

CHAPTER V CONCLUSION

This chapter provides a synthesis of the research findings presented in the preceding chapter, focusing on the research of the effect of social media marketing and electronic word of mouth on purchase decision, with brand image as a mediator. Additionally, it discusses the managerial implications derived from these findings, followed by an exploration of the research's limitations and suggestions for future studies aiming to build upon this research as a reference.

5.1 Conclusion

Drawing from the findings and discussion that have been explained in the previous chapter, the conclusions that can be derived are as follows:

1. Social media marketing has a positive and significant effect towards purchase decision in Sate Ratu.
2. Electronic word of mouth has a positive but insignificant effect toward purchase decision in Sate Ratu.
3. Social media marketing has a positive and significant effect towards brand awareness in Sate Ratu.
4. Electronic word of mouth has a positive and significant effect towards brand awareness in Sate Ratu.
5. Brand awareness has a positive and significant effect towards purchase decision in Sate Ratu.
6. Brand awareness mediates the effect between social media marketing and purchase decision in Sate Ratu with a complementary mediation.
7. Brand awareness mediates the effect between electronic word of mouth and purchase decision in Sate Ratu with an indirect-only mediation.

5.2 Managerial Implications

The purpose of this research is to analyze the effect of social media marketing and electronic word of mouth on purchase decision, with brand image as a mediator. Hence, the researcher hopes that this study will offer advantages primarily to Sate Ratu and other businesses in the food and beverage sector. Based on the research findings, there are several managerial implications that could be considered:

1. Effective social media marketing significantly influences purchase decisions through targeted, personalized content. Advanced analytics improve audience relevance and engagement, and interactive materials like surveys and live events foster client loyalty and trust. Credibility is increased by promoting favorable evaluations and user-generated material. Real endorsements from influencer partnerships are obtained, and conversions are boosted by superior imagery. Conversion rates rise when social commerce features are integrated and purchases are made easier thanks to consistent brand messaging that builds identity and trust. Ongoing observation enables in-the-moment modifications, preserving the effectiveness of campaigns. Campaigns generate a sense of urgency, and a robust brand community cultivates allegiance, impacting both prospective and existing clients. Businesses may boost purchase decisions by putting these strategies into practice.
2. Effective social media marketing can significantly enhance brand awareness by leveraging targeted content, consistent messaging, and interactive engagement. With the use of advanced analytics, businesses can personalize posts so that they are attractive to particular audience segments, increasing their relevance and reach. Brand identity and recognition are strengthened when a business's messaging is consistent across all platforms. Creating a strong connection and maintaining brand awareness can be achieved by interacting with users through interactive content such as polls, quizzes, and live sessions. Boosting brand visibility and credibility can be achieved by utilizing influencers' reach and promoting user-generated content. Businesses can maximize the impact of their social media campaigns on brand awareness and

maintain relevance by constantly monitoring social media metrics and making real-time adjustments to their strategies.

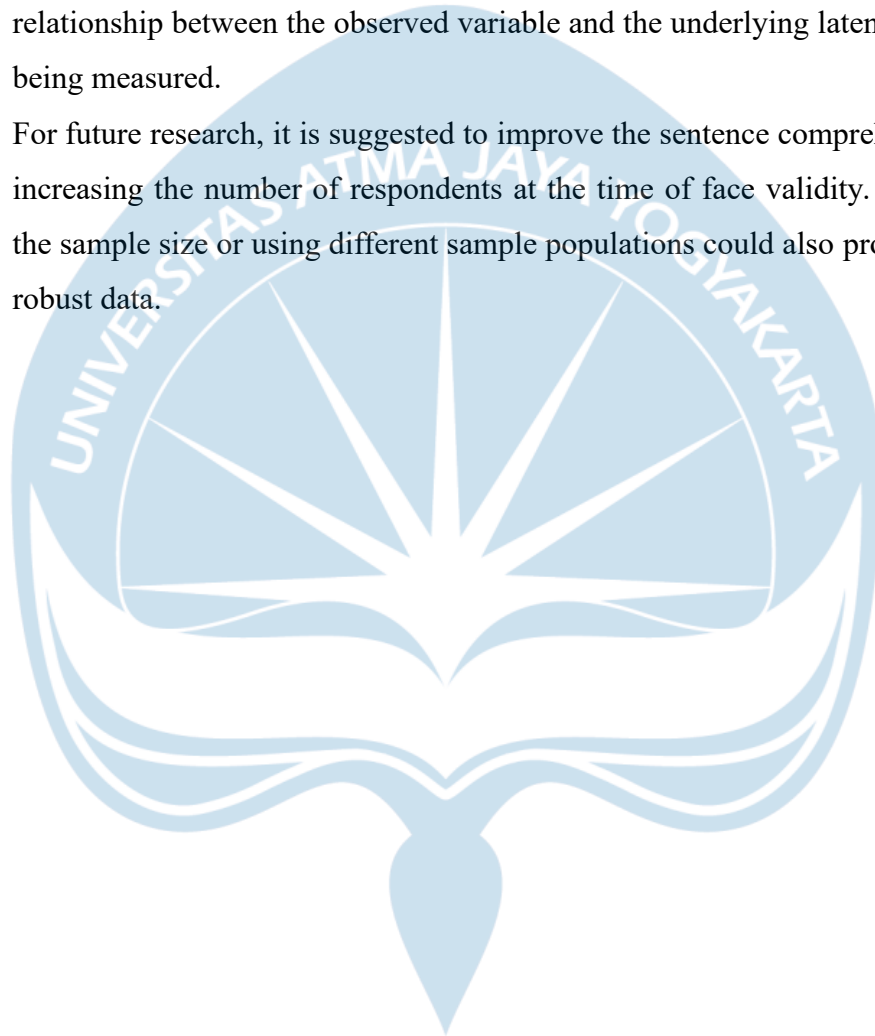
3. Effective electronic word of mouth significantly enhances brand awareness. Businesses should encourage satisfied customers to spread information about their positive experiences online by using social media posts, testimonials, and reviews to increase visibility. Social media interactions with customers and their feedback promote a feeling of community and trust. Working with influencers can increase brand awareness by obtaining real endorsements. Maintaining a positive brand image requires keeping an eye on online conversations and quickly responding to negative feedback. Strategies can be improved by tracking the impact of electronic word of mouth using analytics. Businesses can increase brand visibility, credibility, and awareness by actively managing electronic word of mouth.
4. Purchase decisions are directly affected by raising brand awareness. To increase brand recognition and trust, businesses should concentrate on maintaining a high standard of branding across all platforms. Increasing exposure and credibility can be achieved by utilizing influencer relationships, content marketing, and social media. Encouraging customer testimonials and reviews increases credibility and influences potential customers. Interactive and appealing content increases consumer interest and loyalty by keeping the brand front of mind. Businesses may successfully transform increased brand awareness into boosted purchase decisions by regularly monitoring brand perception and making necessary adjustments to their strategies.

5.3 Research Limitations

1. In this research, researcher use the baseline for outer loading value of 0.6.
2. In this research, there are 7 variable's indicators that have been dropped because the outer loading value are less than 0.6.

5.4 Suggestions for Future Researches

1. For future research, it is recommended to use the 0.7 outer loading value as a baseline because the relationship is considered stronger in the context of structural equation modeling (SEM). Since high loading indicates a robust relationship between the observed variable and the underlying latent construct being measured.
2. For future research, it is suggested to improve the sentence comprehension by increasing the number of respondents at the time of face validity. Increasing the sample size or using different sample populations could also provide more robust data.



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APPENDIX

Appendix 1 – Questionnaire

Pengaruh *Social Media Marketing* dan *Electronic Word Of Mouth* Terhadap Keputusan Pembelian dan *Brand Awareness* Sate Ratu

Halo semuanya!

Terima kasih sudah meluangkan waktu anda untuk membantu mengisi kuisisioner ini. Sebelumnya perkenalkan, saya Anak Agung Ngurah Agung Satria Wangsa, mahasiswa International Business Management Program, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penelitian untuk skripsi yang berjudul "Pengaruh *Social Media Marketing* dan *Electronic Word Of Mouth* Terhadap Keputusan Pembelian dan *Brand Awareness* Sate Ratu".

Sebelumnya, berikut adalah kriteria yang harus dipenuhi untuk dapat mengisi kuisisioner ini, yakni:

1. Berdomisili/pernah mengunjungi Yogyakarta
2. Mengetahui restoran Sate Ratu
3. Pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir

Dengan ini saya meminta kesediaan Anda agar dapat meluangkan waktu untuk mengisi kuisisioner ini. Dimohon untuk mengisi kuisisioner ini dengan jujur. Semua data yang dikumpulkan hanya akan digunakan untuk keperluan penelitian ini dan dijaga kerahasiaannya.

Atas kesediaan Anda dalam mengisi kuisisioner penelitian ini, saya ucapkan terima kasih banyak dan Tuhan memberkati.

Profil Responden

Jenis Kelamin *

- Laki-laki
 Perempuan

Usia (angka saja) *

Jawaban Anda

Kriteria

Apakah anda berdomisili/pernah mengunjungi Yogyakarta? *

- Ya
 Tidak

Kriteria

Apakah anda mengetahui restoran Sate Ratu? *

- Ya
 Tidak

Kriteria

Apakah anda pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir? *

- Ya
 Tidak

Kuesioner Bagian I

Keterangan

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Saya menggunakan media sosial sebagai referensi untuk berbelanja *

	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 mengetahui tentang Sate Ratu dari media sosial *

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

Media sosial Sate Ratu memberikan informasi yang saya butuhkan *

	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 merasa aktivitas media sosial Sate Ratu menyenangkan dan menghibur *

	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 membeli produk Sate Ratu setelah melihat aktivitas media sosial Sate Ratu *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya menyukai konten yang diunggah oleh Sate Ratu di media sosial *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kuesioner Bagian II

Keterangan

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

Saya sering membaca ulasan *online* orang lain sebelum membeli produk Sate Ratu *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mendapatkan rekomendasi tentang Sate Ratu dari media sosial *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merekomendasikan Sate Ratu kepada keluarga dan teman *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mendapatkan informasi tentang kualitas produk Sate Ratu di media sosial *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mendapatkan informasi mengenai pengalaman positif orang lain terhadap produk Sate Ratu *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memutuskan untuk membeli produk Sate Ratu setelah membaca komentar positif pengguna lain di media sosial *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kuesioner Bagian III

Keterangan

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Saya memutuskan untuk membeli produk Sate Ratu setelah membaca keterangan lengkap dari foto/video produk yang diunggah di media sosial *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Saya tertarik untuk membeli produk Sate Ratu setelah melihat aktivitas mereka di media sosial *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Saya ingin membeli produk Sate Ratu setelah melihat respon positif dari pengguna media sosial lainnya *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Saya lebih suka makan produk Sate Ratu dibandingkan makanan di restoran lain *

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Kuesioner Bagian IV

Keterangan

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

Saya mengetahui produk Sate Ratu dari media sosial *

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

Saya lebih suka produk Sate Ratu dibandingkan dengan kompetitor *

	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

Merek Sate Ratu lebih mudah diingat dibandingkan dengan pesaingnya *

	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 2 – Raw Data from Respondents

	Jenis Kelamin	Usia (angka saja)	Apakah anda berdomisili/pernah mengunjungi Yogyakarta?	Apakah anda mengetahui restoran Sate Ratu?	Apakah anda pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir?	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	BA1	BA2	BA3	PD1	PD2	PD3	PD4	
1																									
2	Laki-laki	21 Ya	Ya	Ya	Ya	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	4	4	
3	Perempuan	22 Ya	Ya	Ya	Ya	5	5	4	4	5	3	4	4	5	5	5	5	4	4	5	3	5	4	5	
4	Perempuan	21 Ya	Ya	Ya	Ya	4	4	4	3	3	3	4	5	5	5	5	5	5	5	5	3	4	4	3	
5	Laki-laki	22 Ya	Ya	Ya	Ya	5	5	5	5	5	5	4	4	3	5	5	5	5	4	5	3	3	3	3	
6	Laki-laki	53 Ya	Ya	Ya	Ya	1	2	2	1	3	2	3	3	2	3	2	2	3	3	3	2	1	1	3	
7	Perempuan	21 Ya	Ya	Ya	Ya	4	4	4	4	4	5	4	4	4	4	3	4	4	4	4	4	4	4	4	
8	Perempuan	22 Ya	Ya	Ya	Ya	5	5	3	3	3	4	4	5	5	5	4	4	4	4	4	4	4	4	4	
9	Laki-laki	22 Ya	Ya	Ya	Ya	4	5	4	3	4	3	3	5	3	2	2	4	4	4	4	3	5	3	3	
10	Perempuan	21 Ya	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
11	Laki-laki	22 Ya	Ya	Ya	Ya	5	4	5	5	4	4	3	3	5	4	4	5	4	4	4	5	4	4	5	
12	Perempuan	21 Ya	Ya	Ya	Ya	5	4	4	4	4	4	3	3	5	4	5	4	4	4	4	4	4	4	5	
13	Laki-laki	22 Ya	Ya	Ya	Ya	5	5	5	2	2	2	5	5	3	5	5	5	3	3	5	1	5	1	5	
14	Laki-laki	23 Ya	Ya	Ya	Ya	4	3	4	4	4	4	3	4	5	4	4	4	4	4	4	4	4	4	4	
15	Perempuan	22 Ya	Ya	Ya	Ya	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	3	5	5	5	
16	Perempuan	25 Ya	Ya	Ya	Ya	3	3	2	2	3	2	2	2	3	3	3	3	2	3	3	3	2	3	3	
17	Laki-laki	22 Ya	Ya	Ya	Ya	4	4	5	4	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	
18	Laki-laki	48 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	5	4	4	4	5	4	4	5	4	4	4	4	
19	Perempuan	44 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	
20	Perempuan	21 Ya	Ya	Ya	Ya	3	2	3	3	2	3	4	2	2	3	4	3	3	3	4	1	2	2	4	
21	Laki-laki	23 Ya	Ya	Ya	Ya	5	4	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	
22	Laki-laki	22 Ya	Ya	Ya	Ya	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	5	
23	Laki-laki	23 Ya	Ya	Ya	Ya	4	5	4	3	4	4	5	5	4	4	4	4	4	3	5	4	5	4	4	
24	Laki-laki	37 Ya	Ya		Tidak																				
25	Perempuan	22 Ya	Ya	Ya	Ya	5	4	3	3	4	4	5	5	4	4	5	5	3	3	4	3	5	3	4	
26	Laki-laki	22 Ya	Ya	Ya	Ya	4	5	3	3	3	4	5	5	4	4	5	5	3	4	5	4	5	3	4	
27	Laki-laki	25 Ya	Ya	Ya	Ya	5	5	2	3	3	4	5	5	4	4	4	5	3	2	5	4	5	3	4	
28	Perempuan	23 Ya	Ya	Ya	Ya	5	5	3	2	3	3	5	5	4	4	5	5	3	3	4	4	5	3	4	
29	Perempuan	23 Ya	Ya	Ya	Ya	5	5	3	2	3	3	5	5	4	4	5	5	3	3	4	4	5	3	4	
30	Perempuan	23 Ya	Ya	Ya	Ya	5	5	3	2	3	3	5	5	4	4	5	5	3	3	4	4	5	3	4	
31	Laki-laki	27 Ya	Ya	Ya	Ya	3	4	3	3	3	3	5	5	4	4	4	5	4	3	3	5	4	5	4	3
32	Perempuan	22 Ya	Ya	Ya	Ya	5	5	2	4	2	3	4	5	3	4	4	4	3	3	5	3	4	3	4	
33	Laki-laki	24 Ya	Ya		Tidak																				
34	Laki-laki	24 Ya	Ya	Ya	Ya	4	3	2	3	3	4	4	3	5	4	4	4	3	3	4	3	4	4	3	
35	Perempuan	22 Ya	Ya	Ya	Ya	5	5	4	4	5	3	4	5	5	5	4	5	4	5	4	5	4	4	5	
36	Perempuan	18 Ya	Ya	Ya	Ya	4	5	4	5	4	5	4	5	2	5	3	2	5	4	2	5	4	5	4	
37	Laki-laki	23 Ya	Ya	Ya	Ya	5	3	2	3	2	3	4	3	4	4	4	5	3	2	5	3	4	3	3	
38	Perempuan	21 Ya	Ya	Ya	Ya	5	4	4	2	3	2	5	5	4	3	4	4	3	2	5	3	5	3	3	
39	Laki-laki	27 Ya	Ya	Ya	Ya	4	4	2	3	3	4	5	4	4	4	5	4	4	3	5	3	5	3	4	
40	Perempuan	22 Ya	Ya	Ya	Ya	5	5	3	3	4	3	5	5	4	4	4	4	2	3	4	4	5	3	4	
41	Perempuan	34 Ya			Tidak																				
42	Laki-laki	30 Ya	Ya	Ya	Ya	4	4	3	3	2	4	4	4	4	4	4	5	3	3	4	4	4	3	3	
43	Laki-laki	27 Ya	Ya	Ya	Ya	4	5	3	3	3	3	4	4	4	4	4	5	3	3	5	4	4	4	3	
44	Laki-laki	43 Ya			Tidak																				
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46	Laki-laki	32 Ya	Ya		Tidak																				
47	Perempuan	22 Ya	Ya	Ya	Ya	5	5	3	3	2	3	4	5	4	4	4	4	3	3	4	4	5	3	4	
48	Laki-laki	25 Ya	Ya	Ya	Ya	4	5	4	3	3	4	4	5	4	4	4	4	3	2	4	3	4	3	3	
49	Laki-laki	31 Ya	Ya	Ya	Ya	4	4	2	3	2	3	4	4	4	3	4	3	3	2	4	3	4	3	3	
50	Perempuan	24 Ya	Ya	Ya	Ya	5	4	2	3	4	3	4	5	4	4	4	4	2	3	4	3	5	4	3	

	Jenis Kelamin	Usia (angka saja)	Apakah anda berdomisili/pernah mengunjungi Yogyakarta?	Apakah anda mengetahui restoran Sate Ratu?	Apakah anda pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir?	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	BA1	BA2	BA3	PD1	PD2	PD3	PD4	
1																									
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52	Laki-laki	41 Ya	Tidak																						
53	Perempuan	37 Ya	Ya	Tidak	Tidak																				
54	Laki-laki	29 Ya	Ya	Ya	Ya	5	3	3	2	3	4	5	3	4	4	5	4	3	2	5	3	3	4	4	
55	Perempuan	24 Ya	Ya	Ya	Ya	5	4	3	2	3	3	5	5	4	5	4	4	2	3	5	3	5	3	4	
56	Laki-laki	47 Ya	Tidak																						
57	Perempuan	23 Ya	Ya	Ya	Ya	4	4	3	3	4	4	5	4	3	4	4	4	3	3	4	4	4	3	3	
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60	Perempuan	21 Ya	Ya	Ya	Ya	5	4	3	4	3	3	5	4	5	4	4	5	4	3	5	4	5	4	3	
61	Perempuan	22 Ya	Ya	Ya	Ya	4	5	4	3	4	3	5	4	4	4	5	4	4	3	5	4	5	4	3	
62	Laki-laki	27 Ya	Ya	Ya	Ya	4	4	4	2	3	3	4	4	5	4	4	5	3	3	4	3	4	4	3	
63	Perempuan	20 Ya	Ya	Ya	Ya	5	5	5	4	5	5	5	4	4	5	5	4	5	4	5	5	4	5	4	
64	Laki-laki	40 Ya	Ya	Ya	Ya	5	5	5	5	5	5	4	5	5	4	5	5	4	4	5	5	5	4	5	
65	Laki-laki	50 Ya	Ya	Ya	Ya	2	4	3	3	4	4	4	3	4	4	3	4	3	3	4	3	4	2	4	
66	Laki-laki	31 Ya	Ya	Ya	Ya	5	4	4	3	3	4	5	4	4	5	4	4	4	3	5	3	5	4	4	
67	Perempuan	24 Ya	Ya	Ya	Ya	4	4	3	3	4	3	4	5	5	5	5	4	4	5	5	4	5	4	5	
68	Perempuan	25 Ya	Ya	Ya	Ya	5	4	3	2	3	4	5	5	4	4	4	4	4	3	4	3	4	4	3	
69	Perempuan	21 Ya	Ya	Ya	Ya	5	5	5	5	4	3	5	5	3	5	5	3	3	5	3	4	2	5		
70	Perempuan	23 Ya	Ya	Ya	Ya	5	5	4	3	3	3	5	5	4	4	4	5	4	3	5	4	5	4	4	
71	Laki-laki	23 Ya	Ya	Ya	Ya	4	5	5	4	5	5	4	5	4	5	5	4	4	5	4	5	4	5	4	
72	Laki-laki	23 Ya	Ya	Ya	Ya	4	4	4	3	3	3	4	4	4	4	4	4	4	3	3	4	3	4	3	
73	Laki-laki	19 Ya	Ya	Ya	Ya	4	5	4	4	5	4	5	4	5	5	5	4	4	5	5	5	5	4	4	
74	Laki-laki	22 Ya	Ya	Ya	Ya	4	5	3	2	3	3	5	5	4	4	4	4	4	3	4	4	4	4	4	
75	Perempuan	23 Ya	Ya	Ya	Ya	5	4	4	2	3	2	5	4	4	4	5	4	3	3	5	4	5	4	4	
76	Laki-laki	37 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	
77	Laki-laki	18 Ya	Ya	Ya	Ya	4	5	4	4	5	5	4	5	5	5	4	4	4	4	4	5	4	4	5	
78	Perempuan	50 Ya	Tidak																						
79	Laki-laki	20 Ya	Ya	Ya	Ya	4	5	5	4	5	4	5	5	5	5	4	5	4	5	5	5	4	5	5	
80	Laki-laki	18 Ya	Tidak																						
81	Laki-laki	36 Ya	Ya	Tidak	Tidak																				
82	Laki-laki	33 Ya	Ya	Ya	Ya	4	4	3	2	4	3	5	4	4	4	5	5	4	2	5	4	4	2	3	
83	Perempuan	21 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	5	4	3	3	4	4	4	4	4	3	4	4	
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85	Perempuan	43 Ya	Tidak																						
86	Laki-laki	25 Ya	Ya	Ya	Ya	5	5	4	3	3	4	5	5	4	4	4	4	4	3	4	4	5	4	4	
87	Perempuan	24 Ya	Ya	Ya	Ya	5	5	4	3	4	3	4	5	4	4	5	5	4	3	5	4	5	4	4	
88	Perempuan	24 Ya	Ya	Ya	Ya	5	5	2	2	3	3	5	5	5	4	4	5	3	3	5	4	5	4	4	
89	Laki-laki	22 Ya	Ya	Ya	Ya	4	5	4	3	4	4	4	5	4	5	5	4	4	4	5	4	5	4	4	
90	Perempuan	30 Tidak																							
91	Laki-laki	31 Ya	Ya	Tidak	Tidak																				
92	Laki-laki	21 Ya	Ya	Ya	Ya	5	4	3	4	4	4	5	4	5	4	4	4	4	3	5	4	4	4	4	
93	Perempuan	22 Ya	Ya	Ya	Ya	5	5	4	4	3	4	5	5	4	4	4	5	4	3	5	4	5	4	4	
94	Perempuan	20 Ya	Ya	Ya	Ya	5	5	4	3	4	4	5	5	4	4	5	5	4	3	5	4	5	4	4	
95	Laki-laki	44 Ya	Ya	Ya	Ya	5	5	5	5	5	5	4	4	5	4	4	4	4	3	5	5	5	5	5	
96	Laki-laki	34 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	
97	Laki-laki	23 Ya	Ya	Ya	Ya	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
98	Laki-laki	30 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
99	Laki-laki	31 Ya	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
100	Laki-laki	42 Ya	Tidak																						

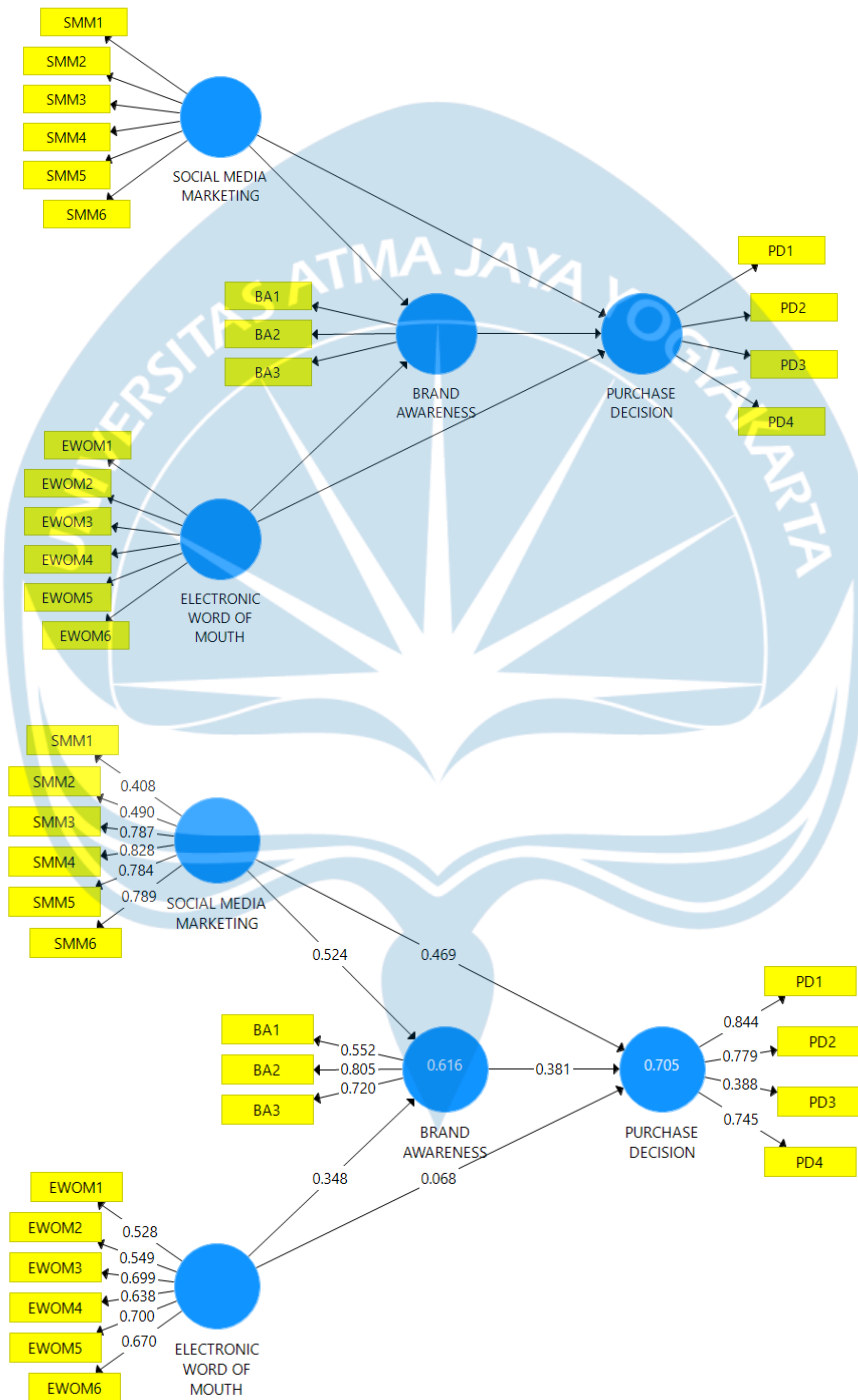
	Jenis Kelamin	Usia (angka saja)	Apakah anda berdomisili/pernah mengunjungi Yogyakarta?	Apakah anda mengetahui restoran Sate Ratu?	Apakah anda pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir?	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	BA1	BA2	BA3	PD1	PD2	PD3	PD4
1																								
101	Laki-laki	24	Tidak																					
102	Laki-laki	36	Ya	Tidak																				
103	Perempuan	22	Ya	Ya	Ya	3	4	5	5	4	5	4	5	5	4	5	5	4	5	5	4	5	4	4
104	Laki-laki	23	Ya	Ya	Ya	5	5	4	4	4	3	5	5	4	4	5	5	4	3	5	4	5	5	4
105	Laki-laki	24	Ya	Ya	Ya	4	4	5	4	4	4	5	5	4	5	4	5	4	4	5	4	5	4	3
106	Laki-laki	27	Ya	Ya	Tidak																			
107	Perempuan	23	Ya	Ya	Ya	4	5	4	5	5	4	4	5	5	4	5	4	4	5	4	5	4	5	5
108	Laki-laki	20	Ya	Ya	Ya	3	2	4	3	5	2	3	4	4	2	4	5	4	5	3	2	3	2	4
109	Laki-laki	22	Ya	Ya	Ya	5	4	4	3	4	4	5	5	4	5	4	5	4	4	5	4	5	5	3
110	Laki-laki	23	Ya	Ya	Ya	4	5	4	5	4	4	5	4	5	4	5	4	4	5	4	5	4	5	5
111	Perempuan	20	Ya	Ya	Ya	4	5	4	5	4	4	5	4	4	5	3	5	5	5	4	4	3	4	5
112	Perempuan	22	Ya	Ya	Ya	5	4	4	4	3	4	5	4	5	5	5	4	4	4	5	4	4	4	4
113	Perempuan	25	Ya	Tidak																				
114	Laki-laki	24	Ya	Ya	Ya	5	3	4	3	4	4	4	5	4	4	5	5	4	3	5	4	5	4	4
115	Laki-laki	24	Ya	Ya	Ya	5	5	4	4	4	4	5	4	4	4	5	4	4	4	5	4	5	4	4
116	Perempuan	23	Ya	Ya	Ya	5	5	4	4	3	4	5	4	5	4	5	5	5	3	5	4	5	4	4
117	Laki-laki	23	Ya	Ya	Ya	5	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	4	5	4
118	Laki-laki	24	Ya	Ya	Ya	4	4	4	3	4	3	5	5	4	4	4	5	4	3	5	4	5	4	3
119	Perempuan	20	Ya	Ya	Ya	5	5	3	2	3	2	2	3	2	4	4	4	2	3	4	3	3	3	4
120	Perempuan	23	Ya	Ya	Ya	5	4	4	4	4	3	5	5	4	4	5	4	3	3	5	4	5	4	4
121	Perempuan	22	Ya	Ya	Ya	5	5	4	4	3	4	4	5	5	4	4	5	4	3	5	4	5	3	4
122	Laki-laki	40	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
123	Laki-laki	24	Ya	Ya	Ya	4	5	3	4	4	4	5	4	5	4	5	5	3	4	5	3	4	4	3
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125	Perempuan	25	Ya	Ya	Ya	5	4	4	5	4	4	4	5	5	4	4	5	4	4	5	4	5	5	4
126	Laki-laki	43	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
127	Laki-laki	43	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
128	Perempuan	23	Ya	Ya	Ya	5	5	4	4	5	4	4	5	4	4	5	5	4	4	5	4	5	5	4
129	Laki-laki	27	Ya	Ya	Ya	4	4	4	4	3	4	4	5	3	3	5	5	4	3	4	3	4	3	5
130	Laki-laki	31	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
131	Laki-laki	36	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
132	Laki-laki	36	Ya	Tidak																				
133	Laki-laki	40	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
134	Laki-laki	33	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5
135	Laki-laki	41	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
136	Perempuan	28	Ya	Ya	Ya	5	5	4	4	4	4	4	5	5	4	5	4	4	3	5	4	5	4	4
137	Laki-laki	43	Ya	Ya	Ya	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5
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142	Perempuan	41	Ya	Ya	Ya	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
143	Perempuan	30	Tidak																					
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	Jenis Kelamin	Usia (angka saja)	Apakah anda berdomisili/penah mengunjungi Yogyakarta?	Apakah anda mengetahui restoran Sate Ratu?	Apakah anda pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir?	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	BA1	BA2	BA3	PD1	PD2	PD3	PD4
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153	Laki-laki	24	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
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157	Perempuan	24	Ya	Ya	Ya	5	5	4	4	4	4	4	5	5	4	5	5	4	4	5	4	4	4	4
158	Laki-laki	33	Ya	Ya	Ya	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
159	Laki-laki	37	Ya	Tidak																				
160	Perempuan	22	Ya	Ya	Ya	5	5	4	4	4	4	5	5	5	4	5	5	4	4	5	4	5	4	4
161	Perempuan	22	Ya	Ya	Ya	5	4	4	3	3	4	5	4	5	4	5	5	4	4	5	4	4	3	4
162	Perempuan	22	Ya	Ya	Ya	5	5	4	4	4	4	5	5	5	4	4	5	4	4	5	4	5	5	4
163	Laki-laki	23	Ya	Ya	Ya	4	5	4	4	4	4	5	4	4	4	5	4	3	5	4	5	5	5	4
164	Laki-laki	22	Ya	Ya	Ya	4	5	4	4	3	4	4	5	4	4	5	5	4	3	5	4	5	4	3
165	Laki-laki	23	Ya	Ya	Ya	4	5	4	4	3	4	5	4	4	4	5	4	4	4	5	4	4	4	4
166	Laki-laki	22	Ya	Ya	Ya	5	5	4	3	4	4	4	5	4	4	5	5	4	4	5	4	5	4	4
167	Laki-laki	23	Ya	Ya	Ya	5	5	4	4	4	4	5	5	5	4	4	5	4	3	5	4	5	5	4
168	Laki-laki	22	Ya	Ya	Ya	4	5	3	4	4	4	4	5	5	4	4	5	4	4	5	4	5	4	4
169	Perempuan	24	Ya	Ya	Ya	5	5	3	4	3	4	4	5	5	4	5	5	4	4	5	4	4	3	4
170	Perempuan	24	Ya	Ya	Ya	5	5	4	4	5	4	4	5	5	4	5	5	4	5	5	4	5	5	4
171	Laki-laki	24	Ya	Ya	Ya	4	5	4	3	4	4	4	5	4	4	4	4	4	3	5	4	4	4	4
172	Laki-laki	22	Ya	Ya	Ya	4	5	4	3	4	4	4	5	5	4	5	5	4	4	5	4	4	4	4
173	Perempuan	22	Ya	Ya	Ya	5	5	4	3	3	4	4	5	5	5	5	5	4	4	5	4	5	4	4
174	Perempuan	24	Ya	Ya	Ya	5	4	4	4	3	4	4	5	4	4	5	5	4	3	4	4	4	4	3
175	Laki-laki	25	Ya	Ya	Ya	4	4	3	2	3	3	4	5	4	4	4	4	3	3	4	4	4	4	3
176	Laki-laki	22	Ya	Ya	Ya	4	5	4	3	4	3	4	5	4	4	5	5	4	3	5	4	3	4	2
177	Laki-laki	22	Ya	Ya	Ya	5	4	4	4	3	4	4	4	5	4	4	4	4	4	5	4	4	4	4
178	Laki-laki	26	Ya	Ya	Ya	4	4	3	4	4	4	4	5	4	4	4	4	3	4	5	3	5	4	3
179	Laki-laki	23	Ya	Ya	Ya	4	5	4	3	4	4	4	5	5	4	4	5	4	3	5	4	5	4	3
180	Laki-laki	22	Ya	Ya	Ya	4	5	4	4	3	4	4	5	4	4	4	4	5	4	4	4	4	4	4
181	Laki-laki	22	Ya	Ya	Ya	5	5	4	4	4	4	4	5	5	4	4	5	4	3	4	5	5	5	4
182	Perempuan	22	Ya	Ya	Ya	5	4	5	4	3	4	4	5	5	4	4	5	4	3	5	4	5	3	4
183	Laki-laki	21	Ya	Ya	Ya	4	2	3	4	3	3	4	2	4	3	3	4	4	4	4	4	3	4	4
184	Perempuan	26	Ya	Ya	Ya	5	4	4	4	3	4	4	4	5	4	5	5	4	3	5	4	4	5	4
185	Perempuan	25	Ya	Ya	Ya	4	5	4	4	4	3	4	5	5	4	4	5	4	4	5	4	5	4	4
186	Laki-laki	26	Ya	Ya	Ya	4	5	4	4	3	4	4	5	5	4	4	4	4	3	5	4	5	4	3
187	Laki-laki	24	Ya	Ya	Ya	5	4	4	4	4	4	4	5	5	4	4	4	4	4	5	4	5	3	4
188	Perempuan	22	Ya	Ya	Ya	5	5	4	3	4	4	4	5	5	4	4	5	4	3	5	4	5	4	4
189	Laki-laki	23	Ya	Ya	Ya	4	5	4	3	4	4	4	5	4	4	4	5	4	4	5	3	5	3	4
190	Laki-laki	22	Ya	Ya	Ya	5	4	4	4	4	3	3	5	4	4	4	4	2	2	5	3	5	3	4
191	Perempuan	22	Ya	Ya	Ya	5	4	4	3	3	4	4	5	4	4	4	5	4	3	4	4	5	4	3
192	Perempuan	22	Ya	Ya	Ya	5	5	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5
193	Laki-laki	22	Ya	Ya	Ya	4	5	4	3	4	4	4	5	4	4	4	5	3	2	4	4	4	2	3
194	Perempuan	23	Ya	Ya	Ya	4	5	4	5	5	4	5	4	4	5	5	4	3	5	4	4	4	5	4
195	Laki-laki	23	Ya	Ya	Ya	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3
196	Perempuan	24	Ya	Ya	Ya	5	4	5	3	4	5	5	4	5	5	4	5	4	4	5	5	4	5	5
197	Perempuan	25	Ya	Ya	Ya	4	5	5	4	5	4	4	4	5	5	4	4	4	4	4	5	4	5	5
198	Laki-laki	23	Ya	Ya	Ya	4	5	3	3	2	4	4	5	4	4	4	5	4	3	4	3	4	3	4
199	Perempuan	23	Ya	Ya	Ya	4	5	5	4	4	5	4	5	4	5	4	5	3	4	3	4	4	4	3
200	Perempuan	24	Ya	Ya	Ya	3	4	4	4	3	5	4	4	3	5	4	4	4	4	4	5	4	4	4

	Jenis Kelamin	Usia (angka saja)	Apakah anda berdomisili/ pernah mengunjungi Yogyakarta?	Apakah anda mengetahui restoran Sate Ratu?	Apakah anda pernah mengunjungi Sate Ratu dalam kurun waktu 1 tahun terakhir?	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	BA1	BA2	BA3	PD1	PD2	PD3	PD4
1																								
201	Laki-laki	25 Ya	Ya	Ya	Ya	4	4	4	4	2	3	4	5	5	4	4	4	3	3	5	4	5	4	3
202	Laki-laki	23 Ya	Ya	Ya	Ya	4	5	3	3	2	3	5	5	4	4	4	4	4	3	5	4	4	4	2
203	Perempuan	32 Ya	Ya	Ya	Ya	4	4	5	5	4	5	4	5	4	4	4	4	4	5	5	4	4	5	4
204	Perempuan	23 Ya	Ya	Ya	Ya	5	4	4	3	3	2	4	5	4	4	5	5	3	2	5	4	5	4	4
205	Laki-laki	22 Ya	Ya	Ya	Ya	4	5	4	4	3	4	4	5	5	4	4	5	2	2	5	3	5	3	2
206	Perempuan	22 Ya	Ya	Ya	Ya	5	4	4	3	2	3	5	5	4	4	4	4	3	3	4	4	5	4	2
207	Laki-laki	23 Ya	Ya	Ya	Ya	4	4	4	2	3	4	4	4	5	4	4	4	4	3	3	5	4	4	3
208	Perempuan	21 Ya	Ya	Ya	Ya	5	4	2	3	3	3	4	4	4	4	4	4	4	2	5	4	4	4	2
209	Laki-laki	27 Ya	Ya	Ya	Ya	4	4	3	2	3	4	4	4	5	4	4	5	4	3	4	4	4	3	4
210	Perempuan	24 Ya	Ya	Ya	Ya	4	5	5	4	5	4	5	4	5	4	4	5	5	4	5	4	5	4	4
211	Perempuan	27 Ya	Ya	Ya	Ya	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4
212	Laki-laki	26 Ya	Ya	Ya	Ya	3	4	3	3	2	3	4	5	4	3	4	5	3	3	4	3	4	3	2
213	Perempuan	26 Ya	Ya	Ya	Ya	4	5	4	4	5	4	4	5	4	5	4	5	5	4	5	5	4	5	5
214	Laki-laki	26 Ya	Ya	Ya	Ya	4	5	4	2	3	3	4	5	5	4	4	4	4	4	5	4	5	3	4
215	Perempuan	22 Ya	Ya	Ya	Ya	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	4	5	4	5
216	Laki-laki	26 Ya	Ya	Ya	Ya	4	4	4	2	3	2	4	5	4	3	4	4	3	2	5	4	5	2	3

Appendix 3 – Data Analysis

Structural Model



Outer Loadings

Outer Loadings

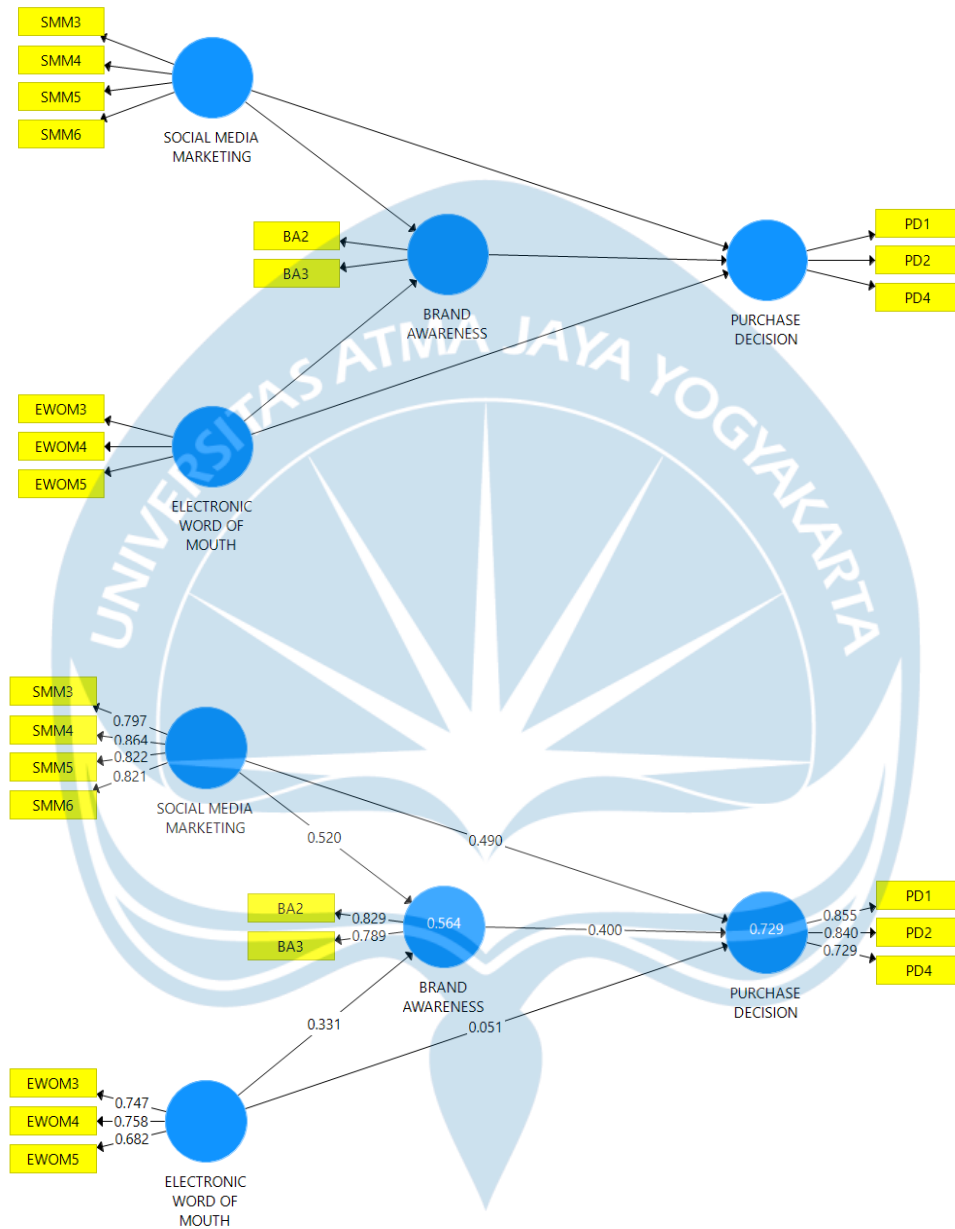
Matrix	BRAND AW...	ELECTRONI...	PURCHASE ...	SOCIAL ME...
BA1	0.552			
BA2	0.805			
BA3	0.720			
EWOM1		0.528		
EWOM2		0.549		
EWOM3		0.699		
EWOM4		0.638		
EWOM5		0.700		
EWOM6		0.670		
PD1			0.844	
PD2			0.779	
PD3			0.388	
PD4			0.745	
SMM2				0.490
SMM3				0.787
SMM4				0.828
SMM5				0.784
SMM6				0.789
SMM1				0.408

Construct Validity and Reliability

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND AW...	0.479	0.514	0.738	0.490
ELECTRONI...	0.708	0.722	0.800	0.402
PURCHASE ...	0.646	0.701	0.794	0.506
SOCIAL ME...	0.775	0.812	0.845	0.491

Adjusted Structural Model



Adjusted Outer Loadings

Outer Loadings

Matrix	BRAND AW...	ELECTRONI...	PURCHASE ...	SOCIAL ME...
BA2	0.829			
BA3	0.789			
EWOM3		0.747		
EWOM4		0.758		
EWOM5		0.682		
PD1			0.855	
PD2			0.840	
PD4			0.729	
SMM3				0.797
SMM4				0.864
SMM5				0.822
SMM6				0.821

Adjusted Construct Reliability and Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND AW...	0.623	0.625	0.791	0.654
ELECTRONI...	0.673	0.675	0.773	0.532
PURCHASE ...	0.735	0.743	0.850	0.656
SOCIAL ME...	0.845	0.848	0.896	0.683

Discriminant Validity

Discriminant Validity

	BRAND AWARENESS	ELECTRONIC WORD OF MOUTH	PURCHASE DECISION	SOCIAL MEDIA MARKETING
BRAND AWARENESS	0.809			
ELECTRONIC WORD OF MOUTH	0.610	0.730		
PURCHASE DECISION	0.773	0.559	0.810	
SOCIAL MEDIA MARKETING	0.697	0.538	0.797	0.826

Cross Loadings

Discriminant Validity

	BRAND AWARENESS	ELECTRONIC WORD OF MOUTH	PURCHASE DECISION	SOCIAL MEDIA MARKETING
BA2	0.829	0.525	0.667	0.564
BA3	0.789	0.460	0.581	0.565
EWOM3	0.483	0.747	0.456	0.390
EWOM4	0.484	0.758	0.464	0.482
EWOM5	0.340	0.682	0.256	0.266
PD1	0.576	0.419	0.855	0.694
PD2	0.665	0.467	0.840	0.708
PD4	0.639	0.476	0.729	0.521
SMM3	0.514	0.454	0.618	0.797
SMM4	0.622	0.420	0.680	0.864
SMM5	0.600	0.416	0.666	0.822
SMM6	0.564	0.490	0.668	0.821

R-Square

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
BRAND AWARENESS	0.564	0.560
PURCHASE DECISION	0.729	0.725

f-Square

f Square

Matrix	f Square	Cop			
		BRAND AWARENESS	ELECTRONIC WORD OF MOUTH	PURCHASE DECISION	SOCIAL MEDIA MARKETING
BRAND AWARENESS				0.257	
ELECTRONIC WORD OF MOUTH	0.178			0.006	
PURCHASE DECISION					
SOCIAL MEDIA MARKETING	0.441			0.438	

Q-Square

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4
	SSO	SSE	Q ² (=1-SSE/SSO)	
BRAND AW...	382.000	244.466	0.360	
ELECTRONI...	573.000	573.000		
PURCHASE ...	573.000	308.960	0.461	
SOCIAL ME...	764.000	764.000		

Bootstrapping

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
SOCIAL ME...	0.490	0.488	0.064	7.650	0.000
SOCIAL ME...	0.520	0.510	0.061	8.519	0.000
ELECTRONI...	0.051	0.053	0.061	0.841	0.401
ELECTRONI...	0.331	0.335	0.054	6.152	0.000
BRAND AW...	0.400	0.405	0.069	5.838	0.000

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard	
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
ELECTRONIC WORD OF MOUTH -> BRAND AWARENESS -> PURCHASE DE...	0.132	0.136	0.031	4.217	0.000
SOCIAL MEDIA MARKETING -> BRAND AWARENESS -> PURCHASE DECISI...	0.208	0.206	0.041	5.041	0.000

Total Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
BRAND AWARENESS -> PURCHASE DECISION	0.400	0.405	0.069	5.838	0.000
ELECTRONIC WORD OF MOUTH -> BRAND AWARENESS	0.331	0.335	0.054	6.152	0.000
ELECTRONIC WORD OF MOUTH -> PURCHASE DECISION	0.184	0.189	0.057	3.229	0.001
SOCIAL MEDIA MARKETING -> BRAND AWARENESS	0.520	0.510	0.061	8.519	0.000
SOCIAL MEDIA MARKETING -> PURCHASE DECISION	0.698	0.694	0.049	14.319	0.000

