

BAB V

PENUTUP

Pada bab ini, peneliti membuat suatu kesimpulan dan saran berkaitan dengan hasil penelitian yang telah dilakukan. Selanjutnya peneliti juga menjelaskan implikasi manajerial terkait dengan masing-masing hasil yang diperoleh dari adanya penelitian ini. Pada bab ini, peneliti juga menyampaikan keterbatasan penelitian serta saran yang sekiranya diperlukan bagi penelitian selanjutnya.

5.1. Kesimpulan

Berdasarkan hasil analisis serta evaluasi data karakteristik responden penelitian yang telah dilakukan pada bab sebelumnya (Bab IV), penelitian ini dapat memberikan kesimpulan bahwa:

- a. Mayoritas responden berdasarkan jenis kelamin yang terdapat pada penelitian ini berhasil didominasi oleh responden “perempuan” sebanyak 110 orang (58,50%).
- b. Mayoritas responden berdasarkan usia yang terdapat pada penelitian ini berhasil didominasi oleh responden berusia “24 tahun” sebanyak 40 orang (21,50%).
- c. Mayoritas responden berdasarkan rata-rata pendapatan atau uang saku per bulan yang terdapat pada penelitian ini berhasil didominasi oleh responden dengan pendapatan “Rp. 2.000.001 – Rp. 2.500.000” per bulan sebanyak 84 orang (44,70%).

- d. Mayoritas responden yang terdapat pada penelitian ini memilih “media sosial instagram” sebagai sumber informasi utama dalam mengetahui dan mengenal BitterSweet by Najla dengan jumlah sebanyak 140 orang (74,50%).
- e. Mayoritas responden yang terdapat pada penelitian ini berhasil didominasi oleh responden dengan frekuensi pembelian BitterSweet by Najla dalam waktu tiga bulan terakhir “lebih dari 7 kali” sebanyak 83 orang (44,10%).

Selanjutnya, berdasarkan hasil analisis serta evaluasi hasil uji hipotesis secara langsung dan tidak langsung yang telah dilakukan pada bab sebelumnya (Bab IV), penelitian ini dapat memberikan kesimpulan bahwa:

- a. Hipotesis 1a (H1a) “berhasil” mengkonfirmasi pengaruh langsung dari *firm created social media communication* (FCSMC) terhadap loyalitas merek (LM) secara positif dan signifikan.
- b. Hipotesis 1b (H1b) “tidak berhasil” mengkonfirmasi pengaruh langsung dari *user generated social media communication* (UGSMC) terhadap loyalitas merek (LM).
- c. Hipotesis 2a (H2a) “berhasil” mengkonfirmasi pengaruh langsung dari *firm created social media communication* (FCSMC) terhadap kepercayaan merek (KM) secara positif dan signifikan.
- d. Hipotesis 2b (H2b) “berhasil” mengkonfirmasi pengaruh langsung dari *user generated social media communication* (UGSMC) terhadap kepercayaan merek (KM) secara positif dan signifikan.

- e. Hipotesis 3a (H3a) “berhasil” mengkonfirmasi pengaruh langsung dari *firm created social media communication* (FCSMC) terhadap ekuitas merek (EM) secara positif dan signifikan.
- f. Hipotesis 3b (H3b) “berhasil” mengkonfirmasi pengaruh langsung dari *user generated social media communication* (UGSMC) terhadap ekuitas merek (EM) secara positif dan signifikan.
- g. Hipotesis 4a (H4a) “berhasil” mengkonfirmasi pengaruh langsung dari kepercayaan merek (KM) terhadap ekuitas merek (EM) secara positif dan signifikan.
- h. Hipotesis 4b (H4b) “berhasil” mengkonfirmasi pengaruh langsung dari kepercayaan merek (KM) terhadap loyalitas merek (LM) secara positif dan signifikan.
- i. Hipotesis 5a (H5a) “berhasil” mengkonfirmasi peran mediasi komplementer kepercayaan merek (KM) pada pengaruh *firm created social media communication* (FCSMC) terhadap loyalitas merek (LM).
- j. Hipotesis 5b (H5b) “tidak berhasil” mengkonfirmasi peran mediasi kepercayaan merek (KM) pada pengaruh *user generated social media communication* (UGSMC) terhadap loyalitas merek (LM).
- k. Hipotesis 6a (H6a) “berhasil” mengkonfirmasi peran mediasi komplementer ekuitas merek (EM) pada pengaruh *firm created social media communication* (FCSMC) terhadap loyalitas merek (LM).

- I. Hipotesis 6b (H6b) “berhasil” mengkonfirmasi peran mediasi tidak langsung ekuitas merek (EM) pada pengaruh *user generated social media communication* (UGSMC) terhadap loyalitas merek (LM).

5.2. Implikasi Manajerial

Hasil penelitian ini membuktikan bahwa komunikasi media sosial memainkan peran penting dalam peningkatan loyalitas, kepercayaan, dan ekuitas merek. FCSMC dan UGSMC sama-sama dianggap sebagai aspek penting dari komunikasi media sosial. Keduanya tipe komunikasi media sosial tersebut berkontribusi pada peningkatan kepercayaan dan ekuitas merek.

Komunikasi merek media sosial yang dikendalikan oleh manajemen BitterSweet by Najla (FCSMC) melalui Instagram ditemukan memiliki efek yang lebih efektif dalam meningkatkan loyalitas konsumen dibandingkan dengan komunikasi merek media sosial yang tidak dikendalikan oleh manajemen BitterSweet by Najla. Dalam penelitian ini, konten yang dihasilkan oleh konsumen (UGSMC) untuk menyebarkan informasi tentang merek melalui Instagram dinilai kurang efektif dalam meningkatkan loyalitas konsumen. Hal tersebut disebabkan karena perusahaan atau merek gagal dalam mengontrol berbagai macam jenis informasi atau ulasan produk yang disebarluaskan oleh para pelanggannya sehingga berpeluang besar dalam munculnya mis-informasi. UGSMC yang dimaksud dapat berupa opini produk, penilaian, perbandingan dengan produk terkait dari merek yang berbeda, saran peningkatan fitur produk, saran terkait kampanye pemasaran merek, dan lain sebagainya.

Salah satu jenis FCSMC yang populer yaitu halaman penggemar merek atau biasa disebut *fan-page* dapat menyediakan platform bagi para pelanggan BitterSweet by Najla untuk berinteraksi secara sosial dengan pelanggan lain dengan berbagi ulasan produk. Hal tersebut dapat menjadi alternatif solusi dalam mengatur jalannya lalu lintas informasi yang tersebar melalui UGSMC.

BitterSweet by Najla perlu fokus untuk menyajikan jenis konten dalam menjaga lalu lintas informasi UGSMC. Hal ini dapat dilakukan dengan beberapa cara seperti membuat konten berbasis tanya-jawab di mana pelanggan merek sebelumnya dapat menjawab pertanyaan pelanggan baru dan calon pelanggan, sehingga meningkatkan kredibilitas merek di antara pelanggan. Melakukan kuis seputar merek melalui media sosial dapat menjadi cara lain yang menarik untuk menghasilkan lalu lintas UGSMC. Konten seperti membagikan postingan sesama penggemar merek di media sosial juga dapat digunakan sebagai tanda sikap yang baik atas kontribusi pelanggan terhadap merek. Semua strategi ini ditujukan dalam menjaga keterlibatan pelanggan di media sosial sehingga dapat membantu merek untuk terus mempertahankan posisinya di pasar.

5.3. Keterbatasan Penelitian & Saran

Pertama, penelitian ini memiliki keterbatasan berupa proses penyebaran kuesioner hanya dilakukan secara *online* sehingga responden tidak bisa bertanya secara detail kepada peneliti jika terdapat pertanyaan yang membingungkan.

Kedua, indikator pertanyaan penelitian ini mengalami proses pengalihan bahasa yang tidak melalui prosedur *back translation*. Hal ini memungkinkan terjadinya kesalahan interpretasi jawaban responden terhadap item pertanyaan kuesioner.

Ketiga, penelitian ini memiliki sampel terbatas yaitu mahasiswa yang berada di area Kota Yogyakarta. Peneliti menyarankan untuk menambah jumlah sampel dan memperluas cakupan populasi yang digunakan sehingga penelitian selanjutnya dapat memberikan hasil berupa karakter responden yang lebih beragam.

Keempat, penelitian ini hanya berfokus pada penggunaan sosial media instagram. Penelitian selanjutnya diharapkan untuk dapat mengeksplorasi platform media sosial lainnya sehingga muncul hasil yang lebih bervariasi dan mendalam.

Kelima, perlu diperhatikan bahwa seluruh temuan yang terdapat dalam penelitian ini lebih bersifat sugestif, bukan pasti ataupun absolut. Dengan demikian, pembaca harus selalu berhati-hati saat melakukan generalisasi mengenai seluruh informasi tersebut. Terdapat kemungkinan bahwa dengan kondisi lingkungan atau industri serta metode penelitian yang berbeda akan menimbulkan temuan penelitian yang berbeda.

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Lampiran I

Kuesioner Penelitian

Kuesioner Penelitian Pengaruh K... x KUESIONER PENELITIAN PENGAR... x +

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KUESIONER PENELITIAN PENGARUH KOMUNIKASI MEDIA SOSIAL INSTAGRAM TERHADAP LOYALITAS MEREK: PERAN MEDIASI KEPERCAYAAN MEREK DAN EKUITAS MEREK (Studi Pada BitterSweet By Najla)

Halo teman-teman semua, perkenalkan nama saya Michael Tanu Wijaya., mahasiswa Program Studi Manajemen Universitas Atma Jaya Yogyakarta (UAJY), Bidang Konsentrasi Manajemen Pemasaran. Saya ingin meminta tolong kepada teman-teman semua untuk menyisihkan waktunya sedikit guna menjadi responden penelitian saya dengan judul **"PENGARUH KOMUNIKASI MEDIA SOSIAL INSTAGRAM TERHADAP LOYALITAS MEREK: PERAN MEDIASI KEPERCAYAAN MEREK DAN EKUITAS MEREK (Studi Pada BitterSweet By Najla)"**.

Saya mohon ketersediaan waktu dan bantuan teman - teman untuk ikut berpartisipasi dalam menjawab beberapa pertanyaan yang terdapat pada kuesioner ini.

Jika mengalami kendala dalam mengisi kuesioner ini, dapat menghubungi saya melalui tanumichael98@gmail.com

Semoga partisipasi teman-teman dapat memberikan manfaat bagi kepentingan ilmu pengetahuan. Atas kesediaan dan kerjasamanya yang diberikan saya ucapkan terimakasih.


Kuesioner Penelitian Pengaruh K... x KUESIONER PENELITIAN PENGAF x +

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Turkish Choco Dessert Box

Konsep Dessert Box pertama kali dipelopori oleh Najla Bisyr pada tahun 2017, konsep kue di dalam box ini lah yang membuat Bittersweet by Najla menjadi viral dan dikenal oleh masyarakat. Toko Bittersweet by Najla pertama kali di buka pada tahun 2019 khusus untuk pembelian lewat aplikasi online, kini Bittersweet by Najla telah memiliki 6 outlet.

Turkish Choco merupakan salah satu varian *dessert box* dari Bittersweet by Najla yang paling *best seller*. *Dessert box* ini terdiri dari lapisan *buttercake chocolate*, *white mousse*, *chocolate mousse* dan siraman *melted Belgian chocolate* yang kemudian ditaburi dengan *choco chips*.



Kuesioner Penelitian Pengaruh K... x KUESIONER PENELITIAN PENGAF... x

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Karakteristik Responden

Apabila terdapat salah satu jawaban "Tidak" maka pengisian kuesioner hanya sampai disini

Jenis Kelamin

Laki-laki

Perempuan

Usia (angka)

Jawaban Anda

Rata-rata uang saku/pendapatan per bulan

< Rp1.000.000,00

Rp1.000.001,00 - Rp1.500.000,00

Rp1.500.001,00 - Rp2.000.000,00

Rp2.000.001,00 - Rp2.500.000,00

> Rp2.500.001,00

Yang lain:

Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

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Pertanyaan Umum

Apakah anda mengetahui Bittersweet by Najla?

Ya

Tidak

Apakah anda mengikuti/follow akun instagram @bittersweet_by_najla?

Ya

Tidak

Darimana anda pertama kali mengetahui Bittersweet by Najla?


Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)

Rekomendasi teman

Rekomendasi keluarga

Melihat langsung tokonya/melihat tempatnya

Yang lain: _____



Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

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Berapa kali anda pernah membeli Bittersweet by Najla dalam 3 bulan terakhir?

2 kali

3-4 kali

5-6 kali

> 7 kali

Yang lain: _____

Apakah anda pernah menjadikan akun instagram sebagai pertimbangan produk yang akan anda beli? (sebelum membeli produk atau sebelum berkunjung melihat terlebih dahulu akun instagram produk/tempat tersebut)

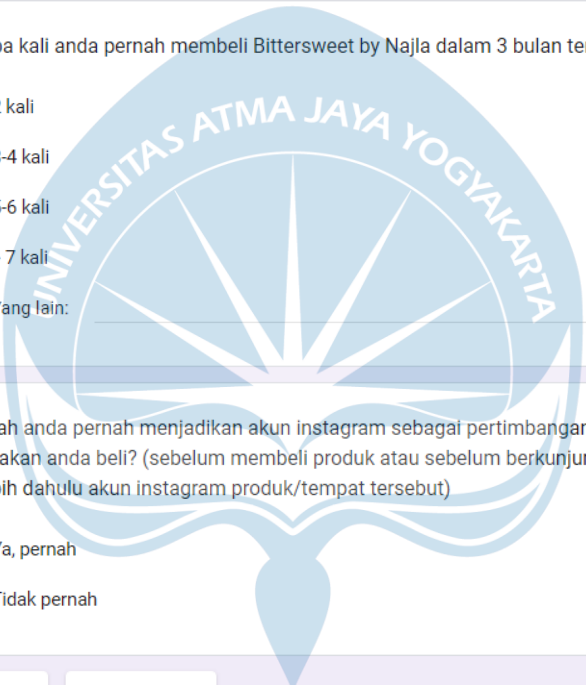
Ya, pernah

Tidak pernah

[Kembali](#) [Berikutnya](#) [Kosongkan formulir](#)

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. [Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)



Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

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Kuesioner Variabel

Firm-Created Social Media Communication

Saya puas dengan komunikasi media sosial yang dilakukan Bittersweet by Najla

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Komunikasi media sosial Bittersweet by Najla sesuai ekspektasi saya

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Komunikasi media sosial Bittersweet by Najla cukup menarik

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Komunikasi media sosial Bittersweet by Najla bekerja lebih baik dibandingkan toko lain

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

docs.google.com/forms/d/e/1FAIpQLSd1drluYnY496M5bu6-hb1aYSxkcoJl1HRn9SnPnXlaK3S_A/formResponse

User Generated Social Media Communication

Saya puas dengan komunikasi Bittersweet by Najja yang dibuat oleh pengguna instagram tentang bittersweet By Najja

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Konten yang dibuat oleh pengguna Instagram lain tentang Bittersweet by Najja sesuai ekspektasi saya

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Konten yang dibuat oleh pengguna Instagram lain tentang Bittersweet by Najja cukup menarik

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Konten yang dibuat oleh pengguna Instagram lain tentang Bittersweet by Najja bekerja lebih baik dibandingkan toko lain

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

docs.google.com/forms/d/e/1FAIpQLSd1drluYnY496M5bu6-hb1aYSxkcoJl1HRn9SnPnPxlak3S_A/formResponse

Kuesioner Variabel

Kepercayaan Merek

Saya percaya Bittersweet by Najla menyediakan kebutuhan yang saya cari

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mengandalkan Bittersweet by Najla

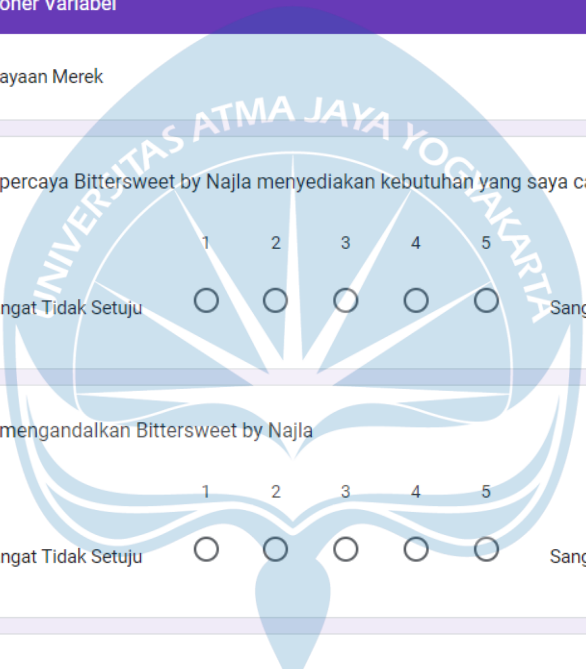
1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bittersweet by Najla tidak pernah mengecewakan saya

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju



Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

docs.google.com/forms/d/e/1FAIpQLSd1drluYnY496M5bu6-hb1aYSxkcoJl1HRn9SnPnPxlak3S_A/formResponse

Ekuitas Merek

Membeli produk di Bittersweet by Najla lebih masuk akal dibanding beli di toko lain

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Meskipun toko lain memiliki varian rasa yang sama dengan Bittersweet by Najla, saya lebih memilih untuk membeli di Bittersweet by Najla

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada merek lain seperti Bittersweet by Najla, saya akan tetap membeli di Bittersweet by Najla

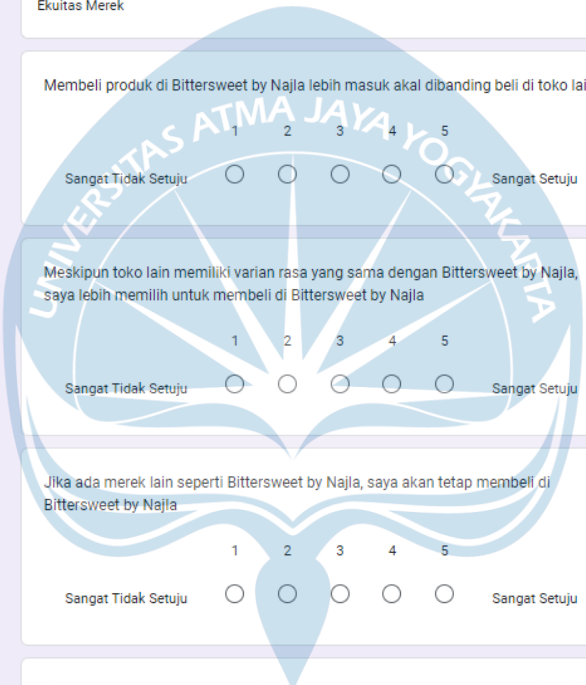
1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada merek yang tidak beda jauh dengan Bittersweet by Najla, akan lebih baik membeli di Bittersweet by Najla

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju



Kuesioner Penelitian Pengaruh K... x Kuesioner Penelitian Pengaruh K... x +

docs.google.com/forms/d/e/1FAIpQLSd1drluYnY496M5bu6-hb1aYSxkcoJl1HRn9SnPnPxlak3S_A/formResponse

Kuesioner Variabel

Loyalitas Merek

Saya loyal pada Bittersweet by Najla

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika varian rasa dessert box yang saya cari tidak tersedia, saya rela mengganti varian rasa yang lain di Bittersweet by Najla

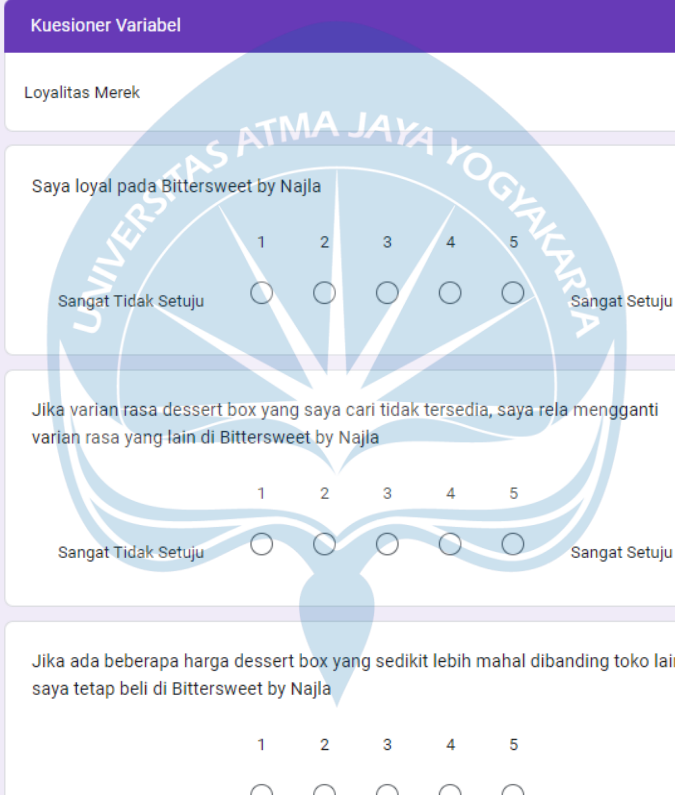
1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada beberapa harga dessert box yang sedikit lebih mahal dibanding toko lain, saya tetap beli di Bittersweet by Najla

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju



Halo teman-teman semua, perkenalkan nama saya Michael Tanu Wijaya., mahasiswa Program Studi Manajemen Universitas Atma Jaya Yogyakarta (UAJY), Bidang Konsentrasi Manajemen Pemasaran. Saya ingin meminta tolong kepada teman-teman semua untuk menyisahkan waktunya sedikit guna menjadi responden penelitian saya dengan judul

"PENGARUH KOMUNIKASI MEDIA SOSIAL INSTAGRAM TERHADAP LOYALITAS MEREK: PERAN MEDIASI KEPERCAYAAN MEREK DAN EKUITAS MEREK (Studi Pada BitterSweet By Najla)".

Saya mohon ketersediaan waktu dan bantuan teman - teman untuk ikut berpartisipasi dalam menjawab beberapa pertanyaan yang terdapat pada kuesioner ini. Jika mengalami kendala dalam mengisi kuesioner ini, dapat menghubungi saya melalui tanumichael98@gmail.com

Semoga partisipasi teman-teman dapat memberikan manfaat bagi kepentingan ilmu pengetahuan. Atas kesediaan dan kerjasamanya yang diberikan saya ucapkan terimakasih.

Bagian 1: Karakteristik Responden

1. Jenis Kelamin:
 - Laki - laki
 - Perempuan
2. Usia: Opsional*
 - ... tahun
3. Rata-rata Pendapatan / Uang Saku per Bulan:
 - ≤ Rp. 1.000.000
 - Rp. 1.000.001 - Rp. 1.500.000
 - Rp. 1.500.001 - Rp. 2.000.000
 - Rp. 2.000.001 - Rp. 2.500.000
 - ≥ Rp. 2.500.001

Bagian 2: Pertanyaan Umum

1. Apakah anda mengetahui Bittersweet by Najla?
 - Ya
 - Tidak
2. Apakah anda mengikuti/follow akun instagram [@bittersweet_by_najla](https://www.instagram.com/bittersweet_by_najla)?
 - Ya
 - Tidak

3. Darimana anda pertama kali mengetahui Bittersweet by Najla?
 - Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)
 - Rekomendasi teman
 - Rekomendasi keluarga
 - Melihat langsung tokonya/melihat tempatnya
4. Berapa kali anda pernah membeli Bittersweet by Najla dalam 3 bulan terakhir?
 - 2 Kali
 - 3-4 Kali
 - 5-6 Kali
 - 7 Kali
5. Apakah anda pernah menjadikan akun instagram sebagai pertimbangan produk yang akan anda beli? (sebelum membeli produk atau sebelum berkunjung melihat terlebih dahulu akun instagram produk/tempat tersebut)
 - Ya, Pernah
 - Tidak Pernah

BAGIAN 3: Firm Created Social Media Communication (FCSMC)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Saya puas dengan komunikasi media sosial yang dilakukan BitterSweet by Najla					
2.	Komunikasi media sosial BitterSweet by Najla sesuai dengan ekspektasi saya					
3.	Komunikasi media sosial BitterSweet by Najla sangat menarik					
4.	Komunikasi media sosial BitterSweet by Najla berkinerja lebih baik dibandingkan toko lain					

BAGIAN 4: User Generated Social Media Communication (UGSMC)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Saya puas dengan komunikasi media sosial yang dibuat oleh pengguna instagram tentang BitterSweet by Najla					
2.	Konten yang dibuat oleh pengguna instagram lain tentang BitterSweet by Najla sesuai ekspektasi saya					
3.	Konten yang dibuat pengguna instagram lain tentang BitterSweet by Najla sangat menarik					
4.	Konten yang dibuat oleh pengguna instagram lain tentang BitterSweet by Najla berkinerja lebih baik dibandingkan toko lain					

BAGIAN 5: Kepercayaan Merek (KM)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Saya percaya BitterSweet by Najla menyediakan kebutuhan yang saya cari					
2.	Saya mengandalkan BitterSweet by Najla					
3.	BitterSweet by Najla tidak pernah mengecewakan saya					

BAGIAN 6: Ekuitas Merek (EM)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Membeli produk di BitterSweet by Najla lebih masuk akal dibanding membeli produk yang sama di toko lain					
2.	Meskipun toko lain memiliki varian rasa yang sama dengan BitterSweet by Najla, saya lebih memilih untuk membeli di BitterSweet by Najla					
3.	Jika ada merek lain seperti BitterSweet by Najla, saya akan tetap membeli di BitterSweet by Najla					
4.	Jika ada merek yang tidak beda jauh dengan BitterSweet by Najla, akan lebih baik membeli di BitterSweet by Najla					

BAGIAN 7: Loyalitas Merek (LM)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Saya loyal pada BitterSweet by Najla					
2.	Jika varian rasa yang saya cari tidak tersedia, saya rela mengganti varian rasa yang lain di BitterSweet by Najla					
3.	Jika ada beberapa harga produk yang sedikit lebih mahal dibanding toko lain, saya tetap beli di BitterSweet by Najla					



Lampiran II
Kuesioner Asli

No.	Variabel	Indikator
1.	Company-generated Communication	<i>"I am satisfied with the company's social media communications for [brand]"</i>
		<i>"The level of the company's social media communications for [brand] meets my expectations"</i>
		<i>"The company's social media communications for [brand] are very attractive"</i>
		<i>"This company's social media communications for [brand] perform well, when compared with the social media communications of other companies"</i>
2.	User-generated Communication	<i>"I am satisfied with the social media communications expressed by other users about [brand]"</i>
		<i>"The level of the content generated on social media sites by other users about [brand] meets my expectations"</i>
		<i>"The content generated by other users about [brand] is very attractive"</i>
		<i>"The content generated on social media sites by other users about [brand] performs well, when compared with other brands"</i>
3.	Brand Trust	<i>"I trust my brand to give me everything, I expect out of it"</i>
		<i>"I rely on my brand"</i>
		<i>"My brand never disappoints me"</i>
4.	Brand Equity	<i>"It makes sense to buy [brand] instead of any other brand, even if they are the same"</i>
		<i>"Even if another brand has the same feature as [brand], I would prefer to buy [brand]"</i>
		<i>"If there is another brand as good as [brand], I prefer to buy [brand]"</i>
		<i>"If another brand is not different from [brand] in any way, it seems smarter to purchase [brand]"</i>
5.	Brand Loyalty	<i>"Consider myself to be loyal to the brand"</i>
		<i>"If the brand is not available at the store, I would buy the same brand from some other store"</i>
		<i>"I am willing to pay more for my brand"</i>

Sumber: Khadim et al. (2018)



Name	No.	Type	Missings	Mean	Median	Scale Min	Scale Max	Observed Min	Observed Max	Standard Deviation	Excess Kurtosis	Skewness	Cramér-Von Mises P Value
FCSMC1	1	MET	0	4.532	5	2	5	2	5	0.725	1.919	-1.548	0
FCSMC2	2	MET	0	4.298	5	2	5	2	5	0.816	-0.071	-0.896	0
FCSMC3	3	MET	0	4.452	5	2	5	2	5	0.739	0.718	-1.191	0
FCSMC4	4	MET	0	4.378	5	2	5	2	5	0.813	0.556	-1.157	0
UGSMC1	5	MET	0	4.516	5	2	5	2	5	0.768	1.273	-1.473	0
UGSMC2	6	MET	0	4.282	5	2	5	2	5	0.928	-0.075	-1.034	0
UGSMC3	7	MET	0	4.410	5	2	5	2	5	0.849	0.591	-1.266	0
UGSMC4	8	MET	0	4.346	5	2	5	2	5	0.852	0.658	-1.199	0
KM1	9	MET	0	4.277	5	2	5	2	5	0.868	0.172	-1.013	0
KM2	10	MET	0	4.287	5	2	5	2	5	0.846	0.256	-1.013	0
KM3	11	MET	0	4.282	4	2	5	2	5	0.844	0.248	-1.003	0
EM1	12	MET	0	4.372	5	2	5	2	5	0.850	0.600	-1.217	0
EM2	13	MET	0	4.324	5	2	5	2	5	0.926	0.128	-1.137	0
EM3	14	MET	0	4.378	5	2	5	2	5	0.894	0.370	-1.226	0
EM4	15	MET	0	4.431	5	2	5	2	5	0.825	0.712	-1.293	0
LM1	16	MET	0	4.319	5	2	5	2	5	0.834	0.742	-1.158	0
LM2	17	MET	0	4.324	4	2	5	2	5	0.769	-0.118	-0.845	0
LM3	18	MET	0	4.298	5	2	5	2	5	0.885	-0.253	-0.948	0

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results
DATA MENTAH FIX derived from PLS results

- Graphical
 - Graphical output
- Final results
 - Path coefficients
 - Indirect effects
 - Total effects
 - Outer loadings
 - Matrix
 - List
 - Outer weights
 - Latent variables
 - Residuals
- Quality criteria
 - R-square
 - f-square
 - Construct reliability and validity
 - Discriminant validity
 - Collinearity statistics (VIF)
 - Model fit
 - Model selection criteria
- Algorithm
 - Setting
 - Stop criterion changes
 - Posthoc minimum sample size
 - Execution log

Outer loadings - Matrix Zoom (115%) Copy to Excel Copy to R

	EM	FCSMC	KM	LM	UGSMC
EM1	0.777				
EM2	0.815				
EM3	0.808				
EM4	0.807				
FCSMC1		0.778			
FCSMC2		0.735			
FCSMC3		0.719			
FCSMC4		0.801			
KM1			0.890		
KM2			0.857		
KM3			0.845		
LM1				0.873	
LM2				0.855	
LM3				0.772	
UGSMC1					0.731
UGSMC2					0.750
UGSMC3					0.745
UGSMC4					0.756

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results
DATA MENTAH FIX derived from PLS results

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 - Outer loadings
 - Outer weights
 - Latent variables
 - Residuals
- Quality criteria
 - R-square
 - f-square
 - Construct reliability and validity
 - Overview
 - Cronbach's alpha - Bar chart
 - Composite reliability (rho_a) - Bar chart
 - Composite reliability (rho_c) - Bar chart
 - Average variance extracted (AVE) - Bar chart
 - Discriminant validity
 - Collinearity statistics (VIF)
 - Model fit
 - Model selection criteria
- Algorithm

Construct reliability and validity Overview Zoom (115%) Copy to Excel Copy to R

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EM	0.815	0.815	0.878	0.643
FC SMC	0.757	0.773	0.845	0.576
KM	0.830	0.830	0.898	0.747
LM	0.781	0.791	0.873	0.697
UGSMC	0.736	0.739	0.834	0.556

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results
DATA MENTAH FIX derived from PLS results

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 - Total effects
 - Outer loadings
 - Outer weights
 - Latent variables
 - Residuals
- Quality criteria
 - R-square
 - f-square
 - Construct reliability and validity
 - Discriminant validity
 - Heterotrait-monotrait ratio (HTMT) - Matrix
 - Heterotrait-monotrait ratio (HTMT) - List
 - Heterotrait-monotrait ratio (HTMT) - Bar chart
 - Fornell-Larcker criterion
 - Cross loadings
 - Collinearity statistics (VIF)
 - Model fit
 - Model selection criteria
- Algorithm

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix [Zoom \(115%\)](#) [Copy to Excel](#) [Copy to R](#)

	EM	FCSMC	KM	LM	UGSMC
EM					
FCSMC	0.769				
KM	0.767	0.656			
LM	0.761	0.665	0.704		
UGSMC	0.591	0.686	0.471	0.522	

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results
DATA MENTAH FIX derived from PLS results

- Graphical
 - Graphical output
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 - Model fit
 - Model selection criteria
- Algorithm

Discriminant validity - Fornell-Larcker criterion [Zoom \(115%\)](#) [Copy to Excel](#) [Copy to R](#)

	EM	FCSMC	KM	LM	UGSMC
EM	0.802				
FCSMC	0.615	0.759			
KM	0.632	0.535	0.864		
LM	0.609	0.524	0.568	0.835	
UGSMC	0.464	0.518	0.371	0.396	0.746

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results
DATA MENTAH FIX derived from PLS results

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 - Heterotrait-monotrait ratio (HTMT) - Matrix
 - Heterotrait-monotrait ratio (HTMT) - List
 - Heterotrait-monotrait ratio (HTMT) - Bar chart
 - Fornell-Larcker criterion
 - Cross loadings
 - Collinearity statistics (VIF)
 - Model fit
 - Model selection criteria
 - Algorithm

Discriminant validity - Cross loadings [Zoom \(115%\)](#) [Copy to Excel](#) [Copy to R](#)

	EM	FCSMC	KM	LM	UGSMC
EM1	0.777	0.501	0.512	0.518	0.360
EM2	0.815	0.476	0.474	0.488	0.359
EM3	0.808	0.479	0.484	0.470	0.394
EM4	0.807	0.513	0.552	0.475	0.375
FCSMC1	0.503	0.778	0.413	0.418	0.485
FCSMC2	0.378	0.735	0.332	0.322	0.366
FCSMC3	0.434	0.719	0.310	0.347	0.395
FCSMC4	0.527	0.801	0.527	0.476	0.338
KM1	0.571	0.461	0.890	0.493	0.327
KM2	0.555	0.451	0.857	0.473	0.305
KM3	0.512	0.475	0.845	0.507	0.330
LM1	0.537	0.480	0.534	0.873	0.321
LM2	0.541	0.448	0.452	0.855	0.311
LM3	0.442	0.378	0.431	0.772	0.367
UGSMC1	0.274	0.377	0.263	0.340	0.731
UGSMC2	0.390	0.370	0.260	0.258	0.750
UGSMC3	0.299	0.299	0.260	0.245	0.745
UGSMC4	0.403	0.477	0.317	0.331	0.756

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results

DATA MENTAH FIX derived from PLS results

Graphical output

- Final results
 - Path coefficients
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- Model fit**
- Model selection criteria
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 - Stop criterion changes
 - Posthoc minimum sample size
 - Execution log
- Model and data
 - Inner model
 - Outer model

Model fit

Zoom (115%) Copy to Excel Copy to R

	Saturated model	Estimated model
SRMR	0.071	0.071
d_ ULS	0.860	0.860
d_ G	0.326	0.326
Chi-square	365.672	365.672
NFI	0.756	0.756

The image shows the SmartPLS 4 software interface. The window title is "SmartPLS 4" and the menu bar includes "SmartPLS" and "Export". A green toolbar contains icons for "Edit", "Save", "Excel", "HTML", "Create data file", and "Compare". The main content area is titled "SEM - PLS results" and shows "DATA MENTAH FIX derived from PLS results". A left sidebar lists various result categories: "Final results" (Path coefficients, Indirect effects, Total effects, Outer loadings, Outer weights, Latent variables, Residuals), "Quality criteria" (R-square, f-square, Construct reliability and validity, Discriminant validity, Collinearity statistics (VIF), Model fit, Model selection criteria), "Algorithm" (Setting, Stop criterion changes, Posthoc minimum sample size, Execution log), and "Model and data". The "R-square" section is selected, and the "Overview" sub-option is active. The main display area shows the "R-square - Overview" table with a zoom level of 115% and buttons for "Copy to Excel" and "Copy to R".

	R-square	R-square adjusted
EM	0.522	0.514
KM	0.298	0.291
LM	0.450	0.438

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - PLS results

DATA MENTAH FIX derived from PLS results

Graphical output

- Final results
 - Path coefficients
 - Indirect effects
 - Total effects
 - Outer loadings
 - Outer weights
 - Latent variables
 - Residuals
- Quality criteria
 - R-square
 - f-square
 - Matrix
 - List
 - Bar chart
 - Construct reliability and validity
 - Discriminant validity
 - Collinearity statistics (VIF)
 - Model fit
 - Model selection criteria
- Algorithm
 - Setting
 - Stop criterion changes
 - Posthoc minimum sample size
 - Execution log

f-square - List

Zoom (115%) Copy to Excel Copy to R

	f-square
EM -> LM	0.088
FC SMC -> EM	0.129
FC SMC -> KM	0.229
FC SMC -> LM	0.022
KM -> EM	0.241
KM -> LM	0.069
UGSMC -> EM	0.032
UGSMC -> KM	0.017
UGSMC -> LM	0.007

SmartPLS 4

SmartPLS Export

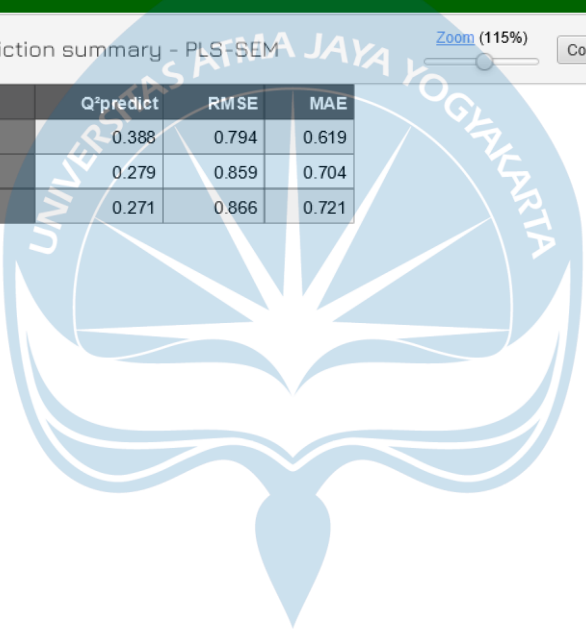
Edit Save Excel HTML Create data file Compare

SEM - PLSpredict / CVPAT results
DATA MENTAH FIX derived from PLS results

- Graphical output
- Final results
 - MV prediction summary
 - LV prediction summary
 - PLS-SEM
 - PLS-SEM prediction error (descriptives)
 - PLS-SEM predictions (descriptives)
 - CVPAT
 - MV predictions and errors
 - LV predictions and errors
- Algorithm
 - Setting
 - Execution log
- Histograms
 - PLS-SEM MV error histogram
 - LM MV prediction error
 - PLS-SEM LV error histogram
- Model and data
 - Inner model
 - Outer model
 - Indicator data (original)
 - Indicator data (standardized)

LV prediction summary - PLS-SEM [Zoom \(115%\)](#) [Copy to Excel](#) [Copy to R](#)

	Q ² predict	RMSE	MAE
EM	0.388	0.794	0.619
KM	0.279	0.859	0.704
LM	0.271	0.866	0.721



SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

SEM - BT results
DATA MENTAH FIX derived from PLS results

▼ Graphical
Graphical output

▼ Final results
▼ Path coefficients

- Mean, STDEV, T values, p values
- Confidence intervals
- Confidence intervals bias corrected
- ▶ Total indirect effects
- ▶ Specific indirect effects
- ▶ Total effects
- ▶ Outer loadings
- ▶ Outer weights

▼ Algorithm
▶ Setting
Execution log

▼ Histograms
▶ Path coefficients histogram
▶ Indirect effects histogram
▶ Total effects histogram
▶ Outer weights histogram

▼ Model and data
Inner model
Outer model
▶ Indicator data (original)

Path coefficients - Mean, STDEV, T values, p values Zoom (115%) Copy to Excel Copy to R

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EM -> LM	0.318	0.318	0.091	3.490	0.000
FCSMC -> EM	0.322	0.322	0.068	4.706	0.000
FCSMC -> KM	0.468	0.466	0.073	6.402	0.000
FCSMC -> LM	0.152	0.150	0.077	1.981	0.048
KM -> EM	0.405	0.401	0.057	7.153	0.000
KM -> LM	0.258	0.260	0.073	3.535	0.000
UGSMC -> EM	0.146	0.151	0.056	2.593	0.010
UGSMC -> KM	0.129	0.134	0.075	1.707	0.088
UGSMC -> LM	0.074	0.077	0.076	0.966	0.334

SmartPLS 4

SmartPLS Export

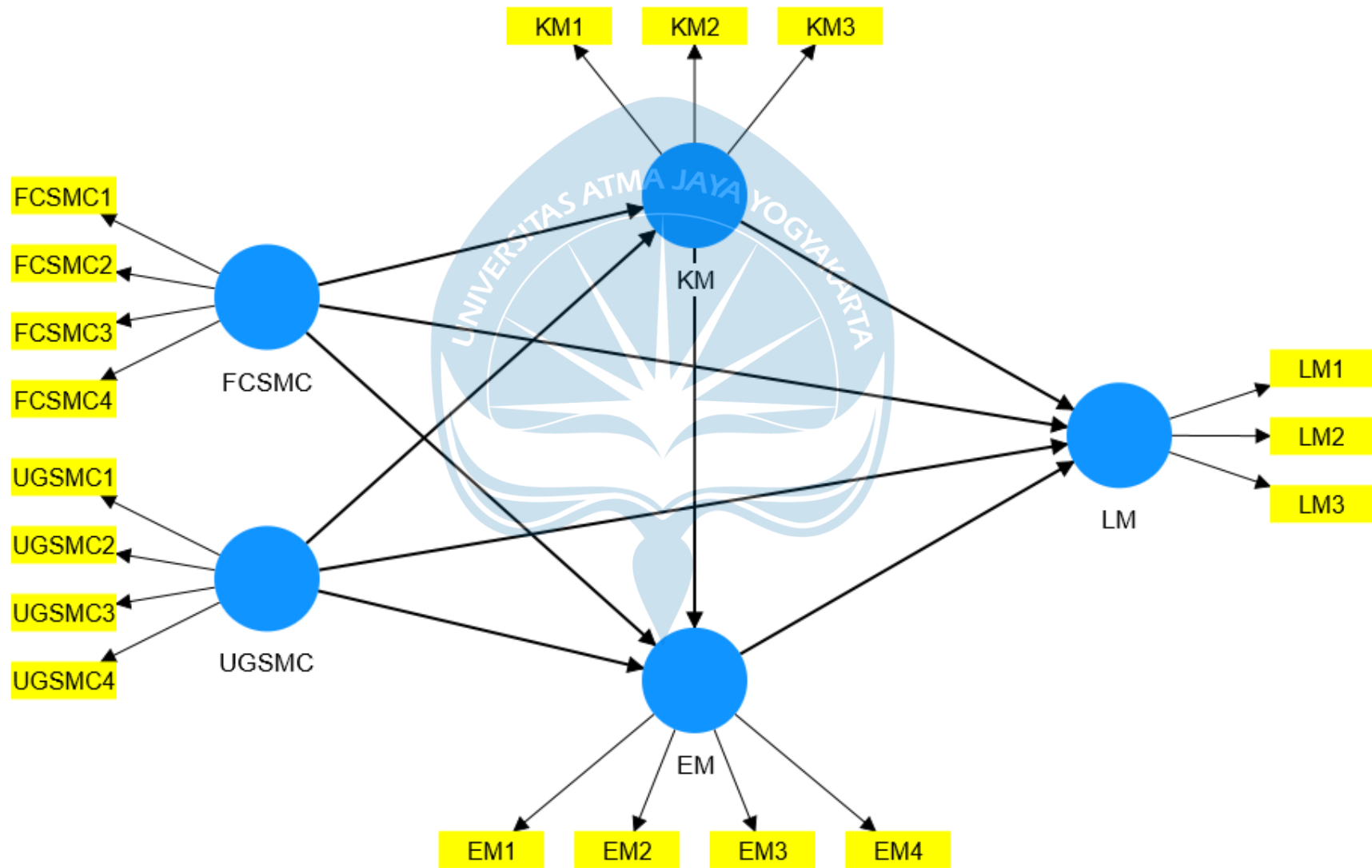
Edit Save Excel HTML Create data file Compare

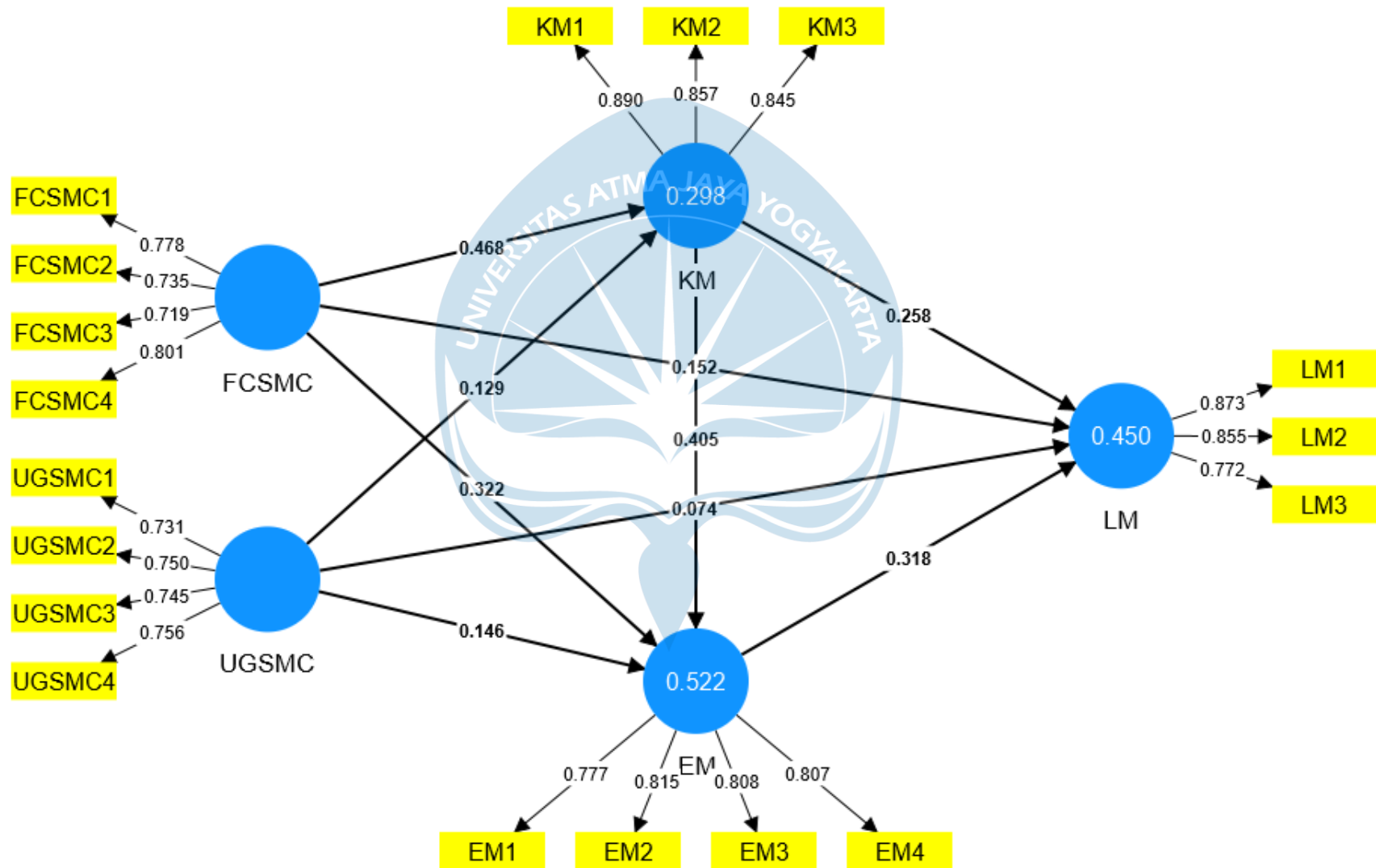
SEM - BT results
DATA MENTAH FIX derived from PLS results

- Graphical
 - Graphical output
- Final results
 - Path coefficients
 - Total indirect effects
 - Specific indirect effects**
 - Mean, STDEV, T values, p values
 - Confidence intervals
 - Confidence intervals bias corrected
 - Total effects
 - Outer loadings
 - Outer weights
- Algorithm
 - Setting
 - Execution log
- Histograms
 - Path coefficients histogram
 - Indirect effects histogram
 - Total effects histogram
 - Outer weights histogram
- Model and data
 - Inner model
 - Outer model
 - Indicator data (original)

Specific indirect effects - Mean, STDEV, T values, p values Zoom (110%) Copy to Excel Copy to R

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
UGSMC -> KM -> LM	0.033	0.035	0.023	1.441	0.150
FC SMC -> KM -> LM	0.121	0.121	0.039	3.106	0.002
FC SMC -> EM -> LM	0.102	0.104	0.041	2.496	0.013
UGSMC -> KM -> EM -> LM	0.017	0.017	0.012	1.441	0.150
UGSMC -> KM -> EM	0.052	0.054	0.031	1.689	0.091
FC SMC -> KM -> EM	0.190	0.187	0.041	4.664	0.000
KM -> EM -> LM	0.129	0.127	0.040	3.229	0.001
FC SMC -> KM -> EM -> LM	0.060	0.059	0.022	2.805	0.005
UGSMC -> EM -> LM	0.047	0.047	0.022	2.123	0.034







Lampiran IV

Data Responden

No.	Jenis Kelamin	Usia	Rata-rata uang saku/pendapatan per bulan	Apakah anda mengetahui Bittersweet by Najla?	Apakah anda mengikuti/follow akun instagram @bittersweet_by_najla?
1	Laki-laki	24	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
2	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
3	Perempuan	22	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
4	Laki-laki	24	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
5	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
6	Laki-laki	24	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
7	Perempuan	23	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
8	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
9	Perempuan	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
10	Laki-laki	24	> Rp2.500.001,00	Ya	Ya
11	Laki-laki	26	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
12	Laki-laki	24	> Rp2.500.001,00	Ya	Ya
13	Laki-laki	23	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
14	Perempuan	26	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
15	Laki-laki	27	> Rp2.500.001,00	Ya	Ya
16	Perempuan	26	> Rp2.500.001,00	Ya	Ya
17	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
18	Perempuan	21	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
19	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
20	Laki-laki	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
21	Perempuan	26	> Rp2.500.001,00	Ya	Ya
22	Perempuan	20	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya

23	Perempuan	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
24	Perempuan	22	> Rp2.500.001,00	Ya	Ya
25	Laki-laki	24	> Rp2.500.001,00	Ya	Ya
26	Perempuan	22	> Rp2.500.001,00	Ya	Ya
27	Perempuan	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
28	Perempuan	26	> Rp2.500.001,00	Ya	Ya
29	Perempuan	25	> Rp2.500.001,00	Ya	Ya
30	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
31	Laki-laki	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
32	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
33	Perempuan	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
34	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
35	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
36	Perempuan	25	< Rp1.000.000,00	Ya	Ya
37	Laki-laki	24	> Rp2.500.001,00	Ya	Ya
38	Laki-laki	25	Rp1.000.001,00 - Rp1.500.000,00	Ya	Ya
39	Laki-laki	24	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
40	Perempuan		Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
41	Laki-laki	23	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
42	Laki-laki	24	> Rp2.500.001,00	Ya	Ya
43	Laki-laki	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
44	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
45	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
46	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya

47	Perempuan	24	> Rp2.500.001,00	Ya	Ya
48	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
49	Laki-laki	25	> Rp2.500.001,00	Ya	Ya
50	Perempuan	25	< Rp1.000.000,00	Ya	Ya
51	Perempuan	24	< Rp1.000.000,00	Ya	Ya
52	Perempuan	24	< Rp1.000.000,00	Ya	Ya
53	Laki-laki	22	< Rp1.000.000,00	Ya	Ya
54	Laki-laki	25	> Rp2.500.001,00	Ya	Ya
55	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
56	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
57	Laki-laki	23	> Rp2.500.001,00	Ya	Ya
58	Laki-laki	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
59	Laki-laki	22	> Rp2.500.001,00	Ya	Ya
60	Perempuan	24	> Rp2.500.001,00	Ya	Ya
61	Laki-laki	22	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
62	Perempuan	25	> Rp2.500.001,00	Ya	Ya
63	Laki-laki	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
64	Perempuan	25	> Rp2.500.001,00	Ya	Ya
65	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
66	Perempuan	25	> Rp2.500.001,00	Ya	Ya
67	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
68	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
69	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
70	Perempuan	26	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya

71	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
72	Perempuan	25	> Rp2.500.001,00	Ya	Ya
73	Laki-laki	23	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
74	Perempuan	22	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
75	Perempuan	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
76	Laki-laki	25	> Rp2.500.001,00	Ya	Ya
77	Perempuan	26	> Rp2.500.001,00	Ya	Ya
78	Laki-laki	27	> Rp2.500.001,00	Ya	Ya
79	Perempuan	26	> Rp2.500.001,00	Ya	Ya
80	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
81	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
82	Laki-laki	22	Rp1.000.001,00 - Rp1.500.000,00	Ya	Ya
83	Perempuan	25	> Rp2.500.001,00	Ya	Ya
84	Perempuan	26	> Rp2.500.001,00	Ya	Ya
85	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
86	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
87	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
88	Laki-laki	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
89	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
90	Laki-laki	24	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
91	Perempuan	25	> Rp2.500.001,00	Ya	Ya
92	Laki-laki	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
93	Perempuan	25	> Rp2.500.001,00	Ya	Ya
94	Perempuan	26	> Rp2.500.001,00	Ya	Ya

95	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
96	Perempuan	25	> Rp2.500.001,00	Ya	Ya
97	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
98	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
99	Laki-laki	22	> Rp2.500.001,00	Ya	Ya
100	Perempuan	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
101	Laki-laki	20	Rp1.000.001,00 - Rp1.500.000,00	Ya	Ya
102	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
103	Laki-laki	18	Rp1.000.001,00 - Rp1.500.000,00	Ya	Ya
104	Laki-laki	22	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
105	Perempuan	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
106	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
107	Perempuan	25	> Rp2.500.001,00	Ya	Ya
108	Perempuan		Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
109	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
110	Perempuan	25	> Rp2.500.001,00	Ya	Ya
111	Perempuan	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
112	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
113	Laki-laki	25 tahun	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
114	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
115	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
116	Laki-laki	25	> Rp2.500.001,00	Ya	Ya
117	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya

118	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
119	Perempuan	25	> Rp2.500.001,00	Ya	Ya
120	Laki-laki	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
121	Perempuan	25	> Rp2.500.001,00	Ya	Ya
122	Laki-laki	26	> Rp2.500.001,00	Ya	Ya
123	Laki-laki	25	> Rp2.500.001,00	Ya	Ya
124	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
125	Perempuan	24	> Rp2.500.001,00	Ya	Ya
126	Laki-laki	22	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
127	Perempuan	26	> Rp2.500.001,00	Ya	Ya
128	Perempuan	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
129	Perempuan	22	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
130	Laki-laki	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
131	Perempuan	26	> Rp2.500.001,00	Ya	Ya
132	Perempuan	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
133	Perempuan	25	> Rp2.500.001,00	Ya	Ya
134	Perempuan	25	> Rp2.500.001,00	Ya	Ya
135	Perempuan	20	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
136	Perempuan	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
137	Perempuan	21	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
138	Laki-laki	18	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
139	Laki-laki	20	Rp1.000.001,00 - Rp1.500.000,00	Ya	Ya
140	Perempuan	25	> Rp2.500.001,00	Ya	Ya
141	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya

142	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
143	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
144	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
145	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
146	Perempuan	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
147	Laki-laki	22	> Rp2.500.001,00	Ya	Ya
148	Perempuan	26	> Rp2.500.001,00	Ya	Ya
149	Laki-laki	27	> Rp2.500.001,00	Ya	Ya
150	Perempuan	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
151	Laki-laki	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
152	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
153	Perempuan	22	> Rp2.500.001,00	Ya	Ya
154	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
155	Perempuan	26	> Rp2.500.001,00	Ya	Ya
156	Perempuan	25	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
157	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
158	Perempuan	20	Rp1.000.001,00 - Rp1.500.000,00	Ya	Ya
159	Perempuan	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
160	Laki-laki	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
161	Laki-laki	21	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
162	Perempuan	21	Rp1.500.001,00 - Rp2.000.000,00	Ya	Ya
163	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
164	Laki-laki	27	> Rp2.500.001,00	Ya	Ya
165	Perempuan	24	> Rp2.500.001,00	Ya	Ya

166	Perempuan	23	> Rp2.500.001,00	Ya	Ya
167	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
168	Perempuan	26	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
169	Perempuan	27	> Rp2.500.001,00	Ya	Ya
170	Laki-laki	27	> Rp2.500.001,00	Ya	Ya
171	Perempuan	21	> Rp2.500.001,00	Ya	Ya
172	Perempuan	27	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
173	Perempuan	25	> Rp2.500.001,00	Ya	Ya
174	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
175	Laki-laki	24	> Rp2.500.001,00	Ya	Ya
176	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
177	Perempuan	27	> Rp2.500.001,00	Ya	Ya
178	Perempuan	25	> Rp2.500.001,00	Ya	Ya
179	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
180	Perempuan	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
181	Laki-laki	23	> Rp2.500.001,00	Ya	Ya
182	Perempuan	24	> Rp2.500.001,00	Ya	Ya
183	Perempuan	21	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
184	Perempuan	20	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
185	Laki-laki	23	> Rp2.500.001,00	Ya	Ya
186	Perempuan	22	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
187	Laki-laki	23	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya
188	Perempuan	24	Rp2.000.001,00 - Rp2.500.000,00	Ya	Ya

No.	Darimana anda pertama kali mengetahui Bittersweet by Najla?	Berapa kali anda pernah membeli Bittersweet by Najla dalam 3 bulan terakhir?	Apakah anda pernah menjadikan akun instagram sebagai pertimbangan produk yang akan anda beli? (sebelum membeli produk atau sebelum berkunjung melihat terlebih dahulu akun instagram produk/tempat tersebut)
1	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	5-6 kali	Ya, pernah
2	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	3-4 kali	Ya, pernah
3	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	2 kali	Ya, pernah
4	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	5-6 kali	Ya, pernah
5	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	5-6 kali	Ya, pernah
6	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	3-4 kali	Ya, pernah
7	Rekomendasi teman	3-4 kali	Ya, pernah
8	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	3-4 kali	Ya, pernah
9	Rekomendasi teman	3-4 kali	Ya, pernah
10	Rekomendasi teman	3-4 kali	Ya, pernah
11	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	3-4 kali	Ya, pernah
12	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	3-4 kali	Ya, pernah
13	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	2 kali	Ya, pernah
14	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	3-4 kali	Ya, pernah

15	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
16	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
17	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
18	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
19	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
20	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
21	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
22	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
23	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
24	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
25	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
26	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
27	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
28	Melihat langsung tokonya/melihat tempatnya	> 7 kali	Ya, pernah
29	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

30	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
31	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
32	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
33	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
34	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
35	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
36	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	2 kali	Ya, pernah
37	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
38	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	2 kali	Ya, pernah
39	Rekomendasi teman	2 kali	Ya, pernah
40	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	3-4 kali	Ya, pernah
41	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	2 kali	Ya, pernah
42	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
43	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	3-4 kali	Ya, pernah
44	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

45	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
46	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
47	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
48	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
49	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
50	Rekomendasi teman	2 kali	Ya, pernah
51	Rekomendasi keluarga	3-4 kali	Ya, pernah
52	Rekomendasi teman	3-4 kali	Ya, pernah
53	Rekomendasi teman	2 kali	Ya, pernah
54	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
55	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
56	Melihat langsung tokonya/melihat tempatnya	> 7 kali	Ya, pernah
57	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
58	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
59	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
60	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

61	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
62	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
63	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
64	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
65	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
66	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
67	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
68	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
69	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
70	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
71	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
72	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
73	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
74	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
75	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

76	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
77	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
78	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
79	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
80	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
81	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
82	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	3-4 kali	Ya, pernah
83	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
84	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
85	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
86	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
87	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
88	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
89	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
90	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	3-4 kali	Ya, pernah

91	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
92	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
93	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
94	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
95	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
96	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
97	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
98	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	3-4 kali	Ya, pernah
99	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
100	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
101	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
102	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
103	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
104	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
105	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

106	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
107	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
108	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
109	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
110	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
111	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
112	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
113	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
114	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
115	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
116	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	2 kali	Ya, pernah
117	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
118	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
119	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
120	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah

121	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
122	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
123	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
124	Rekomendasi teman	5-6 kali	Ya, pernah
125	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
126	Rekomendasi teman	2 kali	Ya, pernah
127	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
128	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
129	Rekomendasi teman	3-4 kali	Ya, pernah
130	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
131	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
132	Rekomendasi teman	5-6 kali	Ya, pernah
133	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
134	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
135	Rekomendasi teman	2 kali	Ya, pernah
136	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
137	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah

138	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
139	Rekomendasi teman	2 kali	Ya, pernah
140	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
141	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
142	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
143	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
144	Melihat langsung tokonya/melihat tempatnya	3-4 kali	Ya, pernah
145	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
146	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
147	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
148	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
149	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
150	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
151	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
152	Rekomendasi teman	5-6 kali	Ya, pernah
153	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

154	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
155	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
156	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
157	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
158	Rekomendasi teman	3-4 kali	Ya, pernah
159	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
160	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
161	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
162	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	3-4 kali	Ya, pernah
163	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
164	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
165	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
166	Rekomendasi teman	5-6 kali	Ya, pernah
167	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
168	Melihat langsung tokonya/melihat tempatnya	> 7 kali	Ya, pernah
169	Rekomendasi keluarga	> 7 kali	Ya, pernah

170	Melihat langsung tokonya/melihat tempatnya	5-6 kali	Ya, pernah
171	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
172	Rekomendasi keluarga	5-6 kali	Ya, pernah
173	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
174	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
175	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
176	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
177	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
178	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
179	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	5-6 kali	Ya, pernah
180	Rekomendasi keluarga	5-6 kali	Ya, pernah
181	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
182	Rekomendasi keluarga	5-6 kali	Ya, pernah
183	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
184	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah
185	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman	> 7 kali	Ya, pernah

186	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	5-6 kali	Ya, pernah
187	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	> 7 kali	Ya, pernah
188	Instagram (akun ig resmi bittersweet by najla/explore/iklan/dari story ig teman)	> 7 kali	Ya, pernah

No.	FCSMC4	UGSMC1	UGSMC2	UGSMC3	UGSMC4	KM1	KM2	KM3	EM1	EM2	EM3	EM4	LM1	LM2	LM3
1	4	5	4	4	4	4	5	4	4	4	3	3	5	4	5
2	4	5	4	5	4	5	4	5	4	3	4	4	4	4	5
3	5	5	4	4	5	4	4	5	3	5	4	5	4	5	5
4	5	4	3	3	4	5	5	5	5	5	3	5	5	4	5
5	4	4	4	3	3	4	3	5	4	4	5	2	4	4	4
6	5	4	5	5	4	4	4	5	4	5	5	5	4	5	5
7	4	5	3	3	5	4	4	4	5	3	5	3	5	4	4
8	5	5	4	4	4	5	5	5	4	4	4	4	4	4	5
9	5	3	4	5	4	3	4	4	5	3	5	3	4	4	3
10	3	4	5	5	5	2	5	5	3	5	5	3	5	5	5
11	5	5	4	4	4	5	5	4	5	3	3	5	5	4	5
12	4	3	3	4	4	4	4	4	4	4	4	4	3	4	3
13	3	4	5	5	4	4	4	4	4	5	4	5	4	4	4
14	5	5	4	5	4	4	4	5	5	4	4	4	5	4	5
15	5	5	3	3	5	4	4	4	5	5	5	5	4	5	4
16	5	4	5	4	5	5	5	5	4	5	5	5	4	4	5
17	4	4	5	5	5	4	4	5	5	5	5	5	3	3	4
18	4	5	5	5	2	4	5	5	5	5	3	5	4	5	5

19	3	4	4	4	4	4	3	3	5	2	2	2	3	3	5
20	5	5	5	5	5	3	5	4	3	5	5	5	4	5	5
21	5	5	5	5	5	5	5	5	3	5	5	5	5	4	4
22	4	5	5	4	4	5	4	5	5	5	5	5	5	5	5
23	5	5	5	5	5	5	4	5	5	4	5	5	5	3	5
24	4	4	4	4	4	5	5	5	4	5	5	5	5	5	5
25	4	5	5	5	5	5	5	5	5	5	5	5	4	3	5
26	5	3	2	5	3	5	4	5	5	5	3	5	5	4	4
27	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4
28	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5
29	5	3	4	5	5	5	5	5	5	5	5	5	3	4	4
30	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5
31	4	4	5	5	4	3	3	3	4	4	4	4	4	4	4
32	5	5	5	5	4	3	4	3	3	4	3	3	3	4	4
33	4	5	4	4	4	3	3	4	4	5	3	3	4	3	3
34	4	5	5	3	3	4	5	4	4	4	5	3	4	4	3
35	4	5	4	5	5	3	3	2	3	4	4	4	4	4	3
36	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
37	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5
38	5	5	5	5	4	4	4	5	4	3	4	4	4	5	5
39	3	3	3	5	5	4	3	4	3	2	2	3	2	3	3
40	4	5	4	3	4	4	4	4	4	4	5	5	4	4	5
41	2	2	3	3	2	3	3	2	2	3	3	3	2	3	2
42	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
43	4	4	4	4	4	3	4	4	4	4	4	4	2	3	3

69	4	5	5	5	5	4	4	4	5	5	5	5	4	5	5
70	5	3	5	3	2	4	4	4	5	5	5	5	5	5	5
71	4	5	5	5	5	3	5	5	5	5	5	5	4	4	4
72	5	5	5	5	5	4	4	3	5	5	5	5	4	4	4
73	2	5	3	5	5	5	5	4	4	5	5	5	5	5	5
74	5	3	5	5	5	4	4	4	5	5	5	5	5	5	5
75	3	5	4	4	4	2	3	3	2	2	2	2	2	3	3
76	3	4	4	4	4	2	3	3	2	3	3	2	2	3	3
77	4	5	5	5	5	4	4	2	5	3	5	5	3	4	4
78	5	5	3	5	5	5	5	4	4	5	3	5	5	5	5
79	5	3	3	2	2	5	5	5	4	4	5	5	5	5	5
80	3	5	5	4	3	3	3	3	3	4	4	4	3	4	4
81	4	5	3	5	5	4	5	4	5	5	5	5	5	5	5
82	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
83	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
84	4	3	5	2	4	2	3	3	4	4	4	4	4	4	3
85	5	5	5	5	5	4	4	4	5	5	5	5	4	5	4
86	5	5	2	5	2	5	5	4	5	5	5	5	4	4	4
87	4	5	5	5	5	5	5	4	4	4	4	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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REVISITING ANTECEDENTS OF BRAND LOYALTY: IMPACT OF PERCEIVED SOCIAL MEDIA COMMUNICATION WITH BRAND TRUST AND BRAND EQUITY AS MEDIATORS

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ABSTRACT

Social media is constantly changing the brand communication tools in the corporate world by playing a significant role in how consumers learn, research and share information about their brands. Similarly, brands are also using social media networks for the sponsorship and advertisement of their products and services to make sustaining relationships and developing trust with their customers. Hence, it is worth noticing to inspect the impact of social media communication, brand trust and equity on brand loyalty using different social media websites. Therefore, the primary aim of the study was to test the mediating role of Brand Trust (BT) and Brand equity (BE) in explaining the more pronounced impact of social media communication (FCSMC & UGSMC) on Brand loyalty (BL). An online survey was conducted through social media forums (Facebook, Skype & Twitter) to collect data from different top garment brands (Uniworth, Outfitters, Levi's). The findings from the SEM Path analysis revealed a partial mediating role of BT and BE in the relationship between social media communication (FCSMC & UGSMC) and BL. The findings help the brand managers and marketing professionals to understand consumer behavior about garment brand by not only social media communication, but by developing brand communities that increase trust and equity among customers. Also, the findings fill the gap in the existing literature by conclusively providing a significant model that incorporates both personal (BT & BE) and social factors (FCSMC & UGSMC) for improving brand loyalty for garment industry.

Keywords: Social Media, Marketing Communication Tools, Garment Brands, Consumer Behavior, Brand Loyalty.

INTRODUCTION AND BACKGROUND

The rapid growth of information technology has brought revolution in social media communications. Moreover, it has replaced traditional media in corporate communications (Coulter, Bruhn, Schoenmueller & Schäfer, 2012; Khadim, Zafar & Younis, 2015). Since, the advent of social media networks, it is building and expanding significant ways to attract users all over the globe. Social networking sites not only give an opportunity for consumers to connect with others, rather, it provides users to interact with their target audience better thus making a brand community where brand managers and marketers can communicate more efficiently

regarding their brands (Dutta, 2013; Ismail, 2017). On the other hand, these social media communication strategies also provide opportunities for learning customer's perceptions and opinions, so making it a two-way flow of branding. As Kaplan & Haenlein (2012) rightly stated that brands are using social media networks for sponsorship and advertising of their products and services. For example, Coca-Cola is using Twitter, Instagram and other social mediums for the communication enhancement and preserving a sustaining relationship with the users.

Likewise, as in the contemporary world, social media platforms such as Twitter, Flickr, Facebook and YouTube have usually changed interaction approaches among people because people like to spend more time on social media platforms. Similarly, brand managers have also been utilizing different intermediates to create brand awareness, brand perception and to promote brands for many years and now the most popular intermediate is social media content, which is either generated by users or firms towards a specific brand and company related messages (Berthon et al., 2008). Now, social media channels encourage the value of trusting associations between brand and consumer, making it important intermediate to develop brand loyalty. Hence, it is interesting to explore the contribution of both firm created and user generated social media communication in enhancing and maintaining relationships with the customers. Moreover, investigating the possible mediating role of BT (Brand Trust) and BE (Brand Equity) in the relationship between social media communication (Firm Created & User-Generated) and BL (Brand Loyalty) makes a holistic model that is of more assets and values for the e-marketers. The empirical testing of the current model makes a unique contribution to the brand loyalty literature by not only highlighting the role of FCSMC (Firm Created Social Media Communication) and UGSMC (User-Generated Social Media Communication) in building sustained relationships with customers, but also give shared importance to brand trust and equity as mediating variables that were not explored till now in the existing marketing literature.

THEORETICAL BACKGROUND

Due to the swift evolution of social media communication in the development of brand communities, the brand scholars over the period gradually motivate brand owners to participate in more social media branding to make loyal customers. These suppositions are in line with the Technology Acceptance Model (TAM) that explains user's behavior regarding the use of computer and other technologies to facilitate customer behavior intentions. This theory focuses on the explanation of plan to employ a particular service or technology. It points out that two variables influence an individual's attitude regarding the use of technology; perception of usefulness and other one is the use of technology. Where former defined as how useful a particular system is to improve his or her job performance, while, the latter one refers to as the rate to which the individual thinks that the utilization of the system is both physically and mentally free of effort (Ami-narh & Williams, 2012). As the principal aim of current research is to identify the factors that likely increase the brand loyalty of the customers, it is thus explicit from this theory which argues that the more the individual perceives the usefulness of the social media communication technologies the more he/she will likely to adopt these technologies. It then leads to more purchase intention of that particular brand, thus gradually enhances brand loyalty.

On the other hand, the Theory of Planned Behavior (TPB) explains that besides social factors (technologies adoption and perception of its usefulness) increases brand loyalty. Still, personal factors like brand trust and brand equity are equally important for customer purchase intentions (Vallerand, Pelletier, Deshaies, Cuerrier & Mongeau, 2000). Both of these frameworks

provide the basis for the current study supposition about assessing the mediating role of personal factors because brand trust and brand equity maintain a time order relationship with social media communication. As obviously, firm or users had to create social media communication first regarding their brand followed by the development of trust and equity among customers. In any case, the theory refers to a final behavior that in this paper is the development of brand loyalty among clients who increases the likelihood of purchasing a specific garment brand (Ami-narh & Williams, 2012).

The next section provides literature review, theoretical underpinning and research hypotheses and suggests the theoretical model of this investigation. Furthermore, the next section provides the methodology used in this study, including sample and data collection source, measurement and instrumentation and procedure for data analysis. Finally, last two parts present results and findings of the study in the light of previous studies. The final section shows conclusion, research limitations and future research recommendations for brand managers and advertisers.

LITERATURE REVIEW

Perceived Social Media Communication and Brand Trust

Social media is a group of web based application which constructs on the ultimate and basic tools of network 2.0 that allows people to communicate and share their opinions and knowledge (Kaplan & Haenlein, 2010) hence, social media communication can be grouped as either firm created or users generated. Moreover, Brand Trust can be defined as feelings of satisfaction and trustworthiness held by the consumers in their communication with the firm which is now days commonly done by social media (Delgado-Ballester, Munuera-Aleman & Yague-Guillen, 2003). One of the primary purposes to build a brand trust is to attain a competitive edge and thus develop a company's performance. Brand trust is very significant for growing customers' satisfaction and loyalty of the brands on the Web (Ha, 2004) and it is governed by truthfulness and sincerity from social media communities stemmed either form firm created or user generated communication tools. These social media communities have become spaces for users to post their views and ideas, as according to a survey from e-Marketer (2014), 77% of purchasers said that they are more probable to purchase from a brand if the Chief Executive of the brand or firm uses social media and 82% will trust the brand more. (Carroll & Ahuvia, 2006; Zhou, Zhang, Su & Zhou, 2012) agree that online social communication builds up close associations and draw values from their long term interactions, which makes them trustworthy and love with the brand.

Perceived Social Media Communication and Brand Equity

According to Aaker (1991), brand equity can be defined as “A set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to firm and/or to that firm’s customers”. Brand equity is the premium that a customer would pay for the branded service or product compared to unbranded product or service. Berthon et al. (2008) argued that consumers rely on both firms created and user generated social media communities for getting information, therefore both of these forms of social media communication have the direct influence on brand equity as highlighted by the study findings of Yoo, Donthu & Lee (2000), revealing that there is a positive association

between brand communication and brand equity. Moreover, the study of Hanna, Rohm & Crittenden (2011) about social media campaigns, emphasized the features that call to consumers, can create brand benefits. So, firm-created social media communication should be supposed by individuals as publicity to touch brand perception and brand awareness. Hence, these previous research findings urge the researcher to formulate the following hypotheses.

Additionally, the level of personal significance and importance of a user-generated social media communication both influence the degree of association with a particular brand (Christodoulides, Jevons & Bonhomme, 2012). As user-generated communication can be supposed with brands in the form of involvement because the brand related user generated content is a form of consumption-related activity (Muntinga, Smit & Moorman, 2012). Also, regarding the effect of UGSMC on brand equity, it acknowledges that UGSMC is not usually directed by company control (Ghannam, 2011).

Brand Trust and Brand Equity-1

Many scholars (Buil, De Chernatony & Martínez, 2008; Chaudhuri & Holbrook, 2001) stated that brand trust is a different brand framework, but it has a direct impact on brand equity. Brand trust has direct benefits for a brand, as (Aaker, Kumar & Day, 2007; Zhou et al., 2012) had pointed out in their model that "enhancing customer's confidence" is directly linked to the brand equity dimensions, which finally leads to brand equity. They highlighted that a worldwide brand might attempt to overcome on the other local brands by acting local valued. For instance, Coca-Cola has invested in the infrastructure to produce clean water in many developing countries. It is beneficial for both, the company and the local population (Alden, Steenkamp & Batra, 2006). So the trust will have a positive impact on brand equity.

Brand Trust and Brand Loyalty-2

Many scholars (Chaudhuri & Holbrook, 2001; Chiu, Huang & Yen, 2010; Harris & Goode, 2004; Hong & Cho, 2011; Kang, Lee, Kim & Lee, 2011) argued that trust is one of the backgrounds of loyalty. A number of meanings have been recognized after the idea of BL which was generated by Copeland (1923). Loyalty basically consists of a repeated purchasing of a product from the same brand or company. A consumer's attitude towards a brand is multidimensional that relies upon a cognition and an affective component (Oliver, 1999). Lau & Lee (1999) argued that BT contributes to the behavioral intention of BL. Brand expectations; brand capability and brand repute appear to be important in developing consumer's trust in the brand. Hartmann & Ibáñez (2007) hold that BL is influenced by customer satisfaction and BT. Also, BT affects directly and positively on BL, according to Delgado-Ballester & Luis Munuera-Alemán (2005).

Brand Equity and Brand Loyalty-3

There is a critical role of brand equity in the development of BL that is based on consumer perception. Companies should try to build and fix the brand equity in the customer's mind (Yoo, Donthu & Lee, 2000) as it is positively related to brand association and BL. Keller, Heckler & Houston (1998) stated that BE is distinct from BL. They said that a brand acquires positive customer-based BE when customers responded more positively for a product. This

situation becomes steadier with the statement of Aaker, Kumar & Day (2007), who argued that BL can be measured as an outcome and a dimension of BE.

Hypotheses of the Study

The above given theory and literature provides the basis for following research hypotheses which is shown in Figure 1:

- H₁: Firm Created Social Media Communication (FCSMC) and User Generated Social Media Communication (UGMC) positively and significantly predict Brand Loyalty.*
- H₂: Firm Created Social Media Communication (FCSMC) and User Generated Social Media Communication (UGMC) are positively associated with Brand Trust.*
- H₃: Firm Created Social Media Communication (FCSMC) and User Generated Social Media Communication (UGMC) are found to be positively associated with Brand equity.*
- H₄: Brand Loyalty and Brand Equity increases with the increase in the level of Brand Trust for a product.*
- H₅: Brand Trust mediates the relationship of FCSMC and UGMC with Brand Loyalty*
- H₆: Brand Equity mediates the relationship of FCSMC and UGMC with Brand Loyalty.*

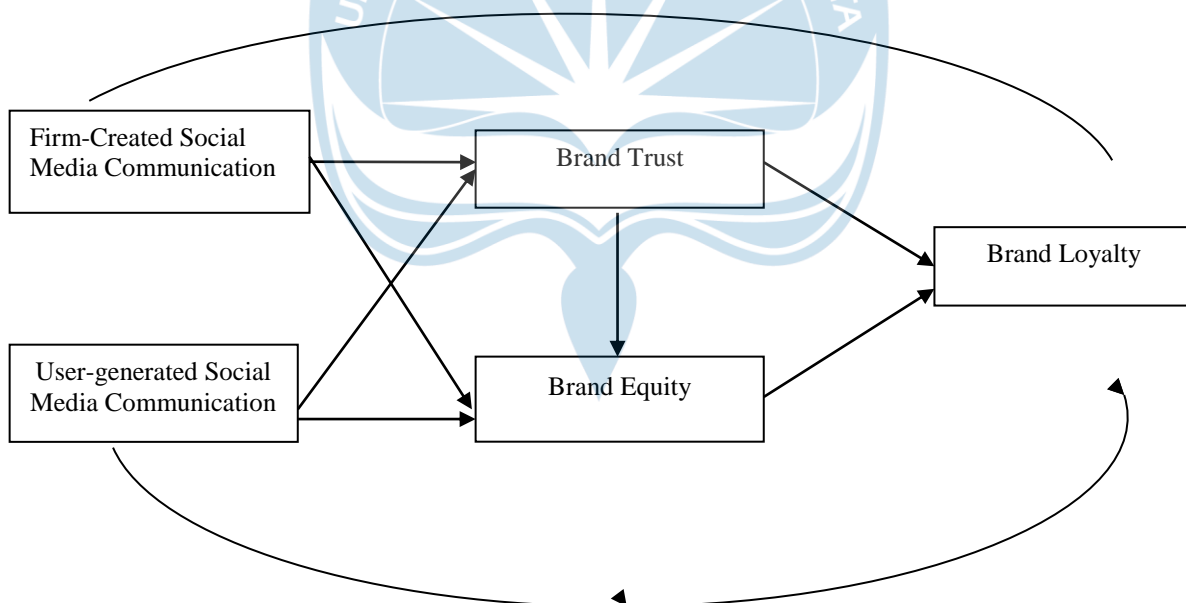


FIGURE 1
PROPOSED THEORETICAL FRAMEWORK OF THE STUDY

RESEARCH METHOD

Sample and Design

This study requires the methodology to be quantitative to empirically test the mediating role of personal factors (BE & BT) in increasing brand loyalty among social media user's community, hence quantitative survey was employed for data collection as previously, Schivinski & Dąbrowski (2016) also choose online quantitative research for their study on social media communication through Facebook. The researcher recruited 800 customers of different top garment brands of South Asia region (Uniworth, Outfitters, Levi's) initially through social networking sites (Facebook, twitter and My Space) using the questionnaire link that was available for approximately three weeks, from 15th March 2016 to 5th April 2016. Every questionnaire was enclosed with a cover letter. The cover letter tinted the objectives of the study, research process and statement for secrecy of the data. Only 519 were responding out of which 11 questionnaires were discarded due to missing data in initial screening thus making final N=508 participants of the study that filled the survey, so the response rate was 63.20%.

Out of almost 30 million internet users in South Asia Region, Pakistan, 9 million of them are on Facebook making it the top most visited website of Pakistan, leaving even Google one step behind. Considering that that the social network reached 5 million users in 2011, it's definitely a strong growth, mainly driven by male users, representing about 70% (www.digitalintheround.com/social-media-pakistan/southasia) which roughly accounts for the highest penetration rate in the South Asian region.

The respondents included male (n=79%) and female (n=21%) respondents which also depict the low participation by females. Moreover, 61.5% respondents are 18-30 years of age, 23% between 31-40 years, 10% between 41-50 years and 50+ years only 7%, most of the respondents are between 18 to 30-year ages. The sample composition in education presents 4% respondents are from high school; 10% and 29% are having the diploma and bachelor education, whereas 49% and 8% are having postgraduate or other professional qualifications respectively. As far as income level is concerned, 5%, respondents have USD 300 or less than USD 300 as monthly income, 37% between USD 310 to 500 and 27% having USD 510 to 999, 31% respondents having USD 1000 or more which is showing highest Number of respondents' participation. 2% of total respondents spent 0 hours on social media mediums. 21%, 15% and 17% are spending 1-3 hours, 4-6 hours and 7-9 hours respectively on social media channels. 47% respondents are spending more than 10 hours on social media of total respondents. Respondents are using different social media modalities for their usages. 79% of total respondents are using Social Networking site (Facebook), but on the other hand, only 21% are using other social media modes.

Measures

Multiple item scales were used to measures the study constructs. Both domains of social media communication (FCSMC & UGSMC) are measured using 4 items index each adapted from previous studies (Mägi, 2003; Tsiros, Mittal & Ross, 2004). Moreover, 3 items are used for assessing Brand Trust also adapted from Chaudhuri & Holbrook (2001) study. Brand Equity is measured by using 4-item scale adopted from Yoo & Donthu (2001) study and three items of Brand Loyalty were derived from Delgado-Ballester et al. (2003). All the items of different

variables are assessed using a 5-point Likert scale ranging from 1 for "strongly disagree" to 5 for "strongly agree".

Common Method Bias

As the study employed survey method for data collection on both the independent and dependent variables, where the same respondents responded at one point in time, thus raising potential common method variance as false internal consistency might be present in the data (Podsakoff, MacKenzie, Lee & Podsakoff, 2003). To rule out this possible bias called as Common Method Bias (CMB) is through Harman's single factor score, in which all items (measuring latent variables) are loaded into one common factor was employed and if the total variance for a single factor is less than 50%, it suggests that CMB does not affect the study data (Podsakoff, MacKenzie, Lee & Podsakoff, 2003). For this purpose, Principle Component Factor analysis was conducted and the % of the variance (see Table 2) highlighted that none of the variance % is below 50 thus indicating the absence of CMB in the data.

DATA ANALYSIS

Reliability and Validity Analysis

Reliability and validity analysis was done through SPSS 17. The internal consistency was assessed using Cronbach's alphas reliability coefficients. They were FCSMC, UGSMC, BE, BT and BL were 0.88, 0.78, 0.86, 0.77 and 0.81 respectively, which shows the reliability of all scales were adequate ($\alpha < 0.60$); (Burns & Burns, 2008) to carry out further analysis. The validity analysis was done through Confirmatory Factor Analysis (CFA) for checking the validity of the instrument and the findings were presented in Table 1. All the items of the questionnaire were having factor loading more than 0.60, which demonstrates good factor loading and validity for all the items in this study.

Construct	Factor Loadings
Company-generated Communication ($\alpha=0.88$)	
"I am satisfied with the company's social media communications for [brand]"	0.92
"The level of the company's social media communications for [brand] meets my expectations"	0.83
"The company's social media communications for [brand] are very attractive"	0.79
"This company's social media communications for [brand] perform well, when compared with the social media communications of other companies"	0.78
Overall% of Variance	70.72%
User-generated Communication ($\alpha=0.78$)	
"I am satisfied with the social media communications expressed by other users about [brand]"	0.77
"The level of the content generated on social media sites by other users about [brand] meets my expectations"	0.81
"The content generated by other users about [brand] is very attractive"	0.70
"The content generated on social media sites by other users about [brand] performs well, when compared with other brands"	0.76

Overall% of Variance	62.66%
Brand Trust ($\alpha=0.86$)	
“I trust my brand to give me everything, I expect out of it”	0.72
“I rely on my brand”	0.89
“My brand never disappoints me”	0.91
Overall% of Variance	71.29%
Brand Equity ($\alpha=0.77$)	
“It makes sense to buy [brand] instead of any other brand, even if they are the same”	0.72
“Even if another brand has the same feature as [brand], I would prefer to buy [brand]”	0.69
“If there is another brand as good as [brand], I prefer to buy [brand]”	0.75
“If another brand is not different from [brand] in any way, it seems smarter to purchase [brand]”	0.88
Overall% of Variance	58.73%
Brand Loyalty ($\alpha=0.81$)	
“Consider myself to be loyal to the brand”	0.74
“If the brand is not available at the store, I would buy the same brand from some other store”	0.70
“I am willing to pay more for my brand”	0.86
Overall% of Variance	65.43%

Note: CMIN=16.571; AGFI=0.99; df=5; CFI=0.88; NFI=0.93; CMIN/df=4.485; RMSEA=0.01; RMR=0.071.

Correlation Analysis

The study hypothesized that FCSMC and UGSMC are positively related to brand loyalty and the findings from the Pearson Product Moment correlation analysis revealed a significant positive association between the study variables. These findings further indicated that the increase in social media communication either through firm-created or user generated means increases the loyalty of customer's towards a particular brand. Furthermore, the study also hypothesized that BT, BE and BL are positively associated with each other and the findings also provide support for the significant positive association that also highlighted that increase in brand trust and brand equity among customers likely increases the chances for enhancing loyalty among customers. Also, the study hypothesized that FCSMC and UGSMC are positively associated with BT and BE and the results efficiently revealed the significant positive association of firm created and user generated social media communication with brand trust and brand equity, so these findings provide support for the acceptance of study hypotheses.

S.No	Variables	M	SD	1	2	3	4	5
1	FCSMC	3.64	0.63	-				
2	UGSMC	3.44	0.73	0.605**	-			
3	BT	3.66	0.92	0.511**	0.610**	-		
4	BE	3.05	1.08	0.478**	0.519**	0.680**	-	
5	BL	3.56	0.67	0.533**	0.535**	0.618**	0.691**	-

Note: FCSMCT=Firm-Created Social Media Communication; UCSMCT=User-Generated Social Media Communication; BT=Brand Trust; BE=Brand Equity; BL=Brand Loyalty; **p<0.01.

Main Analysis

Structural Equation Modeling using Path analysis with the help of AMOS graphical software was used to access the mediational model of the study. The hypotheses are tested based on 2000 bootstrap samples using bias-corrected bootstrap 90% CI for the standardized effects (Preacher & Hayes, 2008). The fit indices show an overall good fit of the model with a good fit of CMIN=5.165, df=2, CMIN/df=2.582, (≤ 3), (Kline, 2011). With respect to full model, the significant value of the Chi-square ($\chi^2=5.165$, $p=0.023$) and various fit indices (CFI=0.997; GFI=996, RMSEA=0.08), provides a comprehensive indication of excellent fit of the data with the tested model (Kline, 2011). The paths drawn in the Final Model are shown in Figure 2 below.

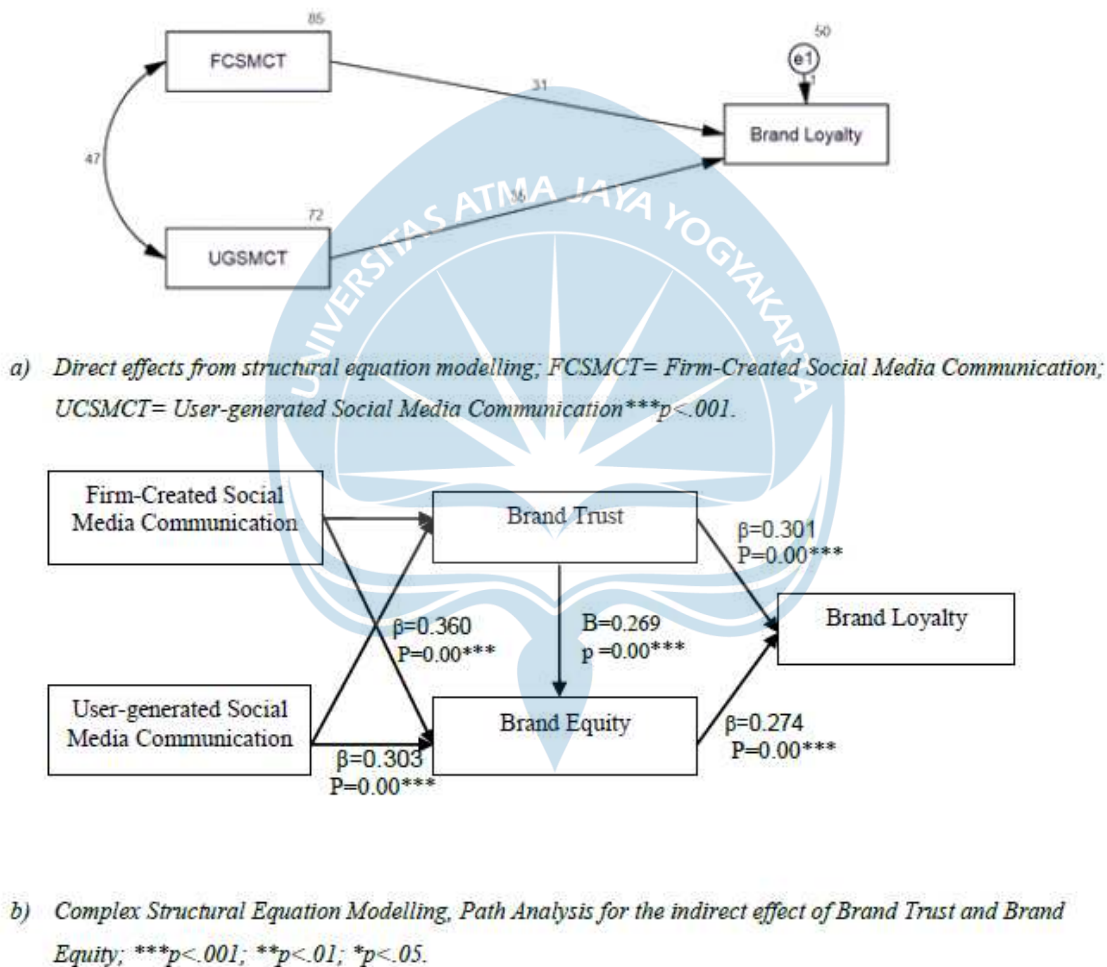


FIGURE 2
SHOWING STRUCTURAL EQUATION MODEL (VALIDATED MODEL)

The above Figure 2 (a) clearly indicated that there are significant direct effects of FCSMC ($\beta=0.31$, $p<0.001$) and UGSMC ($\beta=0.35$, $p<0.001$) on brand loyalty. So in Figure 2 (b), only indirect effects using bootstrap confidence interval were accessed to test the mediation model. The results indicated that there were five significant direct paths; FCSMC-BT and BE; UGSMC-BT and BE and BT to BE.

Paths (Direct Effects)	Estimates	p	Decision
FCSMC-BL	0.312	0.00	Supported
UGSMC-BL	0.351	0.00	Supported
FCSMC-BT	0.239	0.00	Supported
UGSMC-BT	0.356	0.00	Supported
FCSMC-BE	0.081	0.01	Supported
UGSMC-BE	0.274	0.00	Supported
BT-BE	0.435	0.00	Supported
BT-BL	0.475	0.00	Supported
BE-BL	0.230	0.00	Supported
Path (Indirect Effects)			
FCSMC-BT-BL	0.13	0.01	Supported
UGSMC-BT-BL	0.17	0.01	Supported
FCSMC-BE-BL	0.30	0.00	Supported
UGSMC-BE-BL	0.27	0.01	Supported

Moreover, the finding reveals the existence of four indirect effects, thus providing support for the meditational model which is shown in Table 3. As the indirect effect of FCSMC with BL through BT ($\beta=0.30$, $p<0.001$) and BE ($\beta=0.13$, $p<0.01$) were significant; also the indirect effect of UGSMC with BL through BT ($\beta=0.27$, $p<0.001$) and BE ($\beta=0.17$, $p<0.01$) were also significant thus indicated that brand loyalty was not only predicted by FCSMC and UGSMC rather BE and BT were revealed to be significant third variables that explains that association better, however, as the direct effects of FCSMC and UGSMC on BL were also significant, so it provides the support for the partial mediating role of BT and BE in the relationship between FCSMC and UGSMC with BL.

DISCUSSION

The current study tested the much-needed model for the brand scholar's literature, where it supports that both personal and social factors are important for making customers loyal towards particular garment brands. So besides social media communication either through firm created or user generated means; trust and equity regarding an individual brand are also found to be related positively to brand loyalty. As expected, these findings are consistent with the previous research findings of Bruhn, Schäfer & Schoenmüller (2012) highlighting the significant positive effect of social media communication on the customers and therefore the communication perception of the client about brand affect positively. Moreover, previous researchers (Khadim, Younis, Mahmood & Khalid, 2015; Schivinski & Dabrowski, 2016; Schivinski & Dąbrowski, 2013) hold that social media communication has a solid relationship with BL and it is beneficial to increase customer loyalty to brand.

Furthermore, most of the previous studies (Chaudhuri & Holbrook, 2001; Kang et al., 2011) found that creating and enhancing trust can make the customers more loyal to the brand. The significant positive association regarding BE and BL are also aligned with the findings of (Yoo, Donthu & Lee, 2000; Aaker, 2007) that empirically revealed that BE is positively associated with the BL. The role of mediation variables BT and BE are also critical and they were also found positively significant. BT and BE have positive significance with BL, FCSMC

and USMC. They play a vital role to support the independent variables to the dependent variable. The findings of this study are well backed by previous studies.

As far as the mediation model is concerned; the current study significant mediating findings of BT and BE in between social media communication (FCSMC & UGSMC) and brand loyalty are in line with the previously highlighted suppositions from the TAM and TPB models. As they postulated about user friendly adoption of technology and personal factors collectively explain more variance in customers brand loyalty compared to only social media communication in increasing customers buying and purchase intention of specific garment brand.

Conclusions and Managerial Implications

Social media is a very well-built platform and it has substantial and significant impact on BL. It becomes an apparent tool for consumers. They can very easily get in touch with others at any time. Everything goes on social media much faster as compared to traditional media. Users can respond quickly to every comment and praise. Social media communication works from both sides and consumers can send their suggestions very quickly. With social media, a brand can send their messages to a lot of audiences and collect a lot of recommendations after the conversation of users. Now the world is going very fast and everything is changing very quickly. Social media is a forum where a brand can judge how consumers think and what they want from a brand. It helps the customers to build a trust on a brand. Once the trust develops, it makes a good reputation in the eye of consumers. After this, it makes sense of brand awareness and then a standard and superior brand gives perceived quality as their customers want. With this activity, consumers become loyal to their brand. Social media communication offers full and dark brand perception measurement that also gives a path for brand performance over time. It also creates greatest and maximum opportunities for prospective improvement. This model makes the consumers loyal to their brand. Also, this model helps the companies and brand managers to think forward. It gives an understanding of positive brand perception towards the forward-thinking.

Research Limitations and Future Research

There is no doubt that this research plays a significant role in the contribution of social media communication, consumer brand perception and behavior literature. There are some limitations of the current study that can provide guidelines for future research, first, as the study targeted only a single industry that limits study generalization so future studies should recruit the broader range of industries. Secondly, besides Facebook and twitter other leading SNSs should also be investigated to gain a more in depth exploration of the impact of social media communication strategies on consumer's behaviors and attitudes.

Furthermore, other organizational variables that can influence brand loyalty of companies particular customers like financial performance indicators and competitive, sustainable advantage, the size of the organization and consumer purchase intention will also be controlled for a broader understanding of the benefits that social media brand communication can have on brand loyalty. Also, future researchers should conduct experimental studies by incorporate comparison group to evaluate better the influence of social media communication tools in enhancing brand loyalty compared to traditional media in a single study to assess more precisely the importance of the advent of social networking sites as a more pronounced tool. Additionally, one should consider controlling effect of gender, age and typology of internet users to

demonstrate a pertinent influence of social media as a brand communication tool. Lastly, the use of online surveys for assessing causal relationships among variables should be addressed explicitly in future studies because online survey mostly leads to missing and incomplete responses and thus lessens the overall response rate.

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