

CHAPTER V CONCLUSION

5.1. Conclusion

Based on the result and discussion, the research could be concluded:

1. Effect of uses & gratification on attitude.
The result shows uses & gratification affects attitude. Therefore, hypothesis (H1) uses & gratification has a positive effect on attitude, accepted.
2. Effect of uses & gratification on social media intention.
The result shows uses & gratification does not affect social media intention. Therefore, hypothesis (H2) uses & gratification has a positive effect on social media intention, rejected.
3. Effect of uses & gratification on social media use.
The result shows uses & gratification does not affect social media use. Therefore, hypothesis (H3) uses & gratification has a positive effect on social media use, rejected.
4. Effect of social media intention on social media use.
The result shows social media intention affects social media use. Therefore, hypothesis (H4) social media intention has a positive effect on social media use, accepted.
5. Effect of attitude on social media intention.
The result shows attitude does not affect social media use. Therefore, hypothesis (H5) attitude has a positive effect on social media intention, rejected.
6. Effect of behavioral control on social media intention.
The result shows behavioral control affects social media intention. Therefore, hypothesis (H6) behavioral control has a positive effect on social media intention, accepted.
7. Effect of behavioral control on social media use.
The result shows behavioral control does not affect social media use. Therefore, hypothesis (H7) behavioral control has a positive effect on social media use, rejected.

8. Effect of subjective norms on social media intention

The result shows subjective norms affect social media intention. Therefore, hypothesis (H8) subjective norms have a positive effect on social media intention, accepted.

9. Effect of social media use on purchase intention

The result shows social media use affects purchase intention. Therefore, hypothesis (H9) social media use has a positive effect on purchase intention, accepted.

5.2. Managerial Implications

Based on this result, uses & gratification does significantly affect attitude. Therefore, Erigo Apparel could give latest information about its products. This could give the great opinion of Erigo Apparel among consumers.

The result shows social media intention greatly affects social media use. Therefore, Erigo Apparel should be able to give attractive content on its social media due there are many consumers who visit its social media to check on its content. Erigo Apparel could make and share the content about the sale of its products (t-shirt, jacket, blouse).

The result also shows social media use affects purchase intention. Therefore, Erigo Apparel could analyze the demand among consumers to increase the purchase intention of consumers. By understanding the demand among consumers, Erigo Apparel consumers' might consider Erigo Apparel as their first choice. Improve the quality of its products and provide the affordable price for its products could increase the purchase intention of Erigo Apparel consumers.

5.3. Limitation of The Research

Due to the result of this research, several limitations that can be found in this research as follows:

1. No explanation and determination regarding mediation variables that analyze social media intentions, subjective norms, and social media use
2. Several hypotheses are not significant

5.4. Future Research Suggestions

For the next research, researcher could determine the mediation variable based on the framework of the research. To get the significant hypothesis, the researcher should do the face validity to ensure that all respondents understand all the questions on the questionnaire.



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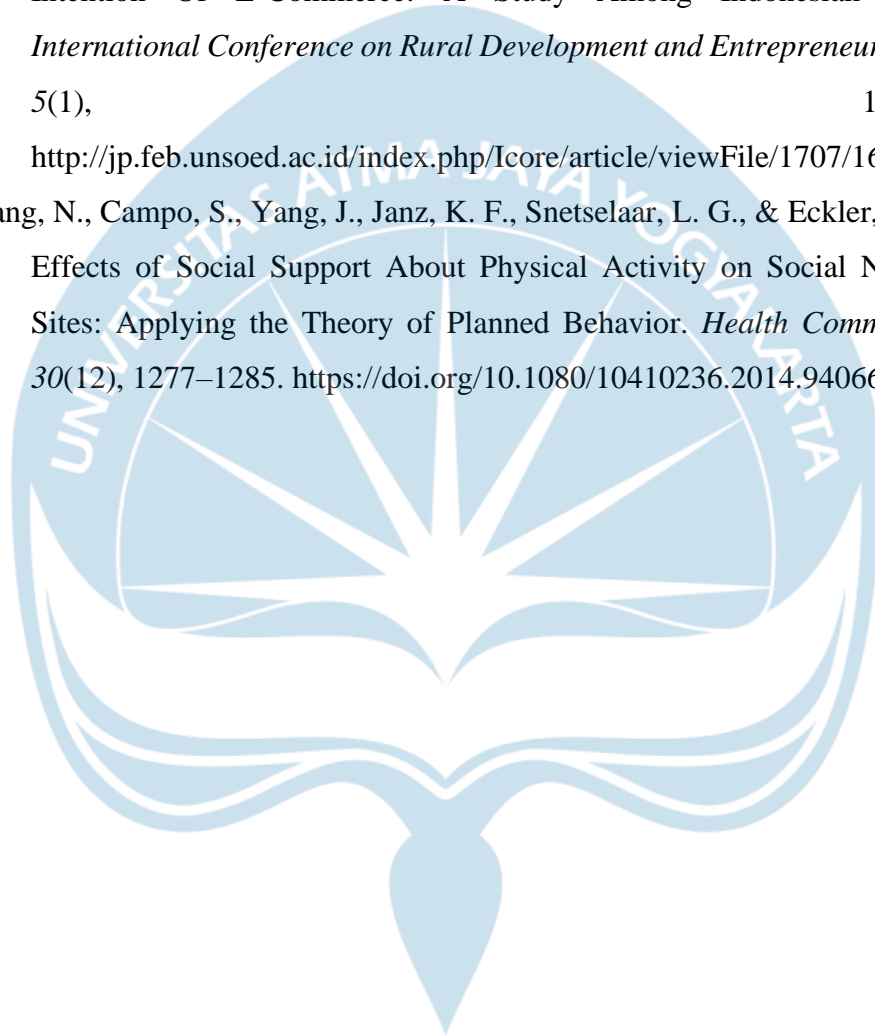
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APPENDIX 1
Questionnaire

Questionnaire of Clothing Brand Purchase Intention through SNS toward Erigo Apparel

Kepada responden yang terhormat,
Perkenalkan nama saya **Clarentia Valenz Wahyudi**, mahasiswa Manajemen Internasional dari Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.
Saya sedang melakukan penelitian akhir untuk memenuhi kebutuhan tugas akhir skripsi yang diwajibkan sebagai salah satu syarat kelulusan dengan judul "Clothing Brand Purchase Intention through SNS toward Erigo Apparel"

Saya mohon kesediaan Saudara/i sebagai responden untuk mengisi kuesioner ini. Seluruh data yang telah ditampung akan digunakan hanya untuk keperluan penelitian ini saja.

Atas ketersediaan Saudara/i dalam pengisian kuesioner ini, saya ucapkan terima kasih.

Email *

Alamat email valid

Formulir ini mengumpulkan alamat email. [Ubah setelan](#)

Jenis Kelamin *

- Laki - laki
- Perempuan

Anggaran untuk membeli produk fashion dalam 2 bulan *

- Kurang dari Rp. 300.000,00
- Lebih dari Rp. 300.000,00

Bagian 2 dari 3

Profil Responden



Silahkan isi pertanyaan di bawah ini sesuai diri Saudara/i

Apakah Anda pernah mendengar tentang Erigo Apparel? *

- Ya
- Tidak

Apakah Anda pernah membeli Erigo Apparel di media sosial? *

- Ya
- Tidak

Bagian 3 dari 3

Kuesioner Indikator



Silahkan isi pertanyaan di bawah ini sesuai dengan pendapat Saudara/i dengan memilih salah satu dari pilihan yang tertera.

Keterangan :

- 5 = Sangat Setuju (SS)
4 = Setuju
3 = Netral
2 = Tidak Setuju
1 = Sangat Tidak Setuju (STS)

Saya mengunjungi Erigo Apparel di media sosial untuk mempelajari tentang event baru *

- | | | | | | | |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya mengunjungi Erigo Apparel di media sosial untuk berkontribusi pada kumpulan informasi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mengunjungi Erigo Apparel di media sosial untuk menyediakan informasi kepada orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saat mengunjungi halaman Erigo Apparel di media sosial, saya suka bersosialisasi untuk menunjukkan kepada orang lain bahwa saya peduli dengan perasaan mereka *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saat mengunjungi halaman Erigo Apparel di media sosial, saya suka bersosialisasi untuk menunjukkan dorongan kepada orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saat mengunjungi halaman Erigo Apparel di media sosial, saya suka bersosialisasi untuk menolong orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saat mengunjungi halaman Erigo Apparel di media sosial, saya suka bersosialisasi karena saya peduli dengan orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Ada rasa kemanusiaan dalam halaman Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Ada rasa kemampuan bersosialisasi dalam halaman Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Ada rasa kenyamanan dalam halaman Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Ada rasa kepekaan manusia dalam halaman Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Orang-orang yang mempengaruhi perilaku saya, mendorong saya untuk berpartisipasi untuk Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya pikir, saya harus terus menggunakan media sosial untuk mengunjungi Erigo Apparel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Orang - orang yang penting bagi saya berpikir bahwa saya harus tetap menggunakan media sosial untuk mengunjungi Erigo Apparel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menggunakan media sosial untuk mengunjungi Erigo Apparel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya pikir saya harus berpartisipasi dalam halaman Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya memiliki opini positif tentang Erigo Apparel di media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya pikir kelanjutan dalam mengunjungi Erigo Apparel di media sosial baik untuk saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya pikir kelanjutan dalam mengunjungi Erigo Apparel di media sosial sesuai untuk saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mempertimbangkan untuk membeli melalui halaman Erigo Apparel di media sosial sebagai pilihan pertama saya *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Saya mempertimbangkan untuk membeli Erigo Apparel di media sosial karena harga yang sangat terjangkau *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Saya mempertimbangkan untuk membeli Erigo Apparel di media sosial karena harga yang sangat terjangkau *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Saya mempertimbangkan untuk membeli Erigo Apparel di media sosial karena kualitas produk yang sangat baik *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju



APPENDIX 2
Primary Data

Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4	
Laki - laki	Kurang dari Rp. 300.000,00	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	
Laki - laki	Kurang dari Rp. 300.000,00	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5	5	4	4	5	5	5	5	
Laki - laki	Kurang dari Rp. 300.000,00	3	3	2	2	2	2	2	3	3	4	3	4	4	3	4	3	4	3	4	4	4	4	4	4	4	4	4	3	2	3	2	2	4	4	4
Laki - laki	Kurang dari Rp. 300.000,00	2	5	3	1	1	1	2	3	5	5	3	3	5	4	5	1	5	3	3	4	4	3	4	4	3	4	3	4	4	4	3	5	5	5	5

Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4	
Laki - laki	Lebih dari Rp. 300.000,00	4	4	3	3	4	4	3	3	3	4	3	4	3	2	4	3	4	4	4	4	4	4	2	5	5	3	3	3	4	4	4	4	5	4	3
Laki - laki	Lebih dari Rp. 300.000,00	4	4	5	2	2	5	5	4	4	3	4	4	4	4	2	2	4	5	4	4	5	4	5	4	2	4	4	4	4	3	4	2	4	5	5
Laki - laki	Lebih dari Rp. 300.000,00	4	4	4	4	4	5	5	4	5	5	5	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	4	5	4	4	4
Laki - laki	Lebih dari Rp. 300.000,00	2	2	2	2	2	2	2	1	3	2	2	2	3	2	2	2	2	2	3	1	1	2	3	1	3	1	1	1	1	2	1	1	1	1	1

Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4
Laki - laki	Lebih dari Rp. 300.000,00	3	3	3	3	3	3	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	3	4	4	3	3	4	4	4
Laki - laki	Lebih dari Rp. 300.000,00	4	4	3	4	3	4	4	3	4	3	4	3	4	4	4	3	4	4	4	4	4	4	5	5	5	4	4	3	4	4	4	4	4	4
Laki - laki	Lebih dari Rp. 300.000,00	5	5	4	5	3	5	3	4	5	5	5	5	5	5	5	5	5	5	4	4	5	4	3	5	4	5	3	5	3	4	4	5	3	5
Laki - laki	Lebih dari Rp. 300.000,00	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5

Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4
Laki - laki	Lebih dari Rp. 300.000,00	4	1	1	1	1	1	1	3	3	3	3	2	2	1	4	2	3	3	3	3	4	5	5	5	4	4	2	1	1	1	1	1	5	4
Laki - laki	Lebih dari Rp. 300.000,00	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	
Laki - laki	Lebih dari Rp. 300.000,00	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Laki - laki	Lebih dari Rp. 300.000,00	4	4	4	4	4	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	5	5	5	5

Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4
Laki - laki	Lebih dari Rp. 300.000,00	4	4	4	4	2	3	4	4	4	4	4	5	4	4	4	4	4	5	5	4	4	4	5	5	5	4	4	4	4	3	4	4	4	4
Laki - laki	Lebih dari Rp. 300.000,00	5	4	1	3	2	4	4	4	3	4	4	2	3	4	4	2	3	4	3	4	3	4	2	4	4	5	4	3	4	4	4	2	3	4
Laki - laki	Lebih dari Rp. 300.000,00	4	4	2	2	2	2	3	4	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
Laki - laki	Lebih dari Rp. 300.000,00	4	5	5	5	4	4	4	5	4	4	3	4	4	4	5	3	4	5	4	4	4	4	4	4	4	2	3	3	4	5	3	4	4	4

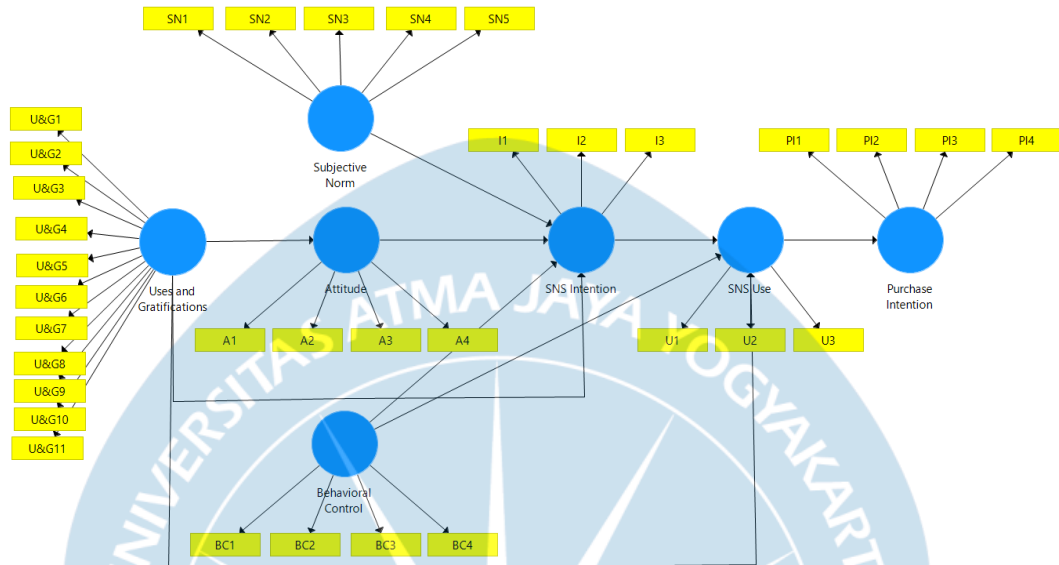
Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4
Perempuan	Lebih dari Rp. 300.000,00	3	4	2	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Perempuan	Lebih dari Rp. 300.000,00	3	3	5	2	2	2	2	3	3	3	2	1	3	2	2	2	2	2	1	2	4	4	3	4	4	4	4	4	4	4	4	4	4	4
Perempuan	Lebih dari Rp. 300.000,00	4	4	4	3	2	4	4	3	4	4	3	4	4	4	2	5	5	4	4	4	4	4	5	5	4	4	4	4	5	5	3	4	4	5
Perempuan	Lebih dari Rp. 300.000,00	3	3	4	3	3	3	3	4	4	4	4	5	5	3	5	5	5	5	4	4	4	3	3	3	5	5	5	5	5	5	4	4	3	5

Jenis Kelamin	Anggaran	U S E S & G R A T I F I C A T I O N 1	U S E S & G R A T I F I C A T I O N 2	U S E S & G R A T I F I C A T I O N 3	U S E S & G R A T I F I C A T I O N 4	U S E S & G R A T I F I C A T I O N 5	U S E S & G R A T I F I C A T I O N 6	U S E S & G R A T I F I C A T I O N 7	U S E S & G R A T I F I C A T I O N 8	U S E S & G R A T I F I C A T I O N 9	U S E S & G R A T I F I C A T I O N 10	U S E S & G R A T I F I C A T I O N 11	S N 1	S N 2	S N 3	S N 4	S N 5	A 1	A 2	A 3	A 4	B C 1	B C 2	B C 3	B C 4	I 1	I 2	I 3	U 1	U 2	U 3	P I 1	P I 2	P I 3	P I 4
Perempuan	Lebih dari Rp. 300.000,00	4	5	5	4	4	4	4	4	4	4	4	3	3	3	5	3	5	3	3	5	5	5	5	5	3	3	3	3	3	3	3	3	4	5
Perempuan	Lebih dari Rp. 300.000,00	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Perempuan	Lebih dari Rp. 300.000,00	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	4	4	4	5	5	5	5	5	5	5	4	4	4	4	5	5	5
Perempuan	Lebih dari Rp. 300.000,00	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5

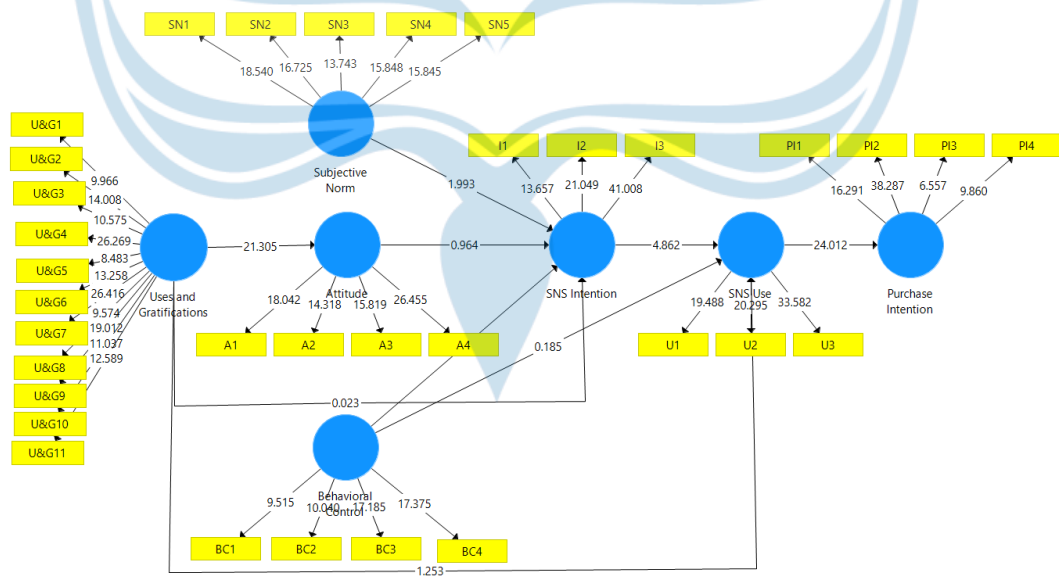


APPENDIX 3

Data Analysis



Structural Model



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Outer Loadings

	Attitude	Behavioral Control	Purchase Intention	SMS Intention	SMS Use	Subjective Norm	Uses and Gratifications
A1	0,839						
A2	0,861						
A3	0,864						
A4	0,910						
AF1							0,852
AF2							0,697
AF3							0,759
AF4							0,863
BC1		0,749					
BC2		0,781					
BC3		0,810					
BC4		0,829					
I1				0,842			
I2				0,865			
I3				0,905			
IF1							0,698
IF2							0,786
IF3							0,725
PI1			0,800				
PI2			0,879				
PI3			0,719				
PI4			0,754				
SN1						0,839	
SN2						0,803	
SN3						0,795	
SN4						0,780	
SN5						0,803	
SP1							0,728
SP2							0,803
SP3							0,736
SP4							0,775
U1					0,870		
U2					0,878		
U3					0,924		

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Cross Loadings

	Attitude	Behavioral Control	Purchase Intention	SMS Intention	SMS Use	Subjective Norm	Uses and Gratifications
A1	0,839	0,610	0,713		0,579	0,523	0,768
A2	0,861	0,552	0,639		0,705	0,598	0,751
A3	0,864	0,586	0,671		0,629	0,574	0,782
A4	0,910	0,666	0,741		0,679	0,658	0,740
AF1	0,675	0,586	0,650		0,616	0,538	0,737
AF2	0,473	0,348	0,471		0,415	0,401	0,567
AF3	0,587	0,401	0,478		0,425	0,425	0,585
AF4	0,683	0,528	0,581		0,525	0,499	0,681
BC1	0,538	0,749	0,628		0,507	0,493	0,530
BC2	0,510	0,781	0,567		0,560	0,380	0,533
BC3	0,497	0,810	0,553		0,539	0,418	0,449
BC4	0,593	0,829	0,622		0,562	0,427	0,566
I1	0,607	0,515	0,605	0,842	0,600	0,643	0,577
I2	0,709	0,656	0,688	0,865	0,570	0,682	0,635
I3	0,640	0,613	0,788	0,905	0,769	0,660	0,628
IF1	0,622	0,474	0,479	0,553	0,436	0,570	0,698
IF2	0,657	0,491	0,667	0,532	0,524	0,678	0,786
IF3	0,507	0,505	0,553	0,449	0,460	0,542	0,725
PI1	0,719	0,583	0,800	0,755	0,759	0,717	0,743
PI2	0,604	0,514	0,679	0,643	0,601	0,626	0,552
PI3	0,532	0,716	0,719	0,484	0,423	0,510	0,502
PI4	0,652	0,661	0,754	0,604	0,533	0,535	0,616
SN1	0,803	0,560	0,714	0,687	0,663	0,839	0,700
SN2	0,704	0,462	0,586	0,546	0,498	0,803	0,615
SN3	0,587	0,593	0,608	0,596	0,604	0,795	0,724
SN4	0,770	0,508	0,588	0,574	0,389	0,780	0,657
SN5	0,648	0,511	0,636	0,632	0,492	0,803	0,744
SP1	0,543	0,666	0,630	0,543	0,489	0,677	0,728
SP2	0,796	0,608	0,665	0,609	0,522	0,766	0,803
SP3	0,574	0,612	0,594	0,525	0,448	0,639	0,736
SP4	0,715	0,607	0,653	0,617	0,588	0,733	0,775
U1	0,607	0,463	0,776	0,683	0,670	0,609	0,599
U2	0,618	0,513	0,734	0,667	0,678	0,600	0,562
U3	0,585	0,473	0,710	0,640	0,924	0,560	0,536

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Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0,892	0,893	0,925	0,755
Behavioral Control	0,802	0,803	0,871	0,629
Purchase Intention	0,804	0,842	0,869	0,625
SNS Intention	0,841	0,848	0,904	0,759
SNS Use	0,869	0,870	0,920	0,793
Subjective Norm	0,864	0,868	0,902	0,647
Uses and Gratificati	0,930	0,934	0,940	0,589

Construct Reliability and Validity

SmartPLS Report

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Quality Criteria

R Square

	R Square	R Square Adjusted
Attitude	0,673	0,668
Purchase Intention	0,694	0,690
SNS Intention	0,646	0,625
SNS Use	0,582	0,564

R Square Result

SmartPLS Report

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Final Results

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude -> SNS Intention	0,214	0,184	0,219	0,979	0,328
Behavioral Control -> SNS Intention	0,280	0,298	0,138	2,035	0,042
Behavioral Control -> SNS Use	-0,035	0,007	0,179	0,194	0,846
SNS Intention -> SNS Use	0,605	0,589	0,131	4,615	0,000
SNS Use -> Purchase Intention	0,833	0,838	0,035	23,945	0,000
Subjective Norm -> SNS Intention	0,384	0,388	0,181	2,124	0,034
Uses and Gratifications -> Attitude	0,820	0,824	0,037	22,380	0,000
Uses and Gratifications -> SNS Intention	0,004	0,021	0,162	0,022	0,983
Uses and Gratifications -> SNS Use	0,235	0,215	0,182	1,286	0,199

Path Coefficient BootStrapping

