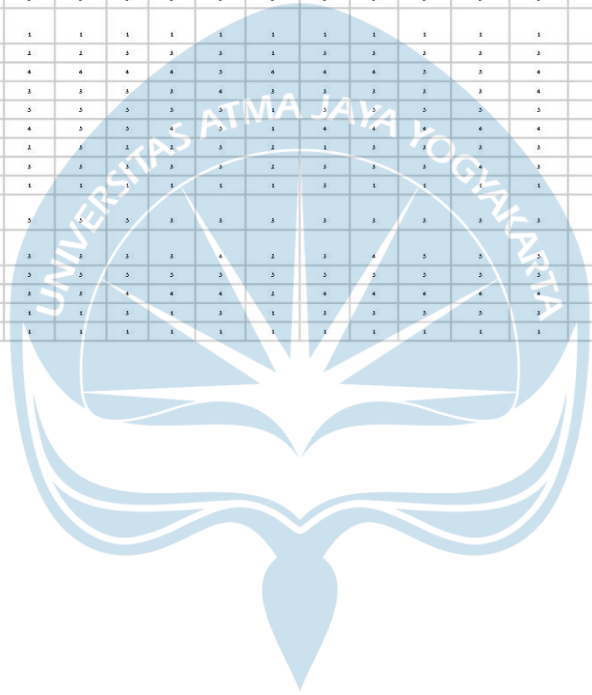
2020/2021 10.21.41	18-1-141	1507-2012 [Seni]	Ya	4	4	3	2	3	3	4	3	4	3	3	4	4	3	4	3	4
2020/2021 10.14.11	Perencanaan	1507-2012 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2020/2021 10.10.20	18-1-141	1507-2012 [Seni]	Ya	4	4	4	4	4	4	4	3	4	3	4	3	4	3	4	3	4
2020/2021 10.17.27	Perencanaan	1507-2012 [Seni]	Ya	2	3	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3
2020/2021 10.09.06	Perencanaan	1507-2012 [Seni]	Ya	2	2	2	2	2	2	3	2	2	3	2	2	2	3	3	3	3
2020/2021 10.11.11	Perencanaan	1507-2012 [Seni]	Ya	1	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3
2020/2021 10.14.23	18-1-141	1507-2012 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2020/2021 10.04.21	18-1-141	1507-2012 [Seni]	Ya	2	3	4	4	3	3	3	4	3	2	3	2	3	4	3	4	2
2020/2021 11.08.08	Perencanaan	1507-2012 [Seni]	Ya	3	3	4	3	4	3	2	2	4	4	3	3	3	2	2	3	2
2102/2021 1.23.41	Perencanaan	1507-2012 [Seni]	Ya	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	2	3
2102/2021 7.10.06	Perencanaan	1507-2012 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 8.13.13	Perencanaan	1507-2012 [Seni]	Ya	3	3	3	3	4	3	4	3	3	2	3	3	3	4	4	3	3
2102/2021 8.24.06	Perencanaan	1507-2012 [Seni]	Ya	3	4	4	3	4	4	4	4	4	4	4	4	4	3	3	3	2
2102/2021 10.04.09	18-1-141	1507-2012 [Seni]	Ya	3	3	3	3	2	3	2	3	3	3	2	4	3	2	2	3	4
2102/2021 11.20.40	Perencanaan	1507-2012 [Seni]	Ya	4	4	3	3	4	3	3	4	4	4	4	4	3	4	3	3	4
2102/2021 12.20.06	Perencanaan	1507-2012 [Seni]	Ya	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 14.14.47	Perencanaan	1507-2012 [Seni]	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4
2102/2021 14.21.15	Perencanaan	1507-2012 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
2102/2021 14.20.27	18-1-141	1507-2012 [Seni]	Tidak Bisa Bisa Baga STOP (Seni)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 14.27.23	Perencanaan	1507-2012 [Seni]	Ya	4	3	4	3	4	4	3	3	4	4	4	4	3	3	3	3	3
2102/2021 15.21.47	Perencanaan	1507-2012 [Seni]	Ya	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	2	4
2102/2021 16.27.26	18-1-141	1507-2012 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 21.21.43	Perencanaan	1507-2012 [Seni]	Tidak Bisa Bisa Baga STOP (Seni)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2102/2021 21.07.20	Perencanaan	1507-2012 [Seni]	Ya	3	4	4	4	3	3	4	3	4	4	4	4	4	4	4	3	3
2102/2021 11.09.20	18-1-141	1507-2012 [Seni]	Ya	3	4	4	3	3	4	4	4	3	4	3	3	4	4	4	4	4
2102/2021 11.09.24	18-1-141	1507-2012 [Seni]	Ya	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 11.10.10	Perencanaan	1507-2012 [Seni]	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 11.21.24	Perencanaan	1507-2012 [Seni]	Ya	3	3	3	3	3	4	3	3	3	3	3	4	4	3	4	2	3
2102/2021 11.44.40	Perencanaan	1507-2012 [Seni]	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
2102/2021 11.46.15	Perencanaan	1507-2012 [Seni]	Ya	3	4	4	4	3	3	4	4	3	4	4	3	4	4	4	3	4
2102/2021 11.47.18	Perencanaan	1507-2012 [Seni]	Ya	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 11.53.40	18-1-141	1507-2012 [Seni]	Tidak Bisa Bisa Baga STOP (Seni)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2102/2021 11.55.53	18-1-141	1507-2012 [Seni]	Tidak Bisa Bisa Baga STOP (Seni)	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 11.20.11	Perencanaan	1507-2012 [Seni]	Ya	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
2102/2021 11.27.33	Perencanaan	1507-2012 [Seni]	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4
2102/2021 11.05.01	Perencanaan	1507-2012 [Seni]	Ya	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2102/2021 11.05.43	18-1-141	1507-2012 [Seni]	Ya	1	3	3	2	2	1	1	1	1	1	1	1	1	1	1	1	1

16042023.11.04.29	Perenggan	1604.0006 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	4	3	3	4	3	2	3	2	3	3	4	3	2	3	3
16042023.11.04.33	Perenggan	1604.0007 (Mikro-4)	Titik (Bila Erek) (100-400)	4	4	5	3	4	4	4	4	4	4	4	4	4	3	3	2	3
16042023.11.21.28	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	3	3	3	3	4	3	2	3	3	3	3	4	3	3	3	2	2
16042023.11.21.34	Perenggan	1604.0008 (Mikro-4)	Titik (Bila Erek) (100-400)	3	4	3	4	4	3	4	3	4	3	3	3	4	4	4	3	1
16042023.11.21.34	Perenggan	1604.0009 (Mikro-4)	Titik (Bila Erek) (100-400)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
16042023.11.21.34	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3
16042023.11.21.31	Perenggan	1604.0010 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	4	4	3	2	4	4	3	4	3	3	3	2	2	2	4
16042023.11.21.31	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3
16042023.11.21.40	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	3	3	3	4	2	2	2	3	3	4	3	2	2	3	3	3	2
16042023.11.21.19	Perenggan	1604.0011 (Mikro-4)	Titik (Bila Erek) (100-400)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16042023.11.21.23	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	3	3	2	4	3	3	4	4	4	2	2	2	4	3	3	3	4
16042023.11.21.19	Perenggan	1604.0012 (Mikro-4)	Titik (Bila Erek) (100-400)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16042023.11.21.27	Perenggan	1604.0013 (Mikro-4)	Titik (Bila Erek) (100-400)	1	3	2	2	3	4	3	3	4	3	4	3	4	4	4	1	4
16042023.20.20.19	Perenggan	1604.0014 (Mikro-4)	Titik (Bila Erek) (100-400)	3	4	3	1	2	1	3	1	1	1	2	2	3	1	1	1	1
16042023.21.10.26	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	3	3	3	4	3	3	3	4	4	4	4	4	4	3	3	2	4
16042023.21.10.21	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
16042023.21.10.16	Perenggan	1604.0015 (Mikro-4)	Titik (Bila Erek) (100-400)	2	2	2	2	2	2	4	3	3	3	3	3	3	3	3	3	2
16042023.21.10.36	Perenggan	1604.0016 (Mikro-4)	Titik (Bila Erek) (100-400)	2	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	1
16042023.21.10.27	Perenggan	1604.0017 (Mikro-4)	Titik (Bila Erek) (100-400)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16042023.21.10.47	Perenggan	1604.0018 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
16042023.21.08.14	Perenggan	1604.0019 (Mikro-4)	Titik (Bila Erek) (100-400)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16042023.21.10.06	Perenggan	1604.0020 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	4	2	3	3	3	2	3	3	3	3	3	3	3
16042023.21.10.07	Perenggan	1604.0021 (Mikro-4)	Titik (Bila Erek) (100-400)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16042023.21.10.08	Perenggan	1604.0022 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17042023.11.14.41	Perenggan	1604.0023 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17042023.11.14.45	Perenggan	1604.0024 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	4	3	2	3	4	4	3	4	3	2	3	2	2
17042023.11.25.23	Perenggan	1604.0025 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17042023.11.10.10	Perenggan	1604.0026 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	4	3	3	3	3	4	4	3	4	3	4	2	4
17042023.11.14.20	Perenggan	1604.0027 (Mikro-4)	Titik (Bila Erek) (100-400)	4	5	3	4	3	3	3	3	3	3	4	3	4	3	4	4	4
17042023.11.14.20	Perenggan	1604.0028 (Mikro-4)	Titik (Bila Erek) (100-400)	4	5	3	4	4	3	4	3	3	3	3	4	4	4	4	4	4
17042023.11.14.40	Perenggan	1604.0029 (Mikro-4)	Titik (Bila Erek) (100-400)	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	2	1
17042023.11.14.25	Perenggan	1604.0030 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3
17042023.11.10.10	Perenggan	1604.0031 (Mikro-4)	Titik (Bila Erek) (100-400)	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17042023.11.27.30	Perenggan	1604.0032 (Mikro-4)	Titik (Bila Erek) (100-400)	3	4	4	3	3	3	3	3	4	3	3	3	3	2	2	3	2
17042023.11.14.21	Perenggan	1507-2012 (Sera-1)	Titik (Bila Erek) (100-400)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17042023.11.14.21	Perenggan	1604.0033 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17042023.11.14.23	Perenggan	1604.0034 (Mikro-4)	Titik (Bila Erek) (100-400)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17042023.11.14.23	Perenggan	1604.0035 (Mikro-4)	Titik (Bila Erek) (100-400)	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17042023.11.14.24	Perenggan	1604.0036 (Mikro-4)	Titik (Bila Erek) (100-400)	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

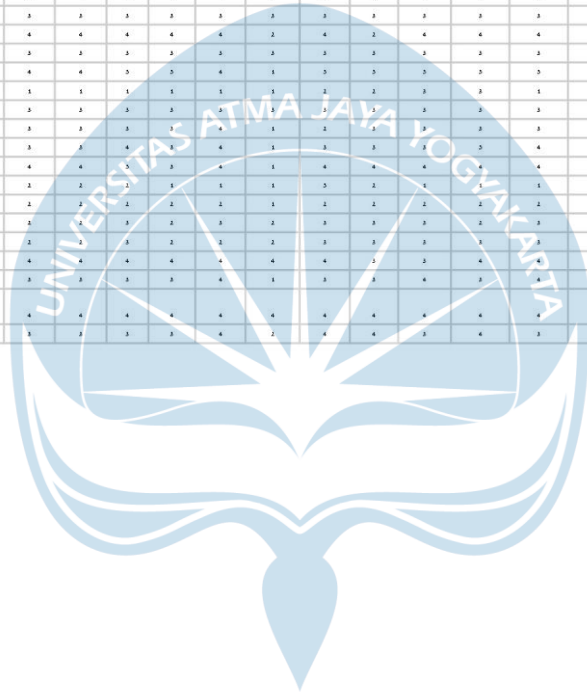
1704/2022 21.01-15	Perenggan	1507-2012 (Ses-4)	Ya	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	2
1704/2022 21.21-40	Perenggan	1507-2012 (Ses-4)	Ya	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4
2004/2022 22.40-53	Perenggan	1507-2012 (Ses-4)	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
22/2022 41.24	Perenggan	1507-2012 (Ses-2)	Tidak Bisa Eks-1 dan Eks-2 dan Eks-3 dan Eks-4 dan	3	3	3	3	3	3	3	3	3	3	4	4	4	3	4	3
11/2/2022 9-20	Perenggan	1507-2012 (Ses-2)	Ya	3	4	3	2	3	4	2	2	2	3	4	4	3	2	4	3
11/2/2022 9-30	Perenggan	1507-2012 (Ses-2)	Ya	3	4	4	3	4	3	4	4	3	4	4	3	4	3	4	3
11/2/2022 9-30	Perenggan	1507-2012 (Ses-2)	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
14/2/2022 13-63	Perenggan	1507-2012 (Ses-2)	Ya	2	3	3	3	2	3	4	2	3	4	2	3	4	4	3	3
14/2/2022 13-90	Isi-Isi	1507-2012 (Ses-2)	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2
2702/2022 14.41-61	Isi-Isi	1507-2012 (Ses-2)	Tidak Bisa Eks-1 dan Eks-2 dan Eks-3 dan	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
1702/2022 16.01-20	Isi-Isi	1507-2012 (Ses-2)	Ya	2	3	2	4	4	2	3	3	3	3	3	3	3	3	3	3
1702/2022 17.24-15	Perenggan	1507-2012 (Ses-2)	Ya	3	3	3	4	3	3	4	3	4	3	4	3	4	3	3	4
24/02/2022 04.4-36	Perenggan	1507-2012 (Ses-2)	Ya	3	3	3	4	3	3	4	4	4	3	3	3	3	3	3	3
24/02/2022 11.13-38	Isi-Isi	1507-2012 (Ses-2)	Ya	2	3	2	2	2	2	2	2	2	2	3	2	3	2	2	3
24/02/2022 21.30-29	Isi-Isi	1507-2012 (Ses-2)	Ya	3	3	3	4	3	4	4	3	3	4	4	3	4	3	3	4
24/02/2022 30.01-6	Perenggan	1507-2012 (Ses-2)	Ya	3	4	4	3	4	3	4	3	4	3	4	4	3	3	4	3
24/02/2022 30.7-20	Perenggan	1507-2012 (Ses-2)	Ya	4	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3
24/02/2022 41.21-17	Perenggan	1507-2012 (Ses-2)	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
24/02/2022 41.21-28	Perenggan	1507-2012 (Ses-2)	Ya	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



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LAMPIRAN III HASIL OUTPUT DATA SPSS

1. Uji Validitasi

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Social Media Marketing	X2.1	X2.2	X2.3
X1.1	Pearson Correlation	1	.738**	.680**	.668**	.714**	.699**	.659**	.694**	.670**	.634**	.829**	.640**	.648**	.598**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.2	Pearson Correlation	.738**	1	.789**	.730**	.769**	.655**	.667**	.741**	.757**	.698**	.870**	.681**	.621**	.640**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.3	Pearson Correlation	.680**	.789**	1	.723**	.749**	.678**	.650**	.732**	.681**	.674**	.848**	.693**	.592**	.638**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.4	Pearson Correlation	.668**	.730**	.723**	1	.781**	.587**	.708**	.766**	.762**	.724**	.861**	.664**	.607**	.602**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.5	Pearson Correlation	.714**	.769**	.749**	.781**	1	.723**	.690**	.807**	.751**	.759**	.897**	.689**	.627**	.635**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.6	Pearson Correlation	.699**	.655**	.678**	.587**	.723**	1	.625**	.733**	.670**	.662**	.816**	.681**	.660**	.602**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.7	Pearson Correlation	.659**	.667**	.650**	.708**	.690**	.625**	1	.789**	.738**	.728**	.840**	.649**	.660**	.624**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.8	Pearson Correlation	.694**	.741**	.732**	.766**	.807**	.733**	.789**	1	.834**	.827**	.918**	.743**	.737**	.688**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.9	Pearson Correlation	.670**	.757**	.681**	.762**	.751**	.670**	.738**	.834**	1	.805**	.888**	.710**	.690**	.655**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X1.10	Pearson Correlation	.634**	.698**	.674**	.724**	.759**	.662**	.728**	.827**	.805**	1	.871**	.731**	.681**	.637**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Social Media Marketing	Pearson Correlation	.829**	.870**	.848**	.861**	.897**	.816**	.840**	.918**	.888**	.871**	1	.797**	.756**	.731**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
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X2.1	Pearson Correlation	.640**	.681**	.693**	.664**	.689**	.681**	.649**	.743**	.710**	.731**	.797**	1	.845**	.798**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.2	Pearson Correlation	.648**	.621**	.592**	.607**	.627**	.660**	.660**	.737**	.690**	.681**	.756**	.845**	1	.778**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
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X2.3	Pearson Correlation	.598**	.640**	.638**	.602**	.635**	.602**	.624**	.688**	.655**	.637**	.731**	.798**	.778**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.4	Pearson Correlation	.657**	.597**	.630**	.629**	.728**	.679**	.685**	.772**	.662**	.711**	.783**	.763**	.731**	.763**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.5	Pearson Correlation	.593**	.650**	.584**	.635**	.722**	.649**	.672**	.761**	.715**	.736**	.779**	.821**	.801**	.768**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
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X2.6	Pearson Correlation	.288**	.203**	.204**	.311**	.285**	.251**	.298**	.256**	.308**	.267**	.310**	.315**	.347**	.284**
	Sig. (2-tailed)	0.000	0.006	0.006	0.000	0.000	0.001	0.000	0.001	0.000	0.000	0.000	0.000	0.000	
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181

	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.7	Pearson Correlation	.547**	.545**	.519**	.596**	.588**	.581**	.627**	.693**	.650**	.662**	.697**	.754**	.729**	.666**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.8	Pearson Correlation	.644**	.612**	.570**	.630**	.654**	.624**	.656**	.733**	.674**	.707**	.754**	.757**	.803**	.698**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
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X2.9	Pearson Correlation	.560**	.539**	.573**	.548**	.643**	.557**	.548**	.640**	.568**	.603**	.670**	.672**	.642**	.611**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.10	Pearson Correlation	.614**	.555**	.588**	.582**	.619**	.583**	.622**	.658**	.586**	.594**	.695**	.698**	.748**	.703**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X2.11	Pearson Correlation	.584**	.528**	.609**	.544**	.613**	.656**	.553**	.630**	.552**	.587**	.679**	.656**	.614**	.586**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Ekuitas Merek	Pearson Correlation	.699**	.675**	.677**	.696**	.746**	.715**	.723**	.802**	.743**	.759**	.839**	.884**	.881**	.835**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.1	Pearson Correlation	.535**	.518**	.453**	.503**	.503**	.515**	.584**	.588**	.563**	.599**	.621**	.666**	.678**	.666**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.2	Pearson Correlation	.585**	.550**	.501**	.559**	.564**	.523**	.625**	.597**	.579**	.600**	.658**	.701**	.725**	.683**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.3	Pearson Correlation	.641**	.629**	.557**	.574**	.613**	.605**	.650**	.704**	.651**	.629**	.725**	.752**	.780**	.734**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.4	Pearson Correlation	.626**	.562**	.497**	.585**	.580**	.551**	.631**	.638**	.564**	.635**	.680**	.670**	.700**	.657**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.5	Pearson Correlation	.601**	.584**	.543**	.585**	.617**	.589**	.676**	.671**	.627**	.683**	.716**	.697**	.728**	.718**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.6	Pearson Correlation	.255**	.186**	0.106	.224**	.157**	.194**	.262**	.184**	.229**	.159**	.227**	.272**	.324**	.282**
	Sig. (2-tailed)	0.001	0.012	0.154	0.002	0.035	0.009	0.000	0.013	0.002	0.032	0.002	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.7	Pearson Correlation	.551**	.539**	.471**	.475**	.521**	.460**	.566**	.520**	.535**	.501**	.595**	.553**	.600**	.620**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.8	Pearson Correlation	.539**	.540**	.444**	.513**	.520**	.530**	.600**	.584**	.529**	.557**	.621**	.575**	.667**	.612**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
X3.9	Pearson Correlation	.611**	.550**	.552**	.538**	.565**	.571**	.608**	.590**	.580**	.578**	.665**	.624**	.655**	.687**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
E-WOM	Pearson Correlation	.644**	.606**	.534**	.594**	.603**	.590**	.678**	.661**	.632**	.643**	.717**	.719**	.765**	.737**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Y1	Pearson Correlation	.596**	.608**	.624**	.635**	.698**	.641**	.625**	.708**	.615**	.608**	.736**	.686**	.721**	.679**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Y2	Pearson Correlation	.654**	.614**	.565**	.599**	.640**	.623**	.692**	.723**	.656**	.633**	.742**	.702**	.737**	.714**

	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Y3	Pearson Correlation	.657**	.639**	.596**	.638**	.641**	.625**	.697**	.702**	.648**	.669**	.755**	.703**	.747**	.722**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Y4	Pearson Correlation	.672**	.638**	.597**	.642**	.662**	.604**	.707**	.716**	.660**	.679**	.762**	.709**	.713**	.724**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181
Niat Beli	Pearson Correlation	.700**	.678**	.645**	.682**	.715**	.675**	.738**	.772**	.699**	.703**	.812**	.759**	.790**	.770**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	181	181	181	181	181	181	181	181	181	181	181	181	181	181

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).



Correlations

X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	Ekuitas Merek	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
.657**	.593**	.288**	.547**	.644**	.560**	.614**	.584**	.699**	.535**	.585**	.641**	.626**	.601**	.255**	.551**	.539**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.597**	.650**	.203**	.545**	.612**	.539**	.555**	.528**	.675**	.518**	.550**	.629**	.562**	.584**	.186**	.539**	.540**
0.000	0.000	0.006	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.012	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.630**	.584**	.204**	.519**	.570**	.573**	.588**	.609**	.677**	.453**	.501**	.557**	.497**	.543**	0.106	.471**	.444**
0.000	0.000	0.006	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.154	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.629**	.635**	.311**	.596**	.630**	.548**	.582**	.544**	.696**	.503**	.559**	.574**	.585**	.585**	.224**	.475**	.513**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.002	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.728**	.722**	.285**	.588**	.654**	.643**	.619**	.613**	.746**	.503**	.564**	.613**	.580**	.617**	.157**	.521**	.520**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.035	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.679**	.649**	.251**	.581**	.624**	.557**	.583**	.656**	.715**	.515**	.523**	.605**	.551**	.589**	.194**	.460**	.530**
0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.009	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.685**	.672**	.298**	.627**	.656**	.548**	.622**	.553**	.723**	.584**	.625**	.650**	.631**	.676**	.262**	.566**	.600**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.772**	.761**	.256**	.693**	.733**	.640**	.658**	.630**	.802**	.588**	.597**	.704**	.638**	.671**	.184**	.520**	.584**
0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.013	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.662**	.715**	.308**	.650**	.674**	.568**	.586**	.552**	.743**	.563**	.579**	.651**	.564**	.627**	.229**	.535**	.529**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.002	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.711**	.736**	.267**	.662**	.707**	.603**	.594**	.587**	.759**	.599**	.600**	.629**	.635**	.683**	.159**	.501**	.557**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.032	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.783**	.779**	.310**	.697**	.754**	.670**	.695**	.679**	.839**	.621**	.658**	.725**	.680**	.716**	.227**	.595**	.621**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.002	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.763**	.821**	.315**	.754**	.757**	.672**	.698**	.656**	.884**	.666**	.701**	.752**	.670**	.697**	.272**	.553**	.575**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.731**	.801**	.347**	.729**	.803**	.642**	.748**	.614**	.881**	.678**	.725**	.780**	.700**	.728**	.324**	.600**	.667**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.763**	.768**	.284**	.666**	.698**	.611**	.703**	.586**	.835**	.666**	.683**	.734**	.657**	.718**	.282**	.620**	.612**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
1	.823**	.321**	.691**	.765**	.699**	.773**	.710**	.881**	.655**	.711**	.727**	.674**	.757**	.270**	.581**	.573**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.823**	1	.354**	.772**	.814**	.703**	.748**	.673**	.909**	.688**	.708**	.781**	.727**	.751**	.313**	.607**	.640**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181	.181
.321**	.354**	1	.383**	.316**	.288**	.358**	.269**	.474**	.318**	.327**	.249**	.304**	.249**	.621**	.280**	.335**
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.000	0.001	0.000	0.000	0.000

181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.691"	.772"	.383"	1	.830"	.627"	.685"	.639"	.857"	.696"	.712"	.771"	.708"	.708"	.329"	.548"	.643"	
0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.765"	.814"	.316"	.830"	1	.728"	.772"	.709"	.901"	.748"	.801"	.866"	.789"	.803"	.313"	.619"	.691"	
0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.699"	.703"	.288"	.627"	.728"	1	.767"	.702"	.816"	.586"	.653"	.690"	.569"	.640"	.257"	.506"	.545"	
0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.773"	.748"	.358"	.685"	.772"	.767"	1	.712"	.872"	.680"	.719"	.749"	.704"	.734"	.345"	.617"	.660"	
0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.710"	.673"	.269"	.639"	.709"	.702"	.712"	1	.798"	.573"	.611"	.655"	.608"	.643"	.220"	.541"	.557"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.003	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.881"	.909"	.474"	.857"	.901"	.816"	.872"	.798"	1	.763"	.807"	.850"	.781"	.814"	.394"	.666"	.713"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.655"	.688"	.318"	.696"	.748"	.586"	.680"	.573"	.763"	1	.859"	.850"	.840"	.809"	.447"	.695"	.708"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.711"	.708"	.327"	.712"	.801"	.653"	.719"	.611"	.807"	.859"	1	.883"	.848"	.829"	.449"	.684"	.719"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.727"	.781"	.249"	.771"	.866"	.690"	.749"	.655"	.850"	.850"	.883"	1	.846"	.834"	.381"	.730"	.740"	
0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	
.674"	.727"	.304"	.708"	.803"	.789"	.569"	.704"	.608"	.781"	.840"	.848"	.846"	1	.840"	.454"	.700"	.773"
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.757"	.751"	.249"	.708"	.803"	.640"	.734"	.643"	.814"	.809"	.829"	.834"	.840"	1	.332"	.694"	.736"	
0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.270"	.313"	.621"	.329"	.313"	.257"	.345"	.220"	.394"	.447"	.449"	.381"	.454"	.332"	1	.411"	.391"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.003	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.581"	.607"	.280"	.548"	.619"	.506"	.617"	.541"	.666"	.695"	.684"	.730"	.700"	.694"	.411"	1	.739"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.573"	.640"	.335"	.643"	.691"	.545"	.660"	.557"	.713"	.708"	.719"	.740"	.773"	.736"	.391"	.739"	1	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.662"	.641"	.252"	.636"	.693"	.641"	.704"	.638"	.748"	.664"	.681"	.730"	.707"	.764"	.304"	.789"	.792"	
0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.731"	.765"	.394"	.752"	.826"	.662"	.772"	.656"	.854"	.902"	.912"	.914"	.919"	.892"	.564"	.838"	.860"	
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.709"	.685"	.234"	.652"	.727"	.651"	.692"	.660"	.778"	.678"	.694"	.748"	.707"	.741"	.297"	.614"	.715"	
0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.739"	.755"	.268"	.714"	.776"	.613"	.731"	.641"	.810"	.777"	.791"	.852"	.822"	.854"	.379"	.707"	.744"	

0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.732"	.757"	.330"	.749"	.793"	.624"	.727"	.663"	.829"	.825"	.817"	.832"	.851"	.836"	.439"	.690"	.731"
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.718"	.749"	.331"	.724"	.774"	.599"	.694"	.645"	.810"	.828"	.838"	.837"	.881"	.829"	.413"	.723"	.732"
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
.785"	.799"	.318"	.771"	.833"	.673"	.770"	.707"	.875"	.845"	.853"	.887"	.887"	.884"	.416"	.742"	.791"
0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181

X3.9	E-WOM	Y1	Y2	Y3	Y4	Niat Beli
.811"	.844"	.598"	.854"	.857"	.872"	.700"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.550"	.806"	.805"	.814"	.839"	.838"	.878"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.552"	.534"	.824"	.595"	.506"	.807"	.845"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.538"	.594"	.835"	.598"	.838"	.843"	.882"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.565"	.803"	.898"	.840"	.841"	.862"	.715"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.571"	.590"	.841"	.823"	.825"	.804"	.875"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.808"	.878"	.825"	.892"	.897"	.707"	.738"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.590"	.881"	.708"	.725"	.702"	.718"	.772"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.580"	.832"	.815"	.858"	.848"	.880"	.899"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.578"	.843"	.808"	.833"	.889"	.879"	.703"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.885"	.717"	.798"	.742"	.755"	.762"	.812"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.824"	.719"	.888"	.702"	.703"	.709"	.759"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.855"	.785"	.721"	.737"	.747"	.713"	.790"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.887"	.737"	.879"	.714"	.722"	.724"	.770"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.882"	.731"	.709"	.739"	.732"	.718"	.785"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.841"	.785"	.885"	.755"	.757"	.749"	.799"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.252"	.394"	.294"	.288"	.330"	.331"	.318"
0.001	0.000	0.001	0.000	0.000	0.000	0.000

181	181	181	181	181	181	181
.636"	.752"	.652"	.714"	.749"	.724"	.771"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.693"	.826"	.727"	.776"	.793"	.774"	.833"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.641"	.662"	.651"	.613"	.624"	.599"	.673"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.704"	.772"	.692"	.731"	.727"	.694"	.770"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.638"	.656"	.660"	.641"	.663"	.645"	.707"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.748"	.854"	.778"	.810"	.829"	.810"	.875"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.664"	.902"	.678"	.777"	.825"	.828"	.845"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.681"	.912"	.694"	.791"	.817"	.838"	.853"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.730"	.914"	.748"	.852"	.832"	.837"	.887"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.707"	.919"	.707"	.822"	.851"	.881"	.887"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.764"	.892"	.741"	.854"	.836"	.829"	.884"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.304"	.564"	.297"	.379"	.439"	.413"	.416"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.789"	.838"	.614"	.707"	.690"	.723"	.742"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.792"	.860"	.715"	.744"	.731"	.732"	.791"
0.000	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
1	.832"	.727"	.755"	.745"	.743"	.805"
	0.000	0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.832"	1	.771"	.872"	.886"	.893"	.929"
0.000		0.000	0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.727"	.771"	1	.801"	.742"	.702"	.874"
0.000	0.000		0.000	0.000	0.000	0.000
181	181	181	181	181	181	181
.755"	.872"	.801"	1	.841"	.833"	.940"

0.000	0.000	0.000		0.000	0.000	0.000
.181	.181	.181	.181	.181	.181	.181
.745**	.886**	.742**	.841**	1	.882**	.942**
0.000	0.000	0.000	0.000		0.000	0.000
.181	.181	.181	.181	.181	.181	.181
.743**	.893**	.702**	.833**	.882**	1	.931**
0.000	0.000	0.000	0.000	0.000		0.000
.181	.181	.181	.181	.181	.181	.181
.805**	.929**	.874**	.940**	.942**	.931**	1
0.000	0.000	0.000	0.000	0.000	0.000	
.181	.181	.181	.181	.181	.181	.181

2. UJI RELIABILITAS

Reliability Statistics

Cronbach's Alpha	N of Items
.964	10

Reliability Statistics

Cronbach's Alpha	N of Items
.950	11

Reliability Statistics

Cronbach's Alpha	N of Items
.940	9

Reliability Statistics

Cronbach's Alpha	N of Items
.945	4

3. UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

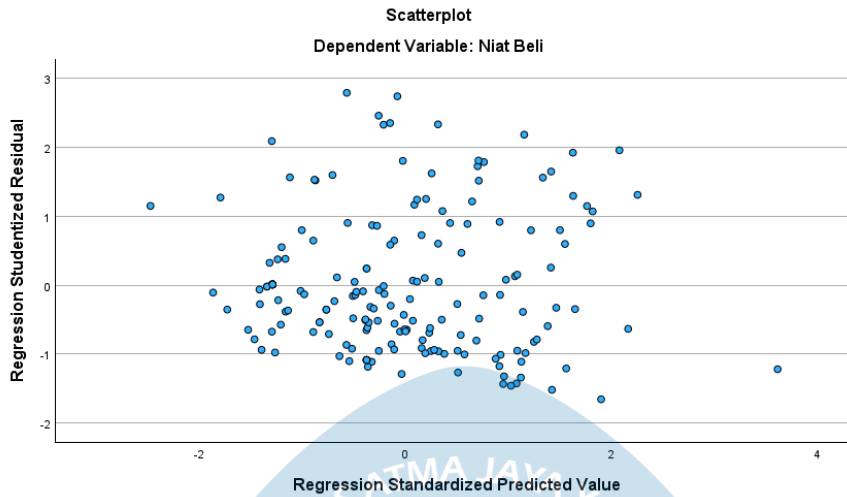
Unstandardized Residual

N		181
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1
	Most Extreme Differences	
	Absolute	.084
	Positive	.082
	Negative	-.084
Kolmogorov-Smirnov Z		1.129
Asymp. Sig. (2-tailed)		.157

a. Test distribution is Normal.

b. User-Specified

4. Uji Heteroskedastisitas



5. Uji Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.167	.241		4.849	<.001
	Social Media Marketing	.011	.011	.128	.951	.343
	Ekuitas Merek	.009	.014	.121	.671	.503
	E-WOM	-.032	.012	-.373	-2.648	.009

a. Dependent Variable: Niat Beli

6. Uji T (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.890	.404		-2.205	.029
	Social Media Marketing	.118	.019	.263	6.293	<.001
	Ekuitas Merek	.033	.023	.079	1.409	.160

E-WOM	.311	.020	.673	15.373	<.001
-------	------	------	------	--------	-------

a. Dependent Variable: Niat Beli

7. UJI F (SIMULTAN)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2830.029	3	943.343	584.305	<.001 ^b
	Residual	285.761	177	1.614		
	Total	3115.790	180			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), E-WOM, Social Media Marketing, Ekuitas Merek

8. UJI DETERMINAN (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.908	.907	1.27062

a. Predictors: (Constant), E-WOM, Social Media Marketing, Ekuitas Merek

RESEARCH

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The impact of K-beauty social media influencers, sponsorship, and product exposure on consumer acceptance of new products

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article

Abstract

This research identified the different ways in which K-beauty social media influencers (SMIs) impact consumers' tendencies to accept new products by closely investigating their sponsorship displays and product exposure methods. We conducted an experiment to examine how influencers' posts affect Chinese millennial consumers' acceptance of new products. We used a 2 (influencer type: celebrity versus general public) × 2 (sponsorship display status: display versus no display) × 2 (product exposure method: exposure versus no exposure) factorial design. The findings reveal that the social media posts that made consumers most likely to accept a new product were created by a general public influencer and did not include a display of any sponsorship affiliation with the product. Additionally, there was a significant interplay between the influencer type, sponsorship display status, and product exposure method regarding consumers' acceptance intention toward a new product. A consumer was most likely to accept and purchase a new product when three factors (general public influencer, sponsorship displayed, and product exposed) were combined. Based on the findings, we draw important implications and present marketing strategies for companies in the beauty industry that use SMI marketing.

Keywords: K-beauty, Social media influencers (SMIs), Sponsorship display status, Product exposure method, Factorial design, Acceptance intention toward new products

Introduction

As social media becomes more widespread, consumers are acquiring information from diverse channels (Rauniar et al. 2014). Businesses strategically utilize various types of digital content and platforms to build and develop relationships with these consumers (Hanna et al. 2011), as well as marketing strategies that rely on influential individuals, or "influencers," who live in the limelight (Freberg et al. 2011). From a marketing perspective, an influencer is a type of information communicator who affects the perceptions, attitudes, and behaviors of the information acceptor, and an influencer can make a considerable impression on the marketing target (Cho & Cho 2013).



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Extensive exposure to advertisements on social media has increased user fatigue, which, in turn, has led users to avoid advertisements altogether (Kelly et al. 2010). A survey on the causes of social media fatigue syndrome reported that the main culprit is the increased number of bold and aggressive marketing and promotional posts by companies (Bright et al. 2015). In digital marketing research, the influencer marketing strategy is drawing attention as an effective marketing method to increase consumer participation (Dhanesh & Duthler 2019). Furthermore, as increasing amount of information is delivered via social media, the acquisition of reliable information has emerged as a key issue for consumers. Additionally, the role of influencers as opinion leaders who can significantly affect consumer perspectives is growing (Van den Bulte & Joshi 2007). Influencers who are members of the general public can exert enormous influence on social media (which is easily accessible through mobile devices), making them equivalent to celebrities.

The global market has witnessed a dramatic increase in exports of Korean cosmetics. In a short period, K-beauty has successfully attracted worldwide attention (Lee & Lee 2018) and, along with Hallyu (the Korean Wave), K-beauty is on the rise. Simultaneously, K-beauty influencers on social media are becoming more important because they act as easily accessible resources from which consumers can gather information (Wang & Lee 2019). Many Chinese consumers who are affected by the Korean Wave are highly interested in K-beauty influencers (Kang et al. 2020). Chinese consumers access K-beauty content from social media influencers (SMIs) on sites such as Weibo (a social media platform that is similar to Twitter/Instagram). They also review and utilize K-beauty content in an interactive manner. As influencers become responsible for a larger proportion of sales, marketing that uses K-beauty SMIs is occurring and rapidly evolving. Additionally, many brands are expanding their marketing channels to include K-beauty SMIs. In this context, it is necessary to examine the role of K-beauty SMIs in the Chinese cosmetic industry (Wang & Lee 2019).

Most Chinese consumers will look for and carefully read relevant product posts written by SMIs before buying cosmetics (Kang et al. 2020). Cosmetics companies and related professionals often hire beauty influencers (a celebrity or a member of the general public can be a K-beauty influencers) to post about new products on social media (Korea Trade-Investment Promotion Agency (KOTRA 2017), especially Weibo posts that feature sponsorship displays and product exposure. Therefore, when it comes to K-beauty SMI marketing, it is important to consider multiple variables, such as the type of K-beauty influencer, the use of sponsorship display status, and product exposure methods. Prior research has shown that these three components have a significant impact on consumer response; therefore, scholars and marketing professionals may benefit from a deeper understanding of these components. First, it is important to choose the right influencer. Traditional celebrity influencers and general public influencers offer unique benefits for marketers. While a celebrity influencer may reach a larger consumer market for brands, general public influencers can deliver, for example, higher returns on investments (ROIs) (Trivedi 2018). Second, the sponsorship display status in posts has a potential impact on the posts' effectiveness. Influencers may directly or indirectly promote new products or a businesses' brand appeal on social media. By using "sponsorship" tags in posts, marketers give consumers a sense of the messages' commercial intent, and which helps consumers identify ads (Friestad & Wright

1994). Third, the manner in which products are presented is also important in influencer marketing. According to product placement research (Russell 2002), consumers are more likely to accept a product if it appears organically in a post. However, if a product is placed in a considerably prominent position and does not seem to be related to the scene, consumers react with negative perceptions and feel it is an inelegant advertisement (Cowley & Barron 2008). In short, influencer type, sponsorship display status, and product exposure are three variables generally present in influencer posts. However, the interaction among these variables has not been the focus of previous research. Therefore, our research investigated whether Chinese millennials are influenced by marketing elements like the K-beauty SMI type, sponsorship display status, and method of product exposure.

Beauty SMIs' enormous influence and disseminating power in the cosmetics industry prompt consumers to accept and purchase new products; the importance of this trend cannot be overemphasized (Schouten et al. 2019). Studies that explore whether SMIs' K-beauty posts actually lead to Chinese millennial consumers intending to purchase these beauty items will be important with regard to future influencer marketing. Although studies about social media and influencer attributes have been conducted, few empirical studies have examined consumers' behavioral intentions as they relate to K-beauty SMIs (Choi & Lee 2019). This study examines how posts and information disseminated by K-beauty SMIs impact Chinese millennial consumers' acceptance of new products, thus contributing to the literature on corporate strategy, marketing strategy, and beauty influencer marketing.

In modern times, public consumption behavior tends to revolve around social media rather than mass media (Aksoy et al. 2013). In light of this situation, this study builds on existing research to establish and discuss the various types of K-beauty SMIs. In addition, with the rise of influencer marketing, there are several commercial cases of this type of marketing. In this regard, we examine whether displaying "sponsorship" (which here refers to the relationship, if any, the influencer has with the company that sells the product) in K-beauty SMIs' posts impacts the effects of marketing. Furthermore, this study explores how the effectiveness of influencer marketing can be maximized. To this end, we investigate whether exposing products (which here refers to the product appearing in the post) via K-beauty SMIs offering recommendations to their Chinese millennial online audiences is effective in terms of information delivery and new product promotion. Finally, we explore whether the interaction of these marketing variables is effective.

As described above, this study classifies the types of K-beauty SMIs and empirically explores the effects of product exposure channels and displaying sponsorship status, as well as the interaction between the two, on customer intentions. We aim to identify how these factors influence Chinese millennial consumers' acceptance intentions regarding new products. Furthermore, we investigate the influence of SMIs and propose practical ideas for effective marketing and communication strategies for firms involved in the K-beauty industry and SMI marketing.

Literature review

The possibility of K-beauty entering the Chinese market

Today, with the development of social media in China, consumers' interest in beauty is increasing, and the cosmetics market in China is thus growing rapidly. Interest in the brand K-beauty is growing in particular in the nation. In 2019, the value of Korean

cosmetics exported to China was \$24.37 billion, and the import share was 25.2%, ranking second (Japan ranked first with 25.5%) (Han 2019). From 2012–2018, the average annual growth rate of the Chinese cosmetics market was 6.52%, and the growth rate of Korean cosmetics imports in China was 14% in 2019 (KOTRA 2020). When young female consumers in China purchase K-beauty products, most purchases occur alongside social media likes on Weibo after referring to an influencer's recommendations or reviews. Skin-care products account for more than 52% of the total sales of K-beauty products, as they are considered the most promising items due to their reputation for reliability (KOTRA 2020). In addition, there is a trend in which new products that are highly popular in Korea, such as BB cream and the CC cushion, attract significant interest in China (KOTRA 2019).

As the Chinese beauty market evolves, the demand for social media beauty content increases. With the creation of various consumption trends and channels in China, the opportunity to enter the consumption market has expanded. Consequently, the segmentation of consumers and the platform-construction of unique consumption channels are accelerating with the growth of revolutionized media such as influencers and power blogs. Additionally, the purchasing power of Chinese millennials has grown remarkably. In addition, other factors such as the increase of China's middle class, more direct overseas trade, growing demand for premium consumer goods, and the expansion of the import market centered on the beauty, health, and high-end food sectors have allowed for K-beauty products to enter the Chinese market continuously (KOTRA 2019). Therefore, when K-beauty companies enter the Chinese market by utilizing new distribution channels, such as SMI marketing and O2O platforms, they need an appropriate marketing strategy. Thus, in this study, we will examine how K-beauty influencers affect Chinese consumers on Chinese social media and present the findings as important basic data for companies that will use K-beauty SMI marketing strategies in the future.

K-beauty social media influencers

The term influencer was coined by adding the suffix "er" (to indicate a person) to "influence" ("to have an impact on") and refers to a person who exerts influence (De Veirman et al. 2017; Lou & Yuan 2019; Oh 2019). With the emergence of influencers, who have a strong impact on many consumers who are social media users, the way companies communicate with consumers has also changed (Freberg et al. 2011). Influencers embody fun and empathy, and companies collaborate with influencers to introduce and promote their brands. Rather than promoting new products and services directly to consumers, companies indirectly promote these items through influencers (Djafarova & Rushworth 2017). The act of promoting a company's products and services through influencers' content via various social media channels is called influencer marketing (Mun & Kim 2020). In this digital age, the importance of social media, which serves as a space for users to share information, experiences, and opinions, has increased. An increasing number of people are being influenced by social media, and 47% of millennials state that social media has a direct effect on their purchasing behavior (Opus 2016). This is in strong contrast to other age groups, among which only 19% of people responded similarly. Many companies are aware of the importance of social media and attempt to utilize it to promote corporate brands or new products (Opus 2016).

Influencers create content on various subjects—beauty, travel, food, broadcasting, and video games. In particular, beauty items appeared as the subjects of content in the early days of social media, and this content remains popular with female consumers. Influencers in this field strive to form lasting relationships with consumers by creating and sharing content on makeup skills and cosmetic product reviews. People who conduct these activities are called beauty influencers, beauty creators, or one-person media (Kim 2017). In this context, the beauty influencers who provide information on Korean cosmetic products on social media are called K-beauty SMIs (Wang & Lee 2019).

As digital technology and marketization rapidly develop simultaneously, consumers have an increased desire for new products (Nylén & Holmström 2015). K-beauty companies introduce new products to this market to satisfy the needs of consumers and foster intentions to accept these new products. For example, the Korean cosmetic company Amorepacific's hair-care brand "Ryo" has brought classic Korean aesthetics and hairstyles to the Chinese market. Korean celebrity Park Shin-hye was invited to create posts and share them through social media, such as Weibo in China, which recorded approximately 3.18 million people seeing these posts. Sales increased by 6.7% compared to that in the same period in the previous year (Wang & Lee 2019).

Weibo has more official accounts of K-beauty SMIs than any other site, satisfying the desires of Chinese consumers for various information related to K-beauty (Kim & Ahn 2012). K-beauty is also a derivative product of Hallyu, and Chinese consumers' interests in K-beauty has expanded to the cosmetics, hairstyles, makeup, skin care, and nails mentioned by K-beauty SMIs (An 2013). K-beauty influencers provide information and share opinions on social media platforms such as Weibo regarding new products on the market. They expand and enhance their leverage by using their professional knowledge and displaying their integrity. Thus, they impact consumers' acceptance intentions (Lim et al. 2017). Additionally, according to Lee (2015), influencers deliver information to their followers, recommend new products, and continuously build and maintain relationships with consumers. All these actions induce consumers to develop positive acceptance intentions. The rise of K-beauty SMIs is considered to be the leading factor in the globalization of K-beauty because they have elevated beauty to entertainment. Their content has rapidly expanded and been reproduced worldwide via social media (Jung 2020). Additionally, traditional retailers are facing a decline in on-site shoppers as consumers spend more time shopping online (Baek et al. 2020). The K-beauty industry, which is suffering due to the spread of COVID-19, is actively targeting the Chinese online market. It aims to take advantage of the online consumer culture that emerged from the COVID-19 pandemic while capturing the millennial generation, which is an emerging major consumer in the Chinese beauty market (Lee 2020). In this context, this study investigates the effects of K-beauty influencers on consumers' acceptance intentions toward new products. The study also presents new data to firms that plan to adopt the K-beauty influencer strategy.

Types of influencers

Existing studies categorize the types of influencers based on certain classification criteria. Depending on their activities, the types are "beauty influencer," "fashion influencer," and "food influencer." Influencers can be further divided into "creators" (who create their

own content) and “models” (who promote existing items) (KOTRA 2017). Influencers can also be categorized based on the number of followers they have. Mega influencers have more than 1 million followers, macro influencers have between 100,000 and 1 million followers, micro influencers have between 1000 and 100,000 followers, and nano influencers (also called potential influencers) have fewer than 1000 followers (Gilpark 2018).

As social media becomes more popular and widespread, the importance of influencers becomes more evident. General public influencers are becoming as successful and informative as celebrities, offering fashion advice and introducing beauty products through social media (Jin & Muqaddam 2019; Lin et al. 2018). Celebrity influencers can use their own attributes, such as physical appeal, to gain followers’ trust and achieve the desired marketing effect (Shin & Han, 2019). A study by Atkin and Block (1983) also showed that consumers prefer to listen to celebrities. General public influencers, on the other hand, tend to be more relatable and connect more closely to consumers by having an effect similar to that of a warm-hearted neighbor or a trusted friend with whom consumers can create a sense of intimacy (Berryman & Kavka 2017; Son & Kim 2017). Thus, both general public influencers and celebrities are important variables in terms of consumer responses (Berryman & Kavka 2017; Kolo & Haumer 2018; Schouten et al. 2019). Previous research has shown that selecting the right influencer can be challenging as different types of influencers produce different advertising results. Although different types of influencers play a pivotal role in marketing communications (Tsang & Zhou 2005), little research has been conducted on the differences in consumer responses to celebrity and general public influencer content. The key question that must be answered is how consumers react to celebrity and general public influencers in the K-beauty social media environment. Therefore, this study compares these two types of influencers to explore consumers’ reactions when the same product is promoted.

In some studies that have investigated influencer marketing, influencers were classified as information providers. SMIs who engage in the cosmetic industry are called beauty creators, and influencers in the social media environment are called information providers (Choi & Behm-Morawitz 2017; Dekavalla 2019). Different types of beauty influencers have different effects on consumers. General public influencers have more influence on young consumers’ purchasing behaviors and attitudes about brands attitudes compared to celebrity influencers (Schouten et al. 2019; Trivedi & Sama 2019). However, findings (Trivedi 2018) suggest that attractive celebrity influencers have a greater influence on consumers’ reactions in the fashion and lifestyle industries than generalist influencers. In addition, this study reported that general public influencers in the cosmetics field had a greater influence on consumers than celebrities did (Choi & Behm-Morawitz 2017; Dekavalla 2019). Therefore, the first hypothesis of this study is as follows:

H1. Consumers’ acceptance intentions regarding new products will differ depending on the influencer type

Sponsorship display status

Extant empirical studies (Forrest & Cao 2010; Thorson & Rodgers 2006) have identified two types of beauty influencers who recommend products. One type creates content by purchasing and personally using the product, and the other type creates content with

material and financial support (e.g., being sponsored for sharing a product). The latter type indicates to their audience that the content and product are sponsored. This is referred to as a “sponsorship display” (Park 2015). Therefore, in this study, the term “sponsorship display” refers to cases in which beauty influencers have received financial and material support from a cosmetics company and relay to their audience that the content was sponsored.

According to the Federal Trade Commission (FTC), influencers must provide a clear sponsorship statement declaring a relationship with a brand. However, it is difficult for consumers to perceive sponsored influencer posts as advertisements (FTC 2013). Sponsorship displays, in turn, help consumers identify advertisements (Friestad & Wright 1994). Raising awareness of advertising by flagging sponsored messages can increase consumer trust in influencers, which can have a positive impact on consumers’ responses (Boerman 2020). In influencer posts, sponsorship disclosure does not impair purchase intent (Müller et al. 2018). Simultaneously, other studies have shown that social media users perceive posts as advertisements if they perceive these posts as persuasion knowledge. This results in a negative impact on consumer behavior (Friestad & Wright 1994; Kim & Kim 2020). This can be explained by the persuasion knowledge model (PKM; Friestad & Wright 1994). Previous studies related to influencer marketing have shown that sponsorship displays can have different effects on different research subjects. Therefore, it becomes important to study the impact of sponsorship display statuses in K-beauty SMI’s posts.

Previous studies have found that audiences generally respond negatively to sponsorship or rewards (Lee 2007; Ryu 2004). Lee (2007) studied the differences in effects as they related to the display of an article-type advertisement. When identical messages were presented, the messages that clearly displayed that the advertisement was, in fact, an advertisement had lower promotional potential compared to the cases in which the advertisement’s nature was obscured or not displayed at all. Ryu (2004) studied consumer responses to rewarded versus organic word-of-mouth information provided online and found that respondents responded less favorably to the rewarded information. In particular, audiences inferred that the firm’s intention regarding providing online word-of-mouth information was a corporate marketing activity (Bataineh 2015; Lin & Lu 2010). Similarly, it is necessary to investigate how audiences perceive sponsored content because the general trend is that influencer marketing is becoming more popular on social media. Thus, we hypothesize the following:

H2. Consumers’ acceptance intentions regarding new products will differ depending on the sponsorship display status.

Product exposure method

Babin and Carder (1996), who studied product placement (PPL) in film, classified PPL into two types: “on-set placement” and “creative placement.” In on-set placement, the product stands out and is referred to or used by the actor(s), while creative placement means the product is simply placed in the background. Another classification was developed by Gupta and Lord (1998), who used the concept of prominence to divide the types into “prominent placement” and “subtle placement.” In this study, their operational definition was almost the same as that of onset-creative placement. The Korean researchers

Kim (2004) and Kim and Bong (2013) divided PPL into media and exposure types and reclassified PPL by exposure based on the following four scenarios: direct exposure of a product or service, logo exposure, direct references to a product, and a product or service portrayed as background material.

Product exposure has many advantages, such as raising brand awareness among viewers (Cowley & Barron 2008), creating positive connections to memory and choice (Law & Braun 2000), and having a positive impact on brands (Russell 2002). However, prominent product displays can activate persuasive knowledge, which makes viewers aware of persuasive intentions and thus leads to negative reactions (Cowley & Barron 2008). These results are closely related to influencer posts where product exposure positively impacts viewers, however, the negative effects of product exposure should not be ignored. Therefore, this study explores the impact of product exposure methods in SMI posts on K-beauty consumers.

Product exposure can have a positive impact on purchasing behavior, but its potential negative impact cannot be disregarded. Previous studies have noted that the extent of the exposure matters. In other words, customers' negative responses to content increase as the exposure increases (Homer 2009; van Reijmersdal et al. 2009). Based on prior studies' findings that consumer responses differ according to product exposure methods, this study distinguished between products that were and were not exposed on social media. The former refers to a post that actually shows the product, whereas the latter refers to a post where the product is only mentioned. It was predicted that consumer responses would differ depending on whether the product was exposed on social media. Therefore, the following hypothesis is proposed:

H3. Consumers' acceptance intentions regarding new products will differ depending on the product exposure method

Interaction effects

We have previously discussed the main roles of influencer type, sponsorship display status, and methods of product exposure. These elements often manifest in diverse combinations, and these different combinations can have different effects. Therefore, it is important to understand how these combinations affect consumers. Previous research has not provided much insight into the different combinations of these elements. Simultaneously, a complete understanding of the interactions between these elements can make influencers' posts more accurate and effective. Therefore, this study clarifies whether these different combinations of elements generate positive interactions and which combinations effectively influence Chinese millennials to accept new products.

Interaction between influencer type and sponsorship display

When discussing influencer marketing, it is difficult to ignore how influencers post content that may be sponsored by a brand or company. Although SMIs are required to clearly label sponsored content, research shows that they sometimes fail to do so (Liljander et al. 2015). As influencer marketing activities increase, the commercial utilization of influencers also increases rapidly (Childers et al. 2018). However, the side effects of these activities also emerge (Soh 2012). One influencer testified about receiving a request from a firm not to indicate to social media users that the product was sponsored

to maximize the advertising effect (Cho & Cho 2013). According to a study by Kim and Lee (2017), a friend's recommendation is more likely to convince a consumer to purchase a product, even if a celebrity's content lacks a sponsorship disclosure. Sparkman and Richard (1982) studied changes in the persuasive effects of advertisements based on consumer speculations on the number of fees received by certain celebrities. The study reported that consumers were less influenced by advertisements when they speculated that the celebrities were paid high fees. The results of these studies suggest consumers doubt the sincerity of a celebrity influencer's intentions when they believe the influencer is only recommending a certain product for a material reward. In this context, the following hypothesis is proposed:

H4. Consumers' acceptance intentions regarding new products will be affected by the interaction between the influencer type and the sponsorship display status

Interaction between influencer type and product exposure method

Marketers believe social media is a great channel to promote their products to their target audience. Finding the right influencer and optimal method to showcase a product is the best way to maximize brand visibility (Trendhero 2020). Russell and Rasolofoarison (2017) argued that product placement can have a positive impact on purchase intentions and that this impact depends on the extent to which consumers like the celebrity (or influencer). A recent study by Schouten et al. (2019) examined the effect of influencer type on advertising effectiveness and found that a general public influencer had a greater influence on consumer behavioral intentions than did direct exposure to the product. This finding indicates that the interaction between influencer type and product exposure has a strong effect on consumer behavioral intentions. Therefore, we posit the following hypothesis:

H5. Consumers' acceptance intentions regarding new products will be affected by the interaction between the influencer type and the product exposure method

Interaction between sponsorship display status and product exposure method

Next, we will discuss the two-way interaction of sponsorship display status and product exposure method. According to previous research, when sponsorship is displayed or when the product is exposed, both can have an impact on consumers. However, if both of these interactions reveal the business intentions behind the social media post (Fristad & Wright 1994; Kim & Kim 2020; van Reijmersdal et al. 2009), how this interaction impacts consumers' new product acceptance intentions is worth exploring.

Chu et al. (2016) found that people prefer product exposures where advertising is either non-existent or not prominent. Similarly, Ewers (2017) concluded that when there is no exposure of the product, it is more advantageous with regard to the lack of a sponsorship display as a sponsorship display can show the advertising context to the audience. Based on these findings, it is expected that the display of sponsorship and the product exposure method interact with each other in the social media environment to affect consumers' acceptance of new products. Therefore, the following hypothesis is proposed:

H6. Consumers' acceptance intentions regarding new products will be affected by the interaction between the sponsorship display status and the product exposure method

Interaction between influencer type, sponsorship display status, and product exposure method

Finally, a thorough understanding of the three-way interaction between these elements will allow companies that use influencer marketing to combine them more effectively. This study explored the interaction effects that may occur between all three independent variables. Dekker and van Reijmersdal (2010) reported that disclosing to consumers that the content is an advertisement or is sponsored can reduce the effect of product exposure when the influencer is perceived as dishonest. Based on existing findings in the literature, it was predicted that each two-way interaction (influencer type and sponsorship display status, influencer type and product exposure method, and sponsorship display status and product exposure method) would affect consumers' acceptance intentions toward a new product. It was also predicted that the influencer type, sponsorship display status, and product exposure method would impact consumer responses via three-way interactions. Based on the above discussion, this study hypothesizes the following:

H7. Consumers' acceptance intentions regarding new products will be affected by the interaction between the influencer type, sponsorship display status, and product exposure method

Methods

Study design

This study aimed to verify the effect of K-beauty SMIs and sponsorship and product exposure on consumers' new product acceptance intentions, as shown in Fig. 1. An online survey was conducted using a $2 \times 2 \times 2$ between-group factor design, including influencer type (celebrity versus general public), sponsorship display status (display versus no display), and product exposure method (exposure versus no exposure). This design led to eight different experimental stimuli and eight experimental groups, which are displayed in Appendix 1. The online questionnaire comprised stimuli and questionnaire items. Only one stimulus was randomly selected and presented in the questionnaire.

Stimulus material and manipulation checks

Weibo is the leading social media platform in China, and it allows SMIs to create photos or short videos independently (e.g., without complicated video production processes). SMIs can use these produced photos and videos to appeal to followers, and they can effectively communicate with followers with functions such as hashtags on social media. In this study, for a more realistic effect, eight fictitious Weibo posts were created to produce stimuli (see Fig. 2 for two example images of the stimuli). They were created in Chinese based on typical influencer posts and message compositions. A preliminary survey was conducted with a convenience sample of 80 Chinese female undergraduate and graduate students (in their 20 s and 30 s), all of whom live in China, to perform a manipulation check of the stimuli.

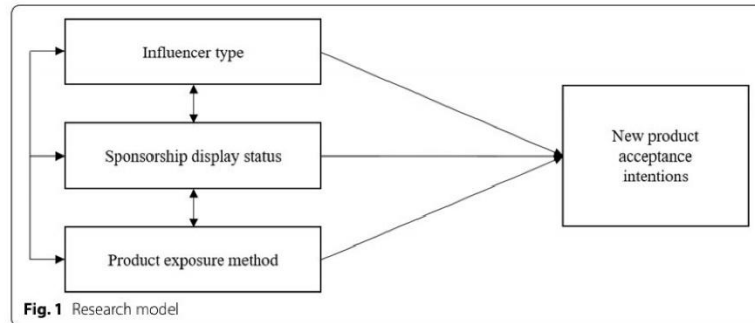


Fig. 1 Research model



Fig. 2 Fictitious Weibo post from a celebrity influencer with no sponsorship display and no product exposure (left); Fictitious Weibo from a general public influencer with sponsorship display and product exposure (right)

Fictitious Korean brand “M!S SOO”

Regarding the product brand, if a real brand is selected, the experimental results may be biased due to the predispositions of the participants (Lee & Lee 2007). Therefore, a fictitious Korean brand called “M!S SOO” was created for use in this study to control for predisposed brand attitudes. The preliminary survey was designed in part to determine and test whether this fictitious Korean brand “M!S SOO” was recognized. The survey began by providing respondents with an explanatory statement that “M!S SOO” is a fictitious Korean cosmetics brand. Subsequently, the survey asked the respondents to

select “Yes” or “No” to the question “I already knew about the Korean cosmetics brand ‘M!S SOO’ even before participating in this survey.” All respondents answered that they did not know the brand “M!S SOO.” Thus, we confirmed that the fictitious brand was created successfully.

Influencer type

Based on a Weibo survey (as of March 2020) that measured users’ favorite Korean Wave celebrities with at least 438,000 Weibo users, Song Hye-kyo earned 117,000 votes and ranked first among 10 candidates (Vote-Weibo 2020). Therefore, Song Hye-kyo was selected as a celebrity influencer for this study. In addition, a general public influencer named Hyemin was selected based on the number of followers, frequency of activities (frequent posts), and content composition. Hyemin has 1.41 million followers on Weibo, similar to the celebrity influencer Song Hye-kyo (1.2 million), and the cosmetics in their posts are mainly K-beauty products (as of March 2020). Song Hye-kyo uploads 2–3 posts per week and offers various cosmetic activities promotion content, cosmetic recommendations, and updates about film and television works and daily life. However, Hyemin uploads a bit more frequently (2–5 posts per week) and offers content that mainly focuses on cosmetics recommendations and daily life (as of March 2020). The personal photos presented in the influencers’ Weibo accounts were used for stimulus development, and they were manipulated under two influencer type conditions (celebrity/general public). In this regard, the images of the influencer (celebrity/general public) were shown, and the ratio between the figure size and the total screen was composed similarly in the two conditions (see Appendix 2 for original images of the two types of influencers used in the experiment). Therefore, we judged the conditions to be suitable for use in the experiment. A preliminary survey was conducted to determine whether the subject was properly aware of the type of influencer. After exposing the two conditions (of influencer type) randomly to the respondents in the preliminary survey, the participants responded to four items (“Many people know the name of this influencer,” “Movies/dramas/programs with this influencer are popular,” “This influencer is a celebrity,” and “This influencer is famous,” Cronbach’s $\alpha = 0.987$). These were supplemented or modified from Kim and Whang (2019) and Morrin et al. (2006), using a 5-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). As a result of analyzing the response data with a paired sample t-test, it was judged that the two conditions showed significant differences ($t = 21.09$, $p < 0.001$) and that the manipulation of influencer type was appropriate ($M_{celebrity} = 4.89$, $M_{general\ public} = 1.78$).

Sponsorship display status

As the sponsorship display must be shown in the post caption, a stimulus’s caption must be formulated like a real Weibo post. Each caption comprised the brand name, a positive message about the product, and the influencer’s opinion of the proposed product. This caption mimicked the format of an existing Weibo post. Consequently, the following caption was created: “@M!S SOO I really like the new lipstick. It’s so pretty!” In addition, the hashtag “#sponsorship ad#” was added to the caption under the sponsorship display conditions. The preliminary survey also allowed us to determine whether the sponsorship display status (display/no display) of each stimulus was properly recognized. The

two sponsorship display status conditions were presented at random to the preliminary survey respondents. Based on previous studies (Tutaj & van Reijmersdal 2012; van Reijmersdal et al. 2016), they responded via a 5-point Likert scale (1 = “strongly disagree” to 5 = “strongly agree”) to the four items (“The influencer indicated that the post was sponsored,” “I think the influencer was compensated by the brand for creating the post,” “The post contained a #sponsored ad# hashtag,” and “I think this post has become an advertisement,” Cronbach’s $\alpha = 0.986$) that were modified/supplemented. An analysis of the response data with a paired sample t-test revealed that the two conditions showed significant differences ($t = 6.61, p < 0.001$), indicating that the manipulation of sponsorship display status was successful ($M_{display} = 4.39, M_{no\ display} = 2.36$).

Product exposure method

Regarding product selection, according to a report released by the data center CBNDData in November 2019, the largest number of Chinese consumer reviews of beauty content comprised reviews of color cosmetics. Therefore, a red lipstick, which scored highest in the color cosmetics interest ranking, was selected as the product to be used in this study (Data Center 2019). In this study, the research was conducted by dividing the posts into cases in which the product was exposed on social media and cases in which the product was not exposed. This was manipulated under the two conditions for the product exposure method (exposure/no exposure). To appropriately manipulate each stimulus for the product exposure conditions, a photo of a hand holding red lipstick without the brand name or logo exposed was edited using Photoshop and added to the experimental image. Through the preliminary survey, it was confirmed that the respondents properly recognized the product exposure method of the stimulus. The two conditions for the product exposure method were displayed randomly to the preliminary survey respondents. Based on the research of Babin and Carder (1996) and Panda (2003), the respondents used a 5-point Likert scale (1 = “strongly disagree” to 5 = “strongly agree”) to respond to the four modified/supplemented items (“The product mentioned by the influencer could not be seen in the post (reverse-coded),” “The influencer was holding the product in her hand,” “The influencer showed the product she mentioned,” and “The product the influencer was referring to was visible in the post,” Cronbach’s $\alpha = 0.972$). An analysis of the response data with a paired sample t-test revealed that the two conditions showed significant differences ($t = 21.66, p < 0.001$), indicating that the manipulation of the product exposure method was successful ($M_{exposure} = 4.68, M_{no\ exposure} = 1.59$).

Measurement tools

In the main experiment, a measurement tool based on a scale developed in a previous study was modified and used according to this study’s purpose. To measure consumers’ new product acceptance intentions, four items (“I am favorable toward this new product,” “I think it’s wise to buy this new product,” “I am generally satisfied with this new product,” and “I have an intention to use this new product,” Cronbach’s $\alpha = 0.920$) were adapted from DeLone and McLean (1992) and Wang and Lee (2019). A 5-point Likert scale was used (1 = “strongly disagree” to 5 = “strongly agree”) to measure responses. In addition, to gain insight into the sample’s characteristics, the survey included four questions on demographic characteristics that were measured with a nominal scale.

Data collection and analysis

This study aimed to empirically verify the impacts of influencer type, sponsorship display status, and product exposure method of K-beauty SMIs on the new product acceptance intentions of Chinese millennial consumers. To this end, the respondents were female consumers from the millennial generation (born between the early 1980s [1980–1982] and the early 2000s [2000–2004]) who at the time were active on Chinese social media and used Weibo. The main survey was conducted from April 24–26, 2020, based on a random sample of 816 female millennial consumers in China. For data collection, we requested to Wen Juanxing (a professional online survey service contractor) and developed a questionnaire website. The website URL for the questionnaire was sent and returned via a Chinese social networking site (WeChat).

The respondents were randomly assigned one of eight questionnaires. Only one stimulus was presented randomly in every questionnaire. The respondents who saw a given stimulus were first asked to answer the manipulation confirmation question (influencer type, whether sponsorship was displayed, product exposure method) to check that the stimulus was properly recognized. The questionnaire responses from 16 participants who did not respond to the exact conditions of the manipulated stimuli were excluded. Therefore, 800 results (98.04%) were used for the final analysis (see Appendix 1), which comprised only the respondents who accurately responded to the stimuli. Following the manipulation test questions, the respondents answered questions about their new product acceptance intentions for each stimulus. Finally, they answered questions on demographic characteristics. The data collected in this study were analyzed with SPSS 25.0.

The data on the sample's demographic characteristics indicated that 32.3% of the respondents were 25–29 years old, 26.8% were between 20–24 years old, 26.2% were 30–34 years old, and 14.7% were 35–39 years old. Regarding marital status, there was an even distribution (50.1% single and 49.9% married). For academic background, 39.6% of the respondents were university graduates, 26.4% were university students, 20.3% were graduate students or higher, and 13.8% were high school graduates or lower. Regarding current occupation, 43.0% were office workers, 28.0% were students, 11.0% were public officials, 8.9% were housewives, and 2.8% were self-employed.

Pretest

Chi-square analyses and one-way ANOVA tests were performed to check for randomization and group equivalence. First, for the participants in each of the eight experimental groups, chi-square analyses were conducted for demographic characteristics. Across the experimental groups, the comparison of the demographic characteristics of the respondents in each group is presented in Table 1. The results of the chi-square analyses showed no significant difference among the eight experimental groups with respect to age ($\chi^2 = 8.266$, $df = 21$, $p = 0.994$), marital status ($\chi^2 = 0.195$, $df = 7$, $p = 0.998$), academic background ($\chi^2 = 7.297$, $df = 21$, $p = 0.997$), and current occupation ($\chi^2 = 19.322$, $df = 35$, $p = 0.985$).

Next, to confirm randomization and group equivalence of the participants, one-way ANOVA tests were performed to assess the participants' personal attitudes toward the SMI and Korean cosmetics pre-experiment. The results of the one-way ANOVA tests

showed no significant difference among the eight experimental groups with regards to pre-experimental personal attitudes toward the SMI (measured with one item on a 5-point semantic differential scale: “You feel this influencer is 1 (unlikable) to 5 (likable)”), $F_{7,792} = 0.49, p = 0.841$. Further, there were no significant differences regarding pre-experimental personal attitudes toward Korean cosmetics (assessed with one item on a 5-point semantic differential scale: “Korean cosmetics are 1 (bad) to 5 (good)”), $F_{7,792} = 0.44, p = 0.877$. These results suggested that the random assignment was conducted correctly, and group equivalence was ensured (Jin & Ryu 2019; Stubb & Colliander 2019).

Results

Factor analysis and reliability analysis of measurement variables

Table 2 shows the results of the exploratory factor analysis and Cronbach’s α values for the new product acceptance intention scale with the K-beauty SMIs, sponsorship display, and product exposure method. The results were derived in four independent

Table 1 Demographic characteristics of participants in eight experimental groups

	Group 1 n=100	Group 2 n=100	Group 3 n=100	Group 4 n=100	Group 5 n=100	Group 6 n=100	Group 7 n=100	Group 8 n=100	Total N=800
Age									
20–24	26	28	27	30	21	26	28	28	214
25–29	32	31	26	29	35	34	36	35	258
30–34	30	26	30	25	27	25	22	25	210
35–39	12	15	17	16	17	15	14	12	118
$\chi^2 = 8.266, df = 21, p = 0.994$									
Marital status									
Single	49	49	51	50	50	51	51	50	401
Married	51	51	49	50	50	49	49	50	399
$\chi^2 = 0.195, df = 7, p = 0.998$									
Academic background									
High school graduate or lower	13	14	15	12	13	13	17	13	110
University student	26	24	30	28	25	23	26	29	211
University graduate	40	38	38	42	44	38	38	39	317
Graduate student or higher	21	24	17	18	18	26	19	19	162
$\chi^2 = 7.297, df = 21, p = 0.997$									
Current occupation									
Student	30	27	28	29	29	26	29	26	224
Office worker	37	39	49	47	47	50	37	38	344
Public official	10	12	11	9	10	8	14	14	88
Housewife	12	12	7	6	6	7	10	11	71
Self-worker	2	3	1	3	3	3	4	3	22
Not employed/others	9	7	4	6	5	6	6	8	51
$\chi^2 = 19.322, df = 35, p = .985$									
Frequency									

dimensions by conducting a factor analysis by Varimax rotation using principal component analysis (Cumulative percent of variance explained = 91.629, KMO = 0.875, Bartlett's test = 19,004.263, $p = 0.000$). The factor placement of each question was 0.800 or higher, verifying the construct validity of the factors. Cronbach's α values for the four scales were all above 0.900, confirming that the reliability of the measurement was at a relatively acceptable level.

Next, (a) the influencer types were divided into two groups based on the median split, which was the method used by Baek and Hwang (2018). The median was obtained from the responses to the four questions after the variable transformed. With reference to the median of 3.00, values that were the same or higher were classified as the celebrity influencer group (50%), and those that were lower than the median were classified as the general public influencer group (50%). (b) With reference to the median number of 3.00 for sponsorship display status, values that were the same or higher than the median were classified as the display group (50%) and values that were lower than the median were classified as the no display group (50%). (c) With reference to the median number of 3.13 for the product exposure method, values that were the same or higher than the median

Table 2 Results of exploratory factor analysis

Constructs	Factor loading	Cronbach's α
Sponsorship display status		0.984
The influencer indicated that the post was sponsored	0.978	
I think the influencer was compensated by the brand for creating the post	0.977	
The post contained a #sponsored ad# hashtag	0.976	
I think this post has become an advertisement	0.975	
Eigenvalue = 3.818		
Percent of variance explained = 23.861		
Influencer type		0.983
Many people know the name of this influencer	0.975	
Movies/dramas/programs with this influencer are popular	0.974	
This influencer is a celebrity	0.969	
This influencer is famous	0.968	
Eigenvalue = 3.806		
Percent of variance explained = 23.787		
Product exposure method		0.981
The product mentioned by the influencer could not be seen in the post. ^a	0.978	
The influencer was holding the product in her hand	0.974	
The influencer showed the product she mentioned	0.971	
The product the influencer was referring to was visible in the post	0.969	
Eigenvalue = 3.794		
Percent of variance explained = 23.714		
New product acceptance intentions		0.920
I am favorable toward this new product	0.925	
I think it's wise to buy this new product	0.906	
I am generally satisfied with this new product	0.881	
I have an intention to use this new product	0.868	
Eigenvalue = 3.243		
Percent of variance explained = 20.267		

^a Reverse-coded item

were classified as the exposure group (50%), and those that were lower than the median were classified as the no exposure group (50%).

Three-way ANOVA

To address the research problem, three categorical variables—influencer type (celebrity versus general public), sponsorship display status (display versus no display), and product exposure method (exposure versus no exposure)—were set as independent variables. The dependent variable was the consumers' new product acceptance intentions. For the possible main and interaction effects of the independent variables, a three-way ANOVA was performed to determine which effects were significant. The three-way ANOVA results (Table 3) showed two significant main effects and four significant interaction effects. A more detailed look at these effects is provided in the following subsections.

Main effects

New product acceptance intentions according to influencer type

First, the main effect of influencer type on consumers' new product acceptance intentions was significant, as shown in Table 3 ($F_{1,792} = 292.97, p < 0.001$). In the analysis of variance test, testing for interaction effects can only identify whether the overall population mean of several groups is the same. Specifically, to check whether there is a difference in means between specific populations, it is necessary to use a multiple comparison method. The simple main effect test, one of the multiple comparison methods, checks to determine whether there is a difference in means between different groups of factors while controlling the conditions of one factor (Gang 2014). A simple main effect analysis was conducted to test the differences in new product acceptance intentions according to the type of influencer. The results confirmed that the general public influencer ($M_{\text{general public}} = 4.06$) had a stronger impact on consumers' new product acceptance intentions than did the celebrity influencer ($M_{\text{celebrity}} = 3.77$) ($F_{1,792} = 292.97, p < 0.001$). Therefore, the results support hypothesis 1.

New product acceptance intentions according to sponsorship display status

Table 3 shows the significance of the main effect of sponsorship display status on consumers' new product acceptance intentions ($F_{1,792} = 11.82, p < 0.01$). A simple main effect analysis was conducted to test the differences in new product acceptance intentions

Table 3 Results of three-way ANOVA

Variable	Sum of squares	df	Mean Square	F
Influencer type (A)	17.11	1	17.11	292.97***
Sponsorship display status (B)	0.69	1	0.69	11.82**
Product exposure method (C)	0.09	1	0.09	1.55
A × B	343.88	1	343.88	5887.68***
A × C	94.19	1	94.19	1612.64***
B × C	0.36	1	0.36	6.19*
A × B × C	4.50	1	4.50	77.05***
Error	46.26	792	0.06	
Total	12745.38	800		

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

depending on sponsorship display status. The no display group (i.e., the group that was not exposed to a display of sponsorship) ($M_{no\ display} = 3.94$) had higher rates of new product acceptance intentions than did the display of sponsorship group ($M_{display} = 3.88$) ($F_{1,792} = 11.82, p < 0.01$). Therefore, the results support hypothesis 2.

New product acceptance intentions according to the product exposure method

The main effect of the product exposure method on consumers' new product acceptance intentions was not significant, as shown in Table 3 ($F_{1,792} = 1.55, p > 0.05$). Therefore, hypothesis 3 can be rejected.

Two-way interaction effects

New product acceptance intentions according to influencer type and sponsorship display status

Table 3 shows the interaction effect of influencer type and sponsorship display status on consumers' new product acceptance intentions ($F_{1,792} = 5887.68, p < 0.001$). By examining the interaction effect with a simple main effect analysis, regarding sponsorship display, the general public influencer ($M_{general\ public} = 4.68$) had a more significant impact on consumers' new product acceptance intentions than did the celebrity influencer ($M_{celebrity} = 3.08$) ($F_{1,792} = 4403.69, p < 0.001$) (Table 4). On the other hand, in the case of no sponsorship display, the results indicate that the celebrity influencer ($M_{celebrity} = 4.45$) had a more positive impact on consumers' new product acceptance intentions than did the general public influencer ($M_{general\ public} = 3.43$) ($F_{1,792} = 1776.96, p < 0.001$). Therefore, the results support hypothesis 4.

New product acceptance intentions according to influencer type and product exposure method

Table 3 shows the interaction effect of influencer type and product exposure method on consumers' new product acceptance intentions ($F_{1,792} = 1612.64, p < 0.001$). By examining the interaction effect with a simple main effect analysis, the results indicate the general public influencer ($M_{general\ public} = 4.39$) had a greater impact on consumers' product acceptance intentions than did the celebrity influencer ($M_{celebrity} = 3.41$) ($F_{1,792} = 1640.16, p < 0.001$) in the case of product exposure (Table 5). On the other hand, when the product was not exposed to the participant, the celebrity influencer ($M_{celebrity} = 4.12$) had a more positive impact on consumers' acceptance intentions of the new product than did the general public influencer ($M_{general\ public} = 3.73$) ($F_{1,792} = 265.45, p < 0.001$). Therefore, the results support hypothesis 5.

New product acceptance intentions according to sponsorship display status and product exposure method

Table 3 shows the interaction effect of the product exposure method and sponsorship display status on consumers' new product acceptance intentions ($F_{1,792} = 6.19, p < 0.05$). A simple main effect analysis was conducted to investigate the detailed differences. The results of this analysis are shown in Table 6, which indicates that when the product was exposed, the no sponsorship display condition ($M_{no\ display} = 3.91$) has a more positive impact on consumers' new product acceptance intentions than did the

Table 4 Simple main effect for two-way interaction of influencer type x sponsorship display status

Dependent Variable	Sponsorship display status	Influencer type	M	F
New product acceptance intentions	Display	Celebrity	3.08	4403.69***
		General public	4.68	
	No display	Celebrity	4.45	1776.96***
		General public	3.43	

*** $p < 0.001$ **Table 5** Simple main effect for the two-way interaction of influencer type x product exposure method

Dependent Variable	Product exposure method	Influencer type	M	F
New product acceptance intentions	Exposure	Celebrity	3.41	1640.16***
		General public	4.39	
	No exposure	Celebrity	4.12	265.45***
		General public	3.73	

*** $p < 0.001$ **Table 6** Simple main effect for the two-way interaction of sponsorship display status x product exposure method

Dependent Variable	Product exposure method	Sponsorship display status	M	F
New product acceptance intentions	Exposure	Display	3.85	6.96**
		No display	3.91	
	No exposure	Display	3.95	0.77
		No display	3.93	

** $p < 0.01$

sponsorship display condition ($M_{display} = 3.85$) ($F_{1,792} = 6.96$, $p < 0.01$). On the other hand, when the product was not exposed, there is no difference in new product acceptance intentions between the two groups (sponsorship display versus no sponsorship display) ($F_{1,792} = 0.77$, $p > 0.05$). Therefore, the results partially support hypothesis 6.

Three-way interaction effect

Table 3 shows the interaction effect of influencer type, sponsorship display status, and product exposure method on consumers' new product acceptance intentions ($F_{1,792} = 77.05$, $p < 0.001$). A simple interaction effect analysis was performed (Table 7), and the results indicate that, in the case of product exposure, there was a significant interaction effect between the influencer type and sponsorship display status ($F_{1,792} = 2308.82$, $p < 0.001$). Additionally, in the case of no product exposure, there was still a significant interaction effect between the other two factors ($F_{1,792} = 3655.84$, $p < 0.001$).

A simple main effect analysis was conducted to investigate the detailed differences. These results are displayed in Table 8 and Fig. 3 and indicate that when the consumer was exposed to a product and the sponsorship was displayed, the general public influencer

Table 7 Simple interaction effect for the three-way interaction

	Product exposure method	Sum of Squares	df	Mean Square	F
Influencer type x sponsorship display status	Exposure	134.85	1	134.85	2308.82***
	No exposure	213.53	1	213.53	3655.84***

*** $p < 0.001$ **Table 8** Simple main effect for the three-way interaction

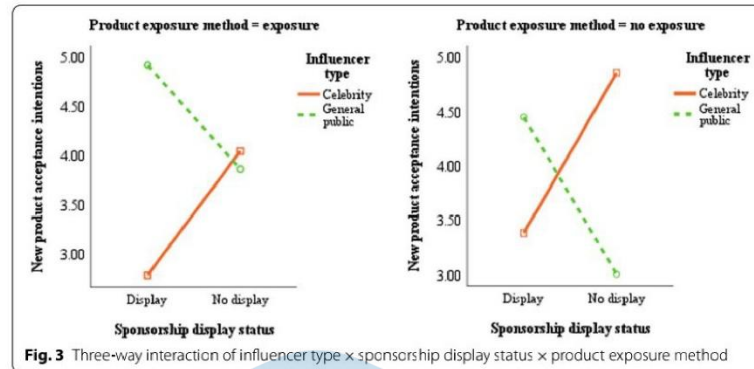
Dependent variable	Product exposure method	Sponsorship display status	Influencer type	M	F
New product acceptance intentions	Exposure	Display	Celebrity	2.78	3920.49***
			General public	4.92	
	No display	Celebrity	4.04	28.51***	
		General public	3.86		
	No exposure	Display	Celebrity	3.38	975.55***
			General public	4.45	
	No display	Celebrity	4.86	2945.78***	
		General public	3.00		

*** $p < 0.001$

($M_{general\ public} = 4.92$) had a greater impact on consumers' new product acceptance intentions in comparison to the celebrity influencer ($M_{celebrity} = 2.78$) ($F_{1,792} = 3920.49$, $p < 0.001$). On the other hand, when the consumer was exposed to a product and the content lacked a sponsorship display, the celebrity influencer ($M_{celebrity} = 4.04$) had a more positive impact on consumers' new product acceptance intentions than did the general public influencer ($M_{general\ public} = 3.86$) ($F_{1,792} = 28.51$, $p < 0.001$). However, when the product was not exposed to the consumer and the sponsorship was displayed, the general public influencer ($M_{general\ public} = 4.45$) had a more positive effect on consumers' new product acceptance intentions in comparison to the celebrity influencer ($M_{celebrity} = 3.38$) ($F_{1,792} = 975.55$, $p < 0.001$). Conversely, when the product was not exposed to the consumer and the content lacked a display of sponsorship, the celebrity influencer ($M_{celebrity} = 4.86$) had a greater impact on consumers' new product acceptance intentions than did the general public influencer ($M_{general\ public} = 3.00$) ($F_{1,792} = 2945.78$, $p < 0.001$). Therefore, the results support hypothesis 7.

Conclusions

In this study, we focused on K-beauty SMIs to examine how influencer types, sponsorship displays, and product exposure methods affect Chinese millennial consumers' new product acceptance intentions. The findings of this study are significant in that they are



relevant to the rapidly growing and diversifying Chinese beauty market, and the study is relevant because it conducts empirical research on millennial consumers who are active on social media.

This study examined the differences in consumers' tendencies to accept products featured in K-beauty SMIs' social media content, and in looking at the type of influencer, sponsorship display status, and method of product exposure, it made three major findings. First, the results indicate that consumers' new product acceptance intentions were relatively high when the influencer was a member of the general public and when there was no display of sponsorship. These results are similar to those found in previous research that showed that generalist influencers had a more positive impact on younger consumers than did celebrity influencers (Schouten et al. 2019; Trivedi & Sama 2019). Posts with sponsorship disclosures generated fewer likes and comments than did posts without sponsorship disclosures (Hendriks et al. 2020). In addition, there was no significant difference according to the product exposure method. The results showed that even exposure to the product had no effect on consumer reaction. Similar to the previous research, the exposure of the product did not positively persuade consumers (Boerman & van Reijmersdal 2016). Second, there were two-way interaction effects. Specifically, in the case of the general public influencer when the sponsorship was indicated, and in the case of the celebrity influencer when the sponsorship was not indicated, consumers were more likely to accept the new product. Our results showed that consumers' acceptance intentions regarding new products were affected by the interaction between the influencer type and the sponsorship display status. This is consistent with previous research showing that consumers' attitudes toward the information source (e.g., the influencer) can become negative if they see a sponsorship disclosure (Boerman et al. 2015). Moreover, in the case of the general public influencer when the product was exposed, and in the case of a celebrity influencer when the product was not exposed, there was a more positive effect on consumers' new product acceptance intentions. Our first main

finding suggests that the product exposure method does not have a positive impact on consumers, but a positive two-way interaction is produced when it works in conjunction with influencer type. This gives us reason to believe in the importance of influencer type. Previous research has also found that product placements by generalist influencers tend to be effective in gaining likes and eliciting more positive brand attitudes if the generalist influencers have similar followings as those of traditional celebrities (Hayes & Carr 2015). Consumers react differently to PPL on influencers' accounts, depending on the presence or absence of influencers. Consumers react negatively to influencers' posts when they do not appear with the products they endorse (Jin & Muqaddam 2019; Lin et al. 2018; Lou et al. 2019). Additionally, when the product was exposed, the results indicated that consumers' new product acceptance intentions were higher when the sponsorship was not displayed. This result is consistent with the previous research. d'Astous and Seguin (1999) pointed out how the more obtrusive a PPL in television sponsorship is, the more negative consumers' evaluations that result from it. The third major finding is that there was a three-way interaction effect; specifically, when the product was exposed, sponsorship was displayed, and the influencer was a member of the general public, this resulted in the strongest positive effect on consumers' new product acceptance intentions. On the other hand, when the product was not exposed and when there was no display of sponsorship, the results indicate the celebrity influencer had a greater influence on consumers' new product acceptance intentions. Our findings provide new support for influencer marketing. We also found there is no significant difference in sponsored display status when the product is not exposed. However, a positive three-way interaction is produced when the two work in conjunction with the proper influencer type, again demonstrating the important role of influencer type.

Implications

This study has academic significance as it analyzed consumer behaviors regarding new K-beauty products. Specifically, it approached the subject by focusing on the acceptance behaviors of Chinese millennial consumers engaging with K-beauty SMIs. There have been several studies conducted on K-beauty, but these studies have rarely focused on SMIs (Fedorenko 2017; Kim et al. 2013; Yoo & Jin 2015; Yu et al. 2015). Other studies have discussed social media characteristics and attitudes toward advertising content (Ashley & Tuten 2014; Goh et al. 2013; Lee et al. 2018; Knoll 2015). However, with K-beauty SMIs, an increasing number of consumers are demonstrating that they use K-beauty products by reviewing the influencer-created content (Wang & Lee 2019). In this regard, this study identified various factors that may influence how Chinese consumers accept new K-beauty products, thereby broadening the scope of research on K-beauty SMIs. In particular, the findings of this study demonstrated the importance of influencers by showing that Chinese consumers have more positive acceptance

intentions regarding new products when they are introduced to the product by a general public influencer. In a previous study that investigated influencers by type, it was reported that consumers trust the content provided by general public influencers more than they trust the content provided by celebrity influencers, which is in agreement with the findings of this study (Kim et al. 2019). In addition, there was a significant interaction effect between the influencer type and product exposure method regarding the influence on Chinese consumers' new product acceptance intentions. Specifically, the findings highlighted that consumers had more positive new product acceptance intentions when a general public influencer engaged in product exposure and when a celebrity influencer did not engage in product exposure. By focusing on the types of influencers that have been somewhat overlooked in previous research, this study confirmed that the effects of influencers should be considered in combination with specific product exposure methods, thus providing significant academic implications.

Another significant implication of this study is that it identified the importance of the presence of (or lack thereof) sponsorship displays in influencer marketing. Other studies have shown that an influencer's effect differs by sponsorship display status. In this study, the findings illustrate that even when consumers were provided with the same content, the content that displayed its sponsorship had less of an advertising effect in comparison to content with either subtle or no sponsorship displays (Lee 2007). The results of this study confirm that in posts by a K-beauty influencer, consumers' new product acceptance intentions are stronger when sponsorship is not displayed. However, when there is a significant interaction effect between the influencer type and sponsorship display status on consumers' new product acceptance intentions, for general public influencers, this study confirmed that consumers' acceptance of the product was higher when sponsorship was displayed.

Another academic implication of this research is that it demonstrated that in beauty influencer marketing, depending on the relationship between the influencer type, sponsorship display status, and product exposure method, the impact on consumers' new product acceptance intentions can differ. This finding expands the scope of research on new product acceptance. Existing research on beauty influencers has mainly focused on the effects of attitudes, evaluations, and purchase intentions regarding products. However, this study confirmed that K-beauty SMIs can influence consumers' new product acceptance intention. Consumers had the greatest positive new product acceptance intentions with the following combination: a general public influencer, a sponsorship display, and product exposure.

Regarding a practical implication of this study, firms that plan to utilize influencer marketing should consider employing general public influencers who command relatively lower fees rather than celebrities who have higher fees (Choi & Cheong 2017). Based on this study's finding that the general public influencer had a more positive effect on consumers' new product acceptance intentions, it is fair to conclude that the influence of the general public influencer is higher. This finding reaffirms that employing

celebrity influencers on social media platforms should be re-evaluated (Kim & Whang 2019).

This study also offers a practical solution regarding the conflict between materially rewarded posts and the reduced effectiveness of content that displays such sponsorship (Lee 2014). The Federal Trade Commission recommends that any economic interests that exist between an advertiser and a recommender should be publicly disclosed (FTC 2013; Kim & Whang 2019). This study found that when a general public influencer was employed for product marketing, the new product acceptance intention was higher in the case of sponsorship displays. Based on these results, firms that implement influencer marketing should hire general public influencers and display the sponsorship instead of simply hiring a celebrity influencer and hiding the sponsorship.

In this study, we identified the differences in consumers' new product acceptance intentions by influencer type, sponsorship display status, and product exposure method. In line with the recent increase in the importance of influencer marketing, we presented an influencer marketing strategy and discussed how such a strategy can vary by the type of influencer. This study and its results provide theoretical data and practical guidelines for firms and related parties engaged in the beauty industry to effectively utilize beauty influencers, thus facilitating the establishment of a marketing strategy. Another significant implication of this study is that it identified that the influencer type, sponsorship display status, and product exposure methods have both main and interaction effects on the new product acceptance intentions of Chinese millennial consumers.

Limitations and future research

The limitations of this study are as follows. First, we used only one model and photo for each influencer type and for each product exposure status. Different models and products can vary significantly and are thus likely to generate different consumer reactions. While we used specific models (Song Hye-kyo and Hyemin) and a specific product photo (one of red lipstick), a combination of more diverse models and different types of products (e.g. creams, foundations) can increase the credibility of and lead to more diversified research results. Future research should thus explore variations of influencers and products. Second, as this research was exclusively concerned with Chinese millennial consumers, there is a limit to generalizing the results of the research. Studying different generations may reveal different consumer acceptance intentions. In addition, the consumption capacity of Generation Z (those born 1997–2012) is growing rapidly, and the growth rate is much higher than that of other age groups (Data Center 2019). Therefore, future work should include comparative studies using millennials and members of Generation Z as participants. We propose studying this topic further by broadening the scope to encompass multiple countries and regions and include comparative studies using millennials and members of Generation Z as participants. Despite these limitations, our findings are expected to add to the literature on SMI marketing related to the beauty industry and should be useful to practitioners as well.

Appendix 1

See Table 9.

Table 9 Description of the eight experimental stimuli/eight experimental groups and the sample size per stimulus/per group

Stimulus number	Experimental group	Influencer type	Sponsorship display status	Product exposure method	Sample size
1	Group 1	Celebrity	Display	Exposure	100
2	Group 2	Celebrity	Display	No exposure	100
3	Group 3	Celebrity	No display	Exposure	100
4	Group 4	Celebrity	No display	No exposure	100
5	Group 5	General public	Display	Exposure	100
6	Group 6	General public	Display	No exposure	100
7	Group 7	General public	No display	Exposure	100
8	Group 8	General public	No display	No exposure	100

Appendix 2

See Fig. 4.



Fig. 4 Original images of the two types of influencers used in the experiment. Celebrity influencer type—Song Hye-kyo (left) (The source of the image: a post presented on Song Hye-kyo's Weibo account on August 29, 2018, <https://m.weibo.cn/status/4278457582202732>); General public influencer type—Hyemin (right) (The source of the image: a post presented on Hyemin's Weibo account on June 11, 2019, <https://m.weibo.cn/status/4382042596968596#&gid=1&pid=2>)

Abbreviations

FTC: Federal Trade Commission; KOTRA: Korea Trade-Investment Promotion Agency; ROIs: Returns on investment; SMIs: Social media influencers; PPL: Product placement.

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Authors' contributions

LW developed the research, collected data, and wrote the manuscript under the guidance of JHL, his advisor. JHL contributed by advising him in developing the research design and manuscript. Both authors read and approved the final manuscript.

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Availability of data and materials

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

Competing interests

The authors declare that they have no competing interests.

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Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry

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ABSTRACT

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This study attempts to investigate whether Social Media Marketing Activity (SMMA) carried out by companies / brands have a positive impact on their brand equity, e-WOM distribution on social media and customers' purchase intention. The objective of this paper is to investigate the impact of SMMA towards customers' purchase intention. The researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Moreover, brand equity had a positive impact on e-WOM; and e-WOM maintained a positive influence towards customers' purchase intention. Finally, SMMA also has showed a direct impact to customers' purchase intention.

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1. Introduction

Until April 2019, the number of social media users was around 3.5 billion in the world, including Instagram with 802 million active users (We Are Social, 2019). Today, companies are starting to use social media as a way to promote their brands and build their brand equity (Chen et al., 2011). With the fourth largest number of internet users in the world, Indonesia has a total of 150 million internet users and most of them are also social media users. Instagram has the third largest number of active users in Indonesia, contributing 80% of all Indonesian social media users (We Are Social, 2019). 82% of brands or businesspeople in Indonesia receive Instagram Direct Messages from their customers every day, and 87% of them agree that they managed to increase sales after doing the marketing activities on Instagram. On the other hand, 90% of Instagram users say that they have communicated with a brand on Instagram (Ipsos, 2018). The technology acceleration has made companies in the industry of Fast-Moving Consumer Goods (FMCG) begin to shift to e-commerce, supported by digital marketing activities through websites and social media. This can be seen from the world online sales for FMCG products, which are growing four times faster than offline sales, with the Asian region being the largest contributor to world FMCG online sales activity (Nielsen, 2018). On the other hand, Indonesian FMCG industry also continues to grow with an increase of 1.3% in 2018. On average, Indonesian people buy FMCG products 310 times a

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year. Beverages category products contributed the most compared to other FMCG product categories in Indonesia. (Kantar World Panel, 2019). Throughout 2018, the food and beverage industry are able to grow 7.91% in Indonesia, exceed the national economic growth at 5.17%. Production of RTD in the semester 1/2019 grew positively by 2%. As one of the largest categories in the Indonesian FMCG industry, the total consumption of non-gallon Ready-To-Drink products is estimated to reach 29 billion liters per year, with bottled tea drinks taking around 15-17% of total consumption in the industry and became the second highest category after bottled mineral water. In contrast to bottled mineral water which is the basic needs of every day-to-day human being, the sale of other packaged drinks such as tea, coffee, or other beverage products is very dependent on the consumer's desire to buy the product. As a country among the top 10 tea producers in the world, the amount of tea production in Indonesia has increased in the last 2 years. This can be seen from the total data of tea production in 2015 amounted to 132,615 tons, while in 2017 tea production increased to 140,423 tons. 38.9% of total production is given to meet export needs, while the remaining 61.1% is to meet domestic consumption (BPS, 2018). With the huge amount of tea consumers in Indonesia, 75% of them are RTD tea consumers, while brewed tea consumers are around 64%. Consumers of RTD Tea have a higher tendency to also consume other packaged beverage products such as juice, soft drink, coffee and milk. At present, the characteristics of the RTD Tea market tend to be sensitive on price, taste innovation and the type of packaging which can be carried everywhere such as plastic bottles. 52% of RTD Tea consumers come from the age group of 10-29 years with some profiles, ranging from students to professional workers. This group, with its purchasing power, has a habit of shopping for soft drinks including RTD tea (Nielsen, 2018). With the increasing number of choices available, the RTD Tea products consumption has also become more frequent. Indonesian RTD tea consumers who consume the product at least once a month is amounted to 51% in 2007, and in 2017 the percentage increased to 65%. As for consumers who consume RTD Tea at least once a week also increased from 30% in 2007 to 36% in 2017. Seeing a market that is full of competition, the success of a brand in selling its products to consumers is inseparable from marketing activities on social media, because social media marketing can have a major impact on product sales. Marketing activities on social media are believed to be able to directly increase their brand equity, which includes brand awareness, brand image and brand loyalty (Bilgin, 2018). Thanks to marketing activities on social media, companies can form new patterns of marketing activities such as creating their own brand profiles, running online customer service, disseminating product information, and providing special offers in a simple, inexpensive, and sustainable way (Breitsohl et al., 2015). This finding is reaffirmed by Seo & Park (2018) that marketing activities on social media have a significant impact in building brand equity, and positive brand equity will increase e-WOM and consumer commitment. The importance of brand equity in consumer purchasing decisions, has also been researched for a long time where others concluded that consumers buy a brand product not only based on the function or quality of their products, but also because they want to get brand value and the symbolic meaning contained in the product or brand. As mentioned earlier, social media is the right tool for marketing in terms of building positive brand equity and e-WOM, and building consumer loyalty. Those who are loyal to a brand will share good experiences and provide positive recommendations and influence their own and others' buying intentions (Tiago & Veríssimo, 2014). Consumers can respond immediately on social media by giving opinions, comments, and suggestions about the products or service, so consumers can get the products they need easily (Godey et al., 2010). Through social media, consumers can directly interact and share their buying experience. Seeing online review is very helpful for consumers, because it can make them feel more confident in making purchasing decisions. Therefore, this condition allows consumers to be influenced by the content shared by brands on social media, so consumers will immediately search for detailed information about products or services which is offered by brand, and makes consumers build stronger purchase intentions (Godey et al., 2010). Social network marketing, which is also driven by consumer interactions or relationships with companies, is able to significantly influence and increase consumer buying interest (Godey et al., 2010). With the shifting on communication methods in this modern era and the increasing growth of social media and FMCG industry, reaffirming how important the role of social media marketing is, as well as showing that FMCG brands have to start implementing social media marketing in their whole marketing strategies. However, we found something quite surprising. We struggled to find researches

that study the impact of social media marketing activities in the FMCG industry, especially the RTD tea industry. Most of the journals that have been published only focus their studies on the correlation between FMCG brand and consumer behavior, through conventional approaches and offline marketing strategies. This study is carried out to fill this gap with the aim of understanding and analyzing the effects of Social Media Marketing Activity on Instagram on consumer buying interest, especially in the context of the Ready-To-Drink tea industry in Indonesia. Based on all the phenomena that was mentioned before, this research study was designed with a focus on 4 objectives:

- Measure the effect of Social Media Marketing Activity on Brand Equity.
- Examine the effect of Brand Equity on e-WOM.
- Test how much influence e-WOM has on Purchase Intention.
- Analyze the effect of Social Media Marketing Activity on Purchase Intention.

2. Literature Review

2.1. Social Media Marketing Activity

Before discussing more about social media marketing activities, it is important for us to understand the meaning of social media. Social media is an online environment with the same interest to share thought, comment and idea (Weber, 2007). According to Dewing (2012), social media are used as reference for many services based on internet and cellular service that make the user to participate in online exchange, contribute on content that created by the user, or joining into community online such as blog (e.g. Tumblr), wikis (e.g. Wikipedia), Social media site (e.g. Facebook, Twitter, LinkedIn) and media sharing site (e.g. YouTube, Instagram). Social media growth causes social media as innovative way to communicate with many people. This is also used as a benefit for entrepreneur, social media encourage time and space in business interaction with the potential consumer and create a feel of closeness (Mersey et al., 2010). With social media, entrepreneur have opportunity to advertise their local product with low cost to consumer and get feedback from them. (Hanna et al., 2011). This creates social media to play functional role in business marketing. Social media activity components have been discussed by several writers with one of them Kim and Ko (2012). They classify characteristics of Social Media Marketing Activity as entertainment, interaction, trendiness, customization, and word-of mouth (WOM) and apply it to luxury brand. Koivulehto (2017) added purchase intention to component and apply it to brand fashion. Sano (2014) already identified social media component as an Interaction, Trendiness, Customization and Perceived Risk on insurance service. Jo (2013) said that marketing activities are the impact of social media marketing on Instagram in ready to drink Industry with tea category classify Social Media Marketing Activities into Entertainment, Interaction, Trendiness, Advertisement and Customization. Entertainment is fun and games obtained through social media (Agichtein et al., 2018). Entertainment on social media is an important component that gives rise to positive emotions, enhances participatory behavior and gives rise to the intention to use it continuously (Kang, 2005). It is also supported by Hudson and Hudson (2006) who believe that now marketers have designed marketing content with entertainment content to create a strong emotional connection between brand and consumer. When a user has positive emotions (happy, happy or satisfied), he/she will share that information with other group members who influence their buying intentions (Dobele et al., 2007). Interaction on social media occurs if users can communicate and exchange opinions and information easily with other users in the online community (Kim & Ko, 2010, p.168). According to Maoyan et al. (2014, p.94), interactions in social media marketing not only occurs from client to client or client to company, but the company can also quickly respond to questions from consumers. Trendiness as another component of social media marketing activities means providing the latest information about products to customers (Godey et al., 2016). Many consumers turn to various types of social media to get information, because consumers consider the source of information more reliable than company-sponsored communication through traditional promotions. Advertisement as a component refers to ad campaigns and promotions that have been carried out by business people through social media to increase sales (Bilgin, 2018). Duffett (2017) and Alalwan et al. (2017) performed a survey

on the effect of advertising or social media advertising on perception and customer awareness and reported that advertising is an important part of social media marketing activities. In Customization according to Kim and Ko (2010) social media must not only provide interesting information, but also must provide a place for users to be able to find the information they need and be able to freely express their thoughts. Martin and Todorov (2010) also argue that customization on social media is a tool for companies to communicate their uniqueness and increase preferences and loyalty to the brand.

2.2. Brand Equity

Brand Equity is defined as a set of brand assets and liabilities associated with a brand, its name and symbol, which add or subtract the value given by an item or service to the company or its customers (Aaker, 1991, p. 15). According to Kotler and Keller (2013) Brand Equity is the added value of a product and service, which is reflected in what consumers think, feel and do, as well as the consumer's pride in using a brand. Keller (1993) defines customer-based brand equity as a form of differentiation of brand knowledge, which results from consumer experience of that brand. Brand Equity according to Aaker (1991) includes several dimensions, including Brand Awareness, Brand Loyalty, Perceived Value, Brand Associations. The first step in building Brand Equity is to create brand awareness for consumers (Keller, 1993). Brand awareness is the ability of customers to recognize and remember a brand. the existence of Brand Awareness of consumers towards a brand shows that consumers know the brand name so that it can increase the likelihood that the brand is chosen to be purchased by consumers (Keller, 1993). Brand Loyalty is defined as the integration of attitudes, emotions, and behaviors to continue buying brands based on previous experience because the brand offers the right image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). Brand Loyalty is defined as the integration of attitudes, emotions, and behaviors to continue buying brands based on previous experience since the brand offers the right image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). The reason for including Brand Loyalty as a Brand Equity dimension stems from the importance of customer satisfaction with a brand (Aaker 1991), if customers are dissatisfied, they will not be loyal and look for other brands (Kim & Kim, 2005). Brand Association includes all things related to the memory of a brand (Aaker, 1991, p.109). A clear and well-defined brand association is very important for brand identity; therefore, companies must first find out what attributes in the brand association are considered important for consumers to have differentiation from their competitors (Sarker et al., 2013). Perceived Quality is defined by Zeithaml (1988) as Estimates (perceptions) of consumers towards a superiority overall product. On the other hand, Aaker (1991) defines Perceived Quality as "Customers' perceptions about the overall quality or excellence of a product or service with respect to the intended purpose relative to alternatives".

2.3. E-WOM

Gupta and Harris (2010) claim that the development of internet technology has led to e-WOM. Since the golden age of this modern media era, more and more consumers are sending and receiving messages through the internet. E-WOM is a positive or negative statement made by customers in the future, present or past about a product or company, and can be accessed by anyone online (Hennig Thurau et al., 2004). When consumers want to gather information about products, before they make a purchase often consumers look for product reviews or information online (Jalilvand & Samiei, 2012). Baker et al (2016) said that positive word of mouth communication would increase purchase intentions, but if the information was negative it would have an impact on the lack of buying interest. In his research Goyette et al. (2010) divides e-WOM into 4 dimensions, namely Intensity, Positive Valance, Negative Valance and Content. Intensity is the number of opinions or opinions written by consumers on a social networking site (Goyette et al., 2010). Positive Valance or positive comments are part of the Valance of Opinion, which are both positive and negative consumer opinions about products or services. Positive Valance itself is a positive comment from consumers on social networks. Usually negative comments arise because of consumer dissatisfaction with the product or service. The information content of social networking sites is relating to products and services.

2.4. Purchase Intention

Intention is a behavior that motivates people to do something (Rezvani et al., 2012). According to Kim & Ko, (2012) Purchase Intention is a combination of consumer interest and the possibility of buying a product. Doh and Hwang (2009) also believe that e-WOM has an important impact on consumers' purchase intentions, because consumers trust e-WOM before making any product purchases. Thus, we also assume that if a product receives positive reviews from consumers through e-WOM, it will affect the purchase intention of other consumers of the product.

3. Theoretical Framework and Hypothesis Development

3.1. Social Media Marketing Activities and Brand Equity

The main characteristic of social media is the production and consumption of content that runs without limitation of time or location. This shows that social media, through the active participation of consumers, has a greater impact on the way consumers behave or think about a brand than one-sided communication led by a company. Kim and Ko (2012) studied the effect of SMMA on luxury brands on Customer Equity and found that SMMA significantly affected the value of Brand Equity. Chae and Han (2015) report that when consumers are motivated to use hashtags on social media, they are more likely to have a positive effect on customer participation and Brand Equity. This is consistent with the results of a study from Song (2012), which shows that social media advertising in the food service industry significantly influences Brand Equity. Bruno et al. (2016) studied SMMA carried out by luxury brands and showed that this effort significantly affected Brand Image and Brand Awareness. Yadav and Rahman (2017) conducted research on the effect of Social Media Marketing Activity on Brand Equity in the journal Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. The hypothesis test results reveal that Social Media Marketing Activities positively influence Purchase Intention.

H₁: SMMA has a positive influence on Brand Equity.

3.2. Brand Equity and E-WOM

Social Media Marketing allows companies to communicate with consumers more easily and quickly. From a company perspective, their participation in social media produces the same positive effects as traditional advertising. Interaction with potential as existing customers enables companies to communicate positively. Interaction with potential and existing customers allows the company to communicate positive Brand Equity. Product marketing and social media can trigger WOM and the entry of new customers, which means that social media is a powerful tool for communication (Bae, 2002). Seo and Kim (2003) show the significant effect of Brand Equity on WOM. Park (2013) also investigates that Brand Equity of the franchisee on customer behavior, and then informs that Brand Equity increases WOM.

H₂: Brand Equity has a positive influence on E-WOM.

3.3. E-WOM and Purchase Intention

Word of Mouth (WOM) influences the choice of consumer products through WOM that is spread by other consumers (Brown & Reingen, 1987; Herr et al., 1991). In addition, the Internet allows public opinion to be more easily and quickly accessed by other consumers. The experience of using a product or service from online users has a big influence on one's behavior (Thompson, 2003) and e-WOM is considered as one of the important reasons for consumers in making purchasing decisions. Some related studies also show that e-WOM is an important means by which consumers can obtain information about the quality of products or services (Chevalier & Mayzlin, 2006). In addition, this kind of message can effectively reduce the risks and uncertainties recognized by consumers when buying a product or service, so that their Purchase Intention can be more influenced (Chatterjee, 2001). The hypothesis between e-WOM and Purchase Intention was tested in previous studies.

H₃: E-WOM has a positive influence on Purchase Intention.

3.4. Social Media Marketing Activities and Purchase Intention

As a tool of providing communication, sales, and relationships with their customers, brands are now beginning to shift to social media. This two-way communication platform is perfect for sharing information and opinions. Social media is considered more honest with consumers because it communicates what the brand is rather than trying to control its image. This type of interaction increases positive attitude towards the brand, influences commitment and stronger Purchase Intention (Hutter et al., 2013). Furthermore, it has been found that social media influences brand sales performance (Zhu & Zhang, 2010). In addition, Kim and Ko (2010) also revealed that Purchase Intention is influenced by Social Media Marketing Activity. Yadav and Rahman (2017) conducted research on the effect of Social Media Marketing Activity on Purchase Intention in the journal Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation where the results Social Media Marketing Activities positively influence Purchase Intention.

H₄: SMMA has a positive influence on Purchase Intention.

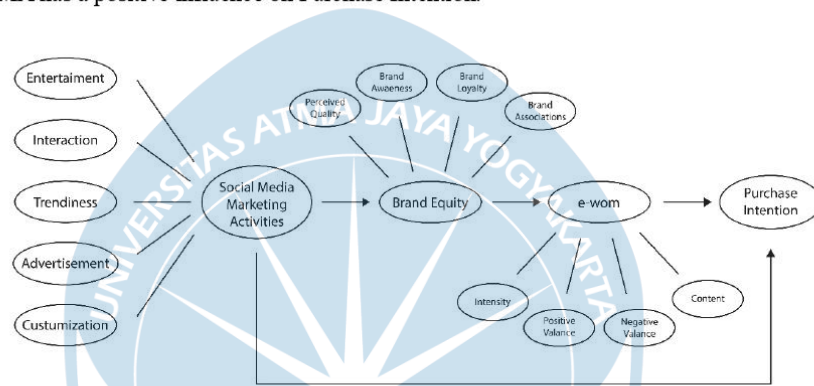


Fig. 1. Research Model

4. Research Methodology

The unit of analysis used in this research is individual who use Instagram and actively interact with Instagram account of RTD tea brands in Indonesia. Research samples were collected using the non-probability convenience sampling method, due to the very large population and limited information about the actual population size. In non-probability sampling, elements in the population do not have the same opportunity to be selected as respondents. Many researchers believe that the number of samples must be ten times more than the number of variables. This study has 4 variables, so the number of samples in this study is at least 40 respondents. Research data collection was carried out with a cross-sectional approach for 1 month by distributing questionnaire links through social media. This process will focus on samples in the Greater Jakarta area, Indonesia. The link to the questionnaire also contains information about the researcher, the research topic and the purpose of the research. This study applies a quantitative research approach where an online questionnaire is designed to test all hypotheses that have been built. Questionnaire is a method of data collection where everyone is asked to respond to the same set of questions. The reason for choosing quantitative research using a questionnaire is because this method is suitable to be associated with a deduction approach that focuses on using data to test a theory or hypothesis. In addition, because each respondent was asked to respond to the same question, this method provides a more efficient way of gathering many responses from a large sample (Saunders et al., 2016).

Table 1
Questionnaire Items

Variable	Dimension	Indicator	Scale	Reference
SMMA	Entertainment	Interacting this brand's Instagram is fun	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Kim & Ko, 2012
		Content of this brand on Instagram is Interesting		Kim & Ko, 2012
	Interaction	This brand's Instagram enables information sharing with others		Kim & Ko, 2012
		It's easy to deliver my opinion through this brand's Instagram		Kim & Ko, 2012
	Trendiness	The content shared in Instagram of this brand is the newest information		Kim & Ko, 2012
		Interacting with this brand's Instagram is trendy		Kim & Ko, 2012
	Customization	This brand's Instagram provide the information that I needed		Bilgin, 2018
		I can easily obtain information that I need thanks to the directions on this brand's Instagram		Bilgin, 2018
	Advertisement	I like the ads that this brand has published on Instagram		Bilgin, 2018
		Instagram ads of this brand positively affect my attention for the brand		Bilgin, 2018
Brand Equity	Perceived Quality	In comparison to alternative brands, this brand has: high quality vs. average quality vs. inferior quality	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	David A. Aaker, 1996
		In comparison to alternative brands, this brand is: the best vs. one of the best vs. one of the worst vs. the worst		David A. Aaker, 1996
		In comparison to alternative brands, this brand has: consistent quality vs. inconsistent quality		David A. Aaker, 1996
	Brand Association	Some characteristics of this brand come to my mind quickly.		Park et al., 2019
		I can quickly recall the performance of this brand		Park et al., 2019
		I have difficulty in imaging this brand in my mind		Park et al., 2019
	Brand Loyalty	I was—dissatisfied vs. satisfied vs. delighted—with the product or service during my last use experience.		David A. Aaker, 2001
		I would buy the brand on the next opportunity		David A. Aaker, 1996
		I would recommend the product or service to others.		David A. Aaker, 1996
	Brand Awareness	I am always aware of this brand		Seo & Park, 2018
	I am aware of this brand's characteristics	Seo & Park, 2018		
	I can always remember this brand's logo	Seo & Park, 2018		
E-WOM	Intensity	I spoke of this company much more frequently than about any other e-services company.	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Goyette et al., 2010
		I spoke of this company to many individuals.		Goyette et al., 2010
	Positive Valance	I recommended this company		Goyette et al., 2010
		I am proud to say to others that I am this company's customer.		Goyette et al., 2010
		I mostly say positive things to others.		Goyette et al., 2010
	Negative Valance	I mostly say negative things to others.		Goyette et al., 2010
		I have spoken unflatteringly of this company to others.		Goyette et al., 2010
Purchase Intention	Content	I discuss the prices of products offered.	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Goyette et al., 2010
		I discuss the variety of the products offered.		Goyette et al., 2010
		I discuss the quality of the products offered		Goyette et al., 2010
		Interacting with this brand's Instagram help me make decisions better before purchasing their products and services		Husnain & Toor, 2017
		Interacting with this brand's Instagram increase my interest in buying their products and services		Husnain & Toor, 2017
	I will definitely buy products as marketed on this brand's Instagram	Husnain & Toor, 2017		
	I have a high intention to become this brand customers	Laksmna, 2018		

In addition, the use of online questionnaires allows respondents to participate in studies through internet connection without limited by distance and time, so that researchers can reach many respondents more efficiently and effectively. The distribution of online questionnaires is also very fast and easy, all researchers need to do is provide a questionnaire link and sent it to respondents via email or share it on social media. (Sekaran & Bougie, 2016). To ensure that respondents meet the requirements for research, a screening question is entered at the beginning of the questionnaire. In the initial stages, respondents will be asked if they have followed and interacted with the RTD tea brand on Instagram. If the respondent answers yes, then they could continue their participation in filling out the questionnaire. Then to test the demographics and characteristics of respondents, there are some questions that respondents must answer such as gender, age, profession, frequency of Instagram usage, frequency of drinking RTD tea and the number of RTD tea accounts followed on Instagram. All of these questions are presented in a closed-ended question format. The next step is to test the question items on this questionnaire. To ensure the content validity, all question items have to represent all concepts in this study. Therefore, the questions

displayed on the questionnaire are adapted from studies that have been done before. Previously, Social Media Marketing Activity was tested into 5 dimensions that are Entertainment, Interaction, Trendiness, Advertisement and Customization. 6 items of questions about Entertainment, Interaction and Trendiness were taken from a research conducted by Kim and Ko (2012). And 4 questions about Customization and Advertisement were adapted from studies conducted by Bilgin (2018). And then, there are 7 questions about Brand Equity obtained from Aaker (1996) and 2 questions from Seo and Park (2018). As for the e-WOM variable, 10 questions were taken from a study conducted by Goyette et al. (2018). In closing, respondents were confronted with 3 questions regarding Purchase Intention that were adapted from a study by Husnain and Toor (2017) and a question from the study of Laksmana (2018). 5-Point Likert Scale (5 = Strongly agreed; 1 = Strongly disagree) was applied to all questions items in the questionnaire to measure respondents' opinions regarding Social Media Marketing Activity, Brand Equity, e-WOM and Purchase Intention. The results of the questionnaire were then analyzed using the Statistical Package for Social Sciences (SPSS) 21.0 and SmartPLS applications. In addition, this research also uses the Structural Equation Model (SEM) to test the research model and analyze the relationship of each variable in the research model. Confirmatory Factor Analysis (CFA) is used to test whether the question instruments that have been grouped based on their latent variables (their constructs) are consistent in their constructs or not. After getting the appropriate model and variable using CFA, then the relationships between variables were tested using Path Analysis (Anderson & Gerbing, 1988). Discriminant Validity needs to be tested to explain how much the value of one construct differs from the value of another construct that is on the same measurement model (Hulland, 1999). To test Discriminant Validity, there are 3 parameters needed, AVE, MSV and ASV. AVE values must be higher than MSV and ASV, and the square root of AVE must be greater than the correlation of each construct (Hair, 2014). Construct Reliability Test is also conducted to test whether the instruments used in research to obtain information, can be trusted as a data collection tool and are able to reveal the real information in the field (Bagozzi & Yi, 2012). This test is carried out using Cronbach's Alpha and Composite Reliability (CR), where all CR values must be 0.7 or more to show the appropriate reliability (Hair, 2014). When all CR values meet the 0.7 requirement limit, it can be concluded that all question items have internal consistency and the designed measurement model can also be trusted (Nunnally, 1994).

5. Results & Discussion

5.1. Results

Respondents in this research consisted of male (54%) and female (46%). Most respondents were under 24 years old (53%). Respondents' occupations are quite varied with the majority being students (i) (41.1%) and private employees ranking second (27.4%). Meanwhile the majority of 41.1% spend 2-4 hours per day using Instagram, and 28.5% spend 30 minutes - 2 hours on Instagram. As many as 54.8% of respondents mentioned that they consume packaged tea 2-5 times a month. Of all respondents, 62.1% had followed 1 brand of packaged tea on Instagram. Detailed demographic of respondents can be seen in Table 2. As stated by H1 that SMMA's affects Brand Equity of a tea brand in packaging, it has been demonstrated that the correlation is high with an R value of 77% and a coefficient of determination or R square value of 59.5% of Brand Equity can be explained or predicted by Social Media Marketing Activity ($\beta = .742$, $t = 9,811$). Therefore, with a significance level of 100% (significance = 0,000) shows a significant relationship. Therefore, H1 is supported. For H2 which states that Brand Equity affects E-WOM, it has been shown that the correlation between the two is not very strong with an R value of 67% and an R Square value of 45.2% ($\beta = .637$ $t = 8,025$). Which means 45% of E-WOM is explained by Brand Equity. Furthermore, this confirms that Brand Equity creates E-WOM with a significance level of 100%. As a result, H2 is supported. Likewise, H3 which states that E-WOM influences Purchase Intention has a correlation where the value of R 64.1% and R Square 44.1% of the Purchase Intention described by E-WOM ($\beta = .720$, $t = 7.233$). With a significance level of 100% (significance = 0,000). As a result, H3 is supported. The last hypothesis is H4 which states that SMMA directly influences the purchase intention of tea brands in having a RR value of 51% and R Square 26.1% which means that only 13% of purchase intentions can be changed or predicted directly by Social Media Marketing Activity ($\beta = .364$, $t = 6.558$).

With a significance value of 100% (significance = 0,000) Therefore, H4 is supported.

Table 2
Demographic of Respondents

Measure	Item	Count	Percentage %
Gender	Male	67	54
	Female	57	46
Age	<24 years old	66	53.2
	24-35 years old	43	34.7
	35-44 years old	13	10.5
	45-54 years old	2	1.6
Job	Student	11	8.9
	College student	51	41.1
	Government employees	13	10.5
	Private Employees	34	27.4
	Entrepreneur	10	8.1
Duration using Instagram	< 30 minutes	7	5.6
	30 minutes - 2 hours	35	28.5
	2 hours - 4 hours	51	41.1
	4 hours - 6 hours	23	18.5
	> 6 hours	8	6.5
How often to drink ready-to-drink tea	More than 10 times	17	13.7
	6-10 times	19	15.3
	2-5 times	68	54.8
	1 time	20	16.1
The number of ready to drink tea accounts to follow	1 Account	77	62.1
	2 Accounts	32	25.8
	3 Accounts	15	12.1
Total of respondents		124	100

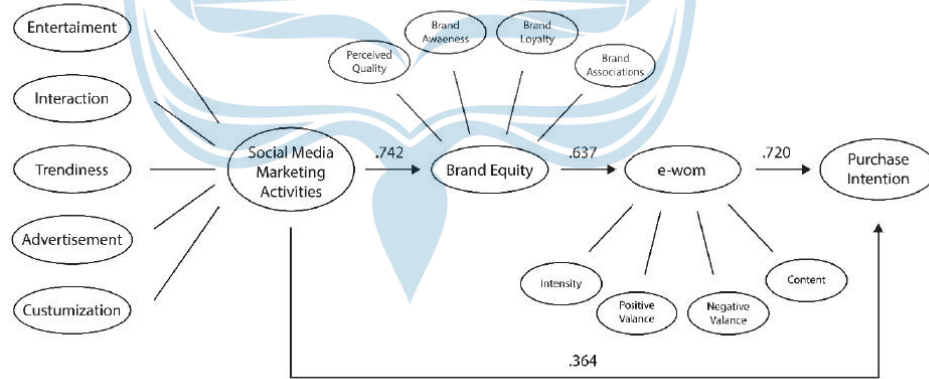


Fig. 2. Confirmatory Factor Analysis Diagram

Table 3
EFA and inferential statistics

Variable	Item's in the questionnaire	Factor Loading	Mean	Cronbach's Alpha	
Social Media Marketing Activities	Entertainment				
	1.1	I like to do activities such as giving likes or comments on this brand's Instagram	0.76	3.54	
	1.2	Content of this brand on Instagram is Interesting	0.76	4.1	
	Interaction				
	1.3	This brand's Instagram enables information sharing with others	0.849	3.72	
	1.4	It's easy to deliver my opinion through this brand's Instagram	0.849	3.91	
	Trendiness				
	1.5	The content shared in Instagram of this brand is the newest information	0.738	4.01	
	1.6	Interacting with this brand's Instagram is trendy	0.738	3.46	
	Customization				
	1.7	This brand's Instagram provide the information that I needed	0.869	3.72	
	1.8	I can easily obtain information that I need thanks to the directions on this brand's Instagram	0.869	3.62	
	Advertisement				
	1.9	I like the ads that this brand has published on Instagram	0.889	4.02	
	1.1	Instagram ads of this brand positively affect my attention for the brand	0.889	3.91	
	Brand Equity	Brand Awareness			
		2.1	I am always aware of this brand	0.659	4
		2.2	I am aware of this brand's characteristics	0.864	4.07
		2.3	I can always remember this brand's logo	0.704	3.81
Brand Associations					
2.4		Some characteristics of this brand come to my mind quickly.	0.856	3.96	
2.5		I can quickly recall the performance of this brand	0.856	3.99	
Brand Loyalty					
2.6		I was satisfied with the product or service during my last use experience.	0.856	4.15	
2.7		I would buy the brand on the next opportunity	0.907	4.2	
2.8		I would recommend the product or service to others.	0.882	3.84	
Perceived Quality					
2.9		In comparison to alternative brands, this brand has high quality	0.856	3.93	
2.1	In comparison to alternative brands, this brand is the best	0.851	3.89		
2.1	In comparison to alternative brands, this brand has consistent quality	0.75	4.22		
E-WOM	Intensity				
	3.1	I spoke of this company much more frequently than about any other e-services company.	0.833	3.72	
	3.2	I spoke of this company to many individuals.	0.833	3.3	
	Positive Valance				
	3.3	I recommended this company	0.777	3.54	
	3.4	I am proud to say to others that I am this company's customer.	0.827	3.67	
	3.5	I mostly say positive things to others.	0.627	4	
	Negative Valance				
	3.6	I mostly say negative things to others.	0.844	2.04	
	3.7	I have spoken unflatteringly of this company to others.	0.844	1.85	
	Content				
	3.8	I discuss the prices of products offered.	0.622	3.28	
	3.9	I discuss the variety of the products offered	0.71	2.19	
	3.1	I discuss the quality of the products offered	0.734	3.69	
	Purchase Intention	4.1	Interacting with this brand's Instagram help me make decisions better before purchasing their products and services	0.725	3.98
4.2		Interacting with this brand's Instagram increase my interest in buying their products and services	0.774	3.59	
4.3		I will definitely buy products as marketed on this brand's Instagram	0.788	3.8	
4.4		I have a high intention to become this brand customers	0.605	3.91	

Table 4
Result

	Hypothesis	R	R square	Significant	β	t > 1,96	Results
H1	Social Media Marketing Activity affects Brand Equity	0.772	0.595	0	0.742	9.811	Supported
H2	Brand Equity affects E-WOM	0.672	0.452	0	0.637	8.025	Supported
H3	E-WOM affects Purchase Intention	0.641	0.441	0	0.72	7.233	Supported
H4	Social Media Marketing Activities affects Purchase Intention	0.511	0.261	0	0.364	6.558	Supported

This research shows that H1, H2, H3 are SMMA's which affect brand equity, brand equity which affects e-WOM; and e-WOM influencing Purchase Intention each has a positive impact. Likewise, SMMA has a direct effect on Purchase Intention, as in the previous research that we have attached in Chapter 2 of

this research.

5.2. Discussion

This research has investigated the relationship between social media marketing activities, brand equity, e-WOM and consumer buying interest. The results obtained from this study indicate that social media marketing activities are an important factor in arousing buying intentions among consumers. The research results indicate that the buying interest of Indonesian consumers can be influenced through marketing activities on social media. This supports previous research from Yadav and Rahman (2017) and Khan (2019) which states that Social Media Marketing Activities increase customer trust in brands, so that their willingness to buy brands increases. The approach through social media gives consumers a place to get to know a brand more interactively, which in turn can increase brand equity. This is consistent with previous research from Godey et al. (2016) and Yadav and Rahman (2017). Brand Equity significantly influences e-WOM, the results of this research are consistent with previous research from Eun-JuSeo and Jin-WooPark (2018) which says that Brand Equity leads to e-WOM positively. Ensuring sustainable and efficient social media activities can make customers more aware of these products, thus encouraging customers to spread e-WOM ungrudging. With a more interactive social media system, consumers can share their knowledge related to brand products / services more flexibly, so information about products / services can spread wider and faster. In addition, the increasing trend in the use of social media in Indonesia can also attract consumers to switch to social media to get information about certain products and services, which can also have an impact on increasing consumer purchase intentions.

6. Conclusions, limitation a future research

In this digital age, social media has become an integral part of daily life as a communication channel where people share their own consumption behavior, product preferences, opinions and experiences with other users. This broad area of communication where consumers interact with each other with other users, offers significant opportunities for companies to promote products, such as lower costs, faster time, and ease of reaching a greater mass of consumers. Many companies and businesses have begun creating their own brand profiles on social media communication channels and developing activities that will engage consumers by sharing content such as product information, discounts, advertisements, and promotions. This research has been conducted to develop an understanding of social media marketing in the context of Instagram users in Indonesia. This study confirms the effect of social media marketing on brand equity and confirms the significant impact of brand equity on e-WOM, which ultimately provides a reason why strong brands are able to attract consumers to spread e-WOM messages and influence other consumers who receive the information, and motivate them to buy or not buy a product. Focusing on product promotion through Instagram will increase brand awareness and build brand equity in the minds of consumers. Therefore, the company's marketing plan should be accompanied by certain strategies in social media platforms to expand brand networks, community development, and increase interaction between brands and consumers. So, to increase profits in the long run and strengthen brand equity, it is advisable to inform consumers about the products or services offered on social media, especially Instagram, and to build strong relationships with customers through online communities. This study will be useful for Indonesian academics and practitioners to understand the impact of social media marketing activities, especially on Instagram. Based on these findings, it can be concluded that current Indonesian consumers are heavy users of social media and are strongly influenced by social media messages in their buying process. Companies and businesspeople must understand the importance of Instagram in Indonesian society as an effective tool for marketing products and incorporating activities on Instagram in their marketing strategies. The social media marketing channel will be an effective tool in Indonesia to market products that most Indonesian consumers get the information and buy product through this channel.

This research has successfully demonstrated the effect of marketing activities on social media on consumer buying interest, but there are some limitations on the results of the study above. First, the respondents involved in this study were only a small portion of Indonesian social media users, so it became less

relevant to generalize research results for the entire population of social media users. In addition, although there are currently many social media that can be used by companies for marketing activities, this study only looks at the impact of social media activities on one platform, Instagram. Therefore, in order to better understand the role of social media marketing activities, further research is needed on users of social media in other regions as well as on other social media platforms such as Facebook, Twitter and Youtube. Secondly, the industry involved in this study is limited to the FMCG industry, especially the RTD tea industry. On the other hand, the characteristics of consumers in each industry can vary, so subsequent research must consider these limitations to be able to provide useful information not only for the tea industry, but also for marketers in other industries. Last, other factors that might influence consumer purchase intention can also be incorporated into further research models to understand the influence of social media activities in a broader and more detailed manner. Further research can be carried out by adding mediation and moderation of variables from the consumer side such as gender, age and frequency of use of consumer social media.

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