

CHAPTER 5 CONCLUSION

5.1. Conclusion

Based on the result and discussion of this research, this research could conclude that:

1. The influence of social media marketing activities has an influence on self-expressive brands (inner self). Social media marketing activities that Erigo created will significantly increase self-expressive brands (inner self). Therefore, hypothesis (H1) social media marketing activities influences self-expressive brands (inner self), is accepted.
2. The influence of social media marketing activities has an influence on self-expressive brands (social self). Social media marketing activities that Erigo created will significantly increase self-expressive brands (social self). Therefore, hypothesis (H2) social media marketing activities influences self-expressive brands (social self), is accepted.
3. The influence of social media marketing activities has an influence on brand love. Social media marketing activities that Erigo created will significantly increase brand love. Therefore, hypothesis (H3) social media marketing activities influences brand love, is accepted.
4. The influence of Self-expressive brands (inner self) has an influence on brand love. This finding confirms that there is no significant effect between self-expressive brands (inner self) and brand love. Therefore, hypothesis (H4) self-expressive brands (inner self) influences brand love, is rejected.
5. The influence of self-expressive brands (social self) has an influence on brand love. Self-expressive brands (social self) that Erigo created will significantly increase brand love. Therefore, hypothesis (H5) self-expressive brands (social self) influences brand love, is accepted.
6. The influence of brand love has an influence on brand loyalty. Brand love that Erigo created will significantly increase brand loyalty. Therefore, hypothesis (H6) brand love influences brand loyalty, is accepted.

7. Self-expressive brands (inner self) mediates the effect between social media marketing activities and brand love. This finding confirms that self-expressive brands (inner self) is unable to mediate the effect between social media marketing activities and brand love in Erigo.
8. Self-expressive brands (social self) mediates the effect between social media marketing activities and brand love. This finding confirms that self-expressive brands (social self) can mediate the effect between social media marketing activities and brand love in Erigo.

5.2. Managerial Implications

Based on the result of this research, it claims that social media marketing activities gives impact to self-expressive brands (inner self). Therefore, Erigo should create a content or campaign that able to show the customer that their brand are able to improve the confidence of the customers. This strategy can be performed by encouraging customers to share their outfits in social media. Social media marketing activities is also significant in positively influencing self-expressive brands (social self). This means the social media marketing activities that are conducted by Erigo can influence the customer's perception of their brand self-expressiveness. Therefore, Erigo should show their brand self-expressiveness by creating a campaign where they encourage their customer to express their fashion taste without worrying about the general public opinions.

In Addition, social media marketing activities gives impact to brand love. Therefore, Erigo can improve their social media marketing activities by creating content marketing that tells stories that inspire the brand. For example, the content tells us that the brand donate used clothing to people who are in need. Hence, if Erigo successfully increase their social media marketing activity it could increase the customer love for the brand.

In this Study, this research examines those self-expressive brands (social self) affects brand love. In this regard, Erigo must emphasize the similarity between the personality and identity of the brand contributes with the customer "ideal self" which can contribute to customer love for the brand. The researcher suggests to

focus on defining the brand and knowing the target customer, so that Erigo can evoke an emotional response from their target customer segment, which in turn incites a positive reaction from the customers and leading them to purchase Erigo's products.

Finally, this research also found that brand love affects brand loyalty. In this regard, Erigo must be able to communicate on why their customer love for the brand is important to build their brand loyalty. The researcher suggests Erigo to focus on establishing emotional connection with their customer by improving their loyalty program through providing rewards such as discount and coupons which can be used to purchase the product.

5.3. Limitation of the Research

Based on the progress of this research that has been done, there are several limitations in this research as follows:

1. The research result of outer loadings on social media marketing activities values are below 0.50. According to Hair et al. (2019) the value of outer loadings must exceed 0.50, however, the outer loadings values in questionnaire item that are below 0.50 as follows: SMMA11 (0.498) and BL4 (0.335). Therefore, these items are trimmed to get a better result on outer loadings. In this research, the item SMMA8 must be trimmed due to the result of Average Variance Extracted. The lowest value of outer loadings in variable of social media marketing activities is SMMA8. Hence, it is trimmed to get a better result on Average Variance Extracted. Moreover, in this research, the item BL5 must be trimmed due to the result of Fornell-Larcker Criterion. The lowest value of outer loadings in variable of brand love is BL5. Hence, it is trimmed to get a better result on Fornell-Larcker Criterion. Moreover, in this research, item BLO1 must be trimmed due to the result of Cross Loading. The lowest value of outer loadings in variable brand loyalty is BLO1. Hence, it is trimmed to get a better result on the Cross Loading.

2. This study only analyze respondents from one generation (Generation Z). Therefore the result of this study are unable to generalize for other generation.
3. This research only uses one fashion brand as the object under study, so it cannot be generalized to the overall fashion brand.

5.4. Future Research Suggestions

1. Future research should ensure that every questionnaire item of the outer factor is more than 0.5, as this thesis has multiple outer factor values less than 0.5. In addition, the researcher expects that future research would include face validity, so that the questionnaire may be better understood by the public.
2. Future research should analyze respondents from other generations (Generation X and Generation Y), in order to determine new results and findings
3. Future research can use more fashion brands such as watch brands, glasses, and bags so that they can discover phenomena of broader brand loyalty so that they can represent the overall fashion brands.

BIBLIOGRAPHY

Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008). Finding high-quality content in social media. *Proceedings of the International Conference on Web Search and Web Data Mining - WSDM '08*, 183. <https://doi.org/10.1145/1341531.1341557>

Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. *Kybernetes*, 46(10), 1801–1819. <https://doi.org/10.1108/K-04-2017-0130>

Andrade, C. (2021). The Inconvenient Truth About Convenience and Purposive Samples. *Indian Journal of Psychological Medicine*, 43(1), 86–88. <https://doi.org/10.1177/0253717620977000>

Arenas-Gaitan, J., Javier Rondan-Cataluña, F., & Esteban Ramírez-Correa, P. (2013). Social identity, electronic word-of-mouth and referrals in social network services. *Kybernetes*, 42(8), 1149–1165. <https://doi.org/10.1108/K-04-2013-0081>

Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>

Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518. <https://doi.org/10.1057/bm.2010.6>

Biazar, M., & Ebrahimi, M. (2019). Science Arena Publications International journal of Business Management Customer Engagement with Self-Expressive Brands: Brand Love and Word of Mouth Marketing. 4(4), 29–41. www.sciarena.com

BİLGİN, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. In *Marketing Letters* (Vol. 17, Issue 2, pp. 79–89). <https://doi.org/10.1007/s11002-006-4219-2>

Chaudhuri, A., & Holbrook, M. B. (2001). The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. In *Journal of Marketing* (Vol. 65).

Chu, S. C., Deng, T., & Cheng, H. (2020). The role of social media advertising in hospitality, tourism and travel: a literature review and research agenda. *International Journal of Contemporary Hospitality Management*, 32(11), 3419–3438. <https://doi.org/10.1108/IJCHM-05-2020-0480>

Foroughi, B., Iranmanesh, M., Gholipour, H. F., & Hyun, S. S. (2019). Examining relationships among process quality, outcome quality, delight, satisfaction and behavioural intentions in fitness centres in Malaysia. *International Journal of Sports Marketing and Sponsorship*, 20(3), 374–389. <https://doi.org/10.1108/IJSMS-08-2018-0078>

Gautam, V., & Sharma, V. (2017). The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands. *Journal of Promotion Management*, 23(6), 872–888. <https://doi.org/10.1080/10496491.2017.1323262>

Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris (02 ed.). Semarang Badan Penerbit Universitas Diponegoro.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>

Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress – the interdependence of brand love antecedents in consideration of relationship duration.

Journal of Product and Brand Management, 24(6), 567–579.
<https://doi.org/10.1108/JPBM-08-2014-0682>

Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144.
<https://doi.org/10.1108/APJML-10-2015-0154>

Karjaluoto, H., Munnukka, J., & Kiuru, K. (2016). Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product and Brand Management*, 25(6), 527–537. <https://doi.org/10.1108/JPBM-03-2015-0834>

Kaufmann, H. R., Loureiro, S. M. C., & Manarioti, A. (2016). Exploring behavioural branding, brand love and brand co-creation. *Journal of Product & Brand Management*, 25(6), 516–526. <https://doi.org/10.1108/JPBM-06-2015-0919>

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>

Kurniawati, & Siregar, R. (2019). Linking social media marketing activities with brand love: Perspective on brand fashion. *International Journal of Recent Technology and Engineering*, 8(2 Special Issue 9), 314–321.
<https://doi.org/10.35940/ijrte.B1073.0982S919>

Lee, S. H., & Workman, J. E. (2015). Determinants of brand loyalty: Self-construal, self-expressive brands, and brand attachment. *International Journal of Fashion Design, Technology and Education*, 8(1), 12–20.
<https://doi.org/10.1080/17543266.2014.974691>

Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: A study on luxury brands. *European Journal of Marketing*, 46(7), 922–937. <https://doi.org/10.1108/03090561211230098>

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
<https://doi.org/10.1016/j.bushor.2009.03.002>

Martin, K., & Todorov, I. (2010). How Will Digital Platforms be Harnessed in 2010, and How Will They Change the Way People Interact with Brands? *Journal of Interactive Advertising*, 10(2), 61–66. <https://doi.org/10.1080/15252019.2010.10722170>

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/IJA-30-1-013-046>

Okazaki, S., Díaz-Martín, A. M., Rozano, M., & Menéndez-Benito, H. D. (2015). Using twitter to engage with customers: A data mining approach. *Internet Research*, 25(3), 416–434. <https://doi.org/10.1108/IntR-11-2013-0249>

Oliveira, M., & Fernandes, T. (2022). Luxury brands and social media: drivers and outcomes of consumer engagement on Instagram. *Journal of Strategic Marketing*, 30(4), 389–407. <https://doi.org/10.1080/0965254X.2020.1777459>

Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management*, 14(3), 143–154. <https://doi.org/10.1108/10610420510601012>

Park, H. H., & Sullivan, P. (2009). Market segmentation with respect to university students' clothing benefits sought: Shopping orientation, clothing attribute evaluation, and brand repatronage. *International Journal of Retail and Distribution Management*, 37(2), 182–201. <https://doi.org/10.1108/09590550910934308>

Rouf, Md. A., & Akhtaruddin, M. (2018). Factors affecting the voluntary disclosure: a study by using smart PLS-SEM approach. *International Journal of Law and Management*, 60(6), 1498–1508. <https://doi.org/10.1108/IJLMA-01-2018-0011>

Sekaran, U., & Bougie, R. (2020). *Research Method For Business a skill building approach*. John Wiley & Sons.

Septyani, S. D., & Alversia, Y. (2020). How Self-Expressive Brands Influence Brand Love and Brand Advocacy: A Study on Social Media. *GATR Journal of Management and Marketing Review*, 5(3), 188–196. <https://doi.org/10.35609/jmmr.2020.5.3> (7)

Sikandar, M. D. I., & Ahmed, Q. M. (2019). Impact of Social Media Marketing on Brand Love: Promoting Loyalty in the Restaurant Landscape of Pakistan. *Online Journal of Communication and Media Technologies*, 9(4). <https://doi.org/10.29333/ojcm/5953>

Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3205035>

Tran, T. P., Muldrow, A., & Ho, K. N. B. (2021). Understanding drivers of brand love - the role of personalized ads on social media. *Journal of Consumer Marketing*, 38(1), 1–14. <https://doi.org/10.1108/JCM-07-2019-3304>

Vernuccio, M., Pagani, M., Barbarossa, C., & Pastore, A. (2015). Antecedents of brand love in online network-based communities. A social identity perspective. *Journal of Product & Brand Management*, 24(7), 706–719. <https://doi.org/10.1108/JPBM-12-2014-0772>

Wallace, E., Cairnes, M. J. E., & Buil, I. (n.d.). Consumer Engagement with Self-expressive Brands: Brand Love and WOM Outcomes Paper accepted for publication in *Journal of Product and Brand Management* * Author for Correspondence.

Wallace, E., Buil, I., & de Chernatony, L. (2017). Consumers' self-congruence with a "Liked" brand: Cognitive network influence and brand outcomes. *European Journal of Marketing*, 51(2), 367–390. <https://doi.org/10.1108/EJM-07-2015-0442>

Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>

Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*, 58(3), 335–345. <https://doi.org/10.1016/j.bushor.2015.01.006>



APPENDIX 1 Questionnaire

QR-Code for the respondents to access the questionnaire



The poster features a dark blue background with orange and white circular patterns. The Erigo logo is in the top right. The text is centered and includes a 3-minute time limit, the survey title, a personal introduction from Christopher Situmorang, a request for help, a list of criteria, a QR code, and a URL.

3 MINUTES ONLY!

ONLINE SURVEY

Linking Social Media Marketing Activities with Brand Love: Perspective on Brand Fashion

Hallo Responden yang terhormat,

Perkenalkan nama saya Christoper Situmorang, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya dengan judul "Linking Social Media Marketing Activities with Brand Love: Perspective on Brand Fashion"

Berkaitan dengan hal tersebut, saya memohon bantuan dari teman - teman untuk mengisi kuesioner ini. Atas ketersediaan dan waktu teman - teman, saya ucapkan terima kasih.

KRITERIA

- mengetahui produk merk Erigo Apparel
- anda mengikuti sosial media Erigo Apparel (Instagram, Youtube, Facebook, Twitter)

SCAN HERE!

<https://bit.ly/kuesionerchristoper>

Linking Social Media Marketing Activities With Brand Love: Perspective on Brand Fashion



Responden yang terhormat,

Perkenalkan nama saya Christoper Situmorang, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya dengan judul "Linking Social Media Marketing Activities with Brand Love: Perspective on Brand Fashion".

Berkaitan dengan hal tersebut, saya memohon bantuan dari teman-teman untuk mengisi kuesioner ini. Atas ketersediaan dan waktu teman-teman, saya ucapkan terima kasih.

Apakah anda mengetahui produk merk Erigo Apparel? *

- Ya
- Tidak

Apakah anda mengikuti sosial media Erigo Apparel (*Instagram, Youtube, Facebook, Twitter*) *

- Ya
- Tidak

Kuesioner



Deskripsi (opsional)

Jenis Kelamin *

- Pria
- Wanita

Anggaran untuk membeli produk fashion dalam 3 bulan *

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



Kuesioner



Responden dimohon untuk menjawab pertanyaan dengan memilih salah satu jawaban yang tersedia dan sesuai dengan opini responden.
Jawaban akan diklasifikasikan menjadi beberapa pilihan :

- 1= Sangat tidak setuju
- 2= Tidak setuju
- 3= Netral
- 4= Setuju
- 5= Sangat setuju

Penggunaan sosial media Erigo menyenangkan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Konten sosial media Erigo menarik *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Sosial media Erigo memfasilitasi berbagi informasi dengan orang lain *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Sosial media Erigo memungkinkan untuk berkomunikasi dan bertukar pendapat *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Memungkinkan untuk berbagi pendapat melalui sosial media Erigo *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Konten sosial media Erigo yang diposting adalah informasi terbaru *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

*
Pengunaan sosial media Erigo sangat trendi

1 2 3 4 5

Sangat tidak setuju Sangat setuju

*
Sosial media Erigo menawarkan pencarian informasi yang dapat disesuaikan

1 2 3 4 5

Sangat tidak setuju Sangat setuju

*
Sosial media Erigo menyediakan layanan yang dapat disesuaikan

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Saya ingin bertukar informasi tentang merek, produk, atau layanan dari sosial media Erigo kepada teman-teman saya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya ingin mengunggah konten dari sosial media Erigo ke blog atau mikroblog saya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Sosial media Erigo melambangkan orang seperti apa saya sebenarnya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Sosial media Erigo sesuai dengan kepribadian saya *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Sosial media Erigo adalah cerminan dari diri saya *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Sosial media Erigo mencerminkan diri saya yang sebenarnya *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Sosial media Erigo berkontribusi pada citra saya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo menambah peran sosial yang saya mainkan *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo memiliki dampak positif pada apa yang orang lain pikirkan tentang saya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo meningkatkan cara masyarakat memandang saya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo sangat brilian *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo membuat saya merasa luar biasa *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo benar-benar luar biasa *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Saya memiliki perasaan kurang senang tentang Sosial media Erigo (-) *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo membuat saya sangat bahagia *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Saya suka sosial media Erigo! *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

...

Saya tidak punya perasaan khusus tentang sosial media Erigo (-) *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Sosial media Erigo benar-benar menyenangkan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya sangat tertarik dengan sosial media Erigo *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Saya sangat terikat dengan sosial media Erigo *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Sosial media Erigo adalah satu-satunya media sosial merek yang saya gunakan *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Ketika saya membuka media sosial, saya fokus pada merek Erigo *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Jika sosial media Erigo tidak berfungsi, saya akan menunda mencari atau membuka merek lain *

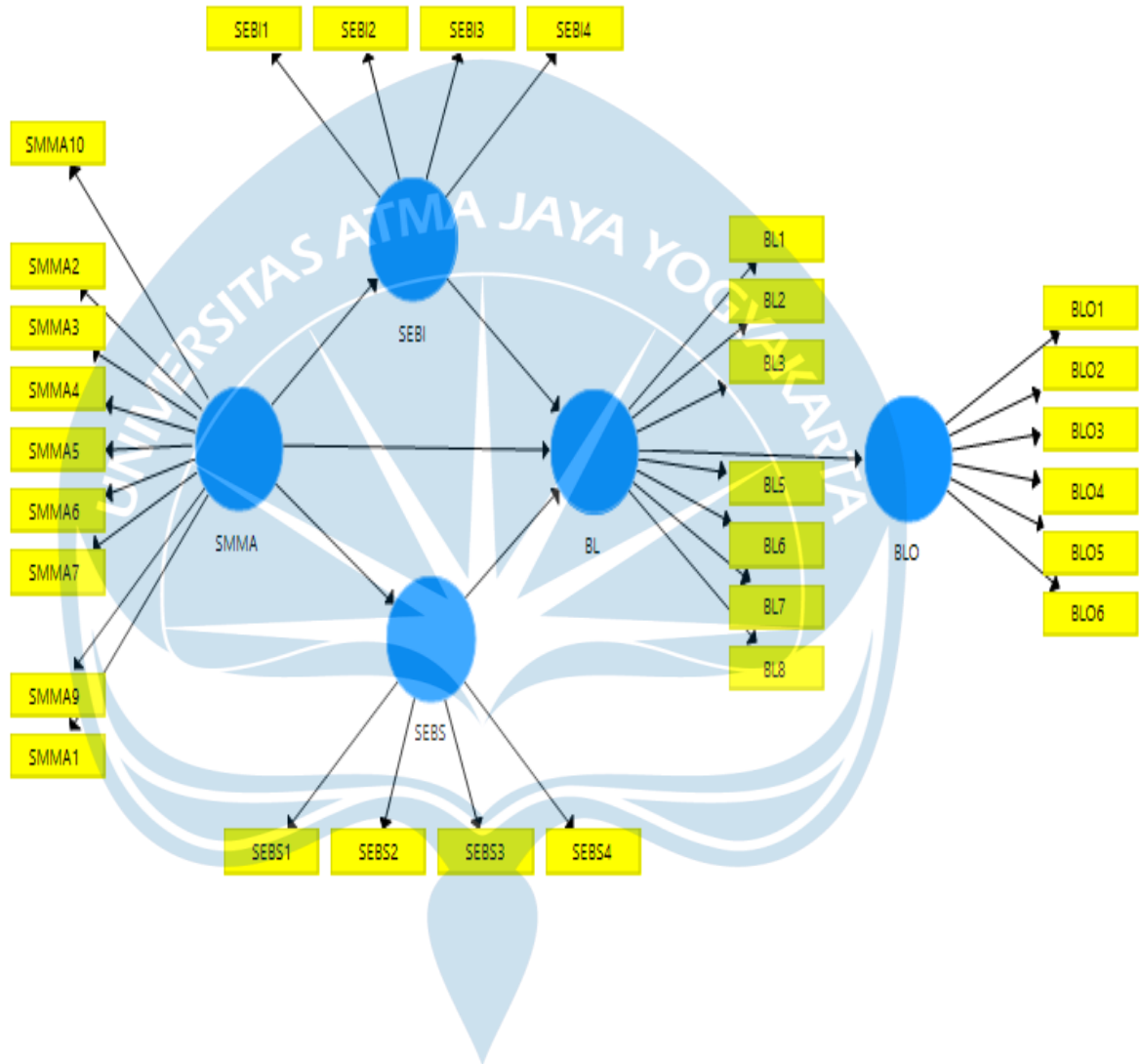
	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya memilih untuk "tidak membeli" daripada membuka media sosial merek lain *

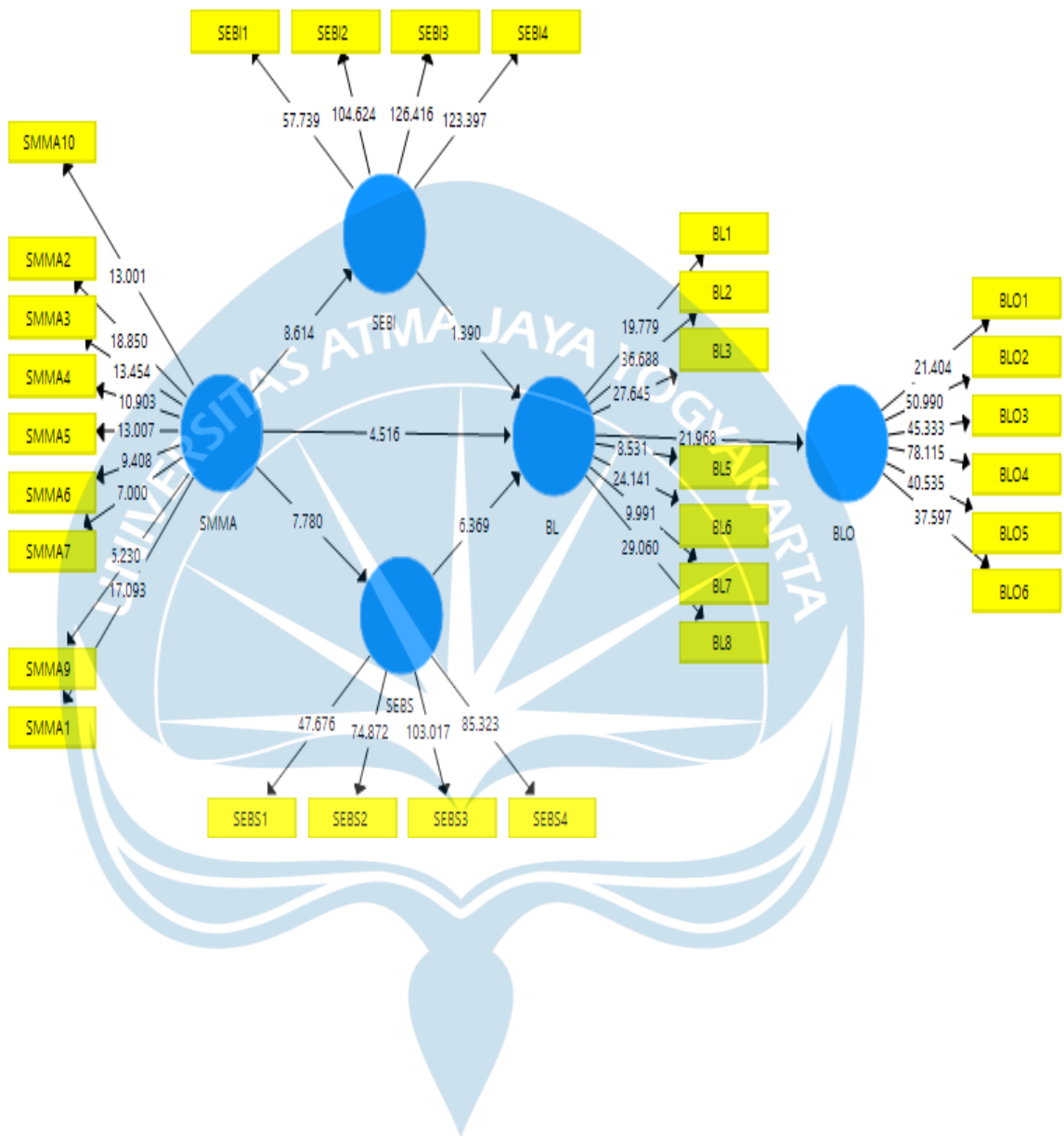
	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

APPENDIX 3 Data Analysis

Structural Model



Construct Model



Outer Loadings 1

Outer Loadings

	BL	BLO	SEBI	SEBS	SMMA
BL1	0.759				
BL2	0.848				
BL3	0.832				
BL4	0.335				
BL5	0.639				
BL6	0.800				
BL7	0.661				
BL8	0.793				
BLO1		0.725			
BLO2		0.890			
BLO3		0.895			
BLO4		0.931			
BLO5		0.875			
BLO6		0.872			
SEBI1			0.931		
SEBI2			0.962		
SEBI3			0.967		
SEBI4			0.963		
SEBS1				0.909	
SEBS2				0.943	
SEBS3				0.954	
SEBS4				0.933	
SMMA10					0.708
SMMA11					0.498
SMMA2					0.805
SMMA3					0.723
SMMA4					0.632
SMMA5					0.655
SMMA6					0.615
SMMA7					0.654
SMMA8					0.618
SMMA9					0.623
SMMA1					0.783

Outer Loadings 2

Outer Loadings

	BL	BLO	SEBI	SEBS	SMMA
BL1	0.764				
BL2	0.853				
BL3	0.838				
BL5	0.629				
BL6	0.801				
BL7	0.649				
BL8	0.798				
BLO1		0.725			
BLO2		0.890			
BLO3		0.895			
BLO4		0.932			
BLO5		0.875			
BLO6		0.872			
SEBI1			0.931		
SEBI2			0.962		
SEBI3			0.967		
SEBI4			0.963		
SEBS1				0.909	
SEBS2				0.943	
SEBS3				0.954	
SEBS4				0.934	
SMMA10					0.663
SMMA2					0.813
SMMA3					0.745
SMMA4					0.654
SMMA5					0.685
SMMA6					0.655
SMMA7					0.672
SMMA8					0.625
SMMA9					0.634
SMMA1					0.808

Average Variance Extracted 1

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...
BL	0.880	0.893	0.908	0.587
BLO	0.933	0.936	0.948	0.752
SEBI	0.968	0.970	0.977	0.914
SEBS	0.952	0.952	0.965	0.874
SMMA	0.884	0.900	0.904	0.488

Average Variance Extracted 2

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...
BL	0.880	0.893	0.908	0.587
BLO	0.933	0.936	0.948	0.752
SEBI	0.968	0.970	0.977	0.914
SEBS	0.952	0.952	0.965	0.874
SMMA	0.876	0.894	0.900	0.503

Fornell-Larcker Criterion 1

Discriminant Validity

	BL	BLO	SEBI	SEBS	SMMA
BL	0.766				
BLO	0.756	0.867			
SEBI	0.738	0.694	0.956		
SEBS	0.796	0.764	0.852	0.935	
SMMA	0.612	0.396	0.546	0.527	0.709

Fornell-Larcker Criterion 2

Discriminant Validity

	BL	BLO	SEBI	SEBS	SMMA
BL	0.794				
BLO	0.748	0.867			
SEBI	0.723	0.695	0.956		
SEBS	0.789	0.764	0.852	0.935	
SMMA	0.627	0.395	0.545	0.526	0.709

Cross Loading 1

Discriminant Validity

	BL	BLO	SEBI	SEBS	SMMA	
BL1	0.779	0.518	0.515	0.576	0.414	
BL2	0.847	0.712	0.673	0.783	0.449	
BL3	0.856	0.563	0.576	0.625	0.550	
BL6	0.812	0.615	0.504	0.579	0.544	
BL7	0.656	0.453	0.515	0.492	0.430	
BL8	0.798	0.654	0.635	0.658	0.590	
BLO1	0.761	0.726	0.646	0.713	0.519	
BLO2	0.695	0.890	0.671	0.703	0.388	
BLO3	0.578	0.894	0.582	0.620	0.234	
BLO4	0.597	0.931	0.568	0.664	0.278	
BLO5	0.621	0.875	0.551	0.648	0.273	
BLO6	0.553	0.872	0.533	0.559	0.285	
SEBI1	0.662	0.635	0.931	0.782	0.476	
SEBI2	0.714	0.686	0.962	0.832	0.540	
SEBI3	0.700	0.674	0.967	0.827	0.525	
SEBI4	0.687	0.659	0.963	0.817	0.541	
SEBS1	0.759	0.715	0.863	0.909	0.511	
SEBS2	0.739	0.735	0.778	0.943	0.457	
SEBS3	0.721	0.702	0.757	0.954	0.485	
SEBS4	0.730	0.704	0.785	0.934	0.513	
SMMA10	0.593	0.561	0.594	0.600	0.674	
SMMA2	0.500	0.249	0.367	0.431	0.819	
SMMA3	0.413	0.302	0.344	0.346	0.768	
SMMA4	0.360	0.239	0.365	0.316	0.673	
SMMA5	0.388	0.257	0.368	0.324	0.708	
SMMA6	0.318	0.129	0.235	0.170	0.658	
SMMA7	0.415	0.160	0.268	0.280	0.658	
SMMA9	0.399	0.166	0.279	0.291	0.583	
SMMA1	0.465	0.230	0.456	0.369	0.808	

Cross Loading 2

Discriminant Validity

	BL	BLO	SEBI	SEBS	SMMA	
BL1	0.779	0.464	0.515	0.576	0.414	
BL2	0.848	0.654	0.673	0.783	0.449	
BL3	0.856	0.507	0.576	0.625	0.550	
BL6	0.811	0.548	0.504	0.579	0.544	
BL7	0.657	0.417	0.515	0.492	0.430	
BL8	0.797	0.579	0.635	0.658	0.590	
BLO2	0.695	0.877	0.671	0.703	0.388	
BLO3	0.578	0.932	0.582	0.620	0.234	
BLO4	0.597	0.955	0.568	0.664	0.278	
BLO5	0.621	0.885	0.551	0.648	0.273	
BLO6	0.553	0.902	0.533	0.559	0.285	
SEBI1	0.662	0.592	0.931	0.782	0.476	
SEBI2	0.714	0.637	0.962	0.832	0.540	
SEBI3	0.700	0.618	0.967	0.827	0.525	
SEBI4	0.687	0.610	0.963	0.817	0.541	
SEBS1	0.759	0.667	0.863	0.909	0.511	
SEBS2	0.739	0.680	0.778	0.943	0.457	
SEBS3	0.721	0.652	0.757	0.954	0.485	
SEBS4	0.730	0.642	0.785	0.934	0.513	
SMMA10	0.593	0.500	0.594	0.600	0.674	
SMMA2	0.499	0.195	0.367	0.431	0.819	
SMMA3	0.413	0.264	0.344	0.346	0.768	
SMMA4	0.360	0.216	0.365	0.316	0.673	
SMMA5	0.388	0.215	0.368	0.324	0.708	
SMMA6	0.318	0.071	0.235	0.170	0.657	
SMMA7	0.414	0.093	0.268	0.280	0.658	
SMMA9	0.399	0.102	0.279	0.291	0.583	
SMMA1	0.466	0.185	0.457	0.369	0.808	

Cronbach's Alpha and Composite Reliability

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
BL	0.880	0.893	0.908	0.587
BLO	0.933	0.936	0.948	0.752
SEBI	0.968	0.970	0.977	0.914
SEBS	0.952	0.952	0.965	0.874
SMMA	0.876	0.894	0.900	0.503

R Square Adjusted

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
BL	0.686	0.680
BLO	0.454	0.451
SEBI	0.297	0.292
SEBS	0.277	0.272

F-Square Result

f Square

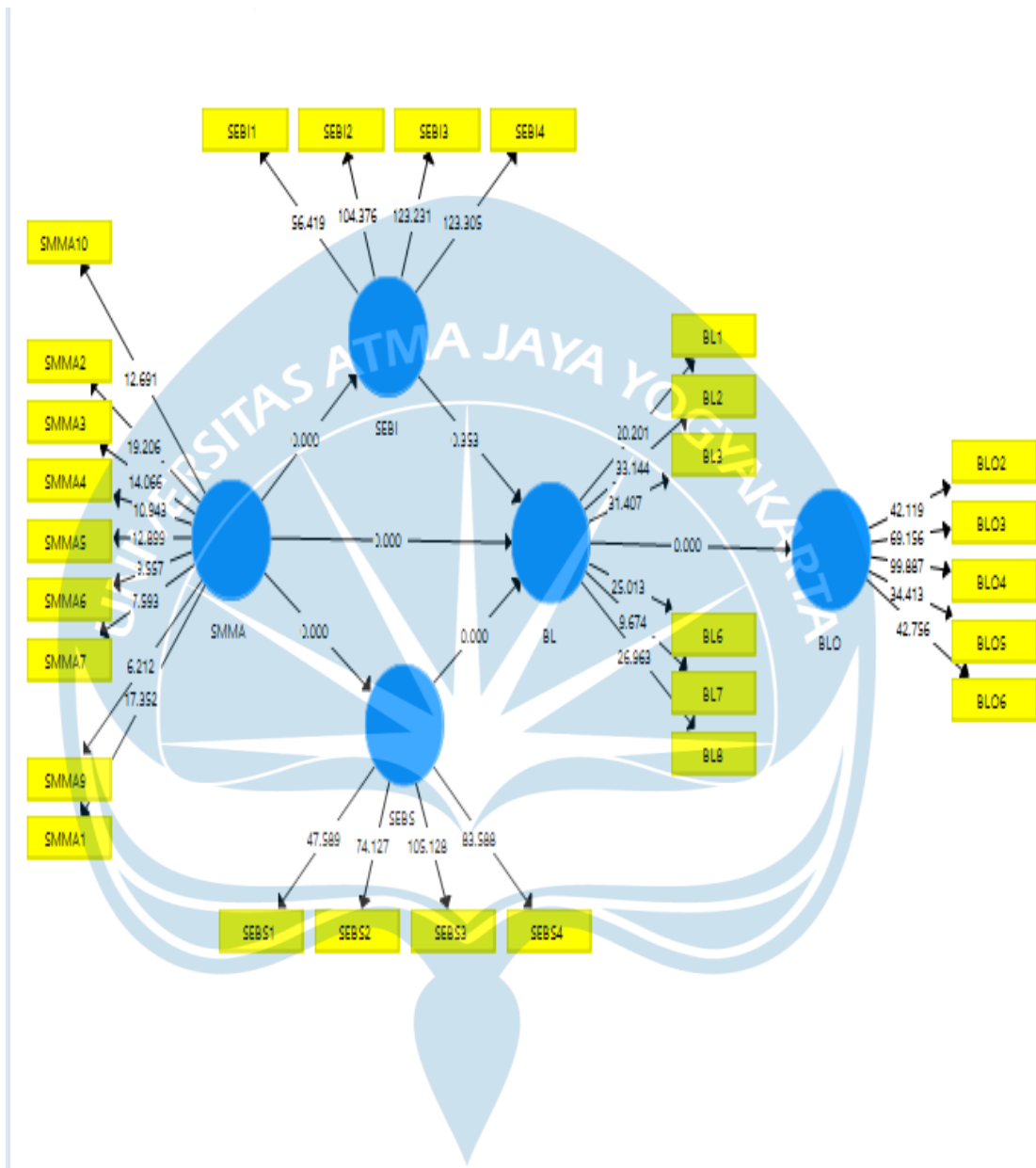
Matrix	f Square
	BL BLO SEBI SEBS SMMA
BL	0.833
BLO	
SEBI	0.006
SEBS	0.276
SMMA	0.173 0.423 0.383

Q-Square Result

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
	SSO	SSE	Q ² (= 1-SSE/SSO)				
BL	900.000	526.750	0.415				
BLO	750.000	475.026	0.367				
SEBI	600.000	441.303	0.264				
SEBS	600.000	458.982	0.235				
SMMA	1350.000	1350.000					

Bootstrapping Construct Model



Path Coefficient

Path Coefficients

Mean, STDEV, T-Values, P-Val...
 Confidence Intervals
 Confidence Intervals Bias Co...
 Samples
 Copy to Clipboard:

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
BL -> BLO	0.674	0.676	0.048	13.971	0.000
SEBI -> BL	0.086	0.087	0.092	0.930	0.353
SEBS -> BL	0.569	0.564	0.087	6.521	0.000
SMMA -> BL	0.281	0.283	0.057	4.950	0.000
SMMA -> SEBI	0.545	0.550	0.062	8.829	0.000
SMMA -> SEBS	0.526	0.532	0.065	8.065	0.000

Indirect Effect

Specific Indirect Effects

Mean, STDEV, T-Values, P-Val...
 Confidence Intervals
 Confidence Intervals Bias Co...
 Samples
 Copy to Clipboard:

	Original Sa...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
SMMA -> SEBI -> BL	0.047	0.048	0.051	0.912	0.362
SMMA -> SEBS -> BL	0.299	0.298	0.050	6.006	0.000
SEBI -> BL -> BLO	0.058	0.059	0.062	0.929	0.353
SMMA -> SEBI -> BL -> BLO	0.031	0.032	0.034	0.912	0.362
SEBS -> BL -> BLO	0.383	0.382	0.070	5.492	0.000
SMMA -> SEBS -> BL -> BLO	0.202	0.202	0.039	5.144	0.000
SMMA -> BL -> BLO	0.189	0.191	0.039	4.874	0.000