BAB V

PENUTUP DAN KESIMPULAN

Pada bagian ini, peneliti menyajikan kesimpulan, implikasi manajerial, dan keterbatasan penelitian yang dibuat berdasarkan hasil analisis data dan pembahasan yang terdapat dalam bab IV. Selain itu, pada bagian ini peneliti juga akan memberikan saran yang ditujukkan bagi pembaca yang akan menjadikan penelitian ini sebagai referensi untuk mengembangkan penelitian atau menjalankan penelitian selanjutnya.

5.1. Kesimpulan

Berdasarkan ketiga pertanyaan filter yang ditetapkan dalam kuesioner penelitian, maka dapat ditarik kesimpulan sebagai berikut:

1. Jumlah responden yang memiliki akun Instagram yang aktif dan menjadi pengikut (*follower*) pada akun Instagram Somethinc, pernah melihat aktivitas media sosial berupa konten dalam bentuk Instagram *story*, *feed*, dan/atau *reels* pada akun Instagram Somethinc, serta pernah melakukan pembelian dan menggunakan produk Somethinc minimal sebanyak 2 kali dalam kurun waktu 1 tahun terakhir sebanyak 153 responden.

2. Mayoritas responden yang terdapat dalam penelitian ini berjenis kelamin perempuan dengan jumlah sebanyak 119 responden atau sebesar 77.8% dari total keseluruhan responden.

3. Mayoritas responden yang terdapat dalam penelitian ini berada pada rentang usia 18 – 25 tahun dengan jumlah sebanyak 129 responden atau sebesar 84.3% dari total keseluruhan responden.

4. Mayoritas responden yang terdapat dalam penelitian ini berprofesi sebagai pelajar / mahasiswa dengan jumlah sebanyak 114 responden atau sebesar 74.5% dari total keseluruhan responden.

5. Mayoritas responden yang terdapat dalam penelitian ini memiliki rata-rata pendapatan per-bulan sebesar < Rp1.000.000,00 dengan jumlah sebanyak 50 responden atau sebesar 32.7% dari total keseluruhan responden.

Berdasarkan analisis regresi linier sederhana, analisis regresi linier berganda, analisis mediasi, dan pengujian hipotesis, maka dapat ditarik kesimpulan sebagai berikut:

1. Persepsi aktivitas pemasaran media sosial terbukti mempengaruhi loyalitas merek secara positif dan signifikan. Hal ini dapat diartikan bahwa semakin baik aktivitas pemasaran media sosial yang dilakukan oleh Somethinc melalui akun Instagramnya, maka akan semakin tinggi juga tingkat loyalitas merek konsumen pada produk Somethinc.

2. Persepsi aktivitas pemasaran media sosial terbukti mempengaruhi *brand consciousness* secara positif dan signifikan. Hal ini dapat diartikan bahwa semakin baik aktivitas pemasaran media sosial yang dilakukan oleh Somethinc melalui akun Instagram yang dimiliki, maka akan semakin tinggi juga tingkat *brand consciousness* konsumen pada produk Somethinc.

3. *Brand consciousness* terbukti mempengaruhi loyalitas merek secara positif dan signifikan. Hal ini dapat diartikan bahwa semakin tinggi tingkat *brand consciousness* konsumen, maka akan semakin tinggi juga tingkat loyalitas merek konsumen pada produk Somethinc.

4. Persepsi aktivitas pemasaran media sosial terbukti mempengaruhi *value consciousness* secara positif dan signifikan. Hal ini dapat diartikan bahwa semakin baik aktivitas pemasaran media sosial yang dilakukan oleh Somethinc melalui akun Instagram yang dimiliki, maka akan semakin tinggi juga tingkat *value consciousness* konsumen pada produk Somethinc.

5. *Value consciousness* tidak terbukti mempengaruhi loyalitas merek secara positif dan signifikan. Hal ini dapat diartikan bahwa semakin tinggi tingkat *value consciousness* konsumen, maka akan semakin rendah tingkat loyalitas merek konsumen pada produk Somethinc.

6. *Brand consciousness* terbukti memediasi pengaruh persepsi aktivitas pemasaran media sosial terhadap loyalitas merek secara signifikan dan dengan pola mediasi berupa *complementary mediation*. Hal ini dapat diartikan bahwa Somethinc dapat menggunakan akun Instagram yang dimiliki untuk melakukan aktivitas pemasaran media sosial mengenai

merek sehingga dapat meningkatkan *brand consciousness* konsumen dan pada akhirnya juga dapat meningkatkan tingkat loyalitas merek pada konsumen tersebut.

7. *Value consciousness* tidak terbukti memediasi pengaruh persepsi aktivitas pemasaran media sosial terhadap loyalitas merek secara signifikan dan dengan pola tanpa mediasi berupa *direct-only (non mediation)*. Hal ini dapat diartikan bahwa Somethinc dapat menggunakan akun Instagram yang dimiliki untuk melakukan aktivitas pemasaran media sosial sehingga dapat memenuhi kebutuhan konsumen yang *value-conscious*. Akan tetapi, hal tersebut tidak dapat menjamin konsumen yang *value-conscious* untuk dapat loyal terhadap merek.

8. Persepsi aktivitas pemasaran media sosial, *brand consciousness*, dan *value consciousness* dapat berpengaruh secara simultan atau bersama-sama terhadap loyalitas merek.

9. Dalam penelitian ini, persepsi aktivitas pemasaran media sosial memiliki pengaruh yang lebih besar terhadap *brand consciousness*, apabila dibandingkan dengan pengaruh persepsi aktivitas pemasaran media sosial terhadap *value consciousness*.

10. Dalam penelitian ini, *brand consciousness* memiliki pengaruh yang lebih besar terhadap loyalitas merek, apabila dibandingkan dengan pengaruh persepsi aktivitas pemasaran media sosial terhadap loyalitas merek.

5.2. Implikasi Manajerial

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka implikasi manajerial yang dapat diberikan sebagai berikut:

1. Berdasarkan hasil uji regresi linier sederhana, dapat diketahui bahwa persepsi aktivitas pemasaran media sosial memiliki pengaruh positif dan signifikan terhadap *brand consciousness*. Selanjutnya, melalui hasil *mean* pada indikator pertama pernyataan persepsi aktivitas pemasaran media sosial, dapat dikatakan bahwa Somethinc perlu untuk secara konsisten menciptakan dan mengunggah konten-konten pemasaran, baik dalam

bentuk Instagram *story*, *feed*, dan/atau *reels* yang memuat tentang informasi mengenai merek maupun produk secara menarik dan jelas. Adapun, berbagai konten pemasaran tersebut dapat diciptakan secara kreatif dengan menampilkan visual yang menarik dan menghibur. Selain itu, Somethinc juga dapat menuliskan *caption* pada konten berbentuk foto dan video yang diunggahnya secara menarik, deskriptif, serta persuasif. Dengan demikian, aktivitas pemasaran media sosial tersebut dapat meningkatkan *brand consciousness* konsumen atau menciptakan persepsi positif konsumen yang *brand-conscious* pada produk Somethinc.

2. Berdasarkan hasil uji regresi linier sederhana, dapat diketahui bahwa persepsi aktivitas pemasaran media sosial memiliki pengaruh positif dan signifikan terhadap *value consciousness*. Selanjutnya, melalui hasil *mean* pada indikator pertama pernyataan persepsi aktivitas pemasaran media sosial, dapat dikatakan bahwa Somethinc perlu untuk selalu berupaya dalam menciptakan dan mengunggah konten penawaran menarik melalui akun Instagram. Konten yang dimaksud seperti penawaran diskon harga produk, promo *buy 1 get 2*, pemberian hadiah ataupun bonus, dan atau pengadaan *giveaway* produk. Selain itu, konten penawaran tersebut juga perlu dikemas secara menarik dengan memperhatikan desain konten maupun *caption* yang diunggah. Dengan demikian, aktivitas pemasaran media sosial tersebut dapat meningkatkan *value consciousness* konsumen atau menciptakan persepsi positif konsumen yang *value-conscious* pada produk Somethinc.

3. Berdasarkan hasil uji regresi linier berganda, dapat diketahui bahwa loyalitas merek dipengaruhi secara positif dan signifikan oleh persepsi aktivitas pemasaran media sosial dan *brand consciousness*. Namun, diketahui bahwa *brand consciousness* memiliki pengaruh yang lebih besar terhadap loyalitas merek daripada pengaruh persepsi aktivitas pemasaran media sosial terhadap loyalitas merek. Selanjutnya, melalui hasil *mean* pada indikator kedua pernyataan *brand consciousness*, dapat dikatakan bahwa Somethinc perlu menciptakan strategi promosi yang tepat dan secara rutin mempromosikan produknya. Adapun, konten promosi yang dibuat harus

menampilkan informasi yang jelas mengenai kualitas dan manfaat dari produk Somethinc. Selain itu, Somethinc juga perlu untuk selalu menjaga mutu dan kualitas dari berbagai produk yang diproduksinya. Hal-hal tersebut perlu dilakukan oleh Somethinc agar dapat meningkatkan loyalitas merek konsumen yang *brand-conscious* terhadap produk Somethinc.

4. Berdasarkan hasil uji mediasi, dapat diketahui bahwa *brand consciousness* terbukti memediasi pengaruh persepsi aktivitas pemasaran media sosial terhadap loyalitas merek secara signifikan. Maka, dapat dikatakan bahwa Somethinc dapat mempertimbangkan untuk melakukan promosi secara rutin mengenai merek maupun produk melalui akun Instagramnya. Somethinc dapat berfokus pada penciptaan konten pemasaran yang menarik perhatian dan sesuai dengan kebutuhan dari konsumen yang *brand-conscious*, seperti konten yang menampilkan kualitas dan manfaat beserta deskripsi produk secara detail melalui *caption*. Hal-hal tersebut perlu menjadi fokus bagi Somethinc agar dapat meningkatkan *brand consciousness* pada konsumen yang pada akhirnya akan mendorong mereka untuk melakukan pembelian produk Somethinc secara berulang di masa depan.

5.3. Keterbatasan Penelitian

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka ditemukan keterbatasan penelitian sebagai berikut:

1. Dalam penelitian ini, aktivitas pemasaran media sosial yang diteliti hanya terbatas pada akun Instagram Somethinc saja, padahal Somethinc juga melakukan aktivitas pemasaran media sosial melalui media sosial lain, seperti melalui TikTok.

2. Dalam penelitian ini, pendekatan kuantitatif digunakan dengan menyebarkan kuesioner secara daring sehingga jawaban yang diperoleh dari responden tidak spesifik.

3. Dalam penelitian ini, terdapat 1 item pernyataan dari variabel *value consciousness* yang tidak valid sehingga item pernyataan ini dihapus dalam instrumen kuesioner yang digunakan.

5.4. Saran Penelitian Kedepannya

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka peneliti mengusulkan saran bagi peneliti lain yang ingin mengembangkan atau melanjutkan penelitian ini agar menjadi lebih baik yakni, sebagai berikut:

1. Pada penelitian kedepannya, diharapkan agar peneliti dapat menambahkan atau menggunakan media sosial lain, selain Instagram untuk meneliti aktivitas pemasaran media sosial yang dilakukan. Adapun, dengan meneliti aktivitas pemasaran media sosial pada lebih dari satu media sosial, maka peneliti akan memiliki kesempatan membandingkan hasil dari aktivitas pemasaran melalui media sosial yang satu dengan media sosial yang lain.

2. Pada penelitian kedepannya, disarankan agar peneliti dapat mencoba untuk menggunakan pendekatan kualitatif dengan melakukan wawancara kepada responden sehingga diharapkan bahwa jawaban yang diperoleh dari responden dapat lebih spesifik.

3. Pada penelitian kedepannya, disarankan agar peneliti dapat melakukan upaya untuk tetap mempertahankan item pernyataan dalam kuesioner walaupun pada saat uji validitas ditemukan hasil yang tidak valid. Adapun, upaya yang dapat dilakukan adalah dengan menambah jumlah responden sehingga dapat melakukan kembali pengujian validitas.

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LAMPIRAN

Lampiran 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal   : Permohonan Pengisisan Kuesioner Penelitian

Kepada

Yth. Bapak/Ibu/Saudara/Saudari

Di Tempat

Dengan hormat,

Saya yang bertanda tangan di bawah ini:

      Nama   : Natasha Valerie Christanto

      NPM   : 190324950

      Program Studi : Manajemen

      Fakultas   : Bisnis dan Ekonomika

      Universitas   : Atma Jaya Yogyakarta

      Dengan ini, memohon kesediaan Bapak/Ibu/Saudara/Saudari untuk berkenan dalam membantu mengisi kuesioner terlampir yang merupakan bahan untuk penelitian skripsi saya yang berjudul "Pengaruh Persepsi Aktivitas Pemasaran Media Sosial terhadap Loyalitas Merek yang Dimediasi oleh *Brand Consciousness* dan *Value Consciousness* (Studi pada Konsumen Produk Somethinc)" sebagai salah satu persyaratan kelulusan sarjana (S1) Manajemen. Seluruh informasi yang diberikan oleh responden pada kuesioner ini hanya digunakan untuk kepentingan penelitian saja dan tidak akan disalahgunakan ataupun disebarluaskan.

Demikian surat permohonan ini saya buat, atas kesediaan dan partisipasi Bapak/Ibu/Saudara/Saudari dalam membantu kelancaran penelitian ini, saya ucapkan terima kasih.

Yogyakarta, 10 April 2023

Hormat saya,
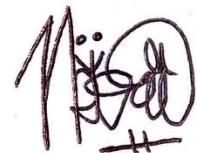
Natasha Valerie Christanto

Lampiran 2 Kuesioner

Bagian 1: Pertanyaan Filter

1. Apakah Anda memiliki akun Instagram yang aktif dan menjadi pengikut (*follower*) pada akun Instagram Somethinc?

    a. Ya

    b. Tidak

2. Apakah Anda pernah melihat aktivitas media sosial berupa konten dalam bentuk Instagram *story*, *feed*, dan/atau *reels* pada akun Instagram Somethinc?

    a. Ya

    b. Tidak

3. Apakah Anda pernah melakukan pembelian dan menggunakan produk Somethinc minimal sebanyak 2 kali dalam kurun waktu 1 tahun terakhir?

    a. Ya

    b. Tidak

Bagian 2: Profil Responden

1. Jenis Kelamin

    a. Laki-laki

    b. Perempuan

2. Usia

    a. < 18 tahun

    b. 18 – 25 tahun

    c. 26 – 35 tahun

    d. 36 – 45 tahun

    e. > 45 tahun

3. Profesi

    a. Pelajar / Mahasiswa

    b. Pegawai Swasta

    c. Pegawai Negeri Sipil

     d. Ibu Rumah Tangga

     e. Lain-lain

  4. Rata-rata Pendapatan Per-Bulan

     a. < Rp1.000.000,00

     b. Rp1.000.000,00 – Rp2.000.000,00

     c. Rp2.000.001,00 – Rp3.000.000,00

     d. Rp3.000.001,00 – Rp4.000.000,00

     e. > Rp4.000.000,00

Bagian 3: Pertanyaan Mengenai Variabel Penelitian

Keterangan:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Persepsi Aktivitas Pemasaran Media Sosial

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Saya menemukan konten menarik di akun Instagram Somethinc. (PAPMS1)					
2.	Mudah bagi saya untuk menyampaikan pendapat mengenai Somethinc melalui akun Instagram mereka. (PAPMS2)					
3.	Saya merasa mengikuti tren ketika menggunakan akun Instagram Somethinc untuk mencari informasi mengenai produk mereka. (PAPMS3)					
4.	Saya ingin menyampaikan informasi tentang merek, produk, dan layanan pada akun Instagram Somethinc kepada teman-teman saya. (PAPMS4)					

Brand Consciousness

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Saya memperhatikan merek Somethinc pada produk yang saya beli. (BC1)					
2.	Merek Somethinc memberi tahu saya tentang kualitas produknya. (BC2)					
3.	Saya berkeinginan untuk membayar lebih pada produk bermerek Somethinc. (BC3)					
4.	Somethinc yang memiliki produk dengan harga mahal memiliki kualitas yang baik. (BC4)					

Value Consciousness

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Saya membandingkan harga dari merek Somethinc dengan merek lain untuk mendapatkan penawaran yang sesuai dengan yang saya bayarkan. (VC2)					
2.	Ketika membeli produk Somethinc, saya mencoba memaksimalkan kualitas yang saya dapatkan untuk uang yang saya bayarkan. (VC3)					
3.	Ketika membeli produk Somethinc, saya ingin diyakinkan bahwa saya mendapatkan produk sesuai dengan uang yang saya bayarkan. (VC4)					

Loyalitas Merek

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Saya lebih memilih untuk membeli produk Somethinc daripada mencoba untuk membeli produk merek lain yang tidak saya yakini. (LM1)					
2.	Saya selalu membeli beberapa tipe merek tertentu, salah satunya adalah merek Somethinc. (LM2)					
3.	Saya menganggap diri saya loyal pada merek Somethinc. (LM3)					
4.	Saya merasa yakin ketika membeli produk Somethinc. (LM4)					

Lampiran 3 Kuesioner Daring

Pengaruh Persepsi Aktivitas Pemasaran Media Sosial terhadap Loyalitas Merek yang Dimediasi oleh *Brand Consciousness* dan *Value Consciousness* (Studi pada Konsumen Produk Somethinc)

Kepada responden yang terhormat,

Perkenalkan nama saya Natasha Valerie Christanto (190324950), mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang menempuh tugas akhir skripsi dengan judul "Pengaruh Persepsi Aktivitas Pemasaran Media Sosial terhadap Loyalitas Merek yang Dimediasi oleh *Brand Consciousness* dan *Value Consciousness* (Studi pada Konsumen Produk Somethinc)" sebagai salah satu persyaratan kelulusan sarjana (S1).

Dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/Saudari untuk mengisi kuesioner ini. Adapun, kriteria responden yang dapat mengisi kuesioner ini adalah sebagai berikut:

1. Responden memiliki akun Instagram yang aktif dan menjadi pengikut (*follower*) pada akun Instagram Somethinc.
2. Responden pernah melihat aktivitas media sosial berupa konten dalam bentuk Instagram *story*, *feed*, dan/atau *reels* pada akun Instagram Somethinc.
3. Responden pernah melakukan pembelian dan menggunakan produk Somethinc minimal sebanyak 2 kali dalam kurun waktu 1 tahun terakhir.

Bantuan dari Bapak/Ibu/Saudara/Saudari sangat berarti bagi penelitian saya. Atas kesediaan dan partisipasinya, saya ucapkan terima kasih.

natashavalerie23.nv@gmail.com   Switch account

☒ Not shared

* Indicates required question

Pertanyaan Filter

Apakah Anda memiliki akun Instagram yang aktif dan menjadi pengikut (*follower*) pada akun Instagram Somethinc? *

○ Ya

○ Tidak

Next   Clear form

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Google Forms

Pertanyaan Filter

Apakah Anda pernah melihat aktivitas media sosial berupa konten dalam bentuk Instagram *story*, *feed*, dan/atau *reels* pada akun Instagram Somethinc? *

○ Ya

○ Tidak

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Pertanyaan Filter

Apakah Anda pernah melakukan pembelian dan menggunakan produk Somethinc minimal sebanyak 2 kali dalam kurun waktu 1 tahun terakhir? *

○ Ya

○ Tidak

Back   Next   Clear form

Profil Responden

Jenis Kelamin *

○ Laki-laki

○ Perempuan

Usia *

○ < 18 tahun

○ 18 – 25 tahun

○ 26 – 35 tahun

○ 36 - 45 tahun

○ > 45 tahun

Profesi *

○ Pelajar / Mahasiswa

○ Pegawai Swasta

○ Pegawai Negeri Sipil

○ Ibu Rumah Tangga

○ Lain-lain

Rata-rata Pendapatan Per-Bulan *

○ < Rp1.000.000,00

○ Rp1.000.000,00 – Rp2.000.000,00

○ Rp2.000.001,00 – Rp3.000.000,00

○ Rp3.000.001,00 – Rp4.000.000,00

○ > Rp4.000.000,00

Back   Next   Clear form

Persepsi Aktivitas Pemasaran Media Sosial

Responden dimohon untuk menjawab pernyataan di bawah ini dengan memilih salah satu jawaban yang paling sesuai dengan pendapat Anda.

Adapun, pilihan jawaban akan dijabarkan sebagai berikut:
1 = Sangat Tidak Setuju (STS)
2 = Tidak Setuju (TS)
3 = Netral (N)
4 = Setuju (S)
5 = Sangat Setuju (SS)

Saya menemukan konten menarik di akun Instagram Somethinc. *

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Mudah bagi saya untuk menyampaikan pendapat mengenai Somethinc melalui akun Instagram mereka. *

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Saya merasa mengikuti tren ketika menggunakan akun Instagram Somethinc untuk mencari informasi mengenai produk mereka. *

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Saya ingin menyampaikan informasi tentang merek, produk, dan layanan pada akun Instagram Somethinc kepada teman-teman saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Back   Next   Clear form

Brand Consciousness

Responden dimohon untuk menjawab pernyataan di bawah ini dengan memilih salah satu jawaban yang paling sesuai dengan pendapat Anda.

Adapun, pilihan jawaban akan dijabarkan sebagai berikut:
1 = Sangat Tidak Setuju (STS)
2 = Tidak Setuju (TS)
3 = Netral (N)
4 = Setuju (S)
5 = Sangat Setuju (SS)

Saya memperhatikan merek Somethinc pada produk yang saya beli. *

	1	2	3	4	5	
Sangat Tidak Setuju	O	O	O	O	O	Sangat Setuju

Merek Somethinc memberi tahu saya tentang kualitas produknya. *

	1	2	3	4	5	
Sangat Tidak Setuju	O	O	O	O	O	Sangat Setuju

Saya berkeinginan untuk membayar lebih pada produk bermerek Somethinc. *

	1	2	3	4	5	
Sangat Tidak Setuju	O	O	O	O	O	Sangat Setuju

Somethinc yang memiliki produk dengan harga mahal memiliki kualitas yang baik. *

	1	2	3	4	5	
Sangat Tidak Setuju	O	O	O	O	O	Sangat Setuju

Back   Next   Clear form

Value Consciousness

Responden dimohon untuk menjawab pernyataan di bawah ini dengan memilih salah satu jawaban yang paling sesuai dengan pendapat Anda.

Adapun, pilihan jawaban akan dijabarkan sebagai berikut:
1 = Sangat Tidak Setuju (STS)
2 = Tidak Setuju (TS)
3 = Netral (N)
4 = Setuju (S)
5 = Sangat Setuju (SS)

Saya membandingkan harga dari merek Somethinc dengan merek lain untuk mendapatkan * penawaran yang sesuai dengan yang saya bayarkan.

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Ketika membeli produk Somethinc, saya mencoba memaksimalkan kualitas yang saya * dapatkan untuk uang yang saya bayarkan.

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Ketika membeli produk Somethinc, saya ingin diyakinkan bahwa saya mendapatkan * produk sesuai dengan uang yang saya bayarkan.

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

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Loyalitas Merek

Responden dimohon untuk menjawab pernyataan di bawah ini dengan memilih salah satu jawaban yang paling sesuai dengan pendapat Anda.

Adapun, pilihan jawaban akan dijabarkan sebagai berikut:
1 = Sangat Tidak Setuju (STS)
2 = Tidak Setuju (TS)
3 = Netral (N)
4 = Setuju (S)
5 = Sangat Setuju (SS)

Saya lebih memilih untuk membeli produk Somethinc daripada mencoba untuk membeli produk merek lain yang tidak saya yakini. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya selalu membeli beberapa tipe merek tertentu, salah satunya adalah merek Somethinc. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya menganggap diri saya loyal pada merek Somethinc. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya merasa yakin ketika membeli produk Somethinc. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

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Terima Kasih

Bantuan dari Bapak/Ibu/Saudara/Saudari sangat berarti bagi penelitian saya.

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Lampiran 4 Kuesioner Jurnal Utama

Persepsi Aktivitas Pemasaran Media Sosial

No.	Pernyataan	Sumber
1.	*I find interesting contents shown in social media about the brand I am considering to buy.*	(Ismail, 2017)
2.	*It is easy to deliver my opinion about the brand I am considering buying through social media.*	
3.	*Using social media to search for information about the brand I am considering buying is very trendy.*	
4.	*I would like to pass along information on brand, product, or services from social media to my friends.*	

Brand Consciousness

No.	Pernyataan	Sumber
1.	*I pay attention to the brand names of the products I buy.*	(Ismail, 2017)
2.	*Brand names tell me something about the quality of the products.*	
3.	*Sometimes I am willing to pay more money for products because of its brand name.*	
4.	*Branded products that cost a lot of money are good quality.*	

Value Consciousness

No.	Pernyataan	Sumber
1.	*I am very concerned about low prices, but I am equally concerned about product quality.*	(Ismail, 2017)
2.	*When shopping, I compare the prices of different brands to be sure I get the best value for the money.*	
3.	*When purchasing a product, I always try to maximize the quality I get for the money I spend.*	
4.	*When I buy products, I like to be sure that I am getting my money's worth.*	

Loyalitas Merek

No.	Pernyataan	Sumber
1.	*I would rather stick with a brand I usually buy than try something I am not very sure of.*	(Ismail, 2017)
2.	*I have certain types of brands that I always buy.*	
3.	*I consider myself to be loyal to one brand of product.*	
4.	*I feel confidence in a brand that I always buy.*	

Lampiran 5 Pernyataan Filter dan Profil Responden

Timestamp	Apakah Anda memiliki akun Instagram yang aktif dan menjadi pengikut (*follower*) pada akun Instagram Somethinc?	Apakah Anda pernah melihat aktivitas media sosial berupa konten dalam bentuk Instagram *story*, *feed*, dan/atau *reels* pada akun Instagram Somethinc?	Apakah Anda pernah melakukan pembelian dan menggunakan produk Somethinc minimal sebanyak 2 kali dalam kurun waktu 1 tahun terakhir?	Jenis Kelamin	Usia	Profesi	Rata-rata Pendapatan Per-Bulan
4/12/2023 11:00:24	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/12/2023 11:07:55	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 11:12:38	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 11:15:43	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 11:23:05	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00

4/12/2023 11:33:29	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 11:39:03	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	> Rp4.000.000,00
4/12/2023 11:50:46	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	< Rp1.000.000,00
4/12/2023 13:02:01	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/12/2023 13:10:26	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	> Rp4.000.000,00
4/12/2023 13:13:37	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/12/2023 13:28:32	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 13:54:54	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 14:19:50	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 15:05:29	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	< Rp1.000.000,00
4/12/2023 16:35:32	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/12/2023 17:12:40	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	> Rp4.000.000,00
4/12/2023 19:41:13	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 19:52:10	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00

4/12/2023 21:07:28	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/12/2023 21:07:39	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/12/2023 21:23:27	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/12/2023 22:23:22	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/12/2023 22:28:00	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/12/2023 23:08:18	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/12/2023 23:26:39	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/13/2023 7:21:31	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/13/2023 9:36:16	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/13/2023 13:03:08	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/13/2023 14:44:34	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/13/2023 15:18:30	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/19/2023 14:40:22	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/19/2023 14:43:06	Ya	Ya	Ya	Perempuan	> 45 tahun	Pegawai Swasta	> Rp4.000.000,00

4/19/2023 14:43:47	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 14:59:26	Ya	Ya	Ya	Perempuan	< 18 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 15:06:01	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/19/2023 15:07:44	Ya	Ya	Ya	Perempuan	36 - 45 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 15:08:19	Ya	Ya	Ya	Perempuan	> 45 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 15:08:49	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/19/2023 15:12:03	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/19/2023 15:12:53	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/19/2023 15:18:48	Ya	Ya	Ya	Laki-laki	36 - 45 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 15:20:45	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 15:21:12	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pegawai Swasta	Rp2.000.001,00 – Rp3.000.000,00
4/19/2023 15:22:16	Ya	Ya	Ya	Perempuan	> 45 tahun	Ibu Rumah Tangga	Rp2.000.001,00 – Rp3.000.000,00
4/19/2023 15:22:39	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 15:23:22	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00

4/19/2023 15:24:25	Ya	Ya	Ya	Laki-laki	> 45 tahun	Lain-lain	Rp3.000.001,00 – Rp4.000.000,00
4/19/2023 15:30:43	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 15:35:01	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 15:35:16	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 16:01:02	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/19/2023 16:38:01	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 17:02:01	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/19/2023 17:15:19	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 17:48:18	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	> Rp4.000.000,00
4/19/2023 18:35:13	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	> Rp4.000.000,00
4/19/2023 18:58:22	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 18:59:14	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 20:00:23	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/19/2023 20:05:01	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00

4/19/2023 21:09:57	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 21:20:11	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/19/2023 21:31:45	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	> Rp4.000.000,00
4/19/2023 21:32:12	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 22:27:28	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/19/2023 22:28:02	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/19/2023 22:33:30	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/19/2023 23:55:56	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/20/2023 0:55:30	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/20/2023 8:17:32	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/20/2023 9:09:40	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/20/2023 14:32:24	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/20/2023 16:02:57	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/20/2023 16:39:21	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00

4/20/2023 17:16:15	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/21/2023 7:36:12	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/21/2023 10:07:38	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/21/2023 14:59:28	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/21/2023 15:03:38	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/21/2023 15:22:33	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/21/2023 15:27:58	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/21/2023 15:34:13	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/21/2023 16:21:31	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/21/2023 17:37:30	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/21/2023 20:30:38	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/22/2023 6:06:40	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	> Rp4.000.000,00
4/22/2023 15:59:30	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/22/2023 22:53:04	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00

4/22/2023 23:13:12	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 0:05:12	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 4:37:05	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 11:57:45	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/23/2023 17:39:01	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/23/2023 17:42:05	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 18:02:11	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/23/2023 18:50:24	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/23/2023 19:13:19	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	< Rp1.000.000,00
4/23/2023 19:16:13	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/23/2023 19:20:01	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 20:05:59	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	Rp2.000.001,00 – Rp3.000.000,00
4/23/2023 20:24:32	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	> Rp4.000.000,00
4/23/2023 20:24:55	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Lain-lain	Rp2.000.001,00 – Rp3.000.000,00

4/23/2023 20:27:51	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Negeri Sipil	> Rp4.000.000,00
4/23/2023 21:16:10	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 21:19:06	Ya	Ya	Ya	Perempuan	> 45 tahun	Pegawai Swasta	> Rp4.000.000,00
4/23/2023 21:38:08	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	> Rp4.000.000,00
4/23/2023 21:59:45	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 22:01:41	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/23/2023 22:04:50	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/23/2023 23:09:20	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 23:09:48	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/23/2023 23:40:04	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/24/2023 1:00:03	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 1:48:48	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 2:13:23	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 10:54:03	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00

4/24/2023 11:21:14	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/24/2023 13:23:39	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 13:32:10	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/24/2023 16:44:04	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 17:09:20	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/24/2023 17:27:29	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	Rp2.000.001,00 – Rp3.000.000,00
4/24/2023 17:29:40	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/24/2023 19:10:29	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 19:52:43	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 21:33:10	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/24/2023 21:41:41	Ya	Ya	Ya	Laki-laki	< 18 tahun	Pelajar / Mahasiswa	Rp3.000.001,00 – Rp4.000.000,00
4/24/2023 22:06:03	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/24/2023 22:07:05	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/24/2023 22:13:48	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pegawai Swasta	Rp1.000.000,00 – Rp2.000.000,00

4/24/2023 23:02:13	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/25/2023 11:00:40	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/25/2023 17:59:58	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	> Rp4.000.000,00
4/25/2023 18:30:22	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/25/2023 18:30:25	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Pegawai Swasta	Rp3.000.001,00 – Rp4.000.000,00
4/25/2023 21:42:17	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/25/2023 22:50:22	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp2.000.001,00 – Rp3.000.000,00
4/25/2023 23:21:36	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Pegawai Swasta	Rp2.000.001,00 – Rp3.000.000,00
4/25/2023 23:47:57	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Pegawai Negeri Sipil	Rp2.000.001,00 – Rp3.000.000,00
4/25/2023 23:49:38	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/25/2023 23:51:07	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Pegawai Swasta	> Rp4.000.000,00
4/25/2023 23:52:08	Ya	Ya	Ya	Laki-laki	26 – 35 tahun	Lain-lain	> Rp4.000.000,00
4/26/2023 0:58:06	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 1:03:32	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Lain-lain	Rp3.000.001,00 – Rp4.000.000,00

4/26/2023 10:24:00	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 13:38:20	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 13:52:34	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 13:54:55	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	< Rp1.000.000,00
4/26/2023 13:56:33	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 14:50:59	Ya	Ya	Ya	Perempuan	26 – 35 tahun	Ibu Rumah Tangga	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 17:31:53	Ya	Ya	Ya	Laki-laki	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00
4/26/2023 18:09:07	Ya	Ya	Ya	Perempuan	18 – 25 tahun	Pelajar / Mahasiswa	Rp1.000.000,00 – Rp2.000.000,00

Lampiran 6 Jawaban Responden

PAPMS1	PAPMS2	PAPMS3	PAPMS4	BC1	BC2	BC3	BC4	VC2	VC3	VC4	LM1	LM2	LM3	LM4
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4	4	3	4	4	4	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	3	4	3	4	2	3	2	3	4	2	2	2	3
5	3	4	4	5	5	3	4	5	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	4	5
5	5	4	4	5	5	5	5	5	5	5	5	5	4	4
3	4	3	3	2	3	2	5	1	3	2	4	4	4	4
4	4	4	4	5	4	3	3	5	3	4	3	3	2	3
4	3	3	4	4	4	4	5	5	5	5	4	2	3	4
4	5	4	3	5	5	3	4	4	5	5	4	5	3	4
4	4	4	4	5	5	5	4	4	4	4	4	4	3	5
4	4	5	4	5	5	4	4	5	5	5	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	4
4	4	4	4	3	5	4	3	3	4	4	3	4	4	4

4	3	4	4	4	4	4	4	4	4	4	3	3	3	4
4	3	4	3	5	5	4	3	5	5	5	2	4	4	2
4	4	4	5	4	4	4	5	5	4	4	4	4	4	4
5	4	4	5	5	4	2	4	4	5	4	4	4	4	4
5	5	4	5	4	5	4	5	5	5	5	5	5	4	5
4	4	4	4	4	4	3	4	4	4	4	4	4	3	4
4	4	4	3	4	5	3	3	4	4	3	4	3	5	3
4	3	5	4	4	4	5	5	4	4	4	4	5	3	5
4	4	4	4	5	4	5	4	4	3	4	3	4	4	4
5	5	5	4	3	4	4	5	4	4	3	4	5	5	3
5	5	5	5	5	5	5	5	4	4	4	4	4	3	4
3	4	4	5	5	5	5	5	5	5	5	5	5	5	5
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5	4	2	4	4	4	4	4	5	5	5	4	5	4	5
5	4	4	5	5	5	5	5	5	4	5	5	5	5	4
5	5	4	4	3	4	2	5	3	3	4	5	5	5	5
2	4	5	4	4	5	4	4	5	5	4	4	5	4	5
4	4	4	4	5	5	4	4	4	4	4	4	4	4	4
4	5	5	4	5	5	4	4	5	5	5	4	4	4	4
4	4	3	4	5	3	4	5	5	2	5	4	4	5	5
5	4	4	5	5	5	4	4	5	4	5	5	5	4	5
5	5	4	4	5	5	4	4	5	5	4	4	5	4	5

Lampiran 7 Hasil Olah Data SPSS

Hasil Uji Validitas 30 Responden

Variabel	Item	r hitung	r tabel	Keterangan
Persepsi Aktivitas Pemasaran Media Sosial (PAPMS)	PAPMS1	0.461	0.3610	Valid
	PAPMS2	0.533	0.3610	Valid
	PAPMS3	0.610	0.3610	Valid
	PAPMS4	0.653	0.3610	Valid
Brand Consciousness (BC)	BC1	0.527	0.3610	Valid
	BC2	0.545	0.3610	Valid
	BC3	0.659	0.3610	Valid
	BC4	0.597	0.3610	Valid
Value Consciousness (VC)	VC1	0.326	0.3610	Tidak Valid
	VC2	0.612	0.3610	Valid
	VC3	0.718	0.3610	Valid
	VC4	0.707	0.3610	Valid
Loyalitas Merek (LM)	LM1	0.738	0.3610	Valid
	LM2	0.630	0.3610	Valid
	LM3	0.744	0.3610	Valid
	LM4	0.827	0.3610	Valid

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PAPMS1	12.77	2.944	.461	.221	.747
PAPMS2	12.87	2.878	.533	.316	.718
PAPMS3	13.00	2.207	.610	.380	.670
PAPMS4	12.97	2.102	.653	.446	.643

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BC1	12.50	3.017	.527	.319	.744
BC2	12.63	2.723	.545	.327	.728
BC3	13.03	2.033	.659	.466	.670
BC4	12.83	2.420	.597	.409	.700

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VC1	13.63	2.447	.326	.170	.860
VC2	13.53	2.326	.612	.582	.695
VC3	13.50	2.190	.718	.623	.643
VC4	13.53	2.051	.707	.525	.637

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LM1	12.67	3.816	.738	.548	.825
LM2	12.50	4.948	.630	.447	.866
LM3	12.73	3.651	.744	.614	.827
LM4	12.40	4.386	.827	.693	.798

Hasil Uji Reliabilitas 30 Responden

Variabel	Nilai *Cronbach's Alpha*	Tingkat Signifikan	Keterangan
Persepsi Aktivitas Pemasaran Media Sosial (PAPMS)	0.757	0.70	Reliabel
Brand Consciousness (BC)	0.769	0.70	Reliabel
Value Consciousness (VC)	0.769	0.70	Reliabel
Loyalitas Merek (LM)	0.867	0.70	Reliabel

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.758	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.775	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.787	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.877	4

Hasil Statistik Deskriptif

Persepsi Aktivitas Pemasaran Media Sosial

Indikator	N	*Minimum*	*Maximum*	*Standard Deviation*	*Mean*	Kategori Interval Kelas
PAPMS1	153	1	5	0.741	4.19	Tinggi
PAPMS2	153	2	5	0.711	4.14	Tinggi
PAPMS3	153	2	5	0.767	4.07	Tinggi
PAPMS4	153	1	5	0.826	4.05	Tinggi
Total *Mean*					4.1127	Tinggi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PAPMS1	153	1	5	4.19	.741
PAPMS2	153	2	5	4.14	.711
PAPMS3	153	2	5	4.07	.767
PAPMS4	153	1	5	4.05	.826
PersepsiAktivitasPemasaranMediaSosial	153	2.25	5.00	4.1127	.60694
Valid N (listwise)	153				

Brand Consciousness

Indikator	N	*Minimum*	*Maximum*	*Standard Deviation*	*Mean*	Kategori Interval Kelas
BC1	153	2	5	0.704	4.32	Sangat Tinggi
BC2	153	3	5	0.626	4.37	Sangat Tinggi
BC3	153	1	5	0.916	3.76	Tinggi
BC4	153	2	5	0.806	4.09	Tinggi
Total *Mean*					4.1356	Tinggi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BC1	153	2	5	4.32	.704
BC2	153	3	5	4.37	.626
BC3	153	1	5	3.76	.916
BC4	153	2	5	4.09	.806
BrandConsciousness	153	2.75	5.00	4.1356	.58136
Valid N (listwise)	153				

Value Consciousness

Indikator	N	*Minimum*	*Maximum*	*Standard Deviation*	*Mean*	Kategori Interval Kelas
VC2	153	1	5	0.746	4.31	Sangat Tinggi
VC3	153	2	5	0.683	4.31	Sangat Tinggi
VC4	153	2	5	0.670	4.34	Sangat Tinggi
Total *Mean*					4.3203	Sangat Tinggi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
VC2	153	1	5	4.31	.746
VC3	153	2	5	4.31	.683
VC4	153	2	5	4.34	.670
ValueConsciousness	153	2.00	5.00	4.3203	.59467
Valid N (listwise)	153				

Loyalitas Merek

Indikator	N	*Minimum*	*Maximum*	*Standard Deviation*	*Mean*	Kategori Interval Kelas
LM1	153	1	5	0.873	4.03	Tinggi
LM2	153	2	5	0.784	4.15	Tinggi
LM3	153	1	5	0.916	3.81	Tinggi
LM4	153	2	5	0.717	4.20	Tinggi
Total *Mean*					4.0458	Tinggi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
LM1	153	1	5	4.03	.873
LM2	153	2	5	4.15	.784
LM3	153	1	5	3.81	.916
LM4	153	2	5	4.20	.717
LoyalitasMerek	153	2.00	5.00	4.0458	.68731
Valid N (listwise)	153				

Hasil Uji Regresi Linier Sederhana

Pengaruh Persepsi Aktivitas Pemasaran Media Sosial terhadap *Brand Consciousness*

Variabel Independen	*Standardized Coefficients Beta*	t	Sig.	Keterangan
Persepsi Aktivitas Pemasaran Media Sosial	0.644	10.342	0.000	Signifikan
Variabel Dependen: *Brand Consciousness*				

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.599	.248		6.449	.000
	PersepsiAktivitasPemasaranMediaSosial	.617	.060	.644	10.342	.000

a. Dependent Variable: BrandConsciousness

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Hasil Uji Regresi Linier Sederhana

Pengaruh Persepsi Aktivitas Pemasaran Media Sosial terhadap *Value*

Consciousness

Variabel Independen	*Standardized Coefficients Beta*	t	Sig.	Keterangan
Persepsi Aktivitas Pemasaran Media Sosial	0.519	7.462	0.000	Signifikan
Variabel Dependen: *Value Consciousness*				

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.229	.283		7.867	.000
	PersepsiAktivitasPemasaranMediaSosial	.509	.068	.519	7.462	.000

a. Dependent Variable: ValueConsciousness

Hasil Uji Regresi Linier Berganda

Pengaruh Persepsi Aktivitas Pemasaran Media Sosial, *Brand Consciousness*,

dan *Value Consciousness* terhadap Loyalitas Merek

Variabel Independen	*Standardized Coefficients Beta*	t	Sig.	Keterangan
Persepsi Aktivitas Pemasaran Media Sosial	0.237	3.144	0.002	Signifikan
Brand Consciousness	0.530	6.704	0.000	Signifikan
Value Consciousness	0.038	0.537	0.592	Tidak Signifikan
R Square			0.533	
Adjusted R Square			0.523	
F			56.662	
Sig.			0.000	
Keterangan			Signifikan	
Variabel Dependen: Loyalitas Merek				

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.730[a]	.533	.523	.47445	.533	56.662	3	149	.000

a. Predictors: (Constant), ValueConsciousness, PersepsiAktivitasPemasaranMediaSosial, BrandConsciousness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.264	3	12.755	56.662	.000[b]
	Residual	33.541	149	.225		
	Total	71.805	152			

a. Dependent Variable: LoyalitasMerek

b. Predictors: (Constant), ValueConsciousness, PersepsiAktivitasPemasaranMediaSosial, BrandConsciousness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.162	.323		.501	.617
	PersepsiAktivitasPemasaranMediaSosial	.268	.085	.237	3.144	.002
	BrandConsciousness	.627	.094	.530	6.704	.000
	ValueConsciousness	.044	.082	.038	.537	.592

a. Dependent Variable: LoyalitasMerek

Lampiran 8 Jurnal Utama

The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness

Some of the authors of this publication are also working on these related projects:

Project Constructing A New Instrument For The Malaysian Work Value Model To Improve Level Of Work Values Among Malaysian Graduates View project

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The influence of perceived social media marketing activities on brand loyalty

The mediation effect of brand and value consciousness

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Abstract

Purpose – The purpose of this paper is to investigate the impact of social media marketing activities on brand loyalty, value consciousness and brand consciousness.
Design/methodology/approach – A self-administered questionnaire was developed and administered to a convenience sample of 346 undergraduate students
Findings – The findings of this research indicated that social media marketing has a significant effect on brand loyalty; brand consciousness and value consciousness mediate the relationship between social media marketing and brand loyalty.
Originality/value – This study confirms the growing importance of social media marketing. It also provides insights for marketers on envisioning brand loyalty.
Keywords Brand consciousness, Brand loyalty, Social media marketing, Value consciousness
Paper type Research paper

Introduction

Social media is defined as "a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user generated content" (Kaplan and Haenlein, 2010, p. 61). Those applications take a variety of forms, including weblogs, social blogs, microblogging, wikis, podcasts, pictures, video, rating and social bookmarking. In January 2014, 74 percent of online adults worldwide use social networking sites (Duggan *et al.*, 2015). Social media platforms play a big part in the daily lives of their users (Okazaki, 2009). Moreover, social media allow users to connect with peers by adding them to networks of friends, which facilitates communication, particularly among peer groups (Ahuja and Galvin, 2003; Zhang and Daugherty, 2009). Globally, more than 50 percent of social media users follow brands on social media (van Belleghem *et al.*, 2011) and 29 percent follow trends and find product reviews and information, and 20 percent comment on what is hot or new or to review products (Gallup, 2014). In Malaysia social media penetration is 64 percent, which is considered one of the highest in Asia pacific region – second only to Singapore. Marketers view the social media landscape in Malaysia as vibrant, with most of the Malaysian population turning to social media platforms (www.marketing-interactive.com/state-social-media-malaysia/, 2016).

Consumers use social media to find information about desired products with the best prices. Social media have inexorably changed how consumers and marketers communicate (Hennig-Thurau *et al.*, 2004; Nambisan and Baron, 2007). Social media gives consumers a voice, and allows them to interact and share their experiences with any person anywhere in the world (Kozinets *et al.*, 2010). In general, consumers have different orientations when making purchase decision. Consumers are either brand conscious who view brands as symbols of status and prestige, or value conscious, who use social media to check and compare the prices of different brands, to get the best value for their money. Businesses are

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joining social media to target those two types of consumers and actively perform less costly integrated marketing activities. An overwhelming majority of marketers worldwide 97 percent are participating in social media marketing to market their business (Stelzner, 2014). More than half of marketers 54 percent chose Facebook as their most important platform. Social media being used as a marketing tool mainly for four purposes: market research and feedback generation; publicity, branding, and reputation management; business networking; and customer service and customer relationship management (Thoring, 2011). Although businesses have joined social media to increase brand awareness and acquire more customers, the question still remains of how brand loyalty can be built and strengthened through social media? Understanding how social media marketing activities influence brand loyalty is important for strategic marketing. Another question that is addressed in this study is: what is the effect of perceived social media marketing activities on brand- and value-conscious consumers? The current study is attempting to address this knowledge gap by developing a research model to test the relationships among social media marketing activities, brand consciousness, value consciousness and brand loyalty. The paper is organized as follows. The next section describes the hypotheses on the relationships among perceived social media marketing activities, brand loyalty, brand consciousness and value consciousness. Then, methodology and empirical results will be presented, and finally the conclusion and limitation of the study.

Theoretical background and hypotheses
Perceived social media marketing activities and brand loyalty
In recent years, many firms used social media to engage customers with the brand (Okazaki *et al.*, 2015). However, those firms still struggle to accomplish brand loyalty because they do not fully understand how to build consumer-brand relationship in social media setting (Fournier and Lee, 2009). Social media marketing is "a broad category of advertising spending, including advertising using social network, virtual worlds, user-generated product reviews, blogger endorsement, RSS feeds of content and social news sites, podcasts, games, and consumer generated advertising" (Tuten, 2008, p. 9). Also social media marketing is defined as "a form of online advertising that uses the cultural context of social context, including social networks (e.g. Youtube, Myspace and Facebook), virtual worlds (e.g. Second Life, There, and Kaneva), social news sites (e.g. Digg and del.icio.us), and social opinion-sharing sites (e.g. Eopinions), to meet branding and communication objectives" (Tuten, 2008, p. 19). Social media marketing activities are subset of online marketing activities that complete traditional web-based promotion strategies, such as e-mail newsletters and online advertising campaigns (Barefoot and Szabo, 2010, p. 13). Social media, in a way, converts consumers into marketers and advertisers, who generate, edit, and share online information about companies, products and services. That may attracts attention and encourages online users to share it with their social networks (Akar and Topçu, 2011).

In the very beginning of social media usage, consumers joined social media to keep in touch with family and friends, as time has passed, social media interest has increased and brands have discovered that there is an audience for them. Nowadays, consumers can follow their favorite brands on social media sites, such as Facebook and Twitter, to stay informed of the latest products, to receive discounts, to access to special promotions and to get to know more news regarding the company. Branding literature indicated that marketers can enhance their brand loyalty by strengthen consumer-brand relationships (Aaker, 1996; Fournier, 1998; Kapferer, 1998; Keller, 1998). Valuable consumer-brand relationship results in many benefits to the consumer, such as product or service quality, price and special treatment (Liao *et al.*, 2014; Chen and Hu, 2010). Those perceived relationship benefits can boost customers' satisfaction and generate positive word-of-mouth and build brand loyalty through brand community (Muñiz and O'Guinn, 2001; McAlexander *et al.*, 2002; Schau *et al.*, 2009; Lee *et al.*, 2014).

Social media has become a hub for promoting goods and services which enables marketers to actively communicate with customers. Also, it has shifted the previous one-way communication channel to a two-way communications channel which enables more customer engagement and creates a sense of equality between the consumers and their brands (Evans, 2012). Furthermore, social media-based communication provides consumers with relevant information and reduce their efforts to search for information (Merisavo and Raulas, 2004; Laroche *et al.*, 2013). Additionally, it enables customers to voice out their satisfaction or displeasure with the brand. Finally, social media also can be a positive form of advertising for brands. Ultimately, if a consumer responds favorably toward a company's advertisements and promotions through social media, then a relationship will begin to develop between the consumer and the brand (Fournier, 1998) and consequently, strong consumer-brand relationship in social media would lead to brand loyalty (Fournier, 1998). Therefore, it is believed that, as customers appreciate regular communication from the brand, it can further enhance their brand loyalty (Merisavo and Raulas, 2004). Therefore, it is hypothesized that social media marketing activities will contribute to brand loyalty:

H1. Perceived social media marketing activities will have a positive effect on brand loyalty.

Brand consciousness. Brand consciousness refers to the mental orientation to select products that are well-known and highly advertised brand name (Sproles and Kendall, 1986). Consumers often express personal characteristics and preferences through brand (Manrai *et al.*, 2001). Those consumers with high levels of brand consciousness tend to buy more expensive and well-known brands (Liao and Wang, 2009; Sproles and Kendall, 1986). They use the brands as symbols of status and prestige (Escalas and Bettman, 2005; Jamal and Goode, 2001). They gain confidence in constructing their own self-identity and present such an identity to others (Phau and Teah, 2009; Wang *et al.*, 2009). Therefore, they are willing to pay a price premium for a well-known brand's product (Liao and Wang, 2009; Sproles and Kendall, 1986). Despite its importance, the impact of perceived social media marketing activities on brand consciousness remains relatively unknown. Previous studies showed that the traditional instruments (TV, radio and magazines, etc.) of marketing communications have a positive impact on different constructs such as brand loyalty, brand association and brand awareness (Yoo *et al.*, 2000). Consumers, nowadays, are turning away from traditional media and are increasingly using social media to search for information (Mangold and Faulds, 2009) because it is regarded as a more trustworthy source of information than those traditional instruments of marketing communications used by companies (Foux, 2006). For example, one of many venues that have been gaining considerable attention from consumers is Instagram. Members of the Instagram community share photos and videos. Photo-sharing could be a good way to draw follower's attention to the brand and inspire participation and discussion from users and ultimately contribute to brand consciousness. Thus, it is assumed that perceived social media marketing activities will positively influence brand consciousness:

H2. Perceived social media marketing activities will have a positive effect on brand consciousness.

Symbolic self-completion theory (Wicklund and Gollwitzer, 1981) posits that individuals use material possessions and other indicators as socially recognized symbols to communicate this identity to others. A symbol can be defined as "any facet of the person that has the potential to signal to others (who understand the symbol as related to the identity) that one possesses the identity in question" (Braun and Wicklund, 1989, p. 164). The symbolic self-completion theory supports the notion that consumers use brands as a means to protect their self-identity. For example, highly brand conscious consumers may buy expensive brands and remain loyal to the brand not because of quality perceptions *per se*, but because

others may perceive them as socially positive due to the high price (Bao and Mandrik, 2004). Thus, this study proposes that brand consciousness is related to brand loyalty:

H3. Brand consciousness will have a positive effect on brand loyalty.

Value consciousness. Not all consumers believe that acquiring goods is a driver of happiness and signals of social status. Frugal consumers are more value conscious (Lichtenstein *et al.*, 1990); they carefully use resources and avoid waste (De Young, 1986, p. 285). Value consciousness is defined as "a concern for paying low prices, subject to some quality constraint" (Lichtenstein *et al.*, 1990, 1993, Ailawadi *et al.*, 2001). Value-conscious customers tend to be concerned equally about low prices and product quality (Sharma, 2011). They are also more likely to habitually use social media platforms to shop for the lowest cost which brings a number of significant benefits; i.e. saving money by enabling them to achieve lowest price, identifying the right products to satisfy their needs and compare other prices from different brands. For example, price comparison website priceline.com Facebook page has more than 600,000 followers. Customers who have liked this page are signaling that they are interested in the products and services they offer. Therefore obtaining goods at lower prices is relatively important than product quality or brand image in purchasing decision (Batra, 1997; Cui and Liu, 2001). Therefore:

H4. Perceived social media marketing activities will have a positive effect on value consciousness.

According to Russo (2014), 78 percent of consumers admit they are not loyal to any particular brand. In a price competitive and dynamic marketplace such as internet, value-conscious consumers are less likely to engage in routinized brand choice behavior (Garretson *et al.*, 2002). While searching the "web" for products, value-conscious consumers are motivated to purchase products based on the price, if the price is too high, a consumer may dismiss his/her choice entirely and seek a brand with a better price. Therefore, value consciousness negatively influences brand loyalty:

H5. Value consciousness will have a negative effect on brand loyalty.

Mediation effects. As stated earlier, social media platforms offer brands opportunities to develop and increase brand consciousness. Similarly, perceived social media marketing activities contribute to brand consciousness and in turn, brand loyalty will exist when the consumer is highly conscious about the brand. In the same vein, social media marketing activities may boost value consciousness and value consciousness will negatively be associated to brand loyalty. Therefore, the following hypotheses put forward:

H6. Brand consciousness will mediate the relationship between perceived social media marketing and brand loyalty.

H7. Value consciousness will mediate the relationship between perceived social media marketing and brand loyalty.

The research model to guide the objective of this first study is presented in Figure 1. It is argued that perceived social media marketing is related to brand loyalty, brand consciousness and value consciousness. Additionally, value consciousness and brand consciousness have a direct effect on brand loyalty (see Figure 1).

Methodology
Context
Asia Pacific region accounts for 52.2 percent of global social media users. Asia is central to Facebook growth; the region has more than 426 million monthly active users. Time spent on

Figure 1.
Research model
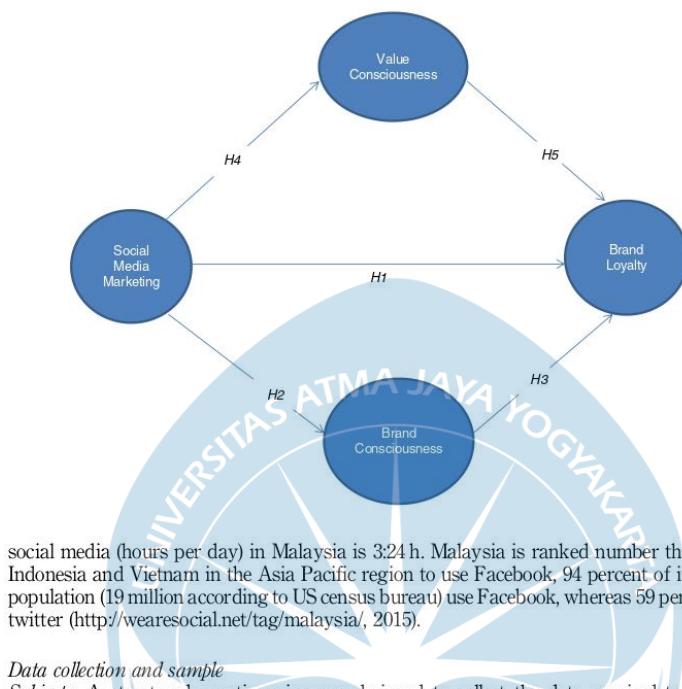
social media (hours per day) in Malaysia is 3:24 h. Malaysia is ranked number three after Indonesia and Vietnam in the Asia Pacific region to use Facebook, 94 percent of its online population (19 million according to US census bureau) use Facebook, whereas 59 percent use twitter (http://wearesocial.net/tag/malaysia/, 2015).

Data collection and sample

Subjects. A structured questionnaire was designed to collect the data required to test the conceptual model. Data were collected from a sample marketing students. A convenience sample of 346 undergraduate students, in University of Northern Malaysia was recruited through self-administered survey with the incentive of extra credit for classes in which they were enrolled. Their age is between 19 and 25 years old. As the focus of this study is on young adults' use of social media, therefore, college-aged students sample is considered appropriate. The questionnaire included a synopsis of the goals of the study, contact information of the researchers. College students are known to be among the most connected group. The researcher distributed the survey directly to students in their classes. Participation in the survey was limited to student living in Malaysia only and 73.1 percent were females, while 26.9 percent were males.

A screening question excluded unqualified participants who had never used any social media websites: during a typical day, how much time do you spend on social media activities? (1 none, 2, 3, 4 a lot). Members of a brand community in any social media platform were the target sample in this study. So, we asked participants to list the brand communities they are a member of and follow on social media. Furthermore, we asked them to keep in mind these brand communities while answering the questions. With this procedure, which is consistent with previous studies in online contexts (Bagozzi and Dholakia, 2006; Steenkamp and Geyskens, 2006; Laroche *et al.*, 2013). Participants then answered questions relating to the constructs of interest (see Table AI), followed by demographic questions. Overall, the respondents were heavy social media users; 62.7 percent of the sample reported using the social media a lot during a typical day, whereas 37.3 percent have identified themselves as moderate users of social media.

Measures

The variables in the theoretical model were measured on seven point scales ranging from 1 = "strongly disagree" to 7 = "strongly agree." All the scales are obtained from previous studies. The scale of perceived social media marketing activities was adapted from Kim and Ko (2012). The scale of consumer decision-making styles depicts the mental orientation when consumers make choices (Sproles and Kendall, 1986). It has a subscale called "brand consciousness," which was used in the present study. "Value consciousness" scales were adapted from Lichtenstein *et al.* (1993), and "brand loyalty" scale developed by Ailawadi *et al.* (2001) was used in the current study.

Data analysis

To estimate the relationships in the model, structural equation modeling with AMOS 17.0 and maximum likelihood estimation is used. Confirmatory factor analysis (CFA) is conducted to assess the psychometric properties of the scales and test the discriminant validity of the measures. Following the procedures outlined by Byrne (2001), the first step consisted of testing for the factorial validity of the theoretical constructs.

Results

Two items (using social media to look for the brand I am considering to buy is fun and I would like to share contents from social media with my friends) were removed from the scales measuring perceived social media marketing activities construct, because their loading factors were less than 0.5 after CFA first run. Test statistics indicate that the measurement model represents a good fit to the data. The overall model were CMIN = 217.215, df = 98, $p = 0.0$, CMIN/df = 2.216. The fit indices were CFI = 0.96, GFI = 0.93 TLI = 0.95 and RMSEA = 0.059. Internal consistency reliability, the most widely used reliability method, was measured using Cronbach's α. The reliability of the scales ranged from 0.81 to 0.89 (see Table I). Following the widely recognized rule of thumb of using a reliability level of 0.5 (Hair *et al.*, 2006), the analysis indicated that the measurement scales are highly reliable.

The next step is to assess convergent validity by checking the factor loadings of each item and the values of average variance extracted (AVE > 0.5). The factor loadings of the measurement items are significant and substantial, i.e. $p > 0.5$ (Hair *et al.*, 2006), as well as composite reliabilities of each of the constructs and average variance extracted (see Table III) average variances extracted were > 0.50. Thus, the convergent validity of the latent constructs was confirmed. Discriminant validity was investigated following Fornell and Larcker's (1981) suggestion. According to them, the average variance extracted must exceed the corresponding squared interconstruct correlations estimate between the two constructs. In the current study, all the variance extracted estimates were greater than the corresponding interconstruct squared correlation estimates; the correlation matrix of latent variables is in Table I.

Moreover, assessment of nomological validity is based on the correlation matrix (Hair *et al.*, 2006) provided in Table I. The results support that these constructs are positively related to one another and these relationships simply make sense. The structural model

|	1	2	3	4
1. Perceived social media marketing activities	1.00			
2. Brand consciousness	0.54	1.00		
3. Value consciousness	0.35	0.21	1.00	
4. Brand loyalty	0.43	0.45	0.45	1.00

Table I.
Correlation matrices

displayed a good fit with the data, compared with the suggested fit criteria. The fit statistics were CMIN $\chi^2 = 217.524$, df $= 99$, $p = 0.0$, CMIN/df $= 2.197$. The fit indices were all in acceptable ranges with CFI $= 0.96$, GFI $= 0.93$, TLI $= 0.95$ and RMSEA $= 0.059$. Models with cut-off values above 0.90 for CFI, and below 0.08 for RMSEA are considered to have a good fit between the hypothesized model and the observed data (Hu and Bentler, 1999). Figure 2 displayed all of the structural relationships among the studied constructs; path coefficients and their significance, R^2 for each dependent construct are also presented in this figure. As indicated in Figure 2 all hypotheses, except for *H5* were supported by the data.

Mediating effects
Bootstrapping procedures were implemented to obtain estimates of the indirect effects and to test their significance by using confidence intervals. If a zero is not included in the 95 percent confidence interval of the estimate, it means that the indirect effect is statistically significant. As there was more than one mediating effect in the structural model, in order to separate the indirect effects and test the significance of each of the mediating effects, phantom variables and bias-corrected bootstrap method were used. The researcher requested AMOS to generate 1,000 bootstrap samples and selected bias-corrected bootstrap method with 95 percent confidence intervals (Mallinckrodt *et al.*, 2006). The first phantom model was created in which the indirect effect was found significant with 0.001 *p*-value and point estimate 0.161. The bias corrected lower and upper confidence interval are 0.076 and 0.284 which means that there is no zero in between therefore brand consciousness mediates the relationship between perceived social media marketing and brand loyalty. The total effect is 0.288, with 0.002 *p*-value < 0.001, significant and direct effect is 0.078 with *p*-value 0.224 < 0.001, significant. The second phantom model showed that the indirect effect was found significant with 0.001 *p*-value and point estimate 0.115. The bias corrected lower and upper confidence interval are 0.067 and 0.189 which means that there is a zero therefore
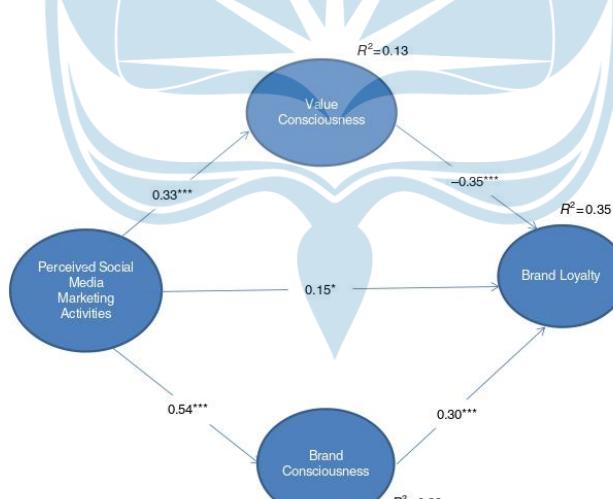
Figure 2.
Validated model

Notes: *$p < 0.05$; ***$p < 0.001$

value consciousness mediate the relationship between perceived social media marketing and brand loyalty. The total effect is 0.212, with *p*-value < 0.001 and direct effect is 0.218 with *p*-value < 0.001. Table III shows the mediating effects of brand consciousness on the relationship between perceived social media marketing and brand loyalty as well as the mediating effect of value consciousness on the relationship between perceived social media marketing activities and brand loyalty. From the bias-corrected bootstrap test result, it was confirmed that brand consciousness and value consciousness significantly mediated the influences of perceived social media marketing activities on brand loyalty.

Common method variance (CMV)
Since the data in the current study was collected using self-report questionnaires at the same time from the same participants and both independent and dependent variables are perceptual measures derived from the same respondents, CMV may be a concern (Podsakoff and Organ, 1986). Harman's (1967) one-factor test was performed following the approach outlined by Podsakoff *et al.* (1984). All the items of the study were entered into a principal component analysis with varimax rotation According to this technique, if a single factor emerges from the factor analysis or one "general" factor accounts for more than 50 percent of the covariation in the variables, CMV is present. The analysis revealed that there is no single factor in the factor structure. Therefore, it does not appear to be a common method bias concern in the present study. Another test was run to check the CMV in the data set using common latent factor, whereby a common latent factor was added to the CFA model and then the standardized regression weights of that model were compared to the standardized regression weights of the model without common latent factor. The results showed that all the differences were less than 0.2 so common method bias was not a major threat in the data set (Tables II and III).

Discussion
The findings of this study confirmed that perceived social media marketing activities will assist marketers in conceiving brand loyalty, brand consciousness and value consciousness. The current research supports the idea that perceived social media marketing activities is a

Hypotheses	Path estimates	*t*-values	Test results
H1: perceived social media marketing activities will have a positive effect on brand loyalty	0.15	7.13	Accepted
H2: perceived social media marketing activities will have a positive effect on brand consciousness	0.54	8.64	Accepted
H3: brand consciousness will have a positive effect on brand loyalty	0.30	2.10	Accepted
H4: perceived social media marketing activities will have a positive effect on value consciousness	0.33	4.10	Accepted
H5: value consciousness will have a negative effect on brand loyalty	−0.35	5.72	Accepted

Table II.
Summary of
Study 1 results

Hypotheses	Independent variables	Effect	Significance[a]	Test results
H6	Brand consciousness	0.161	0.001	Accepted
H7	Value consciousness	0.115	0.001	Accepted

Table III.
Mediation effects

Notes: Mediator, brand consciousness and value consciousness; dependent variable, brand loyalty. [a]Significant levels based on phantom variables and bootstrapping techniques

key driver of brand loyalty because followers of the brand pages on social media platforms tend to be loyal and committed to the brand (Bagozzi and Dholakia, 2006). The finding is congruent with previous studies which have founded that online brand communities, can enhance customer's loyalty to the brand (McAlexander *et al.*, 2002; Muñiz and O'Guinn, 2001; Schau *et al.*, 2009; Zhou *et al.*, 2011). Therefore, the study concluded that perceived social media marketing activities is effective tool developing relationship with customers, and building brand loyalty within the social media-based brand community.

Also, this study has set out to examine the impact of social media on marketing on brand consciousness from consumer's perspective. The assumption of perceived social media marketing activities exert an important impact on a brand consciousness is believed to be valid. Previous research mainly has demonstrated the impact of the traditional instruments (TV, radio, magazines, etc.) of marketing communications on brand loyalty, brand association and brand awareness (Yoo *et al.*, 2000). However, today's consumers, especially young, are more brand conscious, they regard social media as a more trustworthy source of information about their brands than traditional instruments of marketing communications. Consumers searching for clothing, cosmetics, shoes, perfumes, fashion accessories or other products are exposed to a plethora of social media marketing activities in addition to the traditional media such TV commercials and other promotional activities, this exposure makes consumer well informed about their brands. In a nutshell, the social media marketing is good strategy for brand consciousness. It is considered as an informative tool for customers to get up-to-date details about the products. The contribution of current study findings to theory is that the extension of marketing communication tools to incorporate social media and its impact on brand consciousness.

The study has also examined the mediating effect of brand consciousness on the relationship between social media marketing and brand loyalty. Whether it is a customer reaching out to a company or a company sharing information with its followers, this constant communication is ideal for encouraging brand consciousness which, in turn enhances brand loyalty as demonstrated in the current study. This study also yields a new insight into how perceived social media marketing activities influence value consciousness consumers. Based on the above findings, the conceptual model has shown a direct positive effect of perceived social media marketing activities on value consciousness. That means social media marketing has been influential to the brand followers who are value conscious. Value-conscious consumers are of a great importance to marketers to target in today's uncertain economy, whereby everyone is considered a value shopper. According to Forrester Research, price is becoming a more important driver in the purchasing decisions of consumers (Dunnhumby, 2014). The findings of this study have shown that social media value-conscious consumers are not brand loyal, as value consciousness and brand loyalty variables are negatively related.

The results also showed that value consciousness I negatively related to brand loyalty. They have personal experience with the product and willing to share their opinions and recommendations with many others in person and online across social media.

Limitations and directions for future studies
This research has certain limitations. First, the study has been conducted in only one of the emerging market countries (i.e. Malaysia) (International Monetary Fund (IMF), 2012). Future research should look into the comparison between developed countries and less developed countries in this regard. Second, the participants in this study were undergraduate students aged between 19 and 25. Although young adults within this age range are generally heavy users of social media, those in other age groups are not represented in the study. Therefore, the results of this study are not generalizable beyond the specific age group under examination. Future research should adopt a more representative sample to

rectify this issue. Third, there may exist other moderators that regulate the effectiveness of perceived social media marketing activities on the study variables, such as age, gender, education, income and personality. These moderators are not discussed in this research. Future research should examine a greater variety of moderators. Finally, future research should further compare the impact of traditional media marketing and social media marketing and identify which media exert a stronger impact on the study variables.

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Appendix

Item	Constructs	Mean	SD	Loadings	Cronbach's α	AVE	Composite reliability
Brand consciousness							
BCNSS1	I pay attention to the brand names of the products I buy	4.23	1.62	0.735	0.81	0.52	0.81
BCNSS2	Brand names tell me something about the quality of the products	5.21	1.42	0.730			
BCNSS3	Sometimes I am willing to pay more money for products because of its brand name	4.33	1.54	0.739			
BCNSS4	Branded products that cost a lot of money are good quality	4.54	1.56	0.671			
Social media marketing							
SMAC2	I find interesting contents shown in social media about the brand I am considering to buy	4.34	1.46	0.762	0.83	0.54	0.82
SMAC3	It is easy to deliver my opinion about the brand I am considering buying through social media	4.26	1.35	0.763			
SMAC4	Using social media to search for information about the brand I am considering buying is very trendy	4.45	1.32	0.696			
SMAC5	I would like to pass along information on brand, product, or services from social media to my friends	4.51	1.43	0.710			
Value consciousness							
VC1	I am very concerned about low prices, but I am equally concerned about product quality	5.60	1.30	0.716	0.89	0.66	0.89
VC2	When shopping, I compare the prices of different brands to be sure I get the best value for the money	5.61	1.40	0.817			
VC3	When purchasing a product, I always try to maximize the quality I get for the money I spend	5.60	1.36	0.905			
VC4	When I buy products, I like to be sure that I am getting my money's worth	5.64	1.33	0.810			
Brand loyalty							
BL1	I would rather stick with a brand I usually buy than try something I am not very sure of	4.76	1.49	0.666	0.86	0.62	0.85
BL2	I have certain types of brands that I always buy	4.85	1.47	0.874			
BL3	I consider myself to be loyal to one brand of product	4.30	1.50	0.799			
BL4	I feel confidence in a brand that I always buy	5.05	1.40	0.785			

Notes: CMIN = 267.702; df = 101; CMIN/df = 2.651, RMR = 0.125; GFI = 0.912, AGFI = 0.881, NFI = 0.886, TLI = 0.911, CFI = 0.925, RMSEA = 0.069

Table AI.
Item statistics and measurement model results

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