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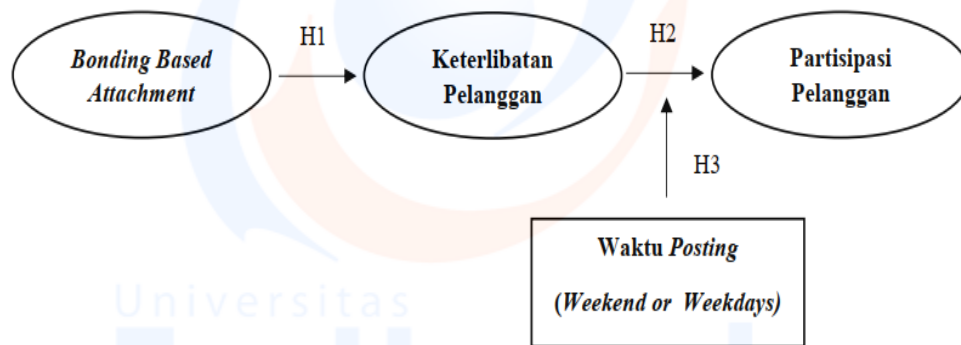
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Gambar 1. Model hipotesis

Tabel 1. Hasil Uji Penelitian Hipotesis

Hipotesis	Pernyataan Hipotesis	Chi Square	Anova (Uji F)	Regresi Logistik Wald Test	Keterangan
H1	<i>Bonding based attachment</i> yang tinggi akan meningkatkan keterlibatan pelanggan pada media sosial.	Sig 0,000	Sig 0,000	Sig 0,002	Data Mendukung Hipotesis
H2	Keterlibatan pelanggan yang tinggi akan meningkatkan partisipasi pelanggan pada media sosial.	Sig 0,000	Sig 0,000	Sig 0,007	Data Mendukung Hipotesis
H3	Waktu <i>posting</i> memoderasi hubungan antara keterlibatan pelanggan dan partisipasi pelanggan.				
H3a	Keterlibatan pelanggan yang tinggi dengan postingan waktu <i>weekend</i> lebih meningkatkan partisipasi pelanggan dibandingkan postingan waktu <i>weekdays</i> .	-	-	Sig 0,059	Data tidak mendukung Hipotesis
H3b	Keterlibatan pelanggan yang rendah dengan postingan waktu <i>weekend</i> lebih meningkatkan partisipasi pelanggan dibandingkan yang diposting waktu <i>weekdays</i> .				

Sumber: Data olahan SPSS (2021)

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Lampiran 1 Penelitian Terdahulu

Tabel 2. Penelitian Terdahulu

No	Peneliti	Judul	Metode Analisis	Hasil
1	Shu-Chuan Chu & Yoojung Kim (2011)	<i>Determinants of Consumer Engagement in Electronic Word-of-Mouth (Ewom) in Social Networking Sites</i> <i>International Journal of Advertising</i>	<i>Analysis of Moments of Structures (AMOS)</i>	Kekuatan ikat, kepercayaan, pengaruh normatif dan informasi secara positif terkait dengan perilaku ewom. keseluruhan pengguna.
2.	Jochen Wirtz Anouk den Ambtman Josée Bloemer Csilla Horváth B. Ramaseshan Joris van de Klundert Zeynep Gurhan Canli Jay Kandampully, (2013)	<i>Managing brands and customer engagement in online brand communities.</i> <i>Journal of Service Management</i>	<i>Analysis of Moments of Structures (AMOS)</i>	<ul style="list-style-type: none"> • Keterikatan konsumen terhadap suatu merek mendorong mereka untuk melibatkan merek. • Keterlibatan konsumen merek menghasilkan konten positif yang dihasilkan pengguna dan keterlibatan konsumen.
3	Yan Shan & Karen Whitehill King (2015)	<i>The Effects of Interpersonal Tie Strength and Subjective Norms on Consumers' Brand Related eWOM Referral Intentions</i> <i>Journal of Interactive Advertising</i>	<i>Analysis of variance (ANOVA)</i>	<ul style="list-style-type: none"> • Keterlibatan yang signifikan menunjukkan bahwa memiliki hubungan konsumen-merek yang kuat dan meningkatkan niat penerima untuk meneruskan pesan iklan viral yang dikirim oleh seorang kenalan online. • Adanya ikatan yang kuat dengan merek dapat meningkatkan efektivitas kata elektronik dari mulut ke mulut di SNS.

No	Peneliti	Judul	Metode Analisis	Hasil
4.	Joe Phua, Seunga Venus Jin, Jihoon (Jay) Kim (2016)	<i>Gratifications of Using Facebook, Twitter, Instagram, or Snapchat to Follow</i> <i>Brands: The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network Homophily on Brand.</i> <i>Telematics and Informatics</i>	<i>Analysis of variance (ANOVA)</i>	Perhatian pada perbandingan sosial, kepercayaan situs jejaring sosial, kekuatan ikatan, dan secara signifikan memoderasi hubungan antara keterlibatan dalam menggunakan setiap situs jejaring sosial untuk mengikuti merek, dan hasil terkait komunitas merek.
5.	Margherita Pagani & Giovanni Malacarne (2017)	<i>Experiential Engagement and Active vs. Passive Behavior in Mobile Location-based Social Networks: The Moderating Role of Privacy.</i> <i>Journal of Interactive Marketing</i>	Structural Equation Modeling (SEM)	Keterlibatan interaktif sosial berpengaruh yang signifikan terhadap penggunaan pasif yang berarti bahwa semakin banyak orang merasakan komunitas yang mendalam, semakin mereka tertarik untuk membaca komentar lain atau mengumpulkan informasi
6.	Roope Jaakonmäki, Oliver Müller, Jan vom Brocke (2017)	<i>The Impact of Content, Context, and Creator on User Engagement in Social Media Marketing</i> <i>Hawaii International Conference on System Sciences</i>	Regresi	Influencer mempengaruhi keterlibatan pengguna, karena faktor yang terkait, terutama jumlah pengikut dan usia serta jenis kelamin pembuat memainkan peran paling signifikan, dan hari dan jam tertentu (mis., konteks) di mana audiens lebih cenderung terlibat daripada yang lain.
7.	John Paul Kosiba, Henry Boateng, Abednego Feehi Okoe & Robert Hinson (2018)	<i>Trust and customer engagement in the banking sector in Ghana</i> <i>The Service Industries Journal</i>	Struktural Equation Modeling (SEM)	Kepercayaan pada penyedia layanan dan kepercayaan berbasis ekonomi memiliki efek signifikan dan positif pada keterlibatan emosional, keterlibatan kognitif, dan keterlibatan perilaku.

No	Peneliti	Judul	Metode Analisis	Hasil
8.	Robert Hinson, Henry Boateng, Anne Renner, John Paul, Basewe Kosiba (2019)	<i>Antecedents and Consequences of customer engagement on Facebook</i> <i>An attachment theory perspective.</i> <i>Journal of Research in Interactive Marketing</i>	<i>Analysis of Moments of Structures (AMOS)</i>	Keterikatan konsumen pada perusahaan mendorong mereka untuk melibatkan merek, hasilnya juga menunjukkan bahwa interaksi konsumen menghasilkan konten buatan pengguna yang positif dan interaksi konsumen.

Lampiran 2 Operasional Variabel

Bonding Based Attachment

Bonding based attachment pada penelitian ini diukur menggunakan dimensi yang diadopsi dari (Hinson *et al.*, 2019) , yaitu: (1) *social interaction ties*, ikatan interaksi sosial yaitu suatu hubungan antar individu dalam memperoleh sebuah informasi (2) *brand trust*, kepercayaan merek yaitu sebuah ekspektasi yang dimiliki oleh konsumen mengenai suatu merek, apakah merek tersebut dapat konsisten dalam memenuhi janjinya sehingga dapat memberikan sebuah nilai atau manfaat bagi kepentingan konsumen.

Tabel 3. Operasional Variabel *Bonding Based Attachment*

No	Original	Operasionalisasi
<i>Bonding-Based Attachment (Hinson et al., 2019)</i>		
<i>Social Interaction Ties</i>		
1.	<i>I feel very close to these brands via my interactions with them on Facebook.</i>	Saya tahu banyak mengenai <i>coffee shop brand</i> lokal pada <i>postingan</i> instagram.
2.	<i>These brands interact with me regularly on Facebook.</i>	<i>Coffee shop brand</i> lokal sering <i>memposting</i> hal baru di instagram.
3.	<i>Interacting with these brands on Facebook helps me maintain social relationships with them.</i>	saya senang dengan <i>postingan coffee shop brand</i> lokal di instagram.
4.	<i>Interacting with these brands on Facebook makes me emotionally attached to them.</i>	Saya senang beinteraksi di instagram <i>postingan coffee shop brand</i> lokal.
5.	<i>Interacting with these brands on Facebook enhances my social relationships with them</i>	Saya sering mendapatkan informasi dari teman mengenai <i>postingan coffee shop brand</i> lokal di instagram.
<i>Brand Trust</i>		
6.	<i>Interacting with these brands on Facebook helps me trust them.</i>	<i>Postingan coffee shop brand</i> lokal di instagram dapat dipercaya.
	<i>Interacting with these brands on Facebook makes me see them to be transparent.</i>	<i>Postingan coffee shop brand</i> lokal di instagram jelas dan mudah dipahami.
8.	<i>Interacting with these brands on Facebook makes me perceive them as reliable.</i>	<i>Postingan coffee shop brand</i> lokal di instagram dapat diandalkan.
9.	<i>Interacting with these brands on Facebook makes me perceive them as innovative.</i>	<i>Postingan coffee shop brand</i> lokal di instagram sangat menarik dan inovatif.

No	Original	Operasionalisasi
Brand Trust		
10.	<i>I feel comfortable when interacting with these brands on their Facebook pages.</i>	Saya suka dengan <i>postingan coffee shop brand</i> lokal di instagram.

Keterlibatan Pelanggan

Keterlibatan pelanggan pada penelitian ini diukur menggunakan dimensi yang diadopsi dari (Hinson *et al.*, 2019) , yaitu: (1) *emotional engagement*, keterlibatan emosional yaitu merupakan sebuah perasaan positif atau rasa bangga seorang pelanggan saat menggunakan sebuah merek (2) *cognitive engagement*, keterlibatan kognitif yaitu mengacu pada tingkat keterlibatan individu dalam mengetahui sejauh mana pemikiran pelanggan dapat fokus terhadap sebuah merek (3) *behavioural engagement*, keterlibatan perilaku merupakan minat pelanggan dalam menghabiskan energi, waktu dan segala aktivitas yang terkait dengan merek tersebut.

Tabel 4. Operasional Variabel Keterlibatan pelanggan

No	Original	Operasionalisasi
Keterlibatan Pelanggan/ Customer Engagement (Hinson et al., 2019)		
Emotional Engagement		
11.	<i>I am enthusiastic in relation to these brands on their Facebook pages.</i>	Saya tertarik dengan <i>postingan coffee shop brand</i> lokal di Instagram.
12.	<i>I feel energetic when in contact with these brands on their Facebook pages.</i>	Saya senang dengan promo – promo yang diberikan pada <i>coffee shop brand</i> lokal.
13.	<i>I feel positive about these brands on their Facebook pages.</i>	Saya puas dengan informasi <i>postingan coffee shop brand</i> lokal.
Cognitive Engagement		
14.	<i>On these brands' Facebook pages, my mind is very focused on these brand.</i>	Saya senang memperhatikan <i>postingan coffee shop</i> di instagram.
15.	<i>On these brands' Facebook pages, I focus a great deal of attention to these brands.</i>	Saya mengetahui terkait promo apa saja yang ada pada <i>postingan coffee shop</i> di instagram.
16.	<i>On these brands' Facebook pages, I become absorbed by these brands.</i>	Saya paham dengan <i>postingan coffee shop</i> di instagram.
Behavioural Engagement		
17.	<i>I exert my full effort in supporting these brands on their Facebook pages.</i>	Saya sering memberikan opsi <i>like</i> (suka) pada <i>postingan coffee shop</i> .
18.	<i>I am very active in relation to these brands on their Facebook pages.</i>	Saya sering memberikan informasi <i>postingan coffee shop</i> di instagram.
19.	<i>I try my hardest to perform well on behalf of these brands on their Facebook pages.</i>	Saya akan merekomendasikan produk – produk yang pada <i>postingan coffee shop</i> di instagram.

Partisipasi Pelanggan

Partisipasi pelanggan pada penelitian ini diukur menggunakan dimensi yang diadopsi dari (Kamboj & Rahman, 2017), yaitu: (1) *informational participation*, partisipasi informasional merupakan sebuah gambaran bagaimana konsumen mampu menyediakan waktu untuk menceritakan sebuah informasi mengenai sebuah produk pada sebuah komunitas pada situs media sosial (2) *actionable participation*, partisipasi yang dapat ditindaklanjuti merupakan sebuah partisipasi aktif yang dapat diukur melalui tindakan visual (3) *attitudinal participation*, partisipasi sikap yaitu mendeskripsikan bagaimana cara mereka berinteraksi dan bekerjasama secara online dalam sebuah *platform*.

Tabel 5. Operasional Variabel Partisipasi Pelanggan

No	Original	Operasionalisasi
Partisipasi Pelanggan/ Customer Participation (Kamboj & Rahman, 2017)		
<i>Informational participation</i>		
20.	<i>I frequently provide useful information online to the other members.</i>	Saya suka membagikan informasi mengenai <i>postingan coffee shop</i> di instagram.
21.	<i>I post messages and provide responses online on the brand community page frequently.</i>	Saya suka memberikan tanggapan dikolom komentar <i>postingan coffee shop</i> di instagram.
22.	<i>I read comments/reviews of other community members about brand Online.</i>	Saya suka membaca komentar atau review pada <i>postingan coffee shop</i> di instagram.
<i>Actionable participation</i>		
23.	<i>I actively participate online in the brand community's activities.</i>	Saya sering membagikan (share) <i>postingan coffee shop</i> di instagram.
24.	<i>I spend a lot of time online in participating with brand community's activities.</i>	Saya menghabiskan banyak waktu untuk berpartisipasi pada <i>postingan coffee shop</i> di instagram.
25.	<i>I provide feedback online related to participation in the community's activities.</i>	Saya suka memberikan masukan atau saran pada <i>postingan coffee shop</i> di instagram.
26.	<i>I think participating in this online community would be good for me.</i>	Saya memperoleh banyak informasi dan masukan mengena <i>postingan coffee shop</i> di instagram.
27.	<i>I have a positive opinion about my participation in this online community.</i>	Saya memebrica komentar positif pada <i>postingan coffee shop</i> di instagram.

No	Original	Operasionalisasi
<i>Actionable participation</i>		
28.	<i>I think participating in this online community would be beneficial for me.</i>	saya sering bertukar pendapat dan opini mengenai <i>postingan coffee shop</i> di instagram.

Lampiran 3
Kuesioner Pretest

KUESIONER SURVEY

**PENGARUH KETERLIBATAN PELANGGAN
PADA MEDIA SOSIAL INSTAGRAM KOPI *BRAND* LOKAL**

Saya Retno Lies Setyawati adalah Mahasiswi Universitas Esa Unggul yang sedang melaksanakan penelitian untuk melengkapi proses penulisan tesis saya. Untuk itu saya mengharapkan bantuan dan kesediaan bapak/ibu dan saudara/i untuk menjawab beberapa pertanyaan yang telah tersedia dibawah ini. Atas bantuan dan kerjasamanya, saya ucapkan terima kasih.

A. Data Responden

Berilah tanda silang (x) sesuai jawaban anda yang sesuai.

1. Jenis kelamin
 - a. Laki – laki
 - b. Perempuan
2. Usia
 - a. 18 – 25 tahun
 - b. 26 – 33 tahun
 - c. 34 – 41 tahun
 - d. >42 tahun
3. Pengeluaran untuk membeli makanan tambahan (ngopi kekinian)
 - a. < Rp. 200.000,00
 - b. Rp 200.001,00 – Rp. 300.000,00
 - c. Rp. 300.001,00 – Rp. 400.000,00
 - d. > Rp. 400.000,00
4. Cara memesan kopi kekinian
 - a. Datang langsung ke *coffee shop*
 - b. *Delivery*
5. Akun instagram yang di *follow* (ikuti), (jawaban boleh lebih dari 1)
 - a. Kopi Tuku
 - b. Kopi Janji Jiwa
 - c. Kopi Kulo
 - d. dan lain – lain, sebutkan
6. Waktu yang sering digunakan melihat *postingan* kopi kekinian
 - a. Weekdays (1)
 - b. Weekend (2)

B. Petunjuk

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat bapak/ibu atau saudara/i dengan memberikan tanda centang (✓) pada kolom jawaban yang dianggap paling sesuai.

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

RG = Ragu - Ragu

S = Setuju

SS = Sangat Setuju

Tabel 6. Kuesioner

No	Kuesioner	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1	Saya tahu banyak mengenai <i>coffee shop brand</i> lokal pada <i>postingan</i> instagram.					
2	<i>Coffee shop brand</i> lokal sering <i>memposting</i> hal baru di instagram.					
3	saya senang dengan <i>postingan coffee shop brand</i> lokal di instagram.					
4	Saya senang beinteraksi di instagram <i>postingan coffee shop brand</i> lokal.					
5	Saya sering mendapatkan informasi dari teman mengenai <i>postingan coffee shop brand</i> lokal di instagram.					
6	<i>Postingan coffee shop</i> di instagram dapat dipercaya.					
7	<i>Postingan coffee shop</i> di instagram jelas dan mudah dipahami.					
8	<i>Postingan coffee shop</i> di instagram dapat diandalkan.					
9	<i>Postingan coffee shop</i> di instagram sangat menarik dan inovatif.					
10	Saya suka dengan <i>postingan coffee shop</i> di instagram.					
11	Saya tertarik dengan <i>postingan coffee shop</i> di Instagram.					
12	Saya senang dengan berbagai promo yang diberikan <i>coffee shop</i> .					

No	Kuesioner	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
13	Saya puas dengan informasi <i>postingan coffee shop</i> .					
14	Saya senang memperhatikan <i>postingan coffee shop</i> di instagram.					
15	Saya mengetahui terkait promo apa saja yang ada pada <i>postingan coffee shop</i> di instagram.					
16	Saya paham dengan <i>postingan coffee shop</i> di instagram.					
17	Saya sering memberikan opsi <i>like</i> (suka) pada <i>postingan coffee shop</i> .					
18	Saya sering memeberikan informasi <i>postingan coffee shop</i> .					
19	Saya akan merekomendasikan produk yang ada pada <i>postingan instagram coffee shoop</i>					
20	Saya suka membagikan informasi mngenai <i>postingan coffee shop</i> di instagram.					
21	Saya suka memberikan tanggapan dikolom komentar <i>postingan coffee shop</i> di instagram.					
22	Saya suka membaca kolom komentar pada <i>postingan coffee shop</i> di instagram.					
23	Saya sering membagikan (share) <i>postingan coffee shop</i> di instagram.					
24	Saya sering berpartisipasi pada <i>postingan coffee shop</i> di instagram.					
25	Saya suka memberikan saran pada <i>postingan coffee shop</i> di instagram.					
26	Saya memperoleh banyak informasi pada <i>postingan coffee shop</i> di instagram.					
27	Saya memebrikan komentar positif pada <i>postingan coffee shop</i> di instagram.					
28	saya sering bertukar pendapat mengenai <i>postingan coffee shop</i> di instagram.					

Lampiran 4 Input Data

A. Input Data Penelitian

No	TOP	Bonding-Based Attachment (X1)										Customer Engagement (X2)						Customer Participation (Y)											
		Social Interaction Ties					Brand Trust					Emotional Engagement		Cognitive Engagement		Behavioural Engagement		Informational Participation		Actionable Participation		Attitudinal participation							
		BBA1	BBA2	BBA3	BBA4	BBA5	BBA6	BBA7	BBA8	BBA9	BBA10	CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	CP9
1	1	2	3	3	2	4	4	3	5	4	4	3	3	3	2	4	2	3	4	2	2	3	2	2	3	4	3	3	
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No	TOP	Bonding-Based Attachment (X1)										Customer Engagement (X2)									Customer Participation (Y)								
		Social Interaction Ties					Brand Trust					Emotional Engagement			Cognitive Engagement			Behavioural Engagement			Informational Participation			Actionable Participation			Attitudinal Participation		
		BBA1	BBA2	BBA3	BBA4	BBA5	BBA6	BBA7	BBA8	BBA9	BBA10	CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	CP9
51	2	4	4	4	2	4	4	5	4	5	5	5	5	4	5	5	5	4	4	4	2	2	2	2	2	4	4		
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No	TOP	Bonding-Based Attachment (X1)										Customer Engagement (X2)					Customer Participation (Y)												
		Social Interaction Ties					Brand Trust					Emotional Engagement	Cognitive Engagement	Behavioural Engagement	Informational Participation	Actionable Participation	Attitudinal participation												
		BBA1	BBA2	BBA3	BBA4	BBA5	BBA6	BBA7	BBA8	BBA9	BBA10	CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	CP9
76	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
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No	TOP	Bonding-Based Attachment (X1)										Customer Engagement (X2)						Customer Participation (Y)												
		Social Interaction Ties					Brand Trust					Emotional Engagement		Cognitive Engagement		Behavioural Engagement		Informational Participation		Actionable Participation		Attitudinal participation								
		BBA1	BBA2	BBA3	BBA4	BBA5	BBA6	BBA7	BBA8	BBA9	BBA10	CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	CP9	
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B. Input Data Demografi

Tabel 7. Demografi Responden

Demografi	Klasifikasi	Jumlah (Responden)	Presentase
Jenis Kelamin	Laki – Laki	50	32%
	Wanita	105	68%
Total		155	100%
Usia	18 - 25 Tahun	72	46%
	26 - 33 Tahun	78	50%
	34 - 41 Tahun	4	3%
	>42 Tahun	1	1%
Total		155	100%
Pengeluaran membeli makanan tambahan (ngopi kekinian)	<Rp. 200.000	100	65%
	Rp. 200.001 - Rp. 300.000	29	19%
	Rp. 300.001 - Rp. 400.000	18	12%
	>Rp. 400.001	8	4%
Total		155	100%
Cara Pesan Kopi Kekinian	Datang Langsung	89	57%
	<i>Delivery</i>	66	43%
Total		155	100%
Waktu yang sering digunakan untuk melihat <i>posting coffee brand</i> lokal kekinian	Weekdays	69	44%
	<i>Weekend</i>	86	56%
Total		155	100%

Sumber: data primer diolah peneliti

Lampiran 5 Hasil Analisa Statistik SPSS

```

FACTOR
/VARIABLES BBA1 BBA2 BBA3 BBA4 BBA5
/MISSING LISTWISE
/ANALYSIS BBA1 BBA2 BBA3 BBA4 BBA5
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.
  
```

Factor Analysis

Correlation Matrix ^a						
		BBA1	BBA2	BBA3	BBA4	BBA5
Correlation	BBA1	1.000	.705	.710	.695	.581
	BBA2	.705	1.000	.624	.455	.330
	BBA3	.710	.624	1.000	.617	.493
	BBA4	.695	.455	.617	1.000	.687
	BBA5	.581	.330	.493	.687	1.000
Sig. (1-tailed)	BBA1		.000	.000	.000	.001
	BBA2	.000		.000	.010	.050
	BBA3	.000	.000		.000	.005
	BBA4	.000	.010	.000		.000
	BBA5	.001	.050	.005	.000	

a. Determinant = ,056

Inverse of Correlation Matrix					
	BBA1	BBA2	BBA3	BBA4	BBA5
BBA1	3.486	-1.367	-.765	-.961	-.537
BBA2	-1.367	2.197	-.627	.147	.276
BBA3	-.765	-.627	2.324	-.526	-.131
BBA4	-.961	.147	-.526	2.649	-1.052
BBA5	-.537	.276	-.131	-1.052	2.009

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	65.021
	Df	10
	Sig.	.000

Anti-image Matrices						
		BBA1	BBA2	BBA3	BBA4	BBA5
Anti-image Covariance	BBA1	.287	-.178	-.094	-.104	-.077
	BBA2	-.178	.455	-.123	.025	.063
	BBA3	-.094	-.123	.430	-.086	-.028
	BBA4	-.104	.025	-.086	.377	-.198
	BBA5	-.077	.063	-.028	-.198	.498
Anti-image Correlation	BBA1	.799 ^a	-.494	-.269	-.316	-.203
	BBA2	-.494	.779 ^a	-.278	.061	.132
	BBA3	-.269	-.278	.885 ^a	-.212	-.061
	BBA4	-.316	.061	-.212	.812 ^a	-.456
	BBA5	-.203	.132	-.061	-.456	.811 ^a
a. Measures of Sampling Adequacy(MSA)						

Communalities		
	Initial	Extraction
BBA1	1.000	.821
BBA2	1.000	.572
BBA3	1.000	.712
BBA4	1.000	.714
BBA5	1.000	.557
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.376	67.515	67.515	3.376	67.515	67.515
2	.775	15.507	83.022			
3	.350	7.006	90.028			
4	.288	5.767	95.795			
5	.210	4.205	100.000			
Extraction Method: Principal Component Analysis.						

Component Matrix ^a	
	Component
	1
BBA1	.906
BBA2	.756
BBA3	.844
BBA4	.845
BBA5	.746
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Reproduced Correlations						
		BBA1	BBA2	BBA3	BBA4	BBA5
Reproduced Correlation	BBA1	.821 ^a	.685	.764	.766	.676
	BBA2	.685	.572 ^a	.638	.639	.564
	BBA3	.764	.638	.712 ^a	.713	.629
	BBA4	.766	.639	.713	.714 ^a	.631
	BBA5	.676	.564	.629	.631	.557 ^a
Residual ^b	BBA1		.020	-.055	-.071	-.095
	BBA2	.020		-.014	-.184	-.234
	BBA3	-.055	-.014		-.096	-.137
	BBA4	-.071	-.184	-.096		.057
	BBA5	-.095	-.234	-.137	.057	
Extraction Method: Principal Component Analysis.						
a. Reproduced communalities						
b. Residuals are computed between observed and reproduced correlations. There are 8 (80,0%) nonredundant residuals with absolute values greater than 0.05.						

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	5

```

FACTOR
/VARIABLES BBA6 BBA7 BBA8 BBA9 BBA10
/MISSING LISTWISE
/ANALYSIS BBA6 BBA7 BBA8 BBA9 BBA10
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix ^a						
		BBA6	BBA7	BBA8	BBA9	BBA10
Correlation	BBA6	1.000	.886	.869	.613	.781
	BBA7	.886	1.000	.872	.577	.815
	BBA8	.869	.872	1.000	.607	.705
	BBA9	.613	.577	.607	1.000	.492
	BBA10	.781	.815	.705	.492	1.000
Sig. (1-tailed)	BBA6		.000	.000	.000	.000
	BBA7	.000		.000	.001	.000
	BBA8	.000	.000		.001	.000
	BBA9	.000	.001	.001		.005
	BBA10	.000	.000	.000	.005	

a. Determinant = ,008

Inverse of Correlation Matrix					
	BBA6	BBA7	BBA8	BBA9	BBA10
BBA6	6.244	-2.331	-2.278	-.560	-1.095
BBA7	-2.331	7.191	-2.772	-.015	-2.083
BBA8	-2.278	-2.772	5.323	-.498	.534
BBA9	-.560	-.015	-.498	1.663	-.017
BBA10	-1.095	-2.083	.534	-.017	3.186

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	108.769
	Df	10
	Sig.	.000

Anti-image Matrices						
		BBA6	BBA7	BBA8	BBA9	BBA10
Anti-image Covariance	BBA6	.160	-.052	-.069	-.054	-.055
	BBA7	-.052	.139	-.072	-.001	-.091
	BBA8	-.069	-.072	.188	-.056	.031
	BBA9	-.054	-.001	-.056	.601	-.003
	BBA10	-.055	-.091	.031	-.003	.314
Anti-image Correlation	BBA6	.873 ^a	-.348	-.395	-.174	-.246
	BBA7	-.348	.833 ^a	-.448	-.004	-.435
	BBA8	-.395	-.448	.856 ^a	-.168	.130
	BBA9	-.174	-.004	-.168	.958 ^a	-.007
	BBA10	-.246	-.435	.130	-.007	.883 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
BBA6	1.000	.895
BBA7	1.000	.899
BBA8	1.000	.854
BBA9	1.000	.524
BBA10	1.000	.745

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.918	78.363	78.363	3.918	78.363	78.363
2	.566	11.314	89.677			
3	.295	5.893	95.570			
4	.120	2.403	97.973			
5	.101	2.027	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
BBA6	.946
BBA7	.948
BBA8	.924
BBA9	.724
BBA10	.863
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Reproduced Correlations						
		BBA6	BBA7	BBA8	BBA9	BBA10
Reproduced Correlation	BBA6	.895 ^a	.897	.875	.685	.817
	BBA7	.897	.899 ^a	.876	.687	.819
	BBA8	.875	.876	.854 ^a	.669	.798
	BBA9	.685	.687	.669	.524 ^a	.625
	BBA10	.817	.819	.798	.625	.745 ^a
Residual ^b	BBA6		-.011	-.006	-.072	-.036
	BBA7	-.011		-.004	-.109	-.003
	BBA8	-.006	-.004		-.062	-.093
	BBA9	-.072	-.109	-.062		-.133
	BBA10	-.036	-.003	-.093	-.133	
Extraction Method: Principal Component Analysis.						
a. Reproduced communalities						
b. Residuals are computed between observed and reproduced correlations. There are 5 (50,0%) nonredundant residuals with absolute values greater than 0.05.						

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	5

```

FACTOR
/VARIABLES CE1 CE2 CE3
/MISSING LISTWISE
/ANALYSIS CE1 CE2 CE3
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix ^a				
		CE1	CE2	CE3
Correlation	CE1	1.000	.523	.694
	CE2	.523	1.000	.748
	CE3	.694	.748	1.000
Sig. (1-tailed)	CE1		.003	.000
	CE2	.003		.000
	CE3	.000	.000	

a. Determinant = ,228

Inverse of Correlation Matrix			
	CE1	CE2	CE3
CE1	1.927	-.018	-1.323
CE2	-.018	2.273	-1.689
CE3	-1.323	-1.689	3.182

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.659
Bartlett's Test of Sphericity	Approx. Chi-Square	34.223
	Df	3
	Sig.	.000

Anti-image Matrices				
		CE1	CE2	CE3
Anti-image Covariance	CE1	.519	-.004	-.216
	CE2	-.004	.440	-.233
	CE3	-.216	-.233	.314
Anti-image Correlation	CE1	.725 ^a	-.008	-.534
	CE2	-.008	.679 ^a	-.628
	CE3	-.534	-.628	.605 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CE1	1.000	.699
CE2	1.000	.746
CE3	1.000	.870

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.315	77.151	77.151	2.315	77.151	77.151
2	.480	16.000	93.152			
3	.205	6.848	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CE1	.836
CE2	.864
CE3	.933

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations				
		CE1	CE2	CE3
Reproduced Correlation	CE1	.699 ^a	.722	.780
	CE2	.722	.746 ^a	.806
	CE3	.780	.806	.870 ^a
Residual ^b	CE1		-.199	-.086
	CE2	-.199		-.057
	CE3	-.086	-.057	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.846	3

FACTOR

```
/VARIABLES CE4 CE5 CE6  
/MISSING LISTWISE  
/ANALYSIS CE4 CE5 CE6  
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION  
/PLOT EIGEN  
/CRITERIA MINEIGEN(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/SAVE REG(ALL)  
/METHOD=CORRELATION.
```

Factor Analysis

Correlation Matrix ^a				
		CE4	CE5	CE6
Correlation	CE4	1.000	.646	.526
	CE5	.646	1.000	.392
	CE6	.526	.392	1.000
Sig. (1-tailed)	CE4		.000	.003
	CE5	.000		.024
	CE6	.003	.024	

a. Determinant = ,419

Inverse of Correlation Matrix			
	CE4	CE5	CE6
CE4	2.022	-1.051	-.652
CE5	-1.051	1.728	-.124
CE6	-.652	-.124	1.392

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.642
Bartlett's Test of Sphericity	Approx. Chi-Square	20.174
	df	3
	Sig.	.000

Anti-image Matrices				
		CE4	CE5	CE6
Anti-image Covariance	CE4	.495	-.301	-.232
	CE5	-.301	.579	-.052
	CE6	-.232	-.052	.719
Anti-image Correlation	CE4	.598 ^a	-.562	-.389
	CE5	-.562	.639 ^a	-.080
	CE6	-.389	-.080	.732 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CE4	1.000	.791
CE5	1.000	.688
CE6	1.000	.571

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.050	68.320	68.320	2.050	68.320	68.320
2	.622	20.736	89.056			
3	.328	10.944	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CE4	.889
CE5	.829
CE6	.755

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations				
		CE4	CE5	CE6
Reproduced Correlation	CE4	.791 ^a	.738	.672
	CE5	.738	.688 ^a	.627
	CE6	.672	.627	.571 ^a
Residual ^b	CE4		-.092	-.146
	CE5	-.092		-.235
	CE6	-.146	-.235	
Extraction Method: Principal Component Analysis.				
a. Reproduced communalities				
b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.				

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	3

a. Listwise deletion based on all variables in the procedure.

FACTOR

```

/VARIABLES CE7 CE8 CE9
/MISSING LISTWISE
/ANALYSIS CE7 CE8 CE9
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix ^a				
		CE7	CE8	CE9
Correlation	CE7	1.000	.599	.361
	CE8	.599	1.000	.762
	CE9	.361	.762	1.000
Sig. (1-tailed)	CE7		.001	.035
	CE8	.001		.000
	CE9	.035	.000	

a. Determinant = .260

Inverse of Correlation Matrix			
	CE7	CE8	CE9
CE7	1.615	-1.247	.367
CE8	-1.247	3.347	-2.100
CE9	.367	-2.100	2.467

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.556
Bartlett's Test of Sphericity	Approx. Chi-Square	31.228
	df	3
	Sig.	.000

Anti-image Matrices				
		CE7	CE8	CE9
Anti-image Covariance	CE7	.619	-.231	.092
	CE8	-.231	.299	-.254
	CE9	.092	-.254	.405
Anti-image Correlation	CE7	.604 ^a	-.536	.184
	CE8	-.536	.534 ^a	-.731
	CE9	.184	-.731	.556 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CE7	1.000	.559
CE8	1.000	.885
CE9	1.000	.719

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.163	72.116	72.116	2.163	72.116	72.116
2	.653	21.751	93.866			
3	.184	6.134	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CE7	.748
CE8	.941
CE9	.848
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Reproduced Correlations				
		CE7	CE8	CE9
Reproduced Correlation	CE7	.559 ^a	.703	.634
	CE8	.703	.885 ^a	.798
	CE9	.634	.798	.719 ^a
Residual ^b	CE7		-.104	-.273
	CE8	-.104		-.036
	CE9	-.273	-.036	
Extraction Method: Principal Component Analysis.				
a. Reproduced communalities				
b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.				

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.788	3

```

FACTOR
/VARIABLES CP1 CP2 CP3
/MISSING LISTWISE
/ANALYSIS CP1 CP2 CP3
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix ^a				
		CP1	CP2	CP3
Correlation	CP1	1.000	.774	.558
	CP2	.774	1.000	.500
	CP3	.558	.500	1.000
Sig. (1-tailed)	CP1		.000	.002
	CP2	.000		.005
	CP3	.002	.005	

a. Determinant = ,272

Inverse of Correlation Matrix			
	CP1	CP2	CP3
CP1	2.762	-1.823	-.630
CP2	-1.823	2.536	-.250
CP3	-.630	-.250	1.476

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.663
Bartlett's Test of Sphericity	Approx. Chi-Square	30.193
	df	3
	Sig.	.000

Anti-image Matrices				
		CP1	CP2	CP3
Anti-image Covariance	CP1	.362	-.260	-.154
	CP2	-.260	.394	-.067
	CP3	-.154	-.067	.677
Anti-image Correlation	CP1	.614 ^a	-.689	-.312
	CP2	-.689	.633 ^a	-.129
	CP3	-.312	-.129	.831 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CP1	1.000	.834
CP2	1.000	.793
CP3	1.000	.603

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.229	74.303	74.303	2.229	74.303	74.303
2	.549	18.297	92.600			
3	.222	7.400	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CP1	.913
CP2	.890
CP3	.776

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations				
		CP1	CP2	CP3
Reproduced Correlation	CP1	.834 ^a	.813	.709
	CP2	.813	.793 ^a	.691
	CP3	.709	.691	.603 ^a
Residual ^b	CP1		-.039	-.151
	CP2	-.039		-.192
	CP3	-.151	-.192	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.824	3

FACTOR

```
/VARIABLES CP4 CP5 CP6
/MISSING LISTWISE
/ANALYSIS CP4 CP5 CP6
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.
```

Factor Analysis

Correlation Matrix ^a				
		CP4	CP5	CP6
Correlation	CP4	1.000	.545	.518
	CP5	.545	1.000	.868
	CP6	.518	.868	1.000
Sig. (1-tailed)	CP4		.002	.003
	CP5	.002		.000
	CP6	.003	.000	

a. Determinant = ,171

Inverse of Correlation Matrix			
	CP4	CP5	CP6
CP4	1.440	-.560	-.260
CP5	-.560	4.269	-3.415
CP6	-.260	-3.415	4.099

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.644	
Bartlett's Test of Sphericity	Approx. Chi-Square	40.860
	df	3
	Sig.	.000

Anti-image Matrices				
		CP4	CP5	CP6
Anti-image Covariance	CP4	.694	-.091	-.044
	CP5	-.091	.234	-.195
	CP6	-.044	-.195	.244
Anti-image Correlation	CP4	.901 ^a	-.226	-.107
	CP5	-.226	.594 ^a	-.816
	CP6	-.107	-.816	.601 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CP4	1.000	.576
CP5	1.000	.872
CP6	1.000	.854

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.302	76.737	76.737	2.302	76.737	76.737
2	.566	18.881	95.619			
3	.131	4.381	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CP4	.759
CP5	.934
CP6	.924

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations				
		CP4	CP5	CP6
Reproduced Correlation	CP4	.576 ^a	.709	.701
	CP5	.709	.872 ^a	.863
	CP6	.701	.863	.854 ^a
Residual ^b	CP4		-.163	-.183
	CP5	-.163		.005
	CP6	-.183	.005	
Extraction Method: Principal Component Analysis.				
a. Reproduced communalities				
b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.				

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.842	3

FACTOR

```

/VARIABLES CP7 CP8 CP9
/MISSING LISTWISE
/ANALYSIS CP7 CP8 CP9
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix ^a				
		CP7	CP8	CP9
Correlation	CP7	1.000	.515	.721
	CP8	.515	1.000	.826
	CP9	.721	.826	1.000
Sig. (1-tailed)	CP7		.004	.000
	CP8	.004		.000
	CP9	.000	.000	
a. Determinant = ,146				

Inverse of Correlation Matrix			
	CP7	CP8	CP9
CP7	2.177	.550	-2.024
CP8	.550	3.280	-3.104
CP9	-2.024	-3.104	5.023

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.594
Bartlett's Test of Sphericity	Approx. Chi-Square	44.535
	df	3
	Sig.	.000

Anti-image Matrices				
		CP7	CP8	CP9
Anti-image Covariance	CP7	.459	.077	-.185
	CP8	.077	.305	-.188
	CP9	-.185	-.188	.199
Anti-image Correlation	CP7	.653 ^a	.206	-.612
	CP8	.206	.602 ^a	-.765
	CP9	-.612	-.765	.556 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
CP7	1.000	.687
CP8	1.000	.777
CP9	1.000	.919

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.382	79.414	79.414	2.382	79.414	79.414
2	.493	16.436	95.850			
3	.125	4.150	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
CP7	.829
CP8	.881
CP9	.959
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Reproduced Correlations				
		CP7	CP8	CP9
Reproduced Correlation	CP7	.687 ^a	.730	.794
	CP8	.730	.777 ^a	.845
	CP9	.794	.845	.919 ^a
Residual ^b	CP7		-.215	-.073
	CP8	-.215		-.019
	CP9	-.073	-.019	
Extraction Method: Principal Component Analysis.				
a. Reproduced communalities				
b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.				

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	26	86.7
	Excluded ^a	4	13.3
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.866	3

Median Split

		Statistics		
		BBA	CE	CP
N	Valid	155	155	155
	Missing	0	0	0
Median		3.9000	3.8889	3.3333

Tabel Kelompok Responden

Bonding Based Attachment dengan Keterlibatan Pelanggan

Kode_BBA* Kode_CE Crosstabulation				
Count				
		KodeCE		Total
		Rendah	tinggi	
KodeBBA	Rendah	66	15	81
	Tinggi	9	65	74
Total		75	80	155

Waktu *Posting* dengan Partisipasi Pelanggan

Kode_TOP* Kode_CE Crosstabulation				
Count				
		KodeCP		Total
		rendah	tinggi	
Time	Weekdays	34	39	73
	weekend	42	40	82
Total		76	79	155

Bonding Based Attachment dengan Partisipasi Pelanggan

Kode_BBA* Kode_CP Crosstabulation				
Count				
		KodeCP		Total
		rendah	tinggi	
KodeBBA	rendah	63	18	81
	tinggi	13	61	74
Total		76	79	155

Keterlibatan Pelanggan dengan Partisipasi Pelanggan

Kode_CE* Kode_CP Crosstabulation				
Count				
		KODECP		Total
		rendah	tinggi	
KodeCE	Rendah	63	12	75
	tinggi	13	67	80
Total		76	79	155

Uji Chi Square

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	74.406 ^a	1	.000		
Continuity Correction ^b	71.656	1	.000		
Likelihood Ratio	82.308	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	73.926	1	.000		
N of Valid Cases	155				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 35.81.

b. Computed only for a 2x2 table

Customer Participation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.963	1	51.963	169.760	.000
Within Groups	46.833	153	.306		
Total	98.796	154			

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.333 ^a	1	.564		
Continuity Correction ^b	.173	1	.677		
Likelihood Ratio	.333	1	.564		
Fisher's Exact Test				.630	.339
Linear-by-Linear Association	.331	1	.565		
N of Valid Cases	155				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 35.79.

b. Computed only for a 2x2 table

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	56.098 ^a	1	.000		
Continuity Correction ^b	53.715	1	.000		
Likelihood Ratio	60.219	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	55.736	1	.000		
N of Valid Cases	155				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.28.					
b. Computed only for a 2x2 table					

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	71.099 ^a	1	.000		
Continuity Correction ^b	68.413	1	.000		
Likelihood Ratio	77.860	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	70.640	1	.000		
N of Valid Cases	155				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.77.					
b. Computed only for a 2x2 table					

Uji Regresi Logistik

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	BBA	2.023	.662	9.344	1	.002	7.558
	KodeBBA	1.003	.645	2.419	1	.120	2.727
	time	.043	.421	.011	1	.918	1.044
	Constant	-9.401	2.122	19.627	1	.000	.000
a. Variable(s) entered on step 1: BBA, KodeBBA, time.							

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	time(1)	3.581	6.709	.285	1	.594	35.913
	BBA	-2.231	1.356	2.707	1	.100	.107
	CE	4.545	1.692	7.214	1	.007	94.147
	KodeBBA(1)	-1.358	.770	3.108	1	.078	.257
	KodeCE(1)	-.595	1.020	.340	1	.560	.552
	BBA by time(1)	2.736	1.487	3.386	1	.066	15.425
	CE by time(1)	-3.695	1.953	3.579	1	.059	.025
	KodeCE(1) by time(1)	-.505	1.494	.114	1	.736	.604
	Constant	-7.534	5.556	1.839	1	.175	.001

a. Variable(s) entered on step 1: time, BBA, CE, KodeBBA, KodeCE, BBA * time , CE * time , KodeCE * time .

Uji Anova

ANOVA					
Customer Participation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.357	1	.357	.556	.457
Within Groups	98.439	153	.643		
Total	98.796	154			

ANOVA					
Customer Participation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.631	1	44.631	126.068	.000
Within Groups	54.165	153	.354		
Total	98.796	154			

ANOVA					
Customer Participation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.963	1	51.963	169.760	.000
Within Groups	46.833	153	.306		
Total	98.796	154			

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**DEVELOPING CUSTOMER ENGAGEMENT THROUGH
INSTAGRAM SOCIAL MEDIA ON
*LOCAL COFFEE SHOP***

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ABSTRACT

Since COVID-19 has been declared as pandemic, many business sectors are affected, including food and beverage sector. As *social distancing* plays role in the current health protocol to prevent the mutation of *Coronavirus*, it is highly recommended for customers to buy food or drink in online mode rather than visiting the restaurants or coffee shops. Nevertheless, this online mode buying process would loose the emotional bond between the brand and the customers. Therefore, the marketing strategy through social media is believed as a way to maintain the emotional bond. The purpose of this research is to find out the precise model to increase the *Kopi Kekinian's* customers' participation on Instagram to strengthen the bond. The methods applied in this research is survey by distributing questionnaire for survey and by applying one-shot study data collection. The result was obtained from 155 respondents, during the data collection process from April to June 2021. The method to test the model is by applying Chi Square, ANOVA Test, and Logistic Regression. Moreover, the research result shows that the customer engagement affects the customer participation on local *coffee shop brand's* Instagram social media, whereas the *posting time*, which plays role as the moderation that consists of *weekdays* and *weekend*, does not determine the connection between the customer engagement and the customer participation on the local *coffee shop brand's* Instagram social media.

Keywords: *Bonding Based Attachment*, Customer Engagement, Customer Participation, Instagram, Local *Coffee Shop Brand*, *Posting Time*.

INTRODUCTION

Nowadays, a rapid significant development in technology and business sectors surpasses other sectors, so a number of companies are triggered to learn and develop any innovations and to understand the importance of using new technology to develop their business effectively. It goes without saying that now, social media is believed as an important means in marketing strategy because it maintains the relationship between the company and customers.

Customer engagement plays role to strengthen the bonding between a brand and its consumers. When the engagement happens within an interaction, it generates a great enthusiasm in a brand. The bigger the customer engagement, the more the brand known and remembered by consumers. According to Hollebeek (2011), customer engagement refers to an individual's engagement on a brand, product, or an organization, in which there are six forms of engagement in a marketing: customer, consumer, user, brand, advertisement, and media (Malthouse *et al.* 2007; Bowden 2009; Gambetti & Graffigna 2010; Liu, 2013).

Bowden (2009) also points out that a customers' engagement encourages a calculative commitment for new customers, and it is considered as a basic cognitive activity on a purchasing activity, and then the increase of customer's confidence in repeat buying activities and the development of emotional bond on a service or a brand when purchasing, which guarantees customers' long-term loyalty on a brand.

Along with the growth in the use of internet network, especially on social media, the social interaction here is likely refers to any interaction that happens without meeting each other physically (Park & Chung, 2011). Customer participation in developing a brand and consumer's initiative to create its advertisement are the results of customer engagement in a social media platform. Social media users are likely to comment or clicking *like* on a post that has so many *likes*. Chin *et al.*, (2015) points out that an engagement on a post with high number of *likes* is increased rapidly, so it indicates that one's behavior is influenced by others within interpersonal interaction in terms of changing one's behavior or attitude. Posting comments or critics on an online social media is a type of activities customers do on a brand.

According to Sabate *et al.* (2014), a content that is posted during busy hours (08:00 - 18:00) is more effective than posting it during non-busy hours (18:01 - 07:59), and posting a content on *weekdays* is believed to be more effective than posting it in the *weekend*. Furthermore, this effectivity is measured by a customer's actions on a post, namely giving *likes*, *comments*, and *share* (Sabate *et al.* 2014; Su *et al.* 2015; Schultz, 2017)

The right posting time determines consumers' behavior in their engagement and participation on an online social media content (Hellberg, 2015). During busy hours, they would check a posted content slightly or only give a *like* without further actions like *share* or posting a comment on the content. If the content is posted during the right hours, it is expected that customers would be more active in giving responses on it, like sharing

the information and posting comments. It is believed that *posting time* affects the high number of responses, namely *like*, *share*, or giving comments.

The paragraphs above underline that there are factors that can affect the customer participation on a brand, namely bonding factor, customer engagement, and *posting time*. The positive side of a strong bond would affect customer engagement on a brand community. (Chu & Kim, 2011; Shan & King, 2015; Phua *et al.*, 2017). Aksoy *et al.* (2013) states that there is influence between engagement of online brand's customers and customers' participations in a virtual community. Jaakonmäki *et al.* (2017) also states that there are some days in a week and specific hours where the audience are likely to involve themselves (in social media as customers) compared to the other days and hours.

The abovementioned previous research on customer bonding, engagement, and participation in retail industry have been done many times, but none of them studied the three variables (the customer's bonding, engagement, and participation) altogether in one research. Moreover, there are less studies on the customer bonding, engagement, and participation on a local coffee brand's Instagram social media. The other factor that differentiate this research from the previous ones is the study of right *posting time* when posting an advertisement for the local coffee brand industry on Instagram social media as the online advertising strategy. Accordingly, the purpose of this research is to find out which model is considered the best to increase the effect of customer bond, engagement, and participation that is moderated by *posting time* on a local coffee brand, *Kopi Kekinian's* Instagram social media.

LITERATURE REVIEW

Bonding Based Attachment

Hinson *et al.* (2019) points out that *bonding-based attachment* consists of social interaction bond and brand trust. Social interaction bond is a type of inter-individual relationship in obtaining information (Hinson *et al.*, 2019). The more an individual makes interactions, the more information they will get (Larson, 2013). Social interaction bond can also be defined as an interaction that is linked with how intense an individual in communicating with each other (Wang & Chen, 2012). Furthermore, according to Reis *et al.* (2013), social interaction bond is a strength or a bond that can be measured from how much time that have been used and to what extent the responses and bond can be generated.

According to Doney & Cannon (1997); Mayer *et al.* (1995), brand trust is viewed as consumer's expectation on a brand, whether the brand is consistent in maintaining its promise to give value or benefit for consumers. The availability of consumer's trust on a brand depends on what they expect and what they want (Chaudhuri & Holbrook, 2001), therefore brand trust can encourage a long-term relationship between consumers and their preferred brand (Bianchi *et al.*, 2014). According to Gefen *et al.* (2003), consumers would believe in a brand's capability through their understanding on the brand from the previous interaction or experience with the brand in question, therefore it increase their trust on it.

Customer Engagement

Santer *et al.* (2005) defines that customer engagement is an interaction between customers and a brand. Customer engagement is manifested in a communication to build long term relationship with a brand, marked by the existence of a brand community or recommendation behavior (Doorn *et al.*, 2010), and the customer will recommend a specific brand based on their experience with the brand (Brodie *et al.*, 2011).

Hollebeek & Chen (2014) points out that customer engagement is a customer's next level or an individual's idea that motivates one's preference on a brand, marked by a cognitive activity, emotional engagement, and positive behavior that is related to their preferred brand. Cognitive activity refers to an individual's engagement's level in which the customer's idea understand to what extent it will focus on a brand; whereas, emotional engagement is a positive feelings or a customer's pride when the customer uses a brand (Schaufeli *et al.*, 2002; Leckie *et al.*, 2016). Furthermore, behavioral dimension refers to customer's interest in spending energy, time, and all activities that are related with the brand (Stone & Grønhaug, 1993; Leckie *et al.*, 2016).

Customer Participation

Customer participation refers to an action that is able to measure to what extent a customer share the invormation, advice, and involved in the decision making (Chan *et al.*, 2010). These actions manifest in interactions built between individuals regarding a brand on a social media, where they share comments on the post, and the number of comments can be noticed to find out to what extent the brand is known (Chan *et al.*, 2010; Sakas *et al.* 2015; Swani & Milne, 2017). According to Hinson *et al.* (2019), customer participation is an action in building an brand and advertisement, as a result of customer engagement in a brand's social media platform. It is important for a social media platform to meet an individual's need and understand one's motivation in using the media, and also to understand the cause-and-effect in using the media, so it could influence customer participation (informational participation, follow-up participation, and behavioral participation) (Kamboj, 2019).

According to Kamboj & Rahman (2017), transformational participation is the frist stage that depicts to what extent a consumer spends time to find out any information about a product in a community that is exist in a social media, and the consumer continues to partake actively through visual action, which is called follow-up participation. Hence, a consumer is able to describe how they interact and cooperate together online in a biased platform, which is called behavioral participation. Next, Fang *et al.* (2008) states that customer participation refers to to what extent a customer's engagement in a development process of a brand, where a customer can only involve in an activity, for example: the product test or new-concept making test, therefore the brand and the customer would help each other in evaluating and understanding which information can be shared (Dyer & Singh, 2011).

Posting Time

In general, Lee (2013) defines *posting time* as a time scale when a content is uploaded online, in which earlier time to post it is believed to have higher probability to grab consumer's attention; on the contrary, when a content is posted later, it would lose a significant chance to draw consumer's attention even though the content has high value for internet surfers or other consumers.

CORRELATION BETWEEN VARIABLES

Correlation between *Bonding Based Attachment* and Customer Engagement

Hinson *et al.* (2019) states that a strong *bonding-based attachment* and the frequent interactions will encourage consumers to contribute, and partake actively in giving opinions or communicate with each other about positive things a brand has on an existing social media platform. Dessart *et al.* (2015) also points out that a strong *bonding-based attachment* would arise when consumer makes frequent interactions with their favorite brand.

Hinson *et al.* (2019) underlines that social interaction and brand trust has significant positive effect on customer engagement. According to Chu & Kim, (2011); Shan & King (2015); Phua *et al.* (2017), a strong bond that arises positive experience can affect customer engagement on a brand community. Petzer & Tonder (2019) state that social interaction has significant positive effect and influence on customer engagement. Moreover, trust affects customer engagement in banking (Kosiba *et al.*, 2018). Based on these statements, this research proposed first hypothesis as follows:

H1: High *bonding based attachment* would increase customer engagement on social media.

Correlation between Customer Engagement and Customer Participation

The intensity of a customer engagement's activity can be viewed from a brand's activity in a social media platform (Solem & Pedersen, 2016). The higher the activity of a brand in a social media, the more the customer engagement emerges (affective and emotional), so it encourages a good relationship with customer from time to time (Hinson *et al.*, 2019). According to Shang *et al.* (2006), customer participation is not only about finding out information or reading comments, but also partakes in giving comment on a post. When consumers involve in a social media platform, they are likely to contribute hugely in sharing their choice, alternative, and their knowledge about a brand based on their experience with the brand (Hinson *et al.*, 2019).

The results of Hasil penelitian Aksoy *et al.* (2013)'s research show that there is effect between online brand's customer engagement with customer participation in a virtual community. The other previous research results show that customer engagement affects significantly on customer participation in a social network in generating critics as a reaction on an online social media content shared by other internet users, and it emerges feedback that is manifested in given rank and assessment on a product or service of a

specific brand (Pagani & Malacarne, 2017).

The abovementioned results are supported by the research conducted by Hinson *et al.* (2019), which states that customer engagement on a social media affects on customer participation in building a brand and advertisement. Based on these statements, this research proposed second hypothesis as follows:

H2: High customer engagement would increase customer participation on social media.

Correlation between *Posting Time* and Customer Participation

Deciding the right time in posting an advertisement is important in a marketing strategy to encourage the success of a brand, such as posting an online advertisement in a social media in specific times (Kumar *et al.*, 2006). According to Golder *et al.* (2007), most of social media users' activities increased in workdays, mainly from morning till afternoon, and it is stable again at night.

The research results above is supported by the other previous research by Pletikosa Cvijikj & Michahelles (2013) in which it states that there are specific hours and days like busy hours, where an individual is more actively involved in an interaction on a brand that was posted in a social media. Jaakonmäki *et al.* (2017) also finds out that there are specific hours and days where audience are likely to participate compared with the other hours and days. Based on these statement, this research proposed third hypothesis and sub-hypotheses as follows:

H3: *Posting Time* moderates the correlation between Customer Engagement and Customer Participation.

H3a: High Customer Engagement with *posting time* in the *weekend* encourages more Customer participation compared to *posting time* on *weekdays*.

H3b: Low Customer Engagement with *posting time* in the *weekend* encourages more Customer participation compared to *posting time* on *weekdays*.

RESEARCH MODEL

Based on the abovementioned hypotheses framework, the research model is described in the following figure:

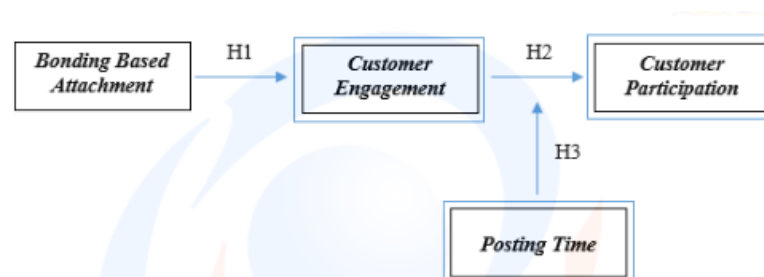


Figure 1. Research Model

RESEARCH METHODS

Research Design

This research applied survey method to collect the data by distributing questionnaire online through google form and using likert scale measurement.

Measurement

In this research, the measurement *Bonding Based Attachment* variable is adopted from Hinson *et al.* (2019), in which it consists of two dimensions, namely *Social Interaction* (5 questions) and *Brand Trust* (5 questions). The customer engagement is also adopted from Hinson *et al.* (2019) in which it consists of three dimensions, namely *Emotional Engagement* (3 questions), *Cognitive Engagement* (3 questions) and *Behavioural Engagement* (3 questions). Next, customer participation variable is adopted from Kamboj & Rahman (2017) in which it consists of three dimensions, namely *Informational Participation* (3 questions), *Actionable Participation* (3 questions), and *Attitudinal Participation* (3 questions). To measure *Posting time*, the other variable, *weekdays posting* was separated from *weekend posting*, in which the measurement used scale 1 (one) for *weekdays* and 2 (two) for *weekend*. The total number of measurement is 28 questions. The details of these questions are available in the operational variable in attachment 2 and the questionnaire in attachment 3.

Population and Sample

Population in this research is all *followers* (pengikut) of *Kekinian* local coffee shop brand's Instagram. Due to the large number of *Kekinian* local coffee shop brand's Instagram's followers, samples were taken in this research. The total number of samples are determined by the researcher using *purposive sampling* method. The sample criteria in this research are 17 years old and above, *Kekinian* local coffee shop brand's Instagram's followers, and have consumed the local brand coffee more than once. Accordingly, the survey in this research includes 155 samples that are divided into two groups, namely the respondents who respond on the posts on weekdays and those who respond on the posts in the weekend. Furthermore, the test in this research used was conducted by finding out the mean value, and then finding out the median value of customer engagement variable and customer perception variable.

Validity test in this research was conducted by investigating the *Kaiser Msyer Olkin* (KMO) sampling measurement and *Measure of Sampling Adequacy* (MSA). In this research, the requirement to be applied. If there are statements that have KMO value under 0.50, then they cannot be applied or not valid. Next, Reliability test was measured using *Cronbach's Alpha*. When the *Cronbach's Alpha* value is at > 0.70 , it is deemed reliable (Babin, 2017).

Analysis Method

There are several analysis methods applied in this research to prove the first hypothesis. The first method was using Chi square test to investigate the correlation between *bonding based attachment* and customer engagement, and the correlation between *bonding based attachment*, *posting time* and customer participation. The data used in this test is the data categorization, in which *bonding based attachment* is categorized as high and low, and customer engagement is categorized as strong and weak. Customer participation is

categorized as strong and weak as well. The decision for the categorization is based on median split value.

The second method was using Analysis of variance (ANOVA) to investigate several aspects: a) to find out whether the value of customer engagement shows difference on low- *bonding based attachment* categorization and high-*bonding based attachment* categorization; b) to find out whether customer participation value show difference on the high and low customer engagement rate; c) to find out whether customer participation shows difference on the strong and weak customer engagement rate; d) to find out whether customer participation shows difference on posting time in the weekend and on weekdays; e) to find out whether customer participation value shows difference on posting time in the weekend and on weekdays; f) to find out whether customer participation value shows difference on high and low *bonding based attachment* rate.

The third method was using logistic regression to investigate whether dependent variable is affected by independent variable. The first logistic regression is on customer engagement, the dependent variable, which is categorized as strong and weak, with *bonding based attachment*, the independent variable. This was conducted to find out whether *bonding based attachment* rate determines the customer engagement is strong or weak.

The next is to measure customer participation, the dependent variable, which is categorized as high and low. Then the analysis also investigated whether customer engagement, *bonding based attachment*, and customer engagement that is moderated by posting time affects customer participation. *Bonding based attachment* variable (10 statements), customer engagement variable (9 engagement), and customer participation variable (9 statements) are all deemed valid and reliable. Accordingly, based on the validity test analysis results, all 28 statements in the questionnaire are valid.

RESULTS

Research results are obtained from 155 respondents, who are social media users and the followers of Kekinian local *coffee shop brand* on Instagram. The results show the majority of respondents are 68% female. From these female respondents, there are 50% who are between 26 to 33 years old. Those who spend <Rp. 200,000 to buy additional food (drinking Kekinian coffee) is at 65%. Those who buy Kekinian coffee by visiting the *coffee shop* directly is at 57%, and those who spend time to check Kekinian local coffee brand's post in social media in the *weekend* is at 56%. It describes that the followers of local coffee shop brand in Instagram social media are young-adult women who spend <Rp. 200,000 to buy additional food (drinking Kekinian coffee) by visiting the *coffee shop* directly.

Validity and Reliability Construct Tests

In this research, the *confirmatory factor analysis* test result show that all indicators are considered as valid with KMO and MSA values are at > 0.50 , and 1 *component matrix*. There are valid 10 statements on *bonding based attachment* variable, which consist of 2 dimensions, namely *social interaction ties* with KMO value is at $0.81 > 0.5$ and *brand trust* with KMO value is at $0.87 > 0.50$. There are valid 9 statements on Customer Engagement variable, which consist of 3 dimensions, namely *emotional engagement* with KMO value is at $0.65 > 0.50$, *cognitive engagement* with KMO value is at $0.64 > 0.50$, and *behavioural engagement* with KMO value is at $0.55 > 0.50$. There are valid 9 statements on Customer Participation variable, which consist of 3 dimensions, namely *informational participation* with KMO value is at $0.66 > 0.50$, *actionable participation*

with KMO value is at $0.64 > 0.5$, and *attitudinal participation* dimension with KMO value is at $0.59 > 0.50$. The Reliability Test on all indicators show that *cronbach alpha* value is at > 0.70 , so it is reliable.

Median Split

The first step to determine median value of a variable and respondent categorization in each variable was to count the mean value of the answers of *bonding based attachment*, customer engagement, and customer participation. The next step was to count the median value of each obtained mean value of each variable answer.

Table 1. Median Score Results

		Statistics		
		BBA	CE	CP
N	Valid	155	155	155
	Missing	0	0	0
Median		3.9000	3.8889	3.3333

From this process, the median value of *bonding based attachment* is 3.9, so the respondents with minimum value of 3.9 are categorized into having high *bonding based attachment*, whereas the respondents with the value below 3.9 is the respondents with low *bonding based attachment* value. The customer engagement value is 3.89, therefore the respondents with minimum *bonding based attachment* value at 3.89 are categorized as respondents with high customer engagement. Hence, the respondents with the customer engagement value are below 3.89 are the respondents with low *bonding based attachment*. Next, the median value of customer participation dependent variable is 3.33. Accordingly, the respondents with minimum median value at 3.33 are the respondents with high participation; where as the respondents with the value below 3.33 are the respondents with low participation.

Testing the Correlation between *Bonding Based Attachment* and Customer Engagement (Hypothesis 1)

After the limit of respondent group of each variable was found out, the obtained results are grouped as shown in the following table:

Table 2.
***Bonding Based Attachment* with Customer engagement Respondent Group**

Kode_BBA* Kode_CE Crosstabulation				
Count		KodeCE		Total
		Low	High	
KodeBBA	Low	66	15	81
	High	9	65	74
Total		75	80	155

In this test, *bonding based attachment* is in the high and low categories as well as customer engagement. Therefore, it was found out that there are 81 respondents, consist of 66 respondents with low customer engagement and the other 15 respondents with high customer engagement. The respondents with high *bonding based attachment* are 74

respondents, consist of 9 respondents with low customer engagement and the other 65 respondents with high customer engagement.

In order to find out whether the high or low *bonding based attachment* is correlated with high or low customer engagement, the *chi square* test was applied. In this research, the significant value is below 0.05. It indicates that the high or low value of customer engagement is differentiated due to the high or low value of *bonding based attachment*. It means that *bonding based attachment* affects the customer engagement rate. Furthermore, the analysis of variance (ANOVA) test was applied to find out whether the customer engagement show difference on the high or low level of *bonding based attachment*. In this data analysis test, *bonding based attachment* is in the high or low category, whereas customer engagement measurement used the mean of the data.

Furthermore, this research obtained sig F value at <0.05 . It means the customer engagement rate show difference on different *bonding based attachment* rate. In other words, the high or low *bonding based attachment* rate differentiates customer engagement rate. This result supports the chi square test result.

In the logistic regression test, the data source is the mean answers of *bonding based attachment*, whereas customer engagement is in high and low categories. Therefore, the logistic regression result shows that the significant value of Wald test is at < 0.005 . *Bonding based attachment* variable is with customer engagement, it means that *bonding based attachment* affects to what extent the consumer will fall into high or low customer engagement category. The exponent value at 7.5 shows that consumers who have *bonding based attachment* mean value at 5 will have 5 more time high customer engagement compared to consumers with *bonding based attachment* at 1.

***Bonding Based Attachment* Testing Test and Customer engagement with Customer’s (Hypothesis 1 & Hypothesis 2)**

Table 3.
***Posting Time* with Customer participation Respondent Group**

Kode_TOP*		Kode_CE		Crosstabulation	
Count					
		KodeCP			
		Low	High	Total	
Time	Weekdays	34	39	73	
	Weekend	42	40	82	
Total		76	79	155	

In this test, posting time on *weekdays* or in the weekend and customer participation is given high or low category. Thus, based on table, there are 73 respondents with posting on weekdays, which consist of 34 respondents with low customer participation and the other 39 respondents with high customer participation. Next, based on the table, there are 82 respondents with *posting* in the *weekend*, which consist of 42 respondents with low customer participation and 40 respondents with high customer participation.

In order to test whether there is a correlation between posting time on weekdays or in the weekend and the high or low customer participation, the chi square test was conducted. In this research the obtained significant value is at > 0.05 . It indicates that posting time on

weekdays or in the weekend has no direct correlation with customer participation.

Table 4.
Bonding Based Attachment with Customer participation Respondent Group

Kode_BBA* Kode_CP Crosstabulation				
Count				
		KODECP		Total
		Low	High	
KodeBBA	Low	63	18	81
	High	13	61	74
Total		76	79	155

In this test, *bonding based attachment* and customer participation is given high or low category. Based on the table, there are 81 respondents with low *bonding based attachment*, which consist of 63 respondents with low customer participation and 18 respondents with high customer participation. There are 74 respondents with high *bonding based attachment*, which consist of 13 respondents with low participation and the other 61 respondents with high customer participation.

This research also conducted a test to find out whether there is correlation between *bonding based attachment* and the high or low customer participation using *chi square* test. The test obtained significant value at <0.005 . It indicates that there is correlation between *bonding based attachment* and customer participation. In other words, low *bonding based attachment* will cause low participation.

Table 5.
Customer engagement with Customer participation Respondent Group

Kode_CE* Kode_CP Crosstabulation				
Count				
		KODECP		Total
		Low	High	
KodeCE	Low	63	12	75
	High	13	67	80
Total		76	79	155

In this test, customer engagement and customer participation are given high or low category. Based on the table, there are 75 respondents with low customer engagement, which consist of 63 respondents with low customer participation and 12 respondents with high customer participation. There are 80 respondents with high customer engagement, which consist of 13 respondents with low customer participation and 67 respondents with high customer participation.

The next test was conducted to find out whether there is correlation between customer engagement and high or low customer participation using *chi square* test. The significant value obtained from the test is <0.005 . It indicates that there is correlation between customer engagement and customer participation.

Anova Test

Analysis of variance (ANOVA) test was applied to investigate the difference of mean of the two groups, namely a) posting time with customer participation, *bonding based attachment* with customer participation dan b) customer engagement on customer participation. The result of sig test obtained the value at $0.457 > 0.005$. It indicates that posting time on weekdays and in the *weekend* do not contribute differences in the customer participation level. The result of sig test of *bonding based attachment* with customer participation obtained the value at $0.000 < 0.005$. It indicates that high or low *bonding based attachment* contributes to customer participation level. The last result is the test of customer engagement on customer participation with sig value at $0.000 < 0.005$. It indicates that high or low customer engagement contribute difference on customer participation level.

Logistic Regression Test

According to the results, the whole logistic regression test result show that posting time and *bonding based attachment* do not determine high or low customer participation. Nevertheless, it is only customer engagement that determines whether consumer has high or low customer participation. The result on the interaction or time moderation, as the moderating correlation between customer engagement and customer participation, does not show the moderation role in determining strong or weak correlation between customer engagement and customer participation. This is proved by the obtained sig value at 0.059.

Table 6. Logistic Regression Test Results

		Variables in the Equation					
		B	S.E.	Wald	Df	Sig.	Exp(B)
Step 1 ^a	time(1)	3.581	6.709	.285	1	.594	35.913
	BBA	-2.231	1.356	2.707	1	.100	.107
	CE	4.545	1.692	7.214	1	.007	94.147
	KodeBBA(1)	-1.358	.770	3.108	1	.078	.257
	KodeCE(1)	-.595	1.020	.340	1	.560	.552
	BBA by time(1)	2.736	1.487	3.386	1	.066	15.425
	CE by time(1)	-3.695	1.953	3.579	1	.059	.025
	KodeCE(1) by time(1)	-.505	1.494	.114	1	.736	.604
	Constant	-7.534	5.556	1.839	1	.175	.001

a. Variable(s) entered on step 1: time, BBA, CE, KodeBBA, KodeCE, BBA * time , CE * time , KodeCE * time

Table 2. Research Hypothesis Test Results

Correlation between Variables	Chi Square	ANOVA (F test)	Logistic Regression Wald Test	Conclusions
<i>Bonding based attachment</i> with customer engagement	Sig 0.000	Sig 0.000	Sig 0.02	High or low <i>bonding based attachment</i> determines strong or weak customer participation (H1 is supported by the research data)
<i>Bonding based attachment</i> with customer participation	Sig 0.000	Sig 0.000	Sig 0.078	Further examination is needed regarding the effect of <i>bonding based attachment</i> on customer participation directly.
Customer engagement with customer participation	Sig 0.000	Sig 0.000	Sig 0.007	Strong or weak customer engagement determines high and low participation level (H2 is supported by the research data)
<i>posting time</i> with customer participation	-	-	Sig 0.594	<i>Posting time on weekdays</i> and in the <i>weekend</i> do not determine customer participation level.
<i>Posting time</i> moderation in correlation between customer engagement and customer participation	-	-	Sig 0.059	<i>Posting time</i> does not moderate the effect between customer engagement and customer participation (H3 is not supported by the research data)

Source: Data processing results with SPSS (2021)

Based on hypothesis test described on the table above, there are data with significant value at >0.005 . It means the data do not support the hypothesis, which is Hypothesis 3. Whereas, the other hypotheses (H1 and H2) show significant value at >0.005 . It means the data support the tested research hypothesis.

DISCUSSION

This research is aimed to explore the effect and correlation between *Bonding Based Attachment*, *Customer Engagement*, *Customer Participation*, and *Posting Time* that is moderated by covering posting time on weekdays and in the weekend in *Kekinian* local coffee shop brand's Instagram social media. One of the results of this research shows that *bonding based attachment* affects customer engagement level on *Kekinian* local coffee shop brand's Instagram social media. It indicates that customer's high or low *bonding based attachment* can increase customer engagement on Instagram social media, especially on *Kekinian* local coffee shop brand. This research result is in accordance with the research by Hinson *et al.* (2019), which points out that *bonding based attachment*, which consists of social interaction and brand trust contribute significant positive effect on customer engagement.

A customer who has strong *bonding based attachment*, which consists of a social interaction and brand trust, would increase customer's contribution in making interaction in order to dig information by reading comments on a post in Instagram social media, especially about their favorite brand. Accordingly, brand trust in social networking becomes an important aspect in evaluating sources of information and values that exist within an information, in which it describes one's faith on a brand will meet one's expectation (Kang *et al.*, 2014).

One of the research results in this research show that customer engagement affects customer participation on local coffee shop brand's Instagram social media. A customer with high engagement would be more active in digging any information, and it is manifested by being actively partake on social media platform, e.g. by sharing their comments on a post, or making contents to review the post. These contents are expected to affect others to determine their choice based on the customer's knowledge and experience with the product. This statement is supported by Shang *et al.* (2006) dan Aksoy *et al.* (2013)'s research, in which there is an effect between customer engagement and customer participation on a social media.

The other previous research also focus on customer engagement and customer participation, e.g. research by Elise *et al.* (2011). The mentioned research shows that customer participation is inseparable from customer participation process. Therefore, customer participation is inseparable from customer engagement process. Therefore, a strong customer engagement in a brand would increase customer participation on a social media. Customer participation refers to customer engagement that is manifested in several behaviors, for examples giving comments in a platform and sharing information in a comment sections on a post (Cheng *et al.*, 2017).

Furthermore, this research proves that posting time does not moderate the effect between customer engagement and customer participation (H3). Therefore, high customer engagement with posting time in the weekend or on weekdays does not affect the increase of customer participation (H3a). On the contrary, low customer engagement with posting time in the weekend or on weekdays do not affect in increasing customer participation (H3b). Accordingly, posting time is not a main factor that need more concern. It can be viewed as consistency in sharing post on a platform by uploading a content.

Conclusion

This research points out that high *bonding based attachment* plays role in increasing customer engagement on local coffee shop brand's Instagram social media. In addition, the research result also shows that customer engagement affects customer participation on local coffee shop brand's Instagram social media. Furthermore, posting time, as the moderation, which consists of posting time on weekdays and in the weekend, does not contribute correlation between customer engagement and customer participation on local coffee shop brand's Instagram social media.

Even though this research shares huge contribution for literature, there are some limitations in this research. First, the majority of respondents participated in this research are young adults who actively partake in Instagram social media. Thus, further research can expand the scope of the study by adding the respondents from different age group. Next, this research only discusses one industry sector, namely *food and beverage*. Therefore, the further research may consider to study other industries like cosmetics or fashion. The other limitation is related to the factors that can affect the variables, which are not investigated in this research. Further research can study to what extent other

factors like influence of endorsement, content in a post, and influencer affect the variables.

This research contributes to managerial implication that is essential to be applied in increasing *bonding based attachment*, customer engagement, and customer participation by using local coffee shop brand's Instagram social media. First, businessmen who run food and beverage industry would put marketing communication as the main role to achieve success in targeting market faster and widely. In addition, Instagram social media is viewed as the best means for marketing, because Instagram has stronger charm compared to the other social media. Instastory, one of the features, is believed to be a tool that can gain audience because they are more interested to check user's instastories. Second, for both new and long-term customers of *Kekinian* local coffee shop brand, brand trust would increase customer engagement in a social media. Customers who have strong bond on a brand will be more confident on the brand, so they would dig information related to their favorite brand more often. For example, they find out any information related to promotion or new variants of their favorite brand by reading comments section on a post, checking new posts, or asking their friends.

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3. Chapters and sections that must exist in the article:
Conceptual presented systematically as follows: (a) title, (b) authors name without an academic degrees, (c) abstract, (d) keywords, (e) introduction (Untitled section) which contains background and the purpose or scope of the article and (f) references.
Quantitative presented systematically as follows: (a) title, (b) authors name without an academic degree, (c) abstract, (d) keywords, (e) introduction (Untitled section) contains a discussion of the literature and research purposes, (f) method, (g) results, (h) discussion, (i) conclusions and recommendations, and (j) references.
Qualitative presented systematically as follows: (a) title, (b) authors name without an academic degree, (c) abstract, (d) the keywords, (e) the introduction (Untitled section) contains a discussion literature and research purposes, (f) the method, (g) the results and discussion, (h) conclusions and recommendations, and (i) references.
4. Citing the opinions of others should be accompanied by the author's name is cited and years.
Example:
Beginning of Sentence
1 (one) author: Endre (2020),
2 (two) authors: Endre and Yuniarto (2020),
More than 2 (two) author: Endre et al. (2020),
End of Sentence
1 (one) author: (Endre, 2020).
2 (two) authors: (Endre and Yuniarto, 2020).
More than 2 (two) author: (Endre et al., 2020).
5. **Image** (Charts, sketches, photos, and Histogram) in the article must be accompanied by the source image, image sequence number, and the name/title of the image. Draw order number and the name/title of the picture is written at the bottom after image. The writing on the image written with font size 10.
Example:
Figure 1. Conceptual Framework
6. **Tables** in the article should be accompanied by the source table, table sequence number, and the name/title of the table. The sequence number table and the name/title of the table are written above the table. Posts in the table are written with font size 10.
Example:
Table 1. Corporate Finance



REFERENCES

1. References are presented following the procedures as shown below and are sorted alphabetically and chronologically.
2. References contain only references in the article.
3. References are written in the form of Hanging.
4. **Writing references from books.**
Author Last Name, First Name Authors may be abbreviated. Year. Title italicized. Cities Publisher: Publisher Name.
Example:
Endre, Angga. 2020. *Full Tutorial Using Mendeley In Jurnal Aplikasi Manajemen*. Tokyo: Wild Romance Publications.
5. **Writing references from the website.**
Author Last Name, First Name Authors may be abbreviated. Year. Title italicized. [Online]. From: site address [date Browsing].
Example:
Endre, Angga. 2020. *Full Tutorial Using Mendeley In Jurnal Aplikasi Manajemen*. [Online]. From: <http://www.derisklove.com/2020/Mendeley.html> [June 1, 2020].
6. **Writing references from institute website.**
Institution name. Year. Title Italicized. [Online]. Form: site address [date Browsing].
Example:
Universitas Brawijaya. 2017. *Full Tutorial Using Mendeley In Jurnal Aplikasi Manajemen*. [Online]. From: <http://www.derisklove.com/2020/Mendeley.html> [June 1, 2020].
7. **Writing references from Journal.**
Author Last Name, First Name Authors may be abbreviated. Year. Title Italicized. Journal Name, Volume, Number, Page. Cities Publisher: Publisher Name.
Example:
Endre, Angga. *Author Guidelines for Writing Articles in Jurnal Aplikasi Manajemen*. Journal of Applied Management, Volume 3, Number 3, Pages 3-33. Malang: Universitas Brawijaya.
8. **Writing references that are more than one person up to five in the same book.**
Last Name 1st Author, First Name 1st Author and may be abbreviated., 2nd Author's name written like as the original or reversed and may be abbreviated., And 3rd Author's Name written like as original / not reversed and may be abbreviated. Year. Title Italicized. Cities Publisher: Publisher Name.
Example:
Two persons
Thoyib, Armanu and M. Azzuhri. 2020. *Author Guidelines for Writing Articles in Jurnal Aplikasi Manajemen*. Malang: Universitas Brawijaya.
Three persons
Thoyib, A., M. Azzuhri, and Noermijati. 2020. *Author Guidelines for Writing Articles in Jurnal Aplikasi Manajemen*. Malang: Universitas Brawijaya.



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Five Persons

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9. Writing References From Books If Writer As Editor.

Author Last Name, First Name Authors may be abbreviated or shortened., Ed or eds. Year. Title Italicized. Cities Publisher: Publisher Name.

Example:

Endre, Angga, Ed. 2014 *Creativity for Writing narration*. Malang: DeLov.

10. Writing References From The Book is a Book Edition.

Author Last Name, First Name Authors may be abbreviated. Year. Title (edition) Italicized. Cities Publisher: Publisher Name.

Example:

Endre, Angga. 2020. *A Theory of Everything (third ed.)*. Boston: Shambhala Publications, Inc.

11. Writing References From Books Publication Institute Books.

Institution name. Year. Title Italicized. Cities Publisher: Publisher Name.

Example:

Department of Love. 2020. *The impact of Wild Romance*. Tokyo: Ministry of Love.

12. Writing References From Books Is a Book of writing Many People.

Author Last Name, First Name Authors may be abbreviated or shortened. Year. Themes Italicized. Title Dialog. Cities Publisher: Publisher Name.

Example:

Endre, Angga. 2020. *Improving Local Business Performance Through Cross Culture Management*. The Third International Dialogue Scholars Association Management Indonesia. Malang: AIMI.

13. Writing References from Translate Book.

Author Last Name, First Name Authors may be abbreviated or shortened. Year. Title Italicized. Tr. Translators name. Cities Publisher: Publisher Name.

Example:

Endre, Angga et al. 2020. *Creativity for Writing narration*. Tr. Deris. Malang: DeLov.

14. Writing References from Thesis/Dissertation.

Author Last Name, First Name Authors may be abbreviated or shortened. Year. Title Thesis/Dissertation Italicized. Thesis/Dissertation. Cities Publisher: University Name.

Example:

Endre, Angga. 2020. *Organizational Citizenship Behavior Role as Mediator Effect of Job Satisfaction, Work Environment, and Organizational Commitment on Employee Performance*. Dissertation. Malang: Universitas Brawijaya.

15. Writing Bibliography of Proceedings.

Author Last Name, First Name Authors may be abbreviated or shortened. Year. Title Italicized. Proceedings title. Organized place. Page.

Example:

Endre, Angga and Marintan Meidita. 2020. *Financial Performance Based Love Performance Index*. Proceeding Indonesian Scientists Management Association 3rd International Seminar and Conference "Improving Local Business Performance Through Cross Culture Management", Swiss-Berlin Panakkukang, Makassar, 1 to 23 February 2020. The Swiss Bell Hotel Panakukang, Makassar. Pages 107-120.

16. Writing References from Documents.

Document name. Year. Title Italicized. Place Publisher: Publisher Name.

Example:

Central Bureau of Statistics BPS Malang. 2020. *Figures Malang in 2020*. Jakarta: BPS.

17. Writing References from Magazine or Newspaper.

Author Last Name, First Name Authors may be abbreviated or shortened. Year. Title Italicized. Name Magazine or Newspaper, Magazine or Newspaper Date of publication, page articles in the Magazine or Newspaper. Place Publisher: Publisher Name.

Example:

Endre, Angga. 2020. *Success Of Friendship*. Compass, 1 June 2020, Page 1. Malang: The Malang compass.

Lampiran 8 Bio Data Penulis

Sekilas Bio Data Penulis



Retno Lies Setyawati, dilahirkan di Jakarta, 17 September 1993. Sebagai anak tunggal dari pasangan Bapak Riyanto dan Ibu Erlia, penulis sejak usia pendidikan Sekolah Dasar sudah dibentuk dan dituntut untuk menjadi pribadi yang mandiri.

Penulis pernah menempuh pendidikan di SD Negeri Karawaci Baru 1 Tangerang dan melanjutkan ke jenjang STLP di SMP Nusantara 1 Tangerang dan SLTA di SMA Negeri 11 Tangerang.

Gelar sarjana diperoleh Penulis dari Jurusan Manajemen, Fakultas Ekonomi, Universitas Esa Unggul Jakarta Barat.

Penulis sejak duduk di bangku SMP, telah aktif pada kegiatan – kegiatan sekolah khususnya kegiatan Paskibra. Sampai dengan kuliah berbagai jabatan pada unit kegiatan mahasiswa seperti Kelompok Studi Manajemen pernah dijalaninya.

Saat ini penulis bekerja pada bidang perbankan di PT. Bank Central Asia Tbk sebagai Supervisor di bagian Sentral Layanan Digital. Kepeminatan yang tinggi akan manajemen dan penguatan kapasitas organisasi serta cita – citanya untuk selalu belajar mendorong penulis melanjutkan pendidikannya ke jenjang pasca sarjana pada program studi Magister Manajemen di Fakultas Ekonomi dan Bisnis Universitas Esa Unggul dan telah menulis tugas akhir dengan judul **“Pengaruh Keterlibatan Pelanggan pada Media Sosial Instagram Coffee Shop Brand Lokal Kekinian”**.

Dengan mengucapkan syukur ke hadirat Allah SWT, Penulis berharap agar tulisan/ tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan kontribusi positif pada bidang keilmuan, khususnya manajemen.