

## BAB V

### PENUTUP

#### 5.1. Kesimpulan

Berdasarkan penelitian yang telah dilakukan dengan pembahasan hasil penelitian, maka dapat disimpulkan:

1. *Electronic Word of Mouth* memengaruhi Niat Pembelian Daring
2. *Electronic Word of Mouth* memengaruhi Kepercayaan
3. *Electronic Word of Mouth* memengaruhi Citra Merek
4. Citra Merek memengaruhi Kepercayaan
5. Citra Merek memengaruhi Niat Pembelian Daring
6. Kepercayaan memengaruhi Niat Pembelian Daring
7. Kepercayaan memediasi pengaruh *Electronic Word of Mouth* terhadap Niat Pembelian Daring
8. Kepercayaan memediasi pengaruh Citra Merek terhadap Niat Pembelian Daring
9. Citra Merek memediasi pengaruh *Electronic Word of Mouth* terhadap Kepercayaan
10. Citra Merek memediasi pengaruh *Electronic Word of Mouth* terhadap Niat Pembelian Daring

#### 5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, peneliti dapat memberikan saran kepada perusahaan Erigo khususnya pada *e-commerce* mereka agar dapat meningkatkan pembelian produk Erigo oleh konsumen, berikut beberapa saran untuk dapat meningkatkan pembelian produk Erigo secara daring:

1. Erigo dapat lebih sering memberikan pengalaman belanja yang baik dibenak konsumen seperti memberikan produk yang terhindar dari produk cacat pada konsumen dalam pembelian, agar mendapatkan ulasan (*review*) konsumen secara daring pada media sosial ataupun *e-commerce* yang bersifat positif dan dapat

menjadi acuan konsumen dalam melakukan pembelian secara daring pada *e-commerce*.

2. Erigo dapat mempertimbangkan dalam pemberian pelayanan yang baik seperti pemberian informasi yang menarik mengenai produk Erigo pada konsumen sebelum melakukan pembelian produk Erigo, agar mendapatkan ulasan (*review*) yang positif pada sosial media dan *e-commerce* dan meningkatkan kepercayaan konsumen terhadap produk Erigo.
3. Erigo dapat lebih sering memberikan bonus kepada konsumen pada saat pembelian produk Erigo seperti pemberian stiker ataupun gantungan kunci setelah melakukan pembelian produk Erigo, agar mendapatkan ulasan (*review*) secara daring pada *e-commerce* ataupun pada media sosial yang bersifat positif dan akan membuat merek Erigo semakin baik di benak konsumen.
4. Erigo dapat memperhatikan reputasi mereknya sebagai merek yang mempunyai reputasi tinggi dengan memberikan produk yang berkualitas tapi dengan harga yang dapat menjangkau semua konsumen, agar membuat konsumen mempercayai produk dari Erigo yang memiliki kualitas baik dan harga yang terjangkau.
5. Erigo dapat mempertimbangkan memberikan pengalaman yang baik untuk konsumen dengan memberikan produk dengan kualitas yang tinggi namun dengan harga terjangkau pada saat melakukan pembelian secara daring, agar membuat konsumen melakukan pembelian produk Erigo secara daring.
6. Erigo lebih sering memperhatikan kepercayaan konsumen dengan memperlihatkan ulasan dan komentar dari konsumen mengenai produk Erigo secara daring, sehingga membuat konsumen percaya dan tertarik untuk melakukan pembelian produk erigo secara daring.
7. Erigo dapat lebih sering mempertahankan ulasan (*review*) yang positif dengan memberikan saran yang baik dalam melakukan pembelian produk Erigo secara daring, seperti membagikannya lewat iklan berbayar kepada konsumen agar dapat meningkatkan niat konsumen dalam melakukan pembelian produk Erigo secara daring.

8. Erigo dapat mempertahankan reputasi mereka sebagai merek dengan penjualan produk fashion mereka yang terlaris dengan memberikan ulasan, komentar dan saran yang positif mengenai produk erigo secara daring, sehingga dapat meningkatkan niat konsumen untuk membeli produk erigo secara daring.
9. Erigo dapat lebih sering mempertahankan ulasan (*review*) mereka secara positif dengan memperlihatkan merek Erigo yang memiliki reputasi yang baik dalam penjualan produk mereka, dengan membagikan konten perjalanan penjualan Erigo, sehingga membuat konsumen percaya terhadap merek Erigo sebagai merek dengan merek yang memiliki reputasi yang baik dalam penjualan produk mereka secara daring.
10. Erigo dapat mempertahankan ulasan (*review*) dan komentar yang positif dengan memeberikan pernyataan lewat *brand ambassador* mereka tentang reputasi Erigo yang baik dalam menghasilkan produk berkualitas tinggi dengan harga yang terjangkau dan ajakan untuk membeli produk Erigo, sehingga akan membuat konsumen tertarik untuk melakukan pembelian produk Erigo secara daring.

### **5.3. Kelemahan Penelitian**

Berdasarkan penelitian yang dilakukan, terdapat beberapa kelemahan dalam penelitian ini, seperti:

Pada penelitian ini semua data menggunakan pengolahan uji regresi linear sederhana dan tidak menggunakan uji regresi linear berganda. Hal tersebut menyebabkan variabel dependen tidak mempertimbangkan kontribusi variabel independen lainnya dalam pengolahan data.

### **5.4. Saran Untuk Penelitian Selanjutnya**

Pada pengolahan data selain menggunakan uji regresi linear sederhana, dapat juga menggunakan uji regresi linear berganda. Sehingga hasil olah data mendapatkan nilai yang lebih baik dan variabel dependen dapat mempertimbangkan kontribusi variabel independen lainnya.

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## LAMPIRAN



### Pertanyaan Profiling

1. Jenis Kelamin:
  - Laki-Laki
  - Perempuan
2. Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
  - $\leq$  Rp. 300.000,00
  - Rp. 300.000
  - $\geq$  Rp. 300.000,00

### Pertanyaan Filter

1. Apakah anda pernah membeli produk erigo?
  - Ya
  - Tidak
2. Apakah anda pernah membeli produk erigo secara daring (*Online*)?
  - Ya
  - Tidak
3. Apakah anda pernah membaca ulasan (*review*) mengenai produk erigo?
  - Ya
  - Tidak

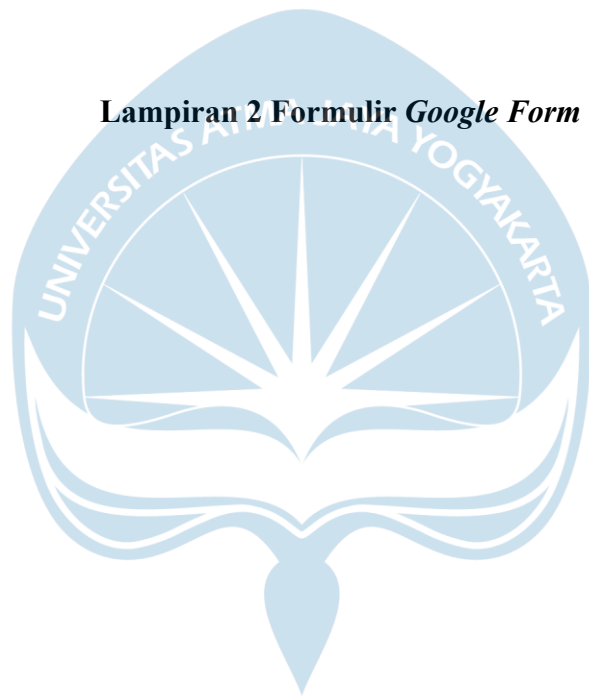
NO	Pernyataan	Jawaban				
		STS	TS	N	S	SS
<b>Electronic word of mouth</b>						
1	Saya membaca ulasan ( <i>review</i> ) sebelum membeli produk Erigo secara daring.					
2	Saya mengikuti saran yang diberikan dalam ulasan daring ( <i>review</i> ) mengenai produk Erigo.					
3	Saya setuju dengan pendapat yang diberikan dalam ulasan daring ( <i>review</i> ) mengenai produk Erigo.					
4	Saya sering mengumpulkan informasi dari ulasan produk ( <i>review</i> ) konsumen secara daring sebelum membeli produk Erigo.					
5	Jika saya tidak membaca ulasan produk secara daring saat membeli produk Erigo, saya khawatir dengan keputusan saya.					

NO	Pernyataan	Jawaban				
		STS	TS	N	S	SS
<b>Citra Merek</b>						
1	Dibandingkan dengan merek lain, merek Erigo ini memiliki kualitas yang tinggi.					
2	Merek Erigo ini memiliki sejarah yang baik dalam penjualan produk mereka.					
3	Saya sebagai konsumen dapat dengan andal memprediksi bagaimana kinerja dari merek Erigo ini.					
4	Menurut saya Erigo sudah terkenal dan bergengsi.					

NO	Pernyataan	Jawaban				
		STS	TS	N	S	SS
<b>Niat Pembelian Daring</b>						
1	Saya akan membeli produk Erigo secara daring dikemudian hari.					
2	Saya memiliki niat kuat untuk membeli secara daring produk Erigo dikemudian hari.					
3	Saya bersedia merekomendasikan orang lain untuk membeli produk Erigo.					
4	Saya berniat untuk membeli produk Erigo dikemudian hari.					

NO	Pernyataan	Jawaban				
		STS	TS	N	S	SS
<b>Kepercayaan</b>						
1	Saya akan mempercayai ulasan mengenai produk Erigo secara daring ( <i>review</i> ).					
2	Saya akan mempercayai ulasan, komentar, dan saran mengenai produk erigo yang ditemukan secara daring.					
3	Saya mempercayai integritas perusahaan Erigo dalam menghasilkan produknya.					
4	Secara keseluruhan, saya akan mempercayai produk dari Erigo.					

**Lampiran 2 Formulir *Google Form***



**ERIGO**

# Pengaruh Citra Merek, eWOM, dan Kepercayaan Terhadap Niat beli produk Erigo

Hallo Semua!

Salam seajaterah bagi kita semua.

Perkenalkan  
nama saya Christo David P.S., mahasiswa  
Program Studi Manajemen, Fakultas  
Bisnis dan Ekonomika, Universitas Atma Jaya  
Yogyakarta. Saat ini saya sedang  
melakukan penelitian sebagai tugas akhir saya  
mengenai "**Pengaruh  
Citra Merek, eWOM, dan Kepercayaan Terhadap  
Niat beli produk Erigo**". Saya mohon kesediaan  
saudara/i untuk  
meluangkan waktu mengisi kuesioner penelitian  
tugas akhir ini.

Dalam  
penelitian kuesioner ini tidak ada jawaban benar  
dan salah. Sehingga, saudara/i

# ERIGO

## Pengaruh Citra Merek, eWOM, dan Kepercayaan Terhadap Niat beli produk Erigo

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[Pelajari lebih lanjut](#)

\* Menunjukkan pertanyaan yang wajib diisi

### Untitled Section

Apakah anda pernah membaca ulasan (*review*) \*  
mengenai produk erigo?

- Ya
- Tidak

 Kembali

Berikutnya

Kosongkan  
formulir

# ERIGO

## Pengaruh Citra Merek, eWOM, dan Kepercayaan Terhadap Niat beli produk Erigo

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[Pelajari lebih lanjut](#)

\* Menunjukkan pertanyaan yang wajib diisi

### Untitled Section

Apakah anda pernah membeli produk erigo secara \*  
daring (*Online*)?

- Ya
- Tidak

 Kembali

Berikutnya

Kosongkan  
formulir



diharapkan untuk memberikan jawaban dengan sebenar-benarnya sesuai dengan kondisi saudara/i sekalian. Seluruh jawaban Saudara akan dijaga kerahasiaannya dan hanya dipergunakan untuk keperluan penelitian. Terima kasih atas kesediaan saudara/i sekalian.

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[Pelajari lebih lanjut](#)

**\* Menunjukkan pertanyaan yang wajib diisi**

Apakah anda pernah membeli produk erigo? \*

- Ya
- Tidak

Berikutnya

Kosongkan formulir

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# ERIGO

## Pengaruh Citra Merek, eWOM, dan Kepercayaan Terhadap Niat beli produk Erigo

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\* Menunjukkan pertanyaan yang wajib diisi

### Pernyataan

Saudara/i dimohon menjawab pertanyaan yang diberikan dengan memilih salah satu jawaban yang sesuai dengan pendapat saudara/i sekalian.

Jawaban dibagi menjadi beberapa pilihan yaitu:

1 = STS (sangat tidak setuju)

2 = TS (tidak setuju)

3 = N (netral)

4 = S (setuju)

5 = SS (sangat setuju)

## Pengaruh Citra Merek, eWOM, dan Kepercayaan Terhadap Niat beli produk Erigo

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\* Menunjukkan pertanyaan yang wajib diisi

Jenis Kelamin \*

- Laki-Laki
- Perempuan

Anggaran Untuk Membeli Produk *Fashion* Dalam \*

2 Bulan

- ≤ Rp. 300.000,00
- Rp. 300.000,00
- ≥ Rp. 300.000,00



Saya membaca ulasan (*review*) sebelum membeli \*  
produk Erigo secara daring.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mengikuti saran yang diberikan dalam \*  
ulasan daring (*review*) mengenai produk Erigo.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



Saya setuju dengan pendapat yang diberikan dalam ulasan daring (*review*) mengenai produk Erigo. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya sering mengumpulkan informasi dari ulasan produk (*review*) konsumen secara daring sebelum membeli produk Erigo. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Jika saya tidak membaca ulasan produk secara daring saat membeli produk Erigo, saya khawatir dengan keputusan saya. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Dibandingkan dengan merek lain, merek Erigo ini memiliki kualitas yang tinggi. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Merek Erigo ini memiliki sejarah yang baik dalam \*  
pejualan produk mereka.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya sebagai konsumen dapat dengan andal \*  
memprediksi bagaimana kinerja dari merek Erigo  
ini.

Sangat Tidak Setuju

1

2

3

4

5

 Sangat Setuju

Menurut saya Erigo sudah terkenal dan bergengsi. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya akan membeli produk Erigo secara daring dikemudian hari. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju





Saya memiliki niat kuat untuk membeli secara  
daring produk Erigo dikemudian hari. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya bersedia merekomendasikan orang lain  
untuk membeli produk Erigo. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



Saya berniat untuk membeli produk Erigo dikemudian hari. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya akan mempercayai ulasan mengenai produk Erigo secara daring (*review*). \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



Saya akan mempercayai ulasan, komentar, dan saran mengenai produk erigo yang ditemukan secara daring. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mempercayai integritas perusahaan Erigo dalam menghasilkan produknya. \*

Sangat Tidak Setuju

1

2

3

4

5

 Sangat Setuju

4

5

Sangat Setuju

Secara keseluruhan, saya akan mempercayai produk dari Erigo. \*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Kembali

Kirim

Kosongkan formulir

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**Lampiran 3 Indikator Jurnal Acuan**

Variabel	Indikator
<p><b><i>Electronic Word of Mouth (eWOM)</i></b></p>	<ol style="list-style-type: none"> <li>6. Saya membaca ulasan (<i>review</i>) sebelum membeli produk Erigo secara daring.</li> <li>7. Saya mengikuti saran yang diberikan dalam ulasan daring (<i>review</i>) mengenai produk Erigo.</li> <li>8. Saya setuju dengan pendapat yang diberikan dalam ulasan daring (<i>review</i>) mengenai produk Erigo.</li> <li>9. Saya sering mengumpulkan informasi dari ulasan produk (<i>review</i>) konsumen secara daring sebelum membeli produk Erigo.</li> <li>10. Jika saya tidak membaca ulasan produk secara daring saat membeli produk Erigo, saya khawatir dengan keputusan saya.</li> </ol> <p>Sumber:(Bansal &amp; Voyer, 2000; Cheung et al., 2008; Bambauer-Sachse dan Mangold, 2011)</p>
<p><b>Citra Merek</b></p>	<ol style="list-style-type: none"> <li>5. Dibandingkan dengan merek lain, merek Erigo ini memiliki kualitas yang tinggi.</li> <li>6. Merek Erigo ini memiliki sejarah yang baik dalam penjualan produk mereka.</li> <li>7. Saya sebagai konsumen dapat dengan andal memprediksi bagaimana kinerja dari merek Erigo ini.</li> <li>8. Menurut saya Erigo sudah terkenal dan bergengsi.</li> </ol> <p>Sumber:(Davis et al., 2009; Keller, 2001)</p>
<p><b>Niat Pembelian Daring</b></p>	<ol style="list-style-type: none"> <li>5. Saya akan membeli produk Erigo secara daring dikemudian hari.</li> <li>6. Saya memiliki niat kuat untuk membeli secara daring produk Erigo dikemudian hari.</li> <li>7. Saya bersedia merekomendasikan orang lain untuk membeli produk Erigo.</li> <li>8. Saya berniat untuk membeli produk Erigo dikemudian hari.</li> </ol> <p>Sumber:(Kim and Park, 2005, Shukla, 2010)</p>

Variabel	Indikator
Kepercayaan	<ol style="list-style-type: none"> <li>5. Saya akan mempercayai ulasan mengenai produk Erigo secara daring (<i>review</i>).</li> <li>6. Saya akan mempercayai ulasan, komentar, dan saran mengenai produk erigo yang ditemukan secara daring.</li> <li>7. Saya mempercayai integritas perusahaan Erigo dalam menghasilkan produknya.</li> <li>8. Secara keseluruhan, saya akan mempercayai produk dari Erigo</li> </ol> <p>Sumber:(Mayer, Davis &amp; Schoorman,1995)</p>





**Lampiran 4 Hasil Pengisian Responden**



Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Perempuan	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≤ Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	$\geq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\leq$ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	$\geq$ Rp. 300.000,00

Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00



Apakah anda pernah membeli produk erigo?	Apakah anda pernah membeli produk erigo secara daring (Online)?	Apakah anda pernah membaca ulasan (review) mengenai produk erigo?	Jenis Kelamin	Anggaran Untuk Membeli Produk Fashion Dalam 2 Bulan
Ya	Ya	Ya	Laki-Laki	≤ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	≥ Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	≥ Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Laki-Laki	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00
Ya	Ya	Ya	Perempuan	Rp. 300.000,00

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
5	4	5	5	5	4	5	4	4	3	4	4	4	5	4	4	5
4	3	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4
3	3	3	4	2	2	4	2	3	3	3	2	3	3	3	4	4
5	4	3	3	5	4	4	3	3	4	3	3	3	4	4	4	4
4	3	3	4	2	4	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	3	3	3	2	4	4	3	5	4	3	4	4	2	3	4	4
4	5	4	4	5	3	4	4	4	4	4	5	4	5	4	4	5
4	4	4	4	4	4	4	4	4	5	5	4	5	4	4	4	5
4	4	4	4	4	4	4	3	3	4	3	3	3	3	3	5	4
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4	4	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5
3	4	4	5	3	4	4	3	5	5	5	3	4	3	4	4	5
5	5	5	5	5	3	3	2	3	1	1	1	2	3	3	4	3
5	3	4	4	3	4	5	4	5	4	4	3	4	4	4	4	4
4	4	4	4	4	4	4	3	3	4	4	3	3	4	4	4	4
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	4	2	1	4	3	1	4	4	3	4	3	4	4	4

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
3	3	3	3	4	4	3	3	4	4	4	3	4	4	4	4	4
5	5	4	4	5	5	4	2	4	4	4	4	4	4	4	4	5
5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5
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2	5	2	5	4	4	5	2	4	5	5	2	5	4	4	2	5
4	2	5	4	5	2	4	5	4	5	4	2	4	5	5	4	2
2	5	4	5	2	5	4	5	2	5	2	2	5	4	5	5	4
2	5	4	4	5	2	5	4	5	2	5	2	5	4	4	2	5
2	4	5	5	5	4	4	4	2	5	4	4	4	4	4	4	5
5	4	5	5	2	4	2	5	4	5	2	4	5	5	2	5	4
4	4	2	4	5	5	4	4	5	4	2	4	4	5	4	2	4
4	3	4	4	4	3	5	2	4	5	3	4	5	3	4	4	5
5	4	4	3	4	3	4	3	4	3	3	4	3	3	3	4	5
3	3	3	3	3	3	3	3	3	4	3	4	5	4	4	3	3
3	1	1	2	2	2	1	1	1	1	1	1	2	2	2	1	2
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	3	4	4	4	3	4	4	3	3	3	3	4	4	4	4	4
5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
5	3	4	5	3	4	5	4	4	4	4	5	4	4	4	5	5
4	3	4	4	4	4	3	3	3	4	4	3	4	3	4	3	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	3	4	4	3	4	4	4	4	4	4	4	4	4
4	3	4	3	3	4	4	4	5	4	4	4	5	4	4	4	5
2	5	4	5	5	4	4	4	4	5	5	4	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	3	2	4	5	4	5	5	5	5	5	5	5	5	3
5	5	5	5	3	5	4	4	5	5	5	5	5	5	5	5	5
4	3	5	5	4	4	5	5	5	5	4	5	5	4	5	5	4
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	3	3
5	5	4	5	5	3	4	3	3	4	4	4	4	4	4	4	4
4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4
4	4	4	5	4	4	5	4	3	3	4	4	4	4	4	4	4
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4	4	4	3	4	4	5	4	4	4	3	5	4	4	3	4	4
1	1	1	1	3	2	1	2	1	2	2	2	2	2	2	2	2

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
4	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4
4	3	3	4	4	3	4	3	4	3	3	3	3	3	3	4	4
4	5	3	5	4	3	4	4	4	5	5	4	3	3	4	5	5
3	4	5	5	4	4	5	5	4	5	4	5	4	5	4	3	4
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5	4	3	5	4	3	5	4	5	3	5	4	4	3	5	4	5
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4	3	4	5	5	4	3	4	5	3	5	5	3	4	5	3	4
4	3	4	3	2	3	4	3	5	5	3	3	2	3	5	2	3

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
3	3	3	3	2	3	5	5	5	3	3	4	3	3	3	5	5
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4	5	4	2	1	5	4	2	5	4	4	4	5	4	4	4	5
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2	5	4	2	2	4	4	5	5	2	5	2	4	5	2	4	4
2	4	5	2	5	4	5	2	4	4	5	5	4	5	4	5	5
5	4	4	4	5	4	5	5	4	5	4	4	4	4	5	4	4

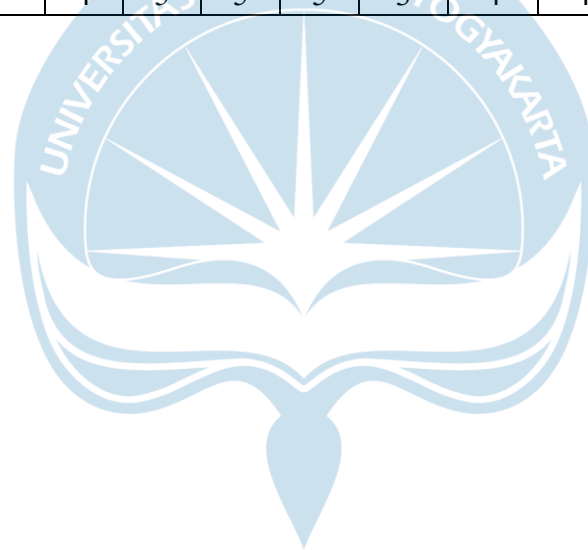
eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
2	4	5	4	2	4	4	5	4	5	5	5	5	4	5	4	5
2	4	5	2	4	5	4	5	4	3	4	5	4	5	5	4	4
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5	4	4	4	5	4	5	5	5	1	2	4	5	4	3	5	5

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
4	5	5	5	5	2	3	3	2	4	5	4	5	2	2	4	5
4	5	5	5	4	3	4	4	5	5	3	4	3	2	4	3	5
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4	3	5	5	4	5	5	4	5	5	4	4	5	4	4	5	5
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5	4	3	4	5	4	5	4	4	3	5	4	5	4	4	5	5
3	3	3	3	4	3	5	4	4	3	3	4	3	3	4	5	4



eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
5	4	4	5	4	5	5	4	3	4	4	4	4	5	5	5	4
3	3	4	3	4	5	3	4	5	4	4	5	4	4	3	5	4
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2	3	3	2	2	3	5	5	5	3	2	3	3	3	3	5	4
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4	4	5	5	5	4	4	5	5	4	4	4	4	5	5	4	4

eWO M1	eWO M2	eWO M3	eWO M4	eWO M5	CM 1	CM 2	CM 3	CM 4	NP D1	NP D2	NP D3	NP D4	KPC R1	KPC R2	KPC R3	KPC R4
2	2	2	4	3	1	1	2	3	3	4	3	4	2	2	3	3
3	4	4	4	5	4	4	5	5	3	4	4	5	5	3	4	4
2	1	2	2	1	2	2	2	1	2	2	4	5	2	1	2	2
4	3	4	4	5	4	4	5	5	5	5	4	4	2	3	3	4
4	3	4	4	5	4	5	5	5	3	4	4	4	2	3	3	4





**Uji Validitas dan Reliabilitas Variabel *Electroninc Word of Mouth***

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.767	.771	5

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
eWOM 1	15.5628	9.412	.484	.250	.745
eWOM 2	15.4372	9.445	.578	.367	.712
eWOM 3	15.4098	9.815	.542	.329	.725
eWOM 4	15.3552	8.901	.612	.383	.698
eWOM 5	15.5246	9.240	.487	.273	.745

## Uji Validitas dan Reliabilitas Variabel Citra Merek

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.656	.657	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	12.0984	4.386	.474	.230	.562
CM2	11.8743	4.704	.385	.150	.623
CM3	11.9945	4.621	.468	.225	.569
CM4	11.8525	4.511	.421	.181	.599

## Uji Validitas dan Reliabilitas Variabel Niat Pembelian Daring

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.695	.696	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NPD1	11.8470	4.460	.480	.242	.634
NPD2	11.8689	4.554	.553	.306	.582
NPD3	11.7760	5.098	.467	.220	.638
NPD4	11.6557	5.436	.427	.189	.662

## Uji Validitas dan Reliabilitas Variabel Kepercayaan

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.663	.663	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KPCR1	12.3333	3.784	.467	.249	.579
KPCR2	12.2896	3.811	.439	.224	.599
KPCR3	12.2240	3.933	.450	.234	.591
KPCR4	12.0546	4.129	.418	.205	.612

### Uji Regresi Linear Sederhana I

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	eWOM <sup>b</sup>	.	Enter
a. Dependent Variable: NPD			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 <sup>a</sup>	.209	.205	.62591
a. Predictors: (Constant), eWOM				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.792	1	18.792	47.968	.000 <sup>b</sup>
	Residual	70.909	181	.392		
	Total	89.702	182			
a. Dependent Variable: NPD						
b. Predictors: (Constant), eWOM						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.259	.246		9.201	.000
	eWOM	.432	.062	.458	6.926	.000
a. Dependent Variable: NPD						



## Uji Regresi Linear Sederhana II

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	eWOM <sup>b</sup>	.	Enter
a. Dependent Variable: KPCR			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610 <sup>a</sup>	.372	.369	.49686
a. Predictors: (Constant), eWOM				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.470	1	26.470	107.222	.000 <sup>b</sup>
	Residual	44.684	181	.247		
	Total	71.154	182			
a. Dependent Variable: KPCR						
b. Predictors: (Constant), eWOM						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.093	.195		10.740	.000
	eWOM	.513	.050	.610	10.355	.000
a. Dependent Variable: KPCR						

### Uji Regresi Linear Sederhana III

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	eWOM <sup>b</sup>	.	Enter
a. Dependent Variable: CM			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 <sup>a</sup>	.233	.229	.59177
a. Predictors: (Constant), eWOM				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.261	1	19.261	55.001	.000 <sup>b</sup>
	Residual	63.385	181	.350		
	Total	82.646	182			
a. Dependent Variable: CM						
b. Predictors: (Constant), eWOM						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.294	.232		9.884	.000
	eWOM	.437	.059	.483	7.416	.000
a. Dependent Variable: CM						

### Uji Regresi Linear Sederhana IV

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	CM <sup>b</sup>	.	Enter
a. Dependent Variable: KPCR			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 <sup>a</sup>	.444	.441	.46764
a. Predictors: (Constant), CM				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.572	1	31.572	144.373	.000 <sup>b</sup>
	Residual	39.582	181	.219		
	Total	71.154	182			
a. Dependent Variable: KPCR						
b. Predictors: (Constant), CM						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.612	.208		7.755	.000
	CM	.618	.051	.666	12.016	.000
a. Dependent Variable: KPCR						

## Uji Regresi Linear Sederhana V

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	CM <sup>b</sup>	.	Enter
a. Dependent Variable: NPD			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 <sup>a</sup>	.254	.250	.60787
a. Predictors: (Constant), CM				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.822	1	22.822	61.764	.000 <sup>b</sup>
	Residual	66.880	181	.370		
	Total	89.702	182			
a. Dependent Variable: NPD						
b. Predictors: (Constant), CM						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.835	.270		6.791	.000
	CM	.525	.067	.504	7.859	.000
a. Dependent Variable: NPD						

## Uji Regresi Linear Sederhana VI

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	KPCR <sup>b</sup>	.	Enter
a. Dependent Variable: NPD			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 <sup>a</sup>	.414	.411	.53883
a. Predictors: (Constant), KPCR				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.151	1	37.151	127.957	.000 <sup>b</sup>
	Residual	52.551	181	.290		
	Total	89.702	182			
a. Dependent Variable: NPD						
b. Predictors: (Constant), KPCR						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.984	.263		3.738	.000
	KPCR	.723	.064	.644	11.312	.000
a. Dependent Variable: NPD						



## Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers

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### Abstract:

This study aims to investigate the effects of electronic word of mouth (eWOM), brand image (BI), and trust in influencing the intention to buy any products from the online market in Malaysia. This study adopted a cross-sectional design and collected the quantitative data from 350 conveniently selected respondents in Malaysia. For data analysis, this study analyzed the data using partial least square structured equation modelling (PLS-SEM). The findings revealed that eWOM, brand image (BI), and trust have a significant positive effect on online purchase intention (OPI). The results revealed the significant mediating effects of trust between the following: 1) eWOM and OPI, and 2) BI and OPI. Finally, the findings revealed the mediating effects of BI on eWOM and trust. Based on the empirical findings, this study suggests that advertisers can prioritize eWOM to maximize the product's sales rate that would affect customer purchasing intent. This study provides key insights for the online sellers to focus on the Malaysian market by building trust, BI, and eWOM to improve the intention of purchasing their products.

**Keywords:** eWOM; Brand Image; Trust; Mediation Analysis

**Introduction:**

The majority of Malaysians currently work full-time on working days and part-time on weekends, which limits their time to spend on other things like shopping (Bakar, 2017). Therefore, online shopping is one of the most preferred ways to buy products. Most Malaysians are tech-savvy and use various social media and online platforms daily (Steenkamp, 2017). Nowadays, person-to-person interaction and correspondence, product and service reviews, electronic communication and exchange of ideas are becoming more common (Brown et al., 2007). It is also evident that buying and selling online has gradually become more of a practice. According to Statistic (2017), Malaysia emerged as the third country with the highest percentage of internet users in the Southeast Asian region. The present online user penetration in Malaysia is 62.1% is forecasted to reach 63.5% by 2023 (eCommerce Trends and Opportunities in Malaysia Uncovered!, 2020).

Users spend much more on social media platforms such as Facebook, Twitter, WhatsApp, and Instagram. This situation motivates more retailers to set up their online shops on these platforms to boost their selling (Zhu and Chen, 2015). On many occasions, online sellers do not use any traditional marketing advertising methods to promote their companies; they focus on the promotion of their customers (Chu and Kim, 2011). Thus, according to this situation the purpose of human purchases fluctuates. The web has a relatively new and increasingly important variable that provides the opportunities to share ideas, thoughts, and feedback that serve the marketing purpose of consumers and corporates while making a purchasing decision.

Brand image is considered a primary capital for online businesses (Hien et al., 2020; Jalilvand and Samiei, 2012). It improves consumer confidence in sustainable decision-making (Yoo and Donthu, 2011; Pickett-Baker and Ozaki, 2008). In this regard, eWOM becomes an interactive and vivid channel as the internet is influential in persuading more purchasing intentions (Alalwan et al., 2019). All shopping experiences of consumers and customer's views of service quality have a direct impact on building the brand image. Users cannot evaluate the services before using them, so they depend on the interactive effects of eWOM (Racherla and Friske, 2012).

There is a lack of sufficient literature to explore the impacts of eWOM on the sales of online business and its potential benefits. The findings in the literature indicate that eWOM can affect the image of the product and the intention to buy it. This study intended to investigate the effects of eWOM on online business brand image and purchasing intention in Malaysia due to the lack of studies to explain these impacts.

The structure of this article is divided into the following sections: Literature Review, Objectives, Rationale of the studies, Methodology, Analysis and Discussion, Conclusion, Managerial implications and limitations of the study and Reference.

**Literature Review:**

***Brand Image and Customer Purchase Intention***

eWOM is capable of attracting more customers to digital businesses in Malaysia. It is important to see how eWOM can affect brand image and customer retention of online businesses in Malaysia. It was found that there is a lack of research on the link between



transaction if the website is poorly designed. They affirm that the website is the only platform where companies have the opportunity to persuade potential visiting customers. Hence, the website must have a professional look that reflects the company's overall competence. E-commerce companies can influence the consumers' intention to buy online by improving the consumers' confidence through the reinforcement of transaction faith. The author suggests that e-commerce companies can be in upper hand to reduce the perceived risks in online purchasing intention compared to physical stores. If the consumer is confident with the online messages and finds it reliable or credible, there is the possibility to improve consumers' confidence in eWOM. Confidence in online messages can positively influence the intention of consumers to write or share eWOM. Another consideration is the trust that is known to have a positive effect on eWOM among social networking service (SNS) users. Trust can function as an individual's motivation to act or obey others' advice, facts, or knowledge. Trust plays a key role in encouraging people to exchange opinions, data, or views on a product or brand. Thus the following hypothesis are formulated: eWOM can positively influence customers' intention. Also, Customer trust can positively increase customer purchase intention.

#### Objectives:

The aim of the research is to investigate the effects of Trust, Brand Image (BI), eWOM on Online Purchase Intention (OPI) of digital products among Malaysian consumers.

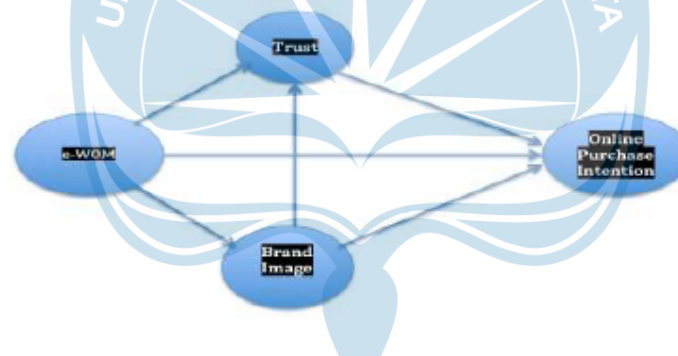


Figure 1: Proposed research model

Source: The Author.

#### Rationale of the studies:

Previous studies showed the impact of Brand Image (BI), eWOM, Trust and Online Purchase Intention (OPI) while making the online purchase. However, further research is needed to define and validate different models which have a mixture of Brand Image (BI), eWOM, Trust and Online Purchase Intention (OPI). Still, there is no significant research work has been conducted on the development of Brand Image and Trust through various social media. Moreover, previous studies have not emphasized to a great extent to identify the importance of marketing through social media. So a lot of scopes are there to carry the research forward.

#### Research Methodology:

This research is a causal study aimed at exploring the impact of Electronic Word of Mouth (eWOM), Brand Image (BI) and Trust on the Purchase Intention (PI) of the customer while

purchasing products through Social Networking Sites (SNSs). The Population of this study is Social Networking Site users. Everyone who has an account at Social Networking Site and is an involved and regular user is a member of this study's population.

#### *Sampling Technique*

Everyone with a Social Networking Account and is a committed and regular user was part of this study's population. The sample selected for this study consists of respondents over the age of 18, with some online shopping experience, or knowledge on the online product reviews information. Secondly, only those respondents who were social networking site users were intentionally chosen. Due to this judgment or purpose, the sampling technique chosen for this study falls in non-probability sampling technique type i.e. purposive or judgmental sampling technique. The main feature of the purposive sampling technique is that it focuses on the particular characteristics of the population which are of interest to the study and they help best to answer the research questions (Neuman, 2014). Random sampling was not possible because not every Social Networking user is an online shopper and this study aimed to investigate the effect of eWOM on the purchase intention of products found in the digital platform. The sample was chosen from two cities of Malaysia i.e. Kuala Lumpur the capital city of Malaysia and the most populous city of Malaysia with 1,674,621 population (National Census 2010) and Seremban from the social circle of the researchers also with a population of 475,000 (Seremban, Malaysia Population 1950-2020, 2020).

#### *Research Instrument*

The questionnaire developed on a five-point Likert scale was used as a tool for data collection. The first section of this questionnaire consists of the respondent's demographic information in 5 five questions and the second section contains 17 (seventeen) questions representing the four constructs i.e. eWOM, brand image, trust and, purchase intention. We also used the five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). For data analysis, SPSS and Smart-PLS softwares were used.

#### *Data Collection*

Data was collected by administrating a close-ended questionnaire. The method was used to gather the data, was a questionnaire based on the web. "Google forms" were generated to collect data electronically, and questionnaires circulated among the respondents through social networking sites such as Facebook, WhatsApp, Twitter etc.. This sample size was calculated using an online sample calculator with 95% confidence interval and 5% margin of error. The Facebook users in 2019 (at the time of the study) were approximately 24.1 million (Statista, 2019) users in Malaysia. Hence, using the formula, the recommended minimum sample size was around 385. But after, removing the incomplete filled questionnaires, 350 samples were selected for the final study.

Table 1. Survey Instrument

Derived Scale Items	Authors
<i>eWOM</i>	Bansal & Voyer,
- Online discussions had a significant influence	2000; Cheung et al.,
- I followed the suggestion given in online discussions	2008; Bambauer-
- I agreed with the opinion given in online discussions	Sachse and Mangold,
- I frequently gather information from online consumers' product reviews before I buy a certain product/brand	2011
- If I don't read consumers' online product reviews when I buy a product/brand, I worry about my decision	

<i>Brand Image</i>	Davis et al., 2009; Keller, 2001
- In comparison to other products/brand, this product/brand has high quality	
- This product/brand has a rich history	
- Customers (we) can reliably predict how this product/brand will perform.	
- I think this brand is well-known and prestigious.	
<i>Online Purchase Intention</i>	Kim and Park, 2005, Shukla, 2010
- I will buy online in the future	
- I have a strong intention to purchase online in the future	
- I am willing to recommend others to buy this product/brand	
- I intend to purchase this product/brand in the future.	
<i>Trust</i>	Mayer, Davis & Schoorman, 1995
- I would trust online word of mouth (benevolence).	
- I would trust what reviews, comments, suggestion are found online (ability).	
- I would trust this organization to fairly represent its products (integrity).	
- Overall, I would trust this organization's product (overall).	

\*Source: Developed by Author based on previous literature.

#### *Multivariate Normality*

The data should have multivariate normality as a requirement to use SEM-PLS as it is a non-parametric analysis tool (Hair, Ringle, and Sarstedt, 2011). The test results confirm that the data set is not as normal as Mardia's multivariate coefficient  $p$ -value of less than 0.05.

#### *Data Analysis Method*

Due to the non-normal nature of the data, this study tested the research model using partial least squares structural equation modelling (PLS-SEM, 3.1). PLS-SEM is a multivariate analysis tool that evaluates path models that have latent constructs (Hair et al., 2019). Model estimation is performed with  $r^2$ ,  $Q^2$ , and the effect size  $f^2$  that describes the path effect from exogenous construct to endogenous construct (Hair et al., 2019).

#### **Analysis and Discussion:**

##### *Demographic Characteristics of the Respondents*

As noted in Table 2, in most cases with the results from the data, the respondents did not want to reveal educational status. Looking at the data, in particular, many respondents between the ages of "19 and 28" have unique relevance to "Electronic Word of Mouth" because online shopping is fun/entertaining for the younger generation. In comparison, most of the respondents did not reveal their race and most of the respondent's income was in the "RM 5001 or higher" category, but there is also strong evidence in the "Dependent" income group that is significant compared to the highest recurrent age group.

**Table 2.** Demographic Characteristics of the Respondents

Characteristics	Frequency	Characteristics	Frequency
<i>Educational Status</i>		<i>Ethnicity</i>	
Prefer not to say	154	Prefer not to say	158
High School	9	Chinese	51
Undergraduate	85	Indians	35
Masters/ MBA	75	Malay	98
PhD/ DBA	27	Others	8

Age Group		Income Group	
18 or Below	27	Dependent	93
19-28	244	Below RM 1000	26
29-38	53	RM 1001-3000	70
39-48	17	RM 3001-5000	62
49-58	8	RM 5001 or Above	99
59 or Above	1		

#### Reliability and Validity

As shown in Table 3, all values of Cronbach's alpha, composite reliability, and rho-A are well above the threshold of 0.70 (Hair et al., 2019). These results signify that the constructs are reliable and performed well. AVE for each construct are above 0.50, indicates the convergent validity (Hair et al., 2019). Finally, all the VIF values are less than 3, establishing the lack of multi-collinearity issues among the study constructs.

Table 3. Reliability Analysis

Variables	Number of Items	Cronbach's Alpha	Composite Reliability	Rho-A	Average Variance Extracted	Variance Inflation Factor
eWOM	6	0.859	0.859	0.904	0.703	2.312
Brand Image	4	0.873	0.876	0.913	0.724	2.446
Trust	4	0.853	0.854	0.901	0.694	2.328
Online Purchase Intention	4	0.873	0.877	0.905	0.613	-

The item loading and cross-loading reported for validation of construct discriminant validity (See Table 4). Additionally, Fronell-Larcker criterion value for each contract is less than 0.70 to establish discriminant validity for each construct (Hair et al., 2019). HTMT ratio essentially is less than 0.90 to provides the evidence for discriminant validity for study constructs (Henseler et al., 2016). Table 3 shows that the study has evidence of discriminant validity.

Table 4. Outer Loading and Cross Loadings

	Brand Image	Online Purchase Intention	Trust	eWOM
Brand Image 1	0.832	0.452	0.562	0.598
Brand Image 2	0.864	0.491	0.546	0.615
Brand Image 3	0.845	0.522	0.560	0.566
Brand Image 4	0.811	0.522	0.691	0.582
Online Purchase Intention 1	0.514	0.859	0.638	0.556
Online Purchase Intention 2	0.488	0.872	0.618	0.508
Online Purchase Intention 3	0.516	0.856	0.622	0.519
Online Purchase Intention 4	0.506	0.817	0.539	0.490
Trust 1	0.674	0.505	0.836	0.616
Trust 2	0.625	0.540	0.850	0.565
Trust 3	0.507	0.631	0.816	0.531
Trust 4	0.552	0.688	0.830	0.575
eWOM1	0.435	0.481	0.492	0.725
eWOM2	0.503	0.483	0.556	0.807
eWOM3	0.549	0.534	0.559	0.830
eWOM4	0.614	0.527	0.623	0.814

eWOM5	0.543	0.432	0.515	0.765
eWOM6	0.653	0.401	0.466	0.749
<i>Fronell-Larcker Criterion</i>				
Brand Image	0.638	-	-	-
Online Purchase Intention	0.594	0.651	-	-
Trust	0.657	0.612	0.633	-
eWOM	0.670	0.610	0.686	0.683
<i>Heterotrait-Monotrait Ratios</i>				
Brand Image	-	-	-	-
Online Purchase Intention	0.685	-	-	-
Trust	0.823	0.820	-	-
eWOM	0.811	0.697	0.792	-

Note: eWOM: Electronic Word of Mouth, BI: Brand Image; OPI: Online Purchase Intention

**Path Analysis**

The  $r^2$  value for the three input variables (i.e. eWOM, brand image and trust) on the OPI explains that average 53.5% percent of change in OPI can be explained by eWOM, brand image and trust. The predictive relevance ( $Q^2$ ) value for the part of the model is the average 0.467 indicating a medium predictive relevance (Chin, 2010)

Table 5. Hypothesis testing

	Hypothesis	Coefficient	t-values	Sig.	Decision	$Q^2$	$r^2$	$f^2$
1	eWOM → BI	0.705	21.960	0.000	Accept	0.452	0.497	0.988
2	eWOM → Trust	0.374	6.660	0.000	Accept			0.163
3	BI → Trust	0.444	8.779	0.000	Accept	0.444	0.570	0.231
4	eWOM → OPI	0.189	2.972	0.003	Accept			0.033
5	Trust → OPI	0.512	8.173	0.000	Accept	0.506	0.538	0.244
6	BI → OPI	0.099	1.504	0.033	Accept			0.029

Note: eWOM: Electronic Word of Mouth, BI: Brand Image; OPI: Online Purchase Intention

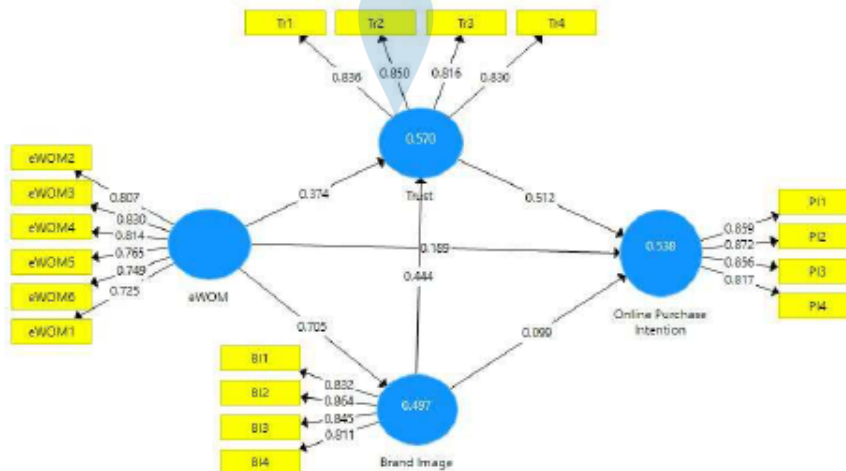


Figure 2. Research Model

Study standardized path values, t-values, and significance level depicted in Table 5. The path coefficient between eWOM and BI ( $\beta = 0.705, p = 0.000$ ), indicating a significant and positive effect of eWOM on the BI. The path value for the eWOM on trust ( $\beta = 0.374, p = 0.000$ ), this shows the impact of the eWOM on trust is positive and statistically significant. The path value for the BI on the trust ( $\beta = 0.444, p = 0.000$ ), this shows the impact of the BI on trust is positive and statistically significant.

As for the factor effecting OPI, the findings presented in Table 5 shows that effect of eWOM on OPI ( $\beta = 0.189, p = 0.003$ ) is positive and statistically significant. The path coefficient for trust on OPI ( $\beta = 0.512, p = 0.000$ ), depicting the effect of trust on OPI as significant and positive as well. Finally, the path coefficient for the BI on OPI ( $\beta = 0.099, p = 0.033$ ), depicting the effect of BI on OPI as significant and positive as well.

#### Mediating Effects

As noted in Table 6, mediation effect of trust between the eWOM and OPI reveals that trust mediates the relationship between eWOM and OPI ( $\beta = 0.267, p = 0.004$ ). The relationship between the BI and OPI mediated by the trust. The result depicts that trust mediates the relationship between BI and OPI ( $\beta = 0.402, p = 0.000$ ). The relationship between the eWOM and trust mediated by the BI. The result shows that BI mediates the relationship between eWOM and trust ( $\beta = 0.437, p = 0.000$ ).

Table 6. Meditating Effect

	$\beta$	t-value	Sig.	Decision
HM1: eWOM $\rightarrow$ Trust $\rightarrow$ OPI	0.267	2.928	0.004	Mediation
HM2: BI $\rightarrow$ Trust $\rightarrow$ OPI	0.402	3.688	0.000	Mediation
HM3: eWOM $\rightarrow$ BI $\rightarrow$ Trust	0.437	5.069	0.000	Mediation

Note: eWOM: Electronic Word of Mouth, BI: Brand Image; OPI: Online Purchase Intention

#### Conclusion:

This study has some limitations, such as small sample size when comparing the eWOM users in Malaysia due to the lack of resources and time shortage. This study examines the function of eWOM and brand image in the expectation of buying from the internet and the relationship between them in Malaysia. eWOM is a critical factor in marketing success that affects customer purchasing behavior. Consequently, eWOM affects the assessment of products and services by consumers, as well as the final purchase decision and post-purchase review. The analysis reveals the effect of trust between eWOM and the intention of purchasing the products from the internet. eWOM can create a brand image for an organization, build trust among buyers, and expand the purpose of obtaining it.

Furthermore, this study reveals that eWOM significantly affects the improvement of an organization's brand image among buyers in Malaysia. The brand image and confidence can affect the eWOM of customers and the purchase plan. Typically, eWOM serves as an informal form of advertising for online businesses. Successful and supportive eWOM can affect customers' decisions and improve digital businesses' buying interest and brand image. Due to the increasing number of online companies in Malaysia, the effective use of eWOM can support and encourage the growth of such companies. Hence, it is suggested that promoters should organize eWOM to increase the business rate expertise of the product, which would eventually affect the expectation of customers.

**Managerial Implications:**

In this research, it was found that Trust, Brand Image, eWOM play important roles which improved the marketing landscape, and it also showed that consumption power has shifted to customers with the capability to influence and interact with the purchase intention. Marketers with an effective social media platform should be concerned about the customers while developing Brand Image and Trust.

The rapid growth of social media may become the most important factor to influence marketing in the coming years which could enable and improve business practices to persuade future customers. It may also connect the companies with future customers and help customers in control and influence the Trust and Brand Image.

Brand image and trust can play an extremely significant role in improving digital marketing in today's world. Thus it can be claimed that Brand Image and Trust can help customers to develop the ability to interact and influence customer's purchase intention on a digital platform.

**Limitations of the Study:**

The study can make significant offerings in perspectives of both theoretical and practical viewpoint. Some of the limitations of the study are as follows:

Future studies may be improved by using other measurement components that could help constructing future models such as the user's demographic profiles or the consequences of technology acceptance. It indicates another area of research where the future researchers could assess the consequence of social group pressure to use social media and its impacts on the intention of the customers while purchasing.

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The author declared no probable conflicts of interest with regard to the research, authorship and/or publication of this research paper.

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