LAMPIRAN

Lampiran 1
Penelitian Terdahulu

Tabel 2. Penelitian Terdahulu

No	Peneliti	Judul Penelitian	Hasil
1	Laksamana (2020)	*I Will Always Follow You: Exploring The Role of Customer Relationship in Social Media Marketing.* *International Review of Management and Marketing.*	1. *Social media marketing* berpengaruh terhadap *customer relationship.* 2. *Customer relationship* berpengaruh terhadap *brand loyalty* 3. *Social media marketing* berpengaruh terhadap *purchase intention* 4. *Customer relationship* berpengaruh terhadap *purchase intention*
2	Gautam & Sharma (2017)	*The Mediating Role of Customer Relationship on The Social Media Marketing and Purchase Intention Relationship With Special Reference to Luxury Fashion Brands.* *Journal of Promotion Management*	1. *Social media marketing* berpengaruh terhadap *customer relationship* 2. *Customer relationship* berpengaruh terhadap *purchase intention*
3	Gashi & Ahmeti (2021)	*Impact of Social Media on The Development of New Products, Marketing and Customer Relationship Management in Kosovo.* *Emerging Science Journal*	1. *Social media marketing* berpengaruh terhadap *customer relationship*
4	Solem (2016)	*Influences of Customer Participation and Customer Brand Engagement on Brand Loyalty.* *Journal of Consumer Marketing*	1. *Customer relationship* berpengaruh terhadap *brand loyalty*
5	Santoro *et al.* (2019)	*Cause-related marketing, brand loyalty and corporate social responsibility.* *International Marketing Review.*	1. *Customer relationship* terhadap *brand loyalty*

No	Peneliti	Judul Penelitian	Hasil
6	Akar & Topcu (2011)	*An Examination of The Factors Influencing Consumers' Attitudes Toward Social Media Marketing.* *Journal of Internet Commerce.*	1. *Brand loyalty* berpengaruh terhadap *E-WOM*
7	Hutter *et al.* (2013)	*The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: The Case of Mini on Facebook.* *Journal of Product & Brand Management.*	1. *Brand loyalty* berpengaruh terhadap *E-WOM*
8	Balakrishnan *et al.* (2014)	*The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty among Generation Y.* *Procedia - Social and Behavioral Sciencs*	1. *Brand loyalty* berpengaruh terhadap *E-WOM*
9	Moslehpour *et al.* (2020)	*The Dynamic Stimulus of Social Media Marketing on Purchase Intention of Indonesian Airline Products and Services.* *Asia Pacific Journal of Marketing and Logistics*	1. *Social media marketing* berpengaruh terhadap *purchase intention*
10	Dulek & Aydin (2020)	*Effect of Social Media Marketing on E-WOM Brand Loyalty, and Purchase Intention.* *Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi.*	1. *Social media marketing* berpengaruh terhadap *purchase intention* 2. *Brand loyalty* berpengaruh terhadap *purchase intention* 3. *E-WOM* berpengaruh terhadap *purchase intention*
11	Onder & Cakiruglu (2021)	*The Relationships among Social Media Marketing, Online Consumer Engagement, Purchase Intention and Brand Loyalty.* *Business & Management Studies: An International Journal.*	1. *Social media marketing* berpengaruh terhadap *purchase intention* 2. *Brand loyalty* berpengaruh terhadap *purchase intention*

No	Peneliti	Judul Penelitian	Hasil
12	Haliyani (2019).	Pengaruh *Social Media Marketing* Terhadap *Purchase Intention* Pada Starbuck Indonesia (Studi Pada Pengakses Akun Instagram @starbucksindonesia). *Jurnal Ilmiah Mahasiswa FEB*	1. *Social media marketing* berpengaruh terhadap *purchase intention* 2. *E-WOM* berpengaruh terhadap *purchase intention*
13	Almohaimmeed (2019)	*The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective.* *Journal of Business and Retail Management Research (JBRMR)*	1. *Social media marketing* berpengaruh terhadap *purchase intention* 2. *Brand loyalty* berpengaruh terhadap *purchase intention*
14	Dastane (2020)	*Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management.* *Journal of Asian Business Strategy.*	1. *Customer relationship* berpengaruh terhadap *purchase intention*.
15	Jalilvand & Samiei (2012)	*The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in The Automobile Industry in Iran.* *Marketing Intelligence and Planning*	1. *E-WOM* berpengaruh terhadap *purchase intention*.
16	Fan & Miao (2012)	*Effect of Electronic Word-of-Mouth on Consumer Purchase Intention: the Perspective of Gender Differences.*	1. *E-WOM* berpengaruh terhadap *purchase intention*
17	Sharifpour *et al.*, (2018)	*Effects of Electronic Word-of-Mouth on Consumers' Purchase Intentions Through Brand Association in Iran Perspective.* *International Journal of Supply Chain Management.*	1. *E-WOM* berpengaruh terhadap *purchase intention*.

Lampiran 2
Operasional Variabel

Tabel 3. Operasional Variabel

No	*Original*	*Translete*	**Operasionalisasi**
Social Media Marketing (**Laksamana, 2018**)			
1	*Using bank X's social media is fun.*	Menggunakan social media marketing bank X menyenangkan.	Saya senang menggunakan akun instagram Erigo/ The Executive/ Nevada.
2	*The content displayed on X bank's social media seems to be interesting*	Konten yang ditampilkan di social media marketing bank X tampaknya menarik	Menurut saya, konten yang ditampilkan akun instagram Erigo/ The Executive/ Nevada menarik.
3	*Bank X social media allows sharing of information with another*	Social media marketing bank X memungkinkan berbagi informasi dengan yang lain	Saya dapat berbagi informasi dengan pelanggan lainnya melalui akun instagram Erigo/ The Executive/Nevada.
4	*Conversation or exchange of opinion with other people is maybe via bank X . social media*	Percakapan atau pertukaran pendapat dengan orang lain adalah mungkin melalui social media marketing bank X	Saya bisa berkomunikasi dengan pelanggan lain melalui akun instagram Erigo/The Executive/Nevada.
5	*It's easy to express my opinion through bank X*	Mudah untuk menyampaikan pendapat saya melalui bank X	Saya mudah menyampaikan pendapat saya mengenai Erigo/ The Executive/ Nevada melalui akun instagramnya.
6	*The content displayed on bank X's social media is new information*	Konten yang ditampilkan di social media marketing bank X adalah informasi terbaru	Konten yang ditampilkan akun instagram Erigo/ The Executive/ Nevada selalu *up to date*.
7	*Using bank X social media is very trendy*	Menggunakan social media marketing bank X sangat trendi	Menurut saya, menggunakan akun instagram Erigo/ The Executive/ Nevada sangat trendi.
8	*Bank X social media offers customized information search*	Social media marketing Bank X menawarkan informasi yang disesuaikan cari.	Akun instagram Erigo/ The Executive/ Nevada selalu menawarkan informasi yang saya cari.

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No	*Original*	*Translete*	Operasionalisasi
9	*I want to convey information about the brand, products, or services from bank X social media to my friends*	Saya ingin menyampaikan informasi tentang merek, produk, atau layanan dari social media marketing bank X ke teman-teman.	Saya ingin membagikan informasi mengenai akun instagram Erigo/ The Executive/ Nevada kepada teman-teman saya.
10.	*Bank X's social media provides customized service Electronic word of mouth.*	Social media marketing Bank X menyediakan layanan yang disesuaikan dari *E-WOM*	Akun instagram Erigo/ The Executive/ Nevada menyediakan survei kepuasan.
11.	*I would like to upload content from bank X's social*	Saya ingin mengunggah konten dari sosial bank X media di blog saya atau blog mikro	Saya ingin menggugah konten dari social media marketing Erigo/ The Executive/ Nevada di story akun instagram saya.
Customer Relationship (Dastane, 2020)			
1	*Company attends my complaints promptly*	Perusahaan segera menangani keluhan saya	Akun instagram Erigo/ The Executive/ Nevada menangani keluhan saya
2	*Company pays constant attention to maintain highly appealing*	Perusahaan membayar perhatian konstan untuk mempertahankan hal sangat menarik.	Akun instagram Erigo/ The Executive/ Nevada terus mempertahankan konten iklan fashion produk mereka yang sangat menarik.
3	*Company periodically send email updates about new services and products*	Perusahaan secara berkala mengirim email tentang pembaharuan layanan dan produk	Akun social media marketing Erigo/ The Executive/ Nevada secara berkala mengirimkan email terkait produk dan layanan terbaru.
Brand Loyalty (Khraim, 2011)			
1	*The brand you purchase satisfies you*	Merek yang Anda beli memuaskan Anda	Merek Erigo/ The Executive/ Nevada yang saya beli memuaskan anda
2	*Would you like to purchase product of this company again*	Apakah Anda ingin membeli produk perusahaan ini lagi?	Apakah anda ingin membeli Erigo/ The Executive/ Nevada ini lagi?
3	*Would you like to recommend products of this company to your friends and family*	Apakah Anda ingin merekomendasikan produk perusahaan ini kepada teman dan keluarga Anda?	Apakah anda ingin merekomendasikan Erigo/ The Executive/ Nevada kepada teman dan keluarga anda?

No	Original	Translete	Operasionalisasi
E-WOM (Kala & Chaubey, 2018)			
1	I understand a product better after receiving relevant information about that product on online reviews.	Saya memahami suatu produk dengan lebih baik setelah menerima informasi yang relevan tentang produk tersebut di ulasan online.	Saya memahami suatu produk Erigo/ The Executive/ Nevada akan lebih baik setelah menerima informasi yang relevan tentang produk di deskripsi intagram.
2	A comment or update about a product/brand on eWOM forms has an influence on how I consider that product.	Sebuah komentar atau update tentang produk/merek pada formulir eWOM memiliki pengaruh pada bagaimana saya mempertimbangkan produk tersebut.	Sebuah komentar tentang Erigo/ The Executive/ Nevada pada komen akun instagram memiliki pengaruh untuk mempertimbangkan produk tersebut.
3	I am likely to change my opinion about a product/brand, after viewing a positive or negative comment about that product on eWOM forum.	Saya cenderung mengubah pendapat saya tentang suatu produk/merek, setelah melihat komentar positif atau negatif tentang produk tersebut di forum eWOM.	Saya cenderung mengubah pendapat saya tentang suatu produk Erigo/ The Executive/ Nevada, setelah melihat komentar positif/negatif tentang produk tersebut di forum
4	Given a choice between two products, one recommended on eWOM forums and the other not, I would always choose to buy the recommended product.	Diberi pilihan antara dua produk, satu direkomendasikan di forum eWOM dan yang lainnya tidak, saya akan selalu memilih untuk membeli produk yang direkomendasikan.	Diberi pilihan antara tiga produk, satu direkomendasikan di forum dan yang lainnya tidak, saya akan selalu memilih untuk membeli produk yang direkomendasikan.
5	eWOM forms are important sources of information for me.	Formulir eWOM adalah sumber informasi penting bagi saya.	Deskripsi Erigo/ The Executive/ Nevada adalah sumber informasi penting bagi saya.
Purchase Intention (Garcia et al. 2020)			
1	If the opportunity arises, I intend to buy from online stores	Jika ada kesempatan, saya berniat untuk membeli dari toko online	Jika ada kesempatan, saya berniat untuk membeli Erigo/ The Executive/ Nevada dari social media marketing intagram
2	If given the chance, I can predict what I should buy from an online store in the future	Jika diberi kesempatan, saya dapat memprediksi apa yang harus saya beli dari toko online di masa depan	jika diberi kesempatan, saya tahu apa yang harus saya beli dari toko intagram milik Erigo/ The Executive/ Nevada.

No	*Original*	*Translete*	**Operasionalisasi**
3	*I am likely to transact with an online store soon*	Saya kemungkinan akan bertransaksi dengan toko online segera	Saya akan bertransaksi produk Erigo/ The Executive/ Nevada di instagram.

Lampiran 3
Kuesioner *Pretest*

PERAN *SOCIAL MEDIA MARKETING, CUSTOMER RELATIONSHIP, BRAND LOYALTY* DAN *E-WOM* TERHADAP *PURCHASE INTENTION* PADA KONSUMEN

Responden yang terhormat,

Perkenalkan saya Helfi Aprila Wulandari mahasiswa Magister Manajemen dari Universitas Esa Unggul. Saat ini saya sedang melakukan penelitian untuk persiapan tesis saya. Mohon kesediaan Anda untuk membantu Helfi melengkapi Kuesioner dibawah. Terima Kasih atas perhatian dan waktunya.

Hormat Saya,

Helfi Aprila Wulandari Br ketaren

A. Demografi Responden

Jenis Kelamin :

    a. Laki-laki
    b. Perempuan

Usia :

    a. < 20 tahun
    b. 20 - 40 tahun
    c. < 40 tahun

Status Pendidikan akhir :

    a. SMA
    b. D3
    c. S1
    d. S2

Apakah Anda Bekerja?

    a. Ya, saya bekerja
    b. Saya tidak bekerja

Apakah Anda Aktif menggunakan social media Instagram untuk mencaritau brand fashion yang anda sukai?

    a. Ya
    b. Tidak

Merek produk lokal apa yang anda sukai?

    a. Erigo
    b. The Executive
    c. Nevada
    d. Lainnya

B. Kuesioner Penelitian

Keterangan untuk mengisi kuesioner:
- Skala 1 untuk sangat tidak setuju
- Skala 2 untuk tidak setuju
- Skala 3 untuk setuju
- Skala 4 untuk sangat setuju.

Tabel 4. Kuesioner

No	Pernyataan	STS (1)	TS (2)	S (3)	SS (4)
1.	Saya senang menggunakan akun instagram Erigo/ The Executive/ Nevada.				
2.	Menurut saya, konten yang ditampilkan akun instagram Erigo/ The Executive/ Nevada menarik.				
3.	Saya dapat berbagi informasi dengan pelanggan lainnya melalui akun instagram Erigo/ *The Executive*/Nevada.				
4.	Saya bisa berkomunikasi dengan pelanggan lain melalui akun instagram Erigo/The Executive/Nevada.				
5.	Saya mudah menyampaikan pendapat saya mengenai Erigo/ The Executive/ Nevada melalui akun instagramnya				
6.	Konten yang ditampilkan akun instagram Erigo/ *The Executive*/ Nevada selalu *up to date*.				
7.	Menurut saya, menggunakan akun instagram Erigo/ *The Executive*/ Nevada sangat trendi.				
8.	Akun instagram Erigo/ *The Executive*/ Nevada selalu menawarkan model yang kekinian.				
9.	Saya ingin membagikan informasi mengenai akun instagram Erigo/ *The Executive*/ Nevada kepada teman-teman saya.				
10.	Akun instagram Erigo/ *The Executive*/ Nevada menyediakan survei kepuasan.				
11.	Saya ingin menggugah konten dari *social media* marketing Erigo*/ The Executive*/ Nevada di *story* akun instagram saya				
12.	Akun instagram Erigo/ The Executive/ Nevada menangani keluhan saya				
13	Akun instagram Erigo/ *The Executive*/ Nevada terus memberikan iklan dan konten fashion yang sangat menarik.				
14	Akun *social media* marketing Erigo/ *The Executive*/ Nevada secara berkala mengirim foto untuk produk terbaru dari mereka.				
15	Merek Erigo/ *The Executive*/ Nevada yang saya beli memuaskan anda				
16	Apakah anda ingin membeli Erigo/ *The Executive*/ Nevada ini lagi.				

No	Pernyataan	STS (1)	TS (2)	S (3)	SS (4)
17	Apakah anda ingin merekomendasikan Erigo/ *The Executive*/ Nevada kepada teman dan keluarga anda.				
18	Saya memahami suatu produk Erigo*/ The Executive*/ Nevada akan lebih baik setelah menerima informasi yang relevan tentang produk di deskripsi intagram.				
19	Sebuah komentar tentang Erigo/ *The Executive*/ Nevada pada komen akun instagram memiliki pengaruh untuk mempertimbangkan produk tersebut.				
20	Saya cenderung mengubah pendapat saya tentang suatu produk Erigo/ *The Executive*/ Nevada, setelah melihat komentar positif/negatif tentang produk tersebut di forum				
21	Diberi pilihan antara tiga produk, satu direkomendasikan di forum dan yang lainnya tidak, saya akan selalu memilih untuk membeli produk yang direkomendasikan.				
22	Deskripsi Erigo/ *The Executive*/ Nevada adalah sumber informasi penting bagi saya.				
23	Jika ada kesempatan, saya berniat untuk membeli Erigo/ *The Executive*/ Nevada dari social media marketing intagram				
24	Jika diberi kesempatan, saya tahu apa yang harus saya beli dari toko intagram milik Erigo/ *The Executive*/ Nevada.				
25	Saya akan bertransaksi produk Erigo/ *The Executive*/ Nevada di instagram.				

Lampiran 4
Data 30 Responden Pretes Penelitian

Input Data Penelitian Responden

NO	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11	CR1	CR2	CR3	BL1	BL2	BL3	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	PI1	PI2	PI3
1	2	3	3	3	3	4	2	3	2	3	2	3	3	4	3	3	3	3	3	3	3	3	2	2	2
2	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4
3	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	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	4	3	4	3	4	3	4	4
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
6	3	3	4	3	3	3	3	4	3	3	3	3	3	4	3	3	4	4	3	3	3	4	3	3	3
7	3	3	3	2	3	3	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	3	2	2	1
8	3	4	1	2	4	4	4	4	3	4	3	1	1	4	4	4	3	4	4	4	4	1	4	4	4
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
10	3	2	3	4	4	3	3	4	4	3	3	1	1	1	4	4	3	4	4	4	4	4	4	4	4
11	4	3	2	2	4	3	3	3	2	3	2	2	2	2	2	2	2	4	4	3	3	4	2	2	3
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4
13	4	4	4	4	4	4	3	4	4	3	4	4	3	4	3	3	4	4	4	4	4	4	4	4	4
14	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4
15	3	3	4	2	2	3	3	3	2	4	2	3	1	3	4	3	3	4	4	4	4	3	4	3	2
16	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17	3	3	2	2	3	3	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	4	2	1	1
18	3	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4
19	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3
20	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
21	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
22	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4
23	4	3	3	3	3	3	1	2	2	1	2	2	2	2	1	1	3	2	4	4	4	4	4	4	4
24	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
25	2	4	2	1	2	4	4	4	3	4	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4
26	3	3	3	2	2	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4
27	3	3	3	3	4	4	3	3	3	3	3	3	3	4	3	4	4	4	3	3	3	3	4	4	4
28	4	4	4	4	4	4	4	4	3	3	3	3	4	4	3	2	3	2	4	3	3	3	4	4	4
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	4	4	4
30	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

Lampiran 5
Analisa Statistik Hasil Penelitian

Analisa Statistik Hasil Penelitian
A. Output Analisa Validitas dan Reliabilitas dengan SPSS 25

Literasi 1 Variabel *Social Media Marketing* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	299.726
	df	55
	Sig.	.000

Anti-image Matrices

		SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11
Anti-image Covariance	SMM1	.107	-.067	-.074	.006	-.071	.073	-.004	.051	-.016	.027	.013
	SMM2	-.067	.071	.034	.001	.045	-.070	-.018	-.018	.025	.000	-.030
	SMM3	-.074	.034	.191	-.105	.092	-.046	-.005	-.037	.032	-.028	.011
	SMM4	.006	.001	-.105	.111	-.055	.004	.026	-.012	-.043	-.004	-.031
	SMM5	-.071	.045	.092	-.055	.087	-.060	-.021	-.030	.009	.005	.018
	SMM6	.073	-.070	-.046	.004	-.060	.093	.019	.011	-.005	-.010	.005
	SMM7	-.004	-.018	-.005	.026	-.021	.019	.093	-.062	-.015	-.098	-.034
	SMM8	.051	-.018	-.037	-.012	-.030	.011	-.062	.218	-.035	.030	-.011
	SMM9	-.016	.025	.032	-.043	.009	-.005	-.015	-.035	.315	-.002	-.125
	SMM10	.027	.000	-.028	-.004	.005	-.010	-.098	.030	-.002	.201	.022
	SMM11	.013	-.030	.011	-.031	.018	.005	-.034	-.011	-.125	.022	.215
Anti-image Correlation	SMM1	.541[a]	-.768	-.518	.058	-.736	.727	-.036	.333	-.084	.185	.084
	SMM2	-.768	.653[a]	.296	.016	.577	-.865	-.219	-.144	.169	-.004	-.239
	SMM3	-.518	.296	.525[a]	-.719	.715	-.343	-.040	-.182	.131	-.141	.052
	SMM4	.058	.016	-.719	.753[a]	-.558	.041	.259	-.074	-.230	-.030	-.200
	SMM5	-.736	.577	.715	-.558	.556[a]	-.668	-.229	-.218	.054	.037	.128
	SMM6	.727	-.865	-.343	.041	-.668	.637[a]	.203	.080	-.027	-.074	.037
	SMM7	-.036	-.219	-.040	.259	-.229	.203	.800[a]	-.437	-.089	-.714	-.237
	SMM8	.333	-.144	-.182	-.074	-.218	.080	-.437	.892[a]	-.132	.144	-.050
	SMM9	-.084	.169	.131	-.230	.054	-.027	-.089	-.132	.891[a]	-.007	-.481
	SMM10	.185	-.004	-.141	-.030	.037	-.074	-.714	.144	-.007	.819[a]	.107
	SMM11	.084	-.239	.052	-.200	.128	.037	-.237	-.050	-.481	.107	.898[a]

a. Measures of Sampling Adequacy(MSA)

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Communalities

	Initial	Extraction
SMM1	1.000	.750
SMM2	1.000	.722
SMM3	1.000	.566
SMM4	1.000	.894
SMM5	1.000	.668
SMM6	1.000	.663
SMM7	1.000	.894
SMM8	1.000	.778
SMM9	1.000	.590
SMM10	1.000	.782
SMM11	1.000	.759

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
SMM1	.664	.556
SMM2	.827	-.195
SMM3	.560	.502
SMM4	.732	.598
SMM5	.727	.373
SMM6	.801	-.146
SMM7	.846	-.423
SMM8	.846	-.248
SMM9	.767	.034
SMM10	.704	-.536
SMM11	.850	-.192

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Literasi 2 Variabel *Social Media Marketing* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	262.743
	df	45
	Sig.	.000

Anti-image Matrices

		SMM1	SMM2	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11
Anti-image Covariance	SMM1	.146	-.080	-.097	-.099	.085	-.008	.051	-.004	.023	.023
	SMM2	-.080	.078	.046	.064	-.077	-.018	-.013	.022	.005	-.035
	SMM4	-.097	.046	.229	-.018	-.049	.049	-.068	-.054	-.041	-.052
	SMM5	-.099	.064	-.018	.178	-.088	-.037	-.026	-.014	.038	.026
	SMM6	.085	-.077	-.049	-.088	.106	.020	.003	.003	-.019	.009
	SMM7	-.008	-.018	.049	-.037	.020	.093	-.066	-.015	-.101	-.033
	SMM8	.051	-.013	-.068	-.026	.003	-.066	.226	-.030	.026	-.009
	SMM9	-.004	.022	-.054	-.014	.003	-.015	-.030	.321	.003	-.130
	SMM10	.023	.005	-.041	.038	-.019	-.101	.026	.003	.205	.024
	SMM11	.023	-.035	-.052	.026	.009	-.033	-.009	-.130	.024	.216
Anti-image Correlation	SMM1	.544[a]	-.752	-.529	-.611	.683	-.067	.283	-.020	.132	.130
	SMM2	-.752	.652[a]	.345	.547	-.851	-.217	-.096	.138	.040	-.267
	SMM4	-.529	.345	.750[a]	-.091	-.315	.332	-.300	-.197	-.191	-.234
	SMM5	-.611	.547	-.091	.687[a]	-.644	-.286	-.127	-.057	.198	.130
	SMM6	.683	-.851	-.315	-.644	.646[a]	.202	.019	.019	-.132	.059
	SMM7	-.067	-.217	.332	-.286	.202	.780[a]	-.452	-.085	-.727	-.235
	SMM8	.283	-.096	-.300	-.127	.019	-.452	.894[a]	-.111	.122	-.041
	SMM9	-.020	.138	-.197	-.057	.019	-.085	-.111	.998[a]	.012	-.493
	SMM10	.132	.040	-.191	.198	-.132	-.727	.122	.012	.800[a]	.115
	SMM11	.130	-.267	-.234	.130	.059	-.235	-.041	-.493	.115	.883[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SMM1	1.000	.773
SMM2	1.000	.720
SMM4	1.000	.823
SMM5	1.000	.805
SMM6	1.000	.665
SMM7	1.000	.892
SMM8	1.000	.778
SMM9	1.000	.593
SMM10	1.000	.811
SMM11	1.000	.761

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
SMM1	.640	.602
SMM2	.837	-.142
SMM4	.694	.585
SMM5	.732	.519
SMM6	.812	-.076
SMM7	.866	-.377
SMM8	.856	-.214
SMM9	.767	.070
SMM10	.720	-.541
SMM11	.856	-.169

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Literasi 2 Variabel *Social Media Marketing* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	217.865
	df	36
	Sig.	.000

Anti-image Matrices

		SMM2	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11
Anti-image Covariance	SMM2	.179	-.023	.038	-.132	-.053	.039	.045	.041	-.051
	SMM4	-.023	.319	-.186	.019	.061	-.052	-.078	-.037	-.052
	SMM5	.038	-.186	.285	-.093	-.068	.016	-.026	.087	.067
	SMM6	-.132	.019	-.093	.198	.046	-.055	.011	-.062	-.009
	SMM7	-.053	.061	-.068	.046	.094	-.069	-.015	-.102	-.033
	SMM8	.039	-.052	.016	-.055	-.069	.245	-.031	.020	-.019
	SMM9	.045	-.078	-.026	.011	-.015	-.031	.321	.004	-.131
	SMM10	.041	-.037	.087	-.062	-.102	.020	.004	.209	.021
	SMM11	-.051	-.052	.067	-.009	-.033	-.019	-.131	.021	.220
Anti-image Correlation	SMM2	.783[a]	-.095	.168	-.700	-.407	.186	.187	.213	-.259
	SMM4	-.095	.751[a]	-.617	.075	.351	-.185	-.245	-.144	-.196
	SMM5	.168	-.617	.703[a]	-.392	-.414	.061	-.087	.355	.267
	SMM6	-.700	.075	-.392	.769[a]	.340	-.250	.044	-.306	-.042
	SMM7	-.407	.351	-.414	.340	.729[a]	-.453	-.086	-.726	-.229
	SMM8	.186	-.185	.061	-.250	-.453	.905[a]	-.109	.089	-.082
	SMM9	.187	-.245	-.087	.044	-.086	-.109	.878[a]	.015	-.495
	SMM10	.213	-.144	.355	-.306	-.726	.089	.015	.761[a]	.100
	SMM11	-.259	-.196	.267	-.042	-.229	-.082	-.495	.100	.875[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SMM2	1.000	.726
SMM4	1.000	.871
SMM5	1.000	.799
SMM6	1.000	.676
SMM7	1.000	.901
SMM8	1.000	.778
SMM9	1.000	.637
SMM10	1.000	.816
SMM11	1.000	.760

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
SMM2	.831	-.187
SMM4	.654	.666
SMM5	.693	.564
SMM6	.822	-.004
SMM7	.885	-.343
SMM8	.877	-.093
SMM9	.769	.212
SMM10	.755	-.496
SMM11	.868	-.082

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Literasi 3 Variabel *Social Media Marketing* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.802
Bartlett's Test of Sphericity	Approx. Chi-Square	191.600
	df	28
	Sig.	.000

Anti-image Matrices

		SMM2	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11
Anti-image Covariance	SMM2	.180	.040	-.132	-.056	.037	.042	.040	-.058
	SMM5	.040	.460	-.133	-.059	-.024	-.124	.107	.061
	SMM6	-.132	-.133	.200	.049	-.054	.017	-.062	-.006
	SMM7	-.056	-.059	.049	.107	-.069	-1.706E-5	-.110	-.027
	SMM8	.037	-.024	-.054	-.069	.254	-.048	.015	-.030
	SMM9	.042	-.124	.017	-1.706E-5	-.048	.342	-.006	-.160
	SMM10	.040	.107	-.062	-.110	.015	-.006	.213	.016
	SMM11	-.058	.061	-.006	-.027	-.030	-.160	.016	.229
Anti-image Correlation	SMM2	.780[a]	.140	-.698	-.401	.172	.169	.202	-.284
	SMM5	.140	.756[a]	-.440	-.268	-.069	-.312	.342	.189
	SMM6	-.698	-.440	.749[a]	.335	-.241	.065	-.299	-.028
	SMM7	-.401	-.268	.335	.766[a]	-.421	-8.930E-5	-.729	-.174
	SMM8	.172	-.069	-.241	-.421	.911[a]	-.162	.064	-.123
	SMM9	.169	-.312	.065	-8.930E-5	-.162	.826[a]	-.021	-.571
	SMM10	.202	.342	-.299	-.729	.064	-.021	.766[a]	.074
	SMM11	-.284	.189	-.028	-.174	-.123	-.571	.074	.865[a]

a. Measures of Sampling Adequacy(MSA)

<table>
<tr><th colspan="3">Communalities</th></tr>
<tr><th></th><th>Initial</th><th>Extraction</th></tr>
<tr><td>SMM2</td><td>1.000</td><td>.716</td></tr>
<tr><td>SMM5</td><td>1.000</td><td>.419</td></tr>
<tr><td>SMM6</td><td>1.000</td><td>.678</td></tr>
<tr><td>SMM7</td><td>1.000</td><td>.833</td></tr>
<tr><td>SMM8</td><td>1.000</td><td>.777</td></tr>
<tr><td>SMM9</td><td>1.000</td><td>.562</td></tr>
<tr><td>SMM10</td><td>1.000</td><td>.623</td></tr>
<tr><td>SMM11</td><td>1.000</td><td>.759</td></tr>
</table>

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
SMM2	.846
SMM5	.647
SMM6	.824
SMM7	.912
SMM8	.882
SMM9	.749
SMM10	.789
SMM11	.871

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Variabel *Social Media Marketing* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	174.037
	df	21
	Sig.	.000

Anti-image Matrices

		SMM2	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11
Anti-image Covariance	SMM2	.184	-.153	-.055	.040	.060	.035	-.067
	SMM6	-.153	.247	.042	-.076	-.026	-.043	.015
	SMM7	-.055	.042	.115	-.078	-.019	-.117	-.022
	SMM8	.040	-.076	-.078	.255	-.060	.023	-.028
	SMM9	.060	-.026	-.019	-.060	.378	.029	-.164
	SMM10	.035	-.043	-.117	.023	.029	.242	.002
	SMM11	-.067	.015	-.022	-.028	-.164	.002	.237
Anti-image Correlation	SMM2	.760[a]	-.716	-.381	.184	.227	.166	-.319
	SMM6	-.716	.776[a]	.252	-.303	-.085	-.177	.063
	SMM7	-.381	.252	.780[a]	-.458	-.091	-.704	-.131
	SMM8	.184	-.303	-.458	.882[a]	-.194	.093	-.112
	SMM9	.227	-.085	-.091	-.194	.829[a]	.095	-.549
	SMM10	.166	-.177	-.704	.093	.095	.814[a]	.010
	SMM11	-.319	.063	-.131	-.112	-.549	.010	.872[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SMM2	1.000	.723
SMM6	1.000	.653
SMM7	1.000	.854
SMM8	1.000	.776
SMM9	1.000	.546
SMM10	1.000	.667
SMM11	1.000	.778

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
SMM2	.851
SMM6	.808
SMM7	.924
SMM8	.881
SMM9	.739
SMM10	.817
SMM11	.882

Extraction Method: Principal
Component Analysis.
a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.932	7

Variabel *Customer Relationship* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.657
Bartlett's Test of Sphericity	Approx. Chi-Square	46.968
	df	3
	Sig.	.000

Anti-image Matrices

		CR1	CR2	CR3
Anti-image Covariance	CR1	.255	-.203	-.077
	CR2	-.203	.255	-.074
	CR3	-.077	-.074	.673
Anti-image Correlation	CR1	.609^a	-.796	-.186
	CR2	-.796	.609^a	-.179
	CR3	-.186	-.179	.901^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CR1	1.000	.860
CR2	1.000	.859
CR3	1.000	.600

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
CR1	.927
CR2	.927
CR3	.775

Extraction Method: Principal
Component Analysis.
a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.850	3

Variabel *Purchase Intention* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	56.261
	df	3
	Sig.	.000

Anti-image Matrices

		BL1	BL2	BL3
Anti-image Covariance	BL1	.226	-.168	.009
	BL2	-.168	.189	-.132
	BL3	.009	-.132	.557
Anti-image Correlation	BL1	.626ª	-.813	.024
	BL2	-.813	.595ª	-.407
	BL3	.024	-.407	.823ª

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BL1	1.000	.847
BL2	1.000	.906
BL3	1.000	.670

Extraction Method: Principal Component Analysis.

Component Matrixª

	Component
	1
BL1	.920
BL2	.952
BL3	.818

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.879	3

Variabel *Brand Loyalty* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	56.261
	df	3
	Sig.	.000

Anti-image Matrices

		BL1	BL2	BL3
Anti-image Covariance	BL1	.226	-.168	.009
	BL2	-.168	.189	-.132
	BL3	.009	-.132	.557
Anti-image Correlation	BL1	.626ª	-.813	.024
	BL2	-.813	.595ª	-.407
	BL3	.024	-.407	.823ª

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BL1	1.000	.847
BL2	1.000	.906
BL3	1.000	.670

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
BL1	.920
BL2	.952
BL3	.818

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.879	3

Literasi 1 Variabel *E-WOM* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.710
Bartlett's Test of Sphericity	Approx. Chi-Square	97.908
	df	10
	Sig.	.000

Anti-image Matrices

		EWOM1	EWOM2	EWOM3	EWOM4	EWOM5
Anti-image Covariance	EWOM1	.643	-.060	-.080	.026	.029
	EWOM2	-.060	.323	.035	-.092	-.048
	EWOM3	-.080	.035	.108	-.082	-.064
	EWOM4	.026	-.092	-.082	.087	.041
	EWOM5	.029	-.048	-.064	.041	.925
Anti-image Correlation	EWOM1	.876[a]	-.133	-.304	.112	.038
	EWOM2	-.133	.800[a]	.190	-.550	-.089
	EWOM3	-.304	.190	.670[a]	-.848	-.203
	EWOM4	.112	-.550	-.848	.637[a]	.145
	EWOM5	.038	-.089	-.203	.145	.650[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EWOM1	1.000	.502
EWOM2	1.000	.754
EWOM3	1.000	.887
EWOM4	1.000	.899
EWOM5	1.000	.087

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
EWOM1	.709
EWOM2	.868
EWOM3	.942
EWOM4	.948
EWOM5	.296

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Variabel *E-WOM* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	97.043
	df	6
	Sig.	.000

Anti-image Matrices

		EWOM1	EWOM2	EWOM3	EWOM4
Anti-image Covariance	EWOM1	.644	-.059	-.081	.026
	EWOM2	-.059	.326	.034	-.092
	EWOM3	-.081	.034	.112	-.084
	EWOM4	.026	-.092	-.084	.088
Anti-image Correlation	EWOM1	.877ᵃ	-.130	-.302	.108
	EWOM2	-.130	.805ᵃ	.176	-.545
	EWOM3	-.302	.176	.677ᵃ	-.845
	EWOM4	.108	-.545	-.845	.641ᵃ

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EWOM1	1.000	.511
EWOM2	1.000	.761
EWOM3	1.000	.887
EWOM4	1.000	.910

Extraction Method: Principal Component Analysis.

Component Matrixᵃ

	Component
	1
EWOM1	.715
EWOM2	.872
EWOM3	.942
EWOM4	.954

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.894	4

Variabel *Purchase Intention* Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	81.450
	df	3
	Sig.	.000

Anti-image Matrices

		PI1	PI2	PI3
Anti-image Covariance	PI1	.249	-.112	.047
	PI2	-.112	.103	-.109
	PI3	.047	-.109	.191
Anti-image Correlation	PI1	.702ᵃ	-.696	.218
	PI2	-.696	.585ᵃ	-.778
	PI3	.218	-.778	.668ᵃ

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PI1	1.000	.834
PI2	1.000	.956
PI3	1.000	.860

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
PI1	.913
PI2	.978
PI3	.928

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.934	3

Lampiran 6
Data SEM Responden Penelitian

NO	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	CR1	CR2	CR3	BL1	BL2	BL3	E-WOM1	E-WOM2	E-WOM3	E-WOM4	PI1	PI2	PI3
1	3	3	3	3	2	2	3	2	2	3	3	3	4	2	2	3	3	4	4	4
2	3	3	3	3	2	2	4	3	2	2	4	3	4	2	3	3	3	4	4	4
3	3	4	2	2	2	4	2	3	3	4	4	3	4	3	2	2	3	4	4	4
4	3	3	2	2	4	4	4	3	3	4	4	4	3	2	2	3	3	4	4	4
5	4	4	3	3	3	2	2	4	3	3	3	4	3	2	3	3	3	4	4	4
6	2	2	2	4	2	2	3	3	3	3	4	3	3	4	3	3	2	4	4	4
7	3	4	3	3	3	2	2	3	3	4	4	3	3	3	3	3	3	4	4	4
8	4	3	3	2	3	2	2	3	2	4	4	3	4	2	3	3	2	4	4	4
9	3	3	3	4	4	4	4	4	3	3	2	3	3	3	3	3	4	4	4	4
10	4	4	3	3	4	4	4	3	3	4	2	2	3	3	2	2	3	4	4	4
11	3	3	3	4	3	4	3	3	3	3	4	3	3	3	3	2	2	4	4	4
12	4	4	4	3	3	3	3	3	2	3	3	3	4	4	4	2	2	4	4	4
13	1	1	1	1	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
14	3	3	3	3	3	3	3	4	4	4	3	4	3	3	3	2	3	4	4	4
15	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	4	4	4
16	1	1	1	1	2	1	1	1	1	1	1	1	1	1	2	1	2	2	2	2
17	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	2	2
18	3	2	3	2	3	3	3	4	4	4	2	3	3	3	2	3	3	4	4	4
19	3	2	2	3	3	3	3	4	4	4	3	3	3	2	3	3	2	4	4	4
20	3	3	3	4	4	4	3	4	3	3	3	3	2	2	3	3	3	4	4	4
21	2	2	2	3	3	3	2	3	3	4	3	3	2	4	4	4	3	4	4	4
22	3	3	3	3	3	3	3	3	3	3	3	2	3	2	2	4	3	4	4	4
23	3	3	3	2	3	3	3	4	4	3	3	2	3	3	2	3	3	4	4	4
24	3	3	3	2	2	2	2	2	4	3	3	2	3	3	3	3	3	4	4	4
25	3	3	3	3	3	3	3	2	3	3	3	3	3	2	2	3	3	4	4	4
26	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4
27	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	4
28	3	3	3	3	3	3	3	3	4	3	2	3	3	3	2	2	3	4	4	4
29	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4
30	3	2	2	2	3	3	3	3	4	3	3	3	3	2	2	3	2	4	4	4
31	3	3	3	3	3	3	3	4	3	3	2	2	3	2	2	2	3	4	4	4
32	3	3	3	3	3	3	3	3	4	2	3	3	2	3	3	3	3	4	4	4
33	3	3	3	3	3	3	3	4	4	3	2	3	3	3	3	1	3	4	4	4
34	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35	3	3	3	3	3	3	3	4	3	3	3	3	2	3	3	2	3	4	4	4
36	3	3	3	3	3	3	3	4	4	3	3	2	2	3	3	3	3	4	4	4
37	3	3	3	3	3	3	3	3	4	3	2	2	2	3	2	3	3	4	4	4
38	3	3	3	3	3	3	3	2	2	3	3	3	3	2	2	3	3	4	4	4
39	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	4	2	4
40	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	4	4	4
41	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
42	2	2	2	3	2	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1
43	2	2	1	2	2	2	2	1	1	1	1	2	1	1	1	1	1	1	1	2
44	3	3	2	3	3	3	3	2	2	3	4	3	3	3	4	3	3	4	4	4
45	3	3	3	3	3	3	3	2	3	3	4	3	3	2	3	3	3	4	4	4
46	3	3	3	3	3	3	3	3	3	3	3	4	3	2	3	3	3	4	4	4
47	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	4	4	4
48	3	3	3	3	3	3	3	3	2	3	4	4	4	3	3	2	3	4	4	4
49	3	3	3	3	3	3	3	2	2	3	4	4	4	3	2	2	3	2	4	4
50	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	2	3	4	4	4

NO	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	CR1	CR2	CR3	BL1	BL2	BL3	E-WOM1	E-WOM2	E-WOM3	E-WOM4	PI1	PI2	PI3
51	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	2	3	4	4	4
52	3	3	3	3	3	3	3	4	4	3	4	2	3	3	3	3	2	4	4	4
53	3	3	3	3	3	3	3	4	2	3	4	3	3	3	4	4	3	4	4	4
54	3	4	4	2	2	2	3	4	3	3	3	2	3	4	4	3	4	4	4	4
55	2	2	4	4	4	4	3	3	3	4	4	3	3	4	3	4	4	4	4	4
56	2	2	3	3	3	3	2	3	3	4	4	3	3	3	3	4	4	4	4	4
57	3	3	3	3	2	2	2	3	4	4	3	3	3	3	3	3	2	4	4	4
58	4	4	2	2	2	3	3	4	3	3	4	4	4	3	3	3	3	4	4	4
59	3	3	3	3	2	2	2	3	4	4	4	3	4	4	4	3	3	4	4	4
60	3	3	3	3	3	3	3	3	4	3	4	3	4	3	3	2	3	4	4	4
61	2	2	2	2	2	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1
62	3	2	3	3	3	3	2	4	4	4	3	3	4	4	3	3	3	4	4	4
63	3	3	3	3	3	3	3	3	2	3	3	4	3	3	3	2	3	4	4	4
64	3	3	3	3	3	3	3	3	3	3	4	4	3	2	3	3	3	4	4	4
65	3	3	3	3	3	3	3	4	3	3	4	3	4	3	3	3	4	4	4	4
66	3	3	3	3	3	3	3	3	4	3	1	3	4	3	3	3	3	4	4	4
67	2	3	2	3	1	3	3	1	3	1	4	2	1	2	3	2	3	4	4	4
68	3	1	3	2	3	3	3	4	1	3	3	3	3	4	3	3	4	4	4	4
69	1	3	3	1	3	3	3	3	2	2	3	3	3	3	3	3	3	4	4	4
70	1	3	1	2	1	2	3	2	4	3	3	4	2	2	2	2	3	4	4	4
71	3	3	3	3	3	3	3	4	3	3	4	3	2	3	3	1	3	4	4	4
72	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	4	4	4
73	1	2	1	2	2	3	3	3	4	2	3	4	4	4	1	3	3	4	4	4
74	1	1	1	2	2	1	1	1	2	1	1	1	1	2	1	2	1	1	1	1
75	2	3	3	1	1	2	2	1	1	1	2	4	3	1	1	4	2	1	4	4
76	3	3	3	3	3	3	3	3	3	3	4	4	4	2	2	2	3	4	4	4
77	3	3	3	2	2	2	3	3	2	2	4	3	4	3	3	3	2	4	4	4
78	1	1	1	2	3	3	3	3	4	3	4	4	2	3	3	3	2	4	4	4
79	3	1	2	2	3	3	3	3	3	3	3	2	3	3	3	2	3	4	4	4
80	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	4	4	4
81	3	3	3	3	3	3	3	3	3	3	3	4	4	2	2	2	3	4	4	4
82	3	3	3	2	1	1	3	2	3	3	3	4	4	3	3	3	3	4	4	4
83	3	3	2	2	3	3	3	4	4	4	4	3	3	4	2	2	4	4	4	4
84	1	1	3	3	3	3	3	2	3	3	3	3	3	4	2	3	4	4	4	4
85	3	3	3	2	2	2	2	2	3	3	3	3	2	3	3	4	4	4	4	4
86	3	3	3	2	3	3	3	2	2	3	3	3	3	2	2	3	3	4	4	4
87	2	2	3	2	3	3	3	3	3	3	3	2	2	2	3	3	3	4	4	4
88	3	3	3	3	3	3	3	3	3	4	4	3	3	2	2	2	4	4	4	4
89	3	3	3	3	2	3	2	4	4	3	3	3	3	3	4	4	4	4	4	4
90	3	2	2	2	3	2	3	3	3	2	3	3	3	4	4	3	3	4	4	4
91	3	1	1	3	3	2	3	4	3	3	2	3	3	3	3	4	4	4	4	4
92	3	3	3	3	3	3	3	3	3	2	2	3	3	4	2	3	3	4	4	4
93	3	3	3	2	2	3	3	4	4	3	3	3	3	2	4	4	4	4	4	4
94	1	1	1	1	1	3	2	1	1	1	1	1	1	1	1	1	1	2	2	2
95	3	3	3	3	3	3	3	4	3	4	4	3	3	4	4	2	3	4	4	4
96	3	3	3	3	3	3	3	4	4	3	3	4	3	4	4	3	4	4	4	4
97	3	3	3	3	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	4
98	3	3	4	4	3	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4
99	3	3	4	3	4	4	3	4	4	4	3	3	4	4	4	3	3	4	4	4
100	4	4	4	4	4	4	3	4	4	4	4	3	3	2	3	3	3	4	4	4

Lampiran 7
Analisa Deskriptif Demografi Responden

Tabel 5. Demografi Responden

Demografi	Klasifikasi	Jumlah (Responden)	Persentase
Jenis Kelamin	Laki-laki	33	33%
	Perempuan	67	67%
Total		**100**	**100%**
Usia	< 20 tahun	21	21%
	20 tahun – 40 tahun	63	63%
	>40 tahun	16	16%
Total		**100**	**100%**
Pendidikan Akhir	SMA	17	17%
	D3	20	20%
	S1	35	35%
	S2	28	28%
Total		**100**	**100%**
Apakah Anda Bekerja?	Ya, saya bekerja	74	74%
	Saya tidak bekerja	26	26%
Total		**100**	**100%**

Lampiran 8
Hasil Output SEM

```
RAW DATA FROM FILE HELFI.PSF
LATENT VARIABEL: SMM CR BL EWOM PI
RELATIONSHIP
SMM1 = SMM
SMM2 = SMM
SMM3 = SMM
SMM4 = SMM
SMM5 = SMM
SMM6 = SMM
SMM7 = SMM
CR1 =  CR
CR2 =  CR
CR3 =  CR
BL1 = BL
BL2 = BL
BL3 = BL
EWOM1 = EWOM
EWOM2 = EWOM
EWOM3 = EWOM
EWOM4 = EWOM
PI1 = PI
PI2 = PI
PI3 = PI
PI = SMM CR BL EWOM
CR = SMM
BL = CR
EWOM = BL
SET ERROR COVARIANCE OF SMM2 AND SMM1 FREE
SET ERROR COVARIANCE OF SMM6 AND SMM5 FREE
SET ERROR COVARIANCE OF SMM3 AND SMM2 FREE
```

SET ERROR COVARIANCE OF SMM5 AND SMM2 FREE
SET ERROR COVARIANCE OF EWOM AND BL FREE
SET ERROR COVARIANCE OF SMM1 AND BL3 FREE
SET ERROR COVARIANCE OF EWOM2 AND BL1 FREE

OPTIONS: SC
PATH DIAGRAM
END OF PROBLEM

Sample Size =   100

Covariance Matrix

	CR1	CR2	CR3	BL1	BL2	BL3
CR1	0.82					
CR2	0.50	0.80				
CR3	0.49	0.47	0.71			
BL1	0.34	0.30	0.45	0.85		
BL2	0.26	0.24	0.31	0.42	0.60	
BL3	0.38	0.28	0.41	0.47	0.43	0.79
EWOM1	0.44	0.42	0.38	0.37	0.25	0.40
EWOM2	0.44	0.33	0.36	0.44	0.25	0.32
EWOM3	0.29	0.29	0.30	0.32	0.25	0.31
EWOM4	0.39	0.36	0.37	0.36	0.29	0.36
PI1	0.54	0.54	0.54	0.55	0.39	0.50
PI2	0.44	0.44	0.46	0.52	0.42	0.52
PI3	0.42	0.42	0.45	0.50	0.42	0.49
SMM1	0.39	0.25	0.37	0.31	0.24	0.39
SMM2	0.27	0.25	0.28	0.35	0.28	0.35
SMM3	0.34	0.24	0.33	0.32	0.22	0.38
SMM4	0.30	0.29	0.30	0.30	0.21	0.23
SMM5	0.38	0.24	0.37	0.23	0.18	0.22
SMM6	0.29	0.24	0.29	0.24	0.17	0.17
SMM7	0.29	0.23	0.22	0.27	0.23	0.27

Covariance Matrix

	EWOM1	EWOM2	EWOM3	EWOM4	PI1	PI2
EWOM1	0.79					
EWOM2	0.47	0.71				
EWOM3	0.31	0.35	0.69			
EWOM4	0.41	0.35	0.38	0.63		
PI1	0.50	0.52	0.41	0.52	0.83	
PI2	0.43	0.43	0.42	0.49	0.68	0.71

PI3	0.42	0.42	0.41	0.46	0.66	0.65
SMM1	0.21	0.32	0.20	0.25	0.41	0.37
SMM2	0.16	0.26	0.16	0.24	0.37	0.37
SMM3	0.29	0.34	0.27	0.33	0.40	0.39
SMM4	0.26	0.28	0.18	0.24	0.36	0.29
SMM5	0.25	0.22	0.17	0.25	0.35	0.29
SMM6	0.18	0.14	0.11	0.21	0.30	0.27
SMM7	0.22	0.19	0.16	0.26	0.38	0.34

Covariance Matrix

	PI3	SMM1	SMM2	SMM3	SMM4	SMM5
PI3	0.64					
SMM1	0.37	0.57				
SMM2	0.37	0.43	0.62			
SMM3	0.38	0.38	0.40	0.58		
SMM4	0.29	0.28	0.25	0.32	0.53	
SMM5	0.28	0.28	0.16	0.29	0.31	0.52
SMM6	0.27	0.19	0.19	0.23	0.25	0.34
SMM7	0.33	0.22	0.20	0.22	0.21	0.24

Covariance Matrix

	SMM6	SMM7
SMM6	0.45	
SMM7	0.24	0.38

Number of Iterations = 23

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CR1 = 0.72*CR, Errorvar.= 0.30 , R² = 0.64
         (0.053)
              5.62

CR2 = 0.65*CR, Errorvar.= 0.39 , R² = 0.52
   (0.086)   (0.063)
     7.53   6.18

CR3 = 0.70*CR, Errorvar.= 0.23 , R² = 0.68
   (0.078)   (0.043)
     8.93   5.29

BL1 = 0.71*BL, Errorvar.= 0.35 , R² = 0.59
              (0.062)
                  5.69

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$$BL2 = 0.60*BL, \text{Errorvar.} = 0.25 , R^2 = 0.59$$
$$\quad (0.077) \qquad (0.043)$$
$$\quad 7.76 \qquad 5.71$$

$$BL3 = 0.70*BL, \text{Errorvar.} = 0.30 , R^2 = 0.63$$
$$\quad (0.088) \qquad (0.055)$$
$$\quad 8.05 \qquad 5.44$$

$$EWOM1 = 0.64*EWOM, \text{Errorvar.} = 0.38 , R^2 = 0.52$$
$$\qquad\qquad (0.061)$$
$$\qquad\qquad 6.18$$

$$EWOM2 = 0.61*EWOM, \text{Errorvar.} = 0.33 , R^2 = 0.53$$
$$\quad (0.088) \qquad (0.054)$$
$$\quad 6.99 \qquad 6.12$$

$$EWOM3 = 0.56*EWOM, \text{Errorvar.} = 0.38 , R^2 = 0.45$$
$$\quad (0.087) \qquad (0.060)$$
$$\quad 6.39 \qquad 6.41$$

$$EWOM4 = 0.64*EWOM, \text{Errorvar.} = 0.22 , R^2 = 0.65$$
$$\quad (0.083) \qquad (0.040)$$
$$\quad 7.72 \qquad 5.48$$

$$PI1 = 0.83*PI, \text{Errorvar.} = 0.13 , R^2 = 0.84$$
$$\qquad\qquad (0.020)$$
$$\qquad\qquad 6.49$$

$$PI2 = 0.82*PI, \text{Errorvar.} = 0.038 , R^2 = 0.95$$
$$\quad (0.041) \qquad (0.0083)$$
$$\quad 19.85 \qquad 4.56$$

$$PI3 = 0.79*PI, \text{Errorvar.} = 0.012 , R^2 = 0.98$$
$$\quad (0.037) \qquad (0.0060)$$
$$\quad 21.34 \qquad 2.03$$

$$SMM1 = 0.56*SMM, \text{Errorvar.} = 0.24 , R^2 = 0.57$$
$$\quad (0.066) \qquad (0.040)$$
$$\quad 8.51 \qquad 6.04$$

$$SMM2 = 0.50*SMM, \text{Errorvar.} = 0.35 , R^2 = 0.41$$
$$\quad (0.074) \qquad (0.053)$$
$$\quad 6.73 \qquad 6.67$$

$$SMM3 = 0.57*SMM, \text{Errorvar.} = 0.26 , R^2 = 0.56$$
$$\quad (0.068) \qquad (0.043)$$
$$\quad 8.39 \qquad 5.98$$

$$SMM4 = 0.52*SMM, \text{Errorvar.} = 0.27 , R^2 = 0.50$$
$$\quad (0.066) \qquad (0.043)$$
$$\quad 7.78 \qquad 6.21$$

$$SMM5 = 0.53*SMM, \text{Errorvar.} = 0.24 , R^2 = 0.54$$
$$\quad (0.065) \qquad (0.038)$$
$$\quad 8.19 \qquad 6.20$$

$$SMM6 = 0.44*SMM, \text{Errorvar.} = 0.26 , R^2 = 0.43$$
$$\quad (0.063) \qquad (0.040)$$
$$\quad 7.03 \qquad 6.35$$

$$\text{SMM7} = 0.43*\text{SMM}, \text{Errorvar.} = 0.19, R^2 = 0.49$$
$$(0.056) \qquad (0.031)$$
$$7.68 \qquad 6.24$$

Error Covariance for EWOM2 and BL1 = 0.12
$$(0.042)$$
$$2.81$$
Error Covariance for SMM1 and BL3 = 0.088
$$(0.029)$$
$$3.08$$
Error Covariance for SMM2 and SMM1 = 0.13
$$(0.034)$$
$$3.69$$
Error Covariance for SMM3 and SMM2 = 0.090
$$(0.031)$$
$$2.89$$
Error Covariance for SMM5 and SMM2 = -0.09
$$(0.025)$$
$$-3.53$$
Error Covariance for SMM6 and SMM5 = 0.11
$$(0.030)$$
$$3.60$$

Structural Equations

$$\text{CR} = 0.87*\text{SMM}, \text{Errorvar.} = 0.24, R^2 = 0.76$$
$$(0.11) \qquad (0.081)$$
$$7.83 \qquad 2.98$$
$$\text{BL} = 0.76*\text{CR}, \text{Errorvar.} = 0.42, R^2 = 0.58$$
$$(0.12) \qquad (0.12)$$
$$6.25 \qquad 3.51$$
$$\text{EWOM} = 1.13*\text{BL}, \text{Errorvar.} = 0.55, R^2 = 0.45$$
$$(0.19) \qquad (0.20)$$
$$5.80 \qquad 2.72$$
$$\text{PI} = -0.22*\text{CR} + 0.45*\text{BL} + 0.50*\text{EWOM} + 0.30*\text{SMM}, \text{Errorvar.} = 0.11, R^2 = 0.89$$
$$(0.23) \quad (0.11) \quad (0.17) \quad (0.14) \qquad (0.037)$$
$$-0.96 \quad 3.92 \quad 3.01 \quad 2.10 \qquad 2.86$$

Error Covariance for EWOM and BL = -0.36
$$(0.13)$$
$$-2.79$$

Reduced Form Equations

$$\text{CR} = 0.87*\text{SMM}, \text{Errorvar.} = 0.24, R^2 = 0.76$$
$$(0.11)$$
$$7.83$$

BL = 0.66*SMM, Errorvar.= 0.56, R² = 0.44

    (0.11)

    5.95

EWOM = 0.75*SMM, Errorvar.= 0.44, R² = 0.56

    (0.12)

    6.30

PI = 0.78*SMM, Errorvar.= 0.38, R² = 0.62

    (0.094)

    8.37

Correlation Matrix of Independent Variables

	SMM

	1.00

Covariance Matrix of Latent Variables

	CR	BL	EWOM	PI	SMM
CR	1.00				
BL	0.76	1.00			
EWOM	0.86	0.77	1.00		
PI	0.82	0.87	0.89	1.00	
SMM	0.87	0.66	0.75	0.78	1.00

Goodness of Fit Statistics

Degrees of Freedom = 156

Minimum Fit Function Chi-Square = 251.12 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 224.18 (P = 0.00029)

Estimated Non-centrality Parameter (NCP) = 68.18

90 Percent Confidence Interval for NCP = (32.36 ; 112.01)

Minimum Fit Function Value = 2.54

Population Discrepancy Function Value (F0) = 0.69

90 Percent Confidence Interval for F0 = (0.33 ; 1.13)

Root Mean Square Error of Approximation (RMSEA) = 0.066

90 Percent Confidence Interval for RMSEA = (0.046 ; 0.085)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.090

Expected Cross-Validation Index (ECVI) = 3.36

90 Percent Confidence Interval for ECVI = (2.99 ; 3.80)

ECVI for Saturated Model = 4.24

ECVI for Independence Model = 51.66

Chi-Square for Independence Model with 190 Degrees of Freedom = 5073.93

Independence AIC = 5113.93
Model AIC = 332.18
Saturated AIC = 420.00
Independence CAIC = 5186.04
Model CAIC = 526.86
Saturated CAIC = 1177.09

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.78
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 79.85

Root Mean Square Residual (RMR) = 0.038
Standardized RMR = 0.059
Goodness of Fit Index (GFI) = 0.82
Adjusted Goodness of Fit Index (AGFI) = 0.75
Parsimony Goodness of Fit Index (PGFI) = 0.61

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
PI1	CR	19.3	0.36
PI1	EWOM	12.1	0.39

Standardized Solution

LAMBDA-Y

	CR	BL	EWOM	PI
CR1	0.72	- -	- -	- -
CR2	0.65	- -	- -	- -
CR3	0.70	- -	- -	- -
BL1	- -	0.71	- -	- -
BL2	- -	0.60	- -	- -
BL3	- -	0.70	- -	- -
EWOM1	- -	- -	0.64	- -
EWOM2	- -	- -	0.61	- -
EWOM3	- -	- -	0.56	- -
EWOM4	- -	- -	0.64	- -
PI1	- -	- -	- -	0. 3
PI2	- -	- -	- -	0. 2
PI3	- -	- -	- -	0. 9

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LAMBDA-X

SMM

	SMM
SMM1	0.56
SMM2	0.50
SMM3	0.57
SMM4	0.52
SMM5	0.53
SMM6	0.44
SMM7	0.43

BETA

	CR	BL	EWOM	PI
CR	- -	- -	- -	- -
BL	0.76	- -	- -	- -
EWOM	- -	1.13	- -	- -
PI	-0.22	0.45	0.50	- -

GAMMA

SMM

	SMM
CR	0.87
BL	- -
EWOM	- -
PI	0.30

Correlation Matrix of ETA and KSI

	CR	BL	EWOM	PI	SMM
CR	1.00				
BL	0.76	1.00			
EWOM	0.86	0.77	1.00		
PI	0.82	0.87	0.89	1.00	
SMM	0.87	0.66	0.75	0.78	1.00

PSI

```
CR      BL      EWOM      PI
------------------------------------------
CR     0.24
BL      - -     0.42
EWOM      - -     -0.36     0.55
PI     - -      - -       - -     0.11
```

Regression Matrix ETA on KSI (Standardized)

SMM

```
CR      0.87
BL      0.66
EWOM      0.75
PI      0.78
```

Completely Standardized Solution

LAMBDA-Y

	CR	BL	EWOM	PI
CR1	0.80	- -	- -	- -
CR2	0.72	- -	- -	- -
CR3	0.83	- -	- -	- -
BL1	- -	0.77	- -	- -
BL2	- -	0.77	- -	- -
BL3	- -	0.79	- -	- -
EWOM1	- -	- -	0.72	- -
EWOM2	- -	- -	0.73	- -
EWOM3	- -	- -	0.67	- -
EWOM4	- -	- -	0.81	- -
PI1	- -	- -	- -	0.92
PI2	- -	- -	- -	0.97
PI3	- -	- -	- -	0.99

LAMBDA-X

SMM
....
	SMM
SMM1	0.75
SMM2	0.64
SMM3	0.75
SMM4	0.71
SMM5	0.74

54

```
SMM6      0.66
SMM7      0.70
```

BETA

```
        CR      BL      EWOM      PI
      -----------------------------------
CR       - -     - -      - -      - -
BL      0.76     - -      - -      - -
EWOM     - -     1.13     - -      - -
PI     -0.22    0.45     0.50      - -
```

GAMMA

```
      SMM
    ---------
CR      0.87
BL      - -
EWOM    - -
PI      0.30
```

Correlation Matrix of ETA and KSI

```
      CR      BL      EWOM      PI     SMM
    ----------------------
CR      1.00
BL      0.76    1.00
EWOM    0.86    0.77    1.00
PI      0.82    0.87    0.89    1.00
SMM     0.87    0.66    0.75    0.78    1.00
```

PSI

```
      CR      BL      EWOM      PI
    ---------  -----------
CR      0.24
BL      - -     0.42
EWOM    - -    -0.36    0.55
PI ---------------------------------- 0.11
```

THETA-EPS

```
      CR1     CR2     CR3     BL1     BL2     BL3
    ---------  ---------  ---------  ---------  ---------  -------
CR1     0.36
CR2- - - - - - - - - 0.48
```

```
CR3 ------------------------ 0.32
BL1 --------------------------------- 0.41
BL2 --------------------------------------------- 0.41
BL3 ------------------------------------------------------ 0.37
```

EWOM1	- -	- -	- -	- -	- -	- -
EWOM2	- -	- -	- -	0.15	- -	- -
EWOM3	- -	- -	- -	- -	- -	- -
EWOM4	- -	- -	- -	- -	- -	- -
PI1	- -	- -	- -	- -	- -	- -
PI2	- -	- -	- -	- -	- -	- -
PI3	- -	- -	- -	- -	- -	- -

THETA-EPS

	EWOM1	EWOM2	EWOM3	EWOM4	PI1	PI2
	---------	----------------	------------			
EWOM1	0.48					
EWOM2	- -	0.47				
EWOM3	- -	- -	0.55			
EWOM4	- -	- -	- -	0.35		
PI1	- -	- -	- -	- -	0.16	
PI2	- -	- -	- -	- -	- -	0.05
PI3	- -	- -	- -	- -	- -	- -

THETA-EPS

	PI3

PI3	0.02

THETA-DELTA-EPS

	CR1	CR2	CR3	BL1	BL2	BL3
	....	---------	---------	------------------------		
SMM1	- -	- -	- -	- -	- -	0.13
SMM2	- -	- -	- -	- -	- -	- -
SMM3	- -	- -	- -	- -	- -	- -
SMM4	- -	- -	- -	- -	- -	- -
SMM5	- -	- -	- -	- -	- -	- -
SMM6	- -	- -	- -	- -	- -	- -
SMM7	- -	- -	- -	- -	- -	- -

THETA-DELTA-EPS

	EWOM1	EWOM2	EWOM3	EWOM4	PI1	PI2
SMM1	- -	- -	- -	- -	- -	- -
SMM2	- -	- -	- -	- -	- -	- -
SMM3	- -	- -	- -	- -	- -	- -
SMM4	- -	- -	- -	- -	- -	- -
SMM5	- -	- -	- -	- -	- -	- -
SMM6	- -	- -	- -	- -	- -	- -
SMM7	- -	- -	- -	- -	- -	- -

THETA-DELTA-EPS

	PI3
SMM1	- -
SMM2	- -
SMM3	- -
SMM4	- -
SMM5	- -
SMM6	- -
SMM7	- -

THETA-DELTA

	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6
SMM1	0.43					
SMM2	0.22	0.5				
SMM3	- -	0.15	0.44			
SMM4	- -	- -	- -	0.50		
SMM5	- -	-0.16	- -	- -	0.46	
SMM6	- -	- -	- -	- -	0.22	0.57
SMM7	- -	- -	- -	- -	- -	- -

THETA-DELTA

	SMM7
SMM7	0.51

Regression Matrix ETA on KSI (Standardized)
SMM

```
---------
CR      0.87
BL      0.66
EWOM       0.75
PI      0.78
```

Time used: 0.047 Seconds

PATH DIAGRAM T-VALUE
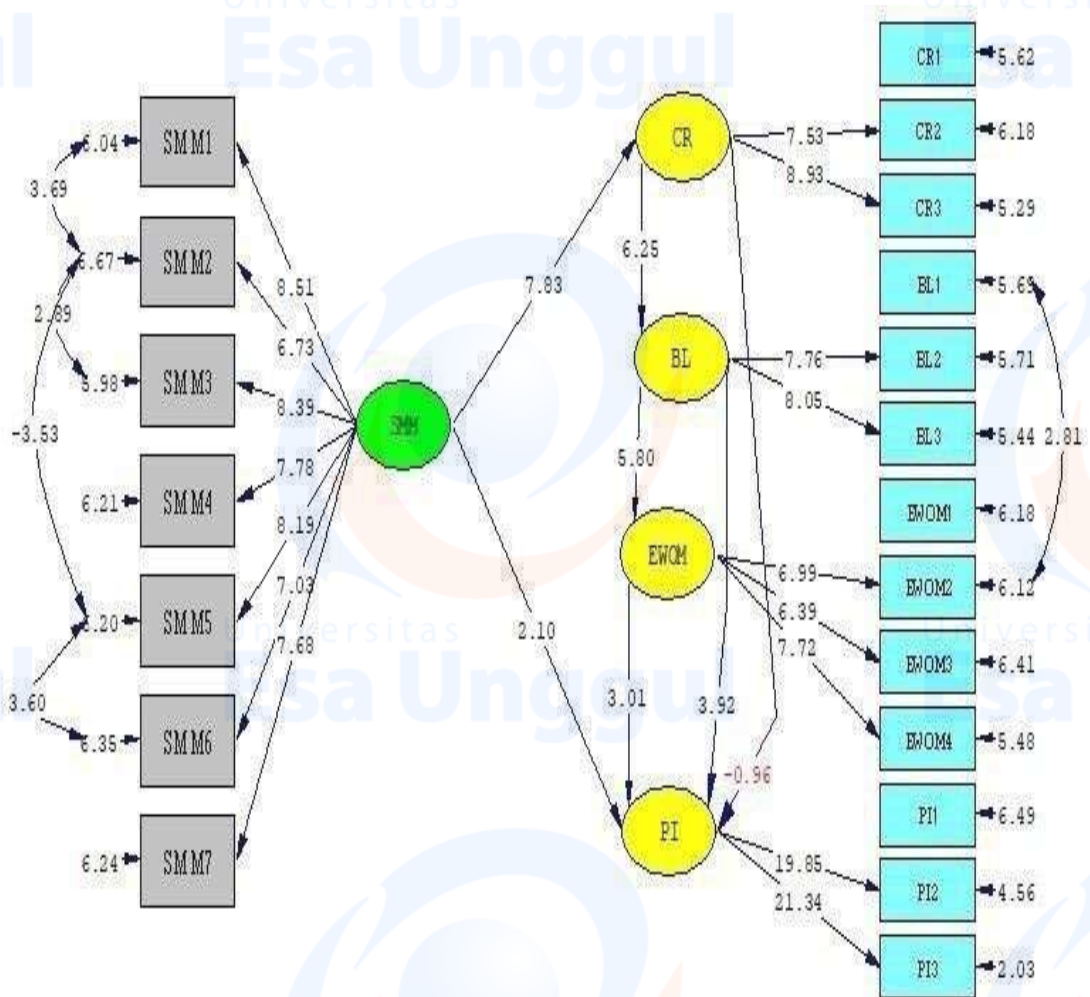
Chi-Square=224.18, df=156, P-value=0.00029, RMSEA=0.066

PATH DIAGRAM STANDARDIZED SOLUTION
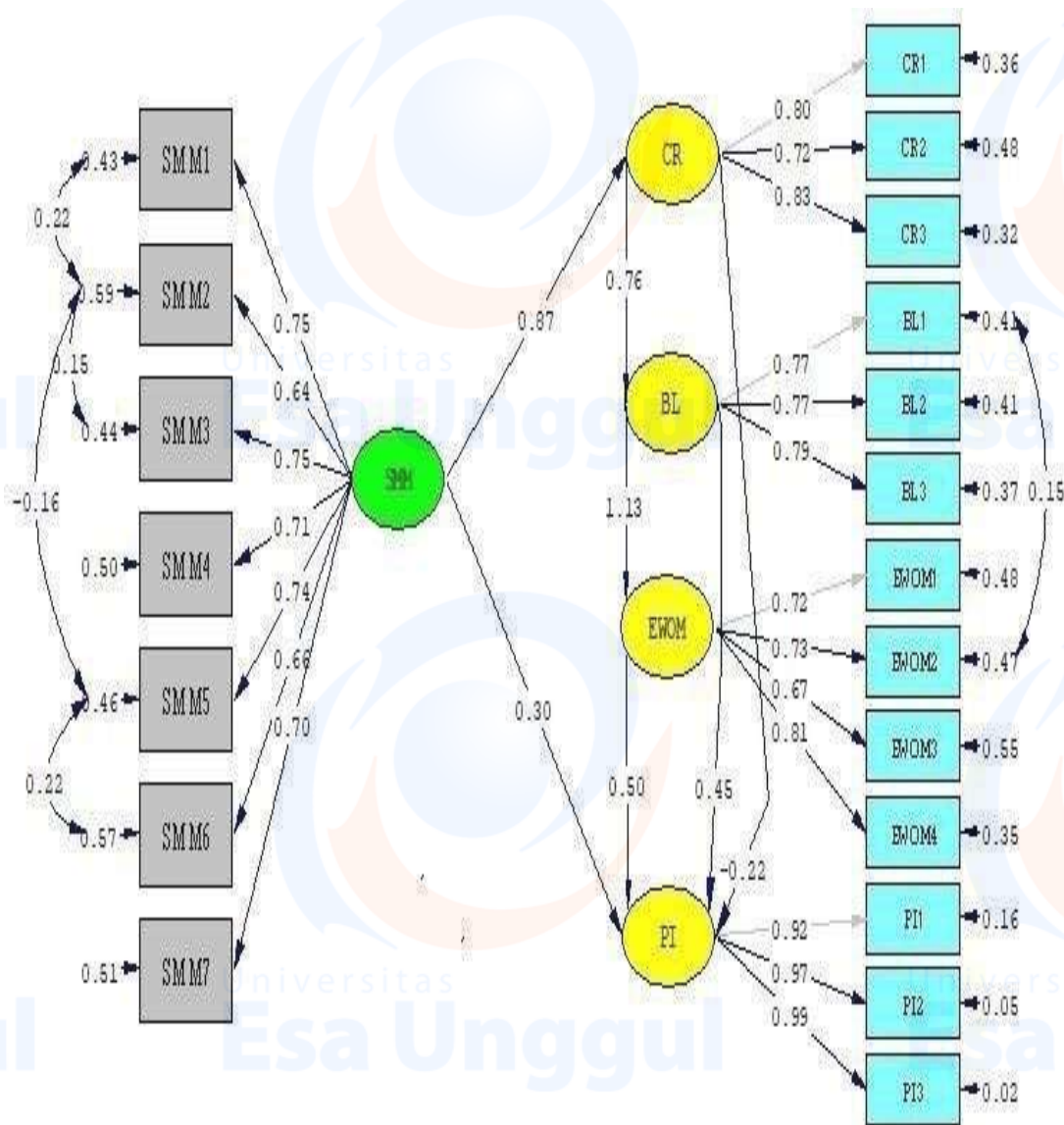
Chi-Square=224.18, df=156, P-value=0.00029, RMSEA=0.066

A. Hasil Pengukuran Validitas Konstruk

Tabel 6. Validitas Konstruk

Indikator	Variabel	Loading Factor	T-Value	Keterangan
SMM1	*Social Media Marketing*	0,75	8,51	Diterima
SMM2		0,64	6,73	Diterima
SMM3		0,75	8,39	Diterima
SMM4		0,71	7,78	Diterima
SMM5		0,74	8,19	Diterima
SMM6		0,66	7,03	Diterima
SMM7		0,70	7,68	Diterima
CR1	*Customer Relationship*,	0,80		Diterima
CR2		0,72	7,53	Diterima
CR3		0,83	8,93	Diterima
BL1	*Brand Loyalty*	0,77		Diterima
BL2		0,77	7,76	Diterima
BL3		0,79	8,05	Diterima
EWOM1	*E-WOM*	0,72		Diterima
EWOM2		0,73	6,99	Diterima
EWOM3		0,67	6,39	Diterima
EWOM4		0,81	7,72	Diterima
PI1	*Purchase Intention*	0,92		Diterima
PI2		0,97	19,85	Diterima
PI3		0,99	21,34	Diterima

Sumber: hasil uji SEM Lisrel

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B. Data Perhitungan *Construct Reliability* (CR) dan *Variance Extracted* (VE)

Tabel 7. Reliabilitas Konstruk

Variabel	*Standard Loading*	*Error*	*Construct Reliability*				*Variance Extracted*		
			∑ *STd. Loading*	(∑ *STd. Loading*)²	∑ *Error*	**Nilai CR**	*Standard Loading²*	∑ *(Std. Loading)²*	**Nilai VE**
Social Media Marketing									
SMM1	0,75	0,43					0,56		
SMM2	0,64	0,59					0,40		
SMM3	0,75	0,44					0,56		
SMM4	0,71	0,50	4,95	24,50	3,5	**0,87**	0,50	3,48	**0,50**
SMM5	0,74	0,46					0,54		
SMM6	0,66	0,57					0,43		
SMM7	0,70	0,51					0,49		
Customer Relationship									
CR1	0,80	0,36					0,64		
CR2	0,72	0,48	2,35	5,52	1,16	**0,82**	0,51	1,83	**0,61**
CR3	0,83	0,32					0,68		
Brand Loyalty									
BL1	0,77	0,41					0,59		
BL2	0,77	0,41	2,33	5,42	1,19	**0,81**	0,59	1,8	**0,60**
BL3	0,79	0,37					0,62		
E-WOM									
E-WOM1	0,72	0,48					0,51		
E-WOM2	0,73	0,47	2,93	8,58	1,85	**0,82**	0,53	2,13	**0,53**
E-WOM3	0,67	0,55					0,44		
E-WOM4	0,81	0,35					0,65		
Purchase Intention									
PI1	0,92	0,16					0,84		
PI2	0,97	0,05	2,88	8,29	0,23	**0,97**	0,94	2,76	**0,92**
PI3	0,99	0,02					0,98		

Sumber: hasil uji SEM Lisrel

C. Analisis Uji Strutural

Tabel 8. Persamaan Model Struktural

No	Persamaan Model Struktural

1	CR = 0.87*SMM, Errorvar.= 0.24 , R^2 = 0.76
	      (0.11) (0.081)
	      7.83 2.98

2	BL = 0.76*CR, Errorvar.= 0.42 , R^2 = 0.58
	      (0.12) (0.12)
	      6.25 3.51

3	EWOM = 1.13*BL, Errorvar.= 0.55 , R^2 = 0.45
	      (0.19) (0.20)
	      5.80 2.72

4	PI = - 0.22*CR + 0.45*BL + 0.50*EWOM + 0.30*SMM, Errorvar.= 0.11 , R^2 = 0.89
	    (0.23) (0.11) (0.17) (0.14) (0.037)
	   -0.96 3.92 3.01 2.10 2.86

Sumber: hasil uji SEM Lisrel

D. Analisis Kesesuaian Seluruh Model

Tabel 9. Hasil Analisis *Goodness of Fit*

Group	*Indicator*	*Value*	Keterangan
1	*Degree of Freedom*	156	*Good fit*
	Chi Square	251.12	
	NCP	68.18	
	Confidence Interval	32.36 ; 112.01	
2	RMSEA	0.066	*Good fit*
	Confidence Interval	0.046 ; 0.085	
	P Value	0,090	
3	ECVI *Model*	3,36	*Good fit*
	ECVI *Saturated*	4,24	
	ECVI *Independence*	51.66	
	Confidence Interval	2.99 ; 3.80	
4	AIC *Model*	332.18	*Good fit*
	AIC *Saturated*	420.00	
	AIC *Independence*	5113.93	
	CAIC *Model*	526.86	
	CAIC *Saturated*	1177.09	
	CAIC *Independence*	5186.04	
5	NFI	0,95	*Good fit*
	CFI	0,98	
	NNFI	0,98	
	IFI	0,98	
	RFI	0,94	
	PNFI	0,78	
6	*Critical N*	79.85	*Poor fit*
7	GFI	0,82	*Marginal fit*
	AGFI	0,75	
	PGFI	0,61	

Sumber: hasil uji SEM dengan Lisrel

Lampiran 9
Laporan Cek Plagiarisme

PERAN SOCIAL MEDIA MARKETING, CUSTOMER
RELATIONSHIP, BRAND LOYALTY DAN E-WOM TERHADAP
PURCHASE INTENTION PADA KONSUMEN

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Lampiran 10
Artikel Jurnal

THE ROLE *OF SOCIAL MEDIA MARKETING,* CUSTOMER RELATIONSHIP, BRAND LOYALTY AND *E-WOM* TOWARDS *PURCHASE INTENTION* IN CONSUMERS

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Abstract
This template of Journal Manajemen Indonesia (JMI) should followed for all manuscript that will published in social media may be utilized at any time of the day and is easily accessible, making it an excellent chance for marketers to connect with their target audience via social media marketing. In the absence of good E-WOM, social media marketing makes it simpler for manufacturers to form customer connections that may generate brand loyalty in the customer's address and are predicted to lead to buying intentions. Keeping up with the competition is a significant challenge for the company's leadership, who devised a marketing strategy centered on increasing purchase intent via social media marketing. Because of this, the study's goal is to determine whether social media marketing can foster customer relationships and brand loyalty while also generating positive word-of-mouth advertising (E-WOM). To conduct this study, 100 people in the jabodetabek area who like local branded products (Erigo / The Executive / Nevada) and actively use Instagram social media were selected in November 2021-January 2022. This research model was tested using the structural equation model (SEM) analysis method. Marketing via social media directly impacts the quality of customer connections, which in turn impacts the strength of a brand's reputation, which in turn has an impact on word-of-mouth advertising (WOM), and so on. Research shows that customer relationships do not affect customers' purchase intentions.

Keywords— social media marketing, *customer relationship, brand loyalty, E-WOM* and *purchase intention.*

INTRODUCTION
    The internet is the primary source of information for the vast majority of the world's population (Punuindoong, Syah & Anindita, 2020). For businesses, social media platforms such as Facebook and Twitter have become critical in recent years, according to (Gashi & Ahmeti, 2021). According to the author, because social media has become a part of everyone's daily lives, businesses may connect with their customers via social media platforms. Social media has made it simpler for customers to get information about items and companies quickly and effortlessly. (Onder & Cakiruglu, 2021). Given the increased rivalry among businesses and the increasing demand from customers, firms must enhance their brands by evaluating the elements that activate consumer intents and establishing long-term partnerships between marketers and consumers (Sidharta, Syah & Saptaningsih, 2021). As a result, the company's brand items must be promoted via social media marketing, or as it is more popularly known, social media marketing. (Maoyan et al., 2014).

Emphasized that customers' intents and brand loyalty may be affected by social media marketing, which is due to the company's performance outcomes since social media marketing enhances beneficial business interactions with consumers. As a result, social media is critical to a company's success since it allows the organization to strengthen customer relationships while also making it more straightforward for customers to stay on top of new product developments.

According to Gashi and Ahmeti (2021), customer connections are fostered via social media marketing. This, in turn, positively affects business results and product success. Through the development of customer connections and brand loyalty, customers might demonstrate purchase intention behavior, showing whether or not they are interested in purchasing the brand's items (Santoro, Bresciani, Bertoldi & Liu, 2019). Customers cannot easily be distracted from purchasing items from other brands, no matter what happens to the brand, according to Bougenvile & Ruswanti (2017), and this circumstance arises when customers are loyal to the brand. Therefore, customer relationships are developed based on consumer feedback or brand loyalty, which leads to buying intentions later on down the road. (Kim & Ko, 2010) concluded that social media marketing has a role in influencing brand loyalty and purchase intention, and firms must pay more attention to antecedents to increase the likelihood of a customer making a purchase. For this reason, social media marketing has a direct impact on brand loyalty and purchase intent. When it comes to creating customer connections via blog sites, the importance of brand loyalty can not be overstated (Akar & Topcu, 2011). According to Haliyani (2019), the more favorable E-WOM generated by Starbucks' Instagram posts, the more likely customers are to visit the brand's website and purchase.

Customers' relationships with brands, brand loyalty to E-WOM (Laksamana, 2020; Gautam & Sharma, 2017; Gashi & Ahmeti 2021), and social media marketing (e.g., Santoro et al. 2019, Balakrishnan, Dahnil & Yi, 2014) have all been discussed in previous studies. Dulek & Aydin, 2020), customer connection to purchase intention Dastane, 2020), brand loyalty to purchase intention and E-WOM in opposition to purchasing intention are examples of these findings in the future. (Jalilvand and Samiei, 2012; Fan and Miao, 2012)

For the first time, Admiral Research (2020) focuses on consumers who use retail banking industry products and services via social media, while this research focuses on consumers who use local fashion brand products that have been sold worldwide. (Erigo/The Executive/Nevada). There is also an update to the study model, which incorporates the Instagram social media platform into the E-WOM variable. According to recent studies, Instagram has become one of the most popular social media platforms for product promotion (Gashi & Ahmeti, 2021).

Researchers are interested in evaluating the effects of social media marketing factors on customer relationships, brand loyalty, electronic word of mouth (E-WOM), and purchase intentions based on past research. As a follow-up, researchers wish to learn more about how social media marketing affects customer relationships, brand loyalty, E-WOM, and purchase intent.

LITERATURE REVIEW
Social Media Marketing
Web 2.0-based applications that allow for the exchange of content created by marketing parties, such as public relations (Andzulis, Panagopoulos, & Rapp 2012), promotion and sales (Curran & Bauer 2011), and brand (Gensler, Völckner, Thompkins & Wiertz, 2013) are all examples of social media marketing. Social media marketing is known as a company's use of online communities, social networks, blog marketing, and other methods to introduce its brand, product, or service to potential customers (Putri, 2018). As a result of social media marketing, individuals can communicate with large groups of people who would otherwise be unable to do so through traditional media channels (Ju, Wei &Savira, 2020). Social media marketing is a kind of online marketing material that is directly developed by businesses or company people to keep consumers engaged in their marketing via the information displayed online (Sukman, 2017). When consumers look for product information and make purchase decisions, they turn to social media marketing channels such as Facebook and Twitter (Sarabdeen, 2014).

Customer Relationship

Kim & Ko (2010) argues that customer relationships are derived from intimacy and trust. According to Roberts (2005), intimacy is an association of affective as a link between brand and consumer. Customer relationship is how companies understand consumer opinions and preferences, long-term commitment, pleasant interaction between consumers and products on the brand because of a feeling due to their interaction with the company's brand products. Furthermore, Chaudhuri & Holbrook (2001) defines trust as the level of consumer tendency to believe in the function of a particular brand's capabilities as promised. Define customer relationship as the relationship between the marketing party and the consumer that produces satisfaction so that the relationship can last for a long time. Meanwhile, Vavra (2004) has another view that customer relationship is a company's relationship with customers is considered an effort to maintain and build good relationships with consumers.

Brand Loyalty

Brand loyalty is consumers' attachment in choosing to repurchase a brand (Admiral, 2020). Aaker, Fournier & Brasel (2004) defines brand loyalty as a measure of the customer relationship to a brand. Brand loyalty plays a vital role because it can generate barriers for competitors to enter, avoid threats from competitors, increase sales and revenue. And lower prices for customers (Rowley, 2005). There are 3 (three) main dimensions that make up brand loyalty: brand satisfaction, repurchases with the same category of brands, and recommendations (Moisescu, 2010). Elements of brand loyalty include the intention to interact more with the brand, the intention to increase (repeat purchases) of the brand, the intention to interact with the brand through social media marketing, and the intention to recommend the brand to others or friends (Suryadinatha &Hendrawan, 2015).

Electronic Word of Mouth (*E-WOM*)

Hennig, Gwinner, Walsh & Gremler (2004) defines E-WOM as a positive or negative statement made by a consumer about a product or company available over the internet. Word of mouth communication (E-WOM) or word-of-mouth communication is a communication process that provides recommendations both individually and in groups to a product or service that aims to provide personal information (Kotler, Armstrong & Opresnik, 2018). Wom forms comments submitted by individuals directly and comments submitted by journalists, columnists, expert opinions in magazines, special publications, and even online discussion forums as E-WOM can be used as a source of impersonal advice (Ruswantia, Eff & Kusumawati, 2020). According to Goyette, Ricard & Bergeron (2010), there are four dimensions of positive electronic word of mouth (E-WOM): intensity E-WOM, the valence of opinion, and content. Hennig et al. (2004) E-WOM has eight dimensions: platform assistance, venting negative feelings, concern for other consumers, extraction / positive self-enhancement, social benefit, economic incentives, helping the company, advice-seeking (Hennig et al. 2004). E-WOM communication certainly makes changes for the development of the business world to compete in conducting marketing activities. Word of mouth (E-WOM) is a statement made by an actual consumer, potential, or previous consumer regarding a product or company in which this information is available to people or institutions through internet media.

Purchase Intention

Kim & Ko (2012) defines *purchase intention* as a combination of consumer interest and consumer accessibility in making a product purchase. Purchase intention is also interpreted as consumer interest in a particular product brand so that it fosters the desire to buy until the action to buy the product (Kotler et al. 2018). Another opinion comes from Primanto & Dharmmesta (2019), who says that purchase intention is defined as an individual or consumer tendency to buy a particular product. Primanto & Dharmmesta (2019) explained that purchase intentions could be achieved when consumers find criteria that are considered following their wishes. Primanto & Dharmmesta (2019) defines purchase intention as an instruction within the consumer to make a purchase on a brand or take actions related to the purchase and explain that those purchase intentions can be used as a leading indicator in customer response to the company.

Hypothesis Development
Social Media Relationship marketing and *customer Relationship*
Mobile technology and online social networking have transformed sales to reach consumers through social media marketing (Shankar, Inman, Mantrala, Kelley &rizley, 2011). suggests that social media marketing allows companies to engage in relationships between sellers and buyers to be more intimate with existing customers. Social media marketing leads to opinions between companies and customers by increasing trust and intimacy with customers (Batra & Keller, 2016). Several previous studies have positively influenced the relationship between social media marketing and customers (e.g., Laksamana, 2020; Gautam & Sharma, 2017; Gashi & Ahmeti, 2021). Based on the above discussion, then the hypothesis that can be proposed:
H1: *Social media marketing* has a *positive* effect on *customer relationships.*

Customer Relationship and *Brand Loyalty*
E-WOM can convey information on the product to other consumers (Root & Topcu, 2011). Research on brand loyalty and E-WOM has shown that brand loyalty conveys communication between consumers (Hutter et al., 2013). Balakrishnan et al. (2014) state that E-WOM can allow consumers to read about other people's opinions that have a positive impact on brand satisfaction that will lead to brand loyalty. Several previous studies have established a positive influence on the relationship between brand loyalty to E-WOM (e.g.*,* Solem, 2016; Laksamana, 2020; Santoro et al., 2019). Based on the above explanation, then the hypothesis that can be proposed:
H2: *Customer relationships* have a positive effect on *brand loyalty*

Brand Loyalty and *E-WOM*
E-WOM can convey information on the product to other consumers (Root & Topcu, 2011). Research on brand loyalty and E-WOM has shown that brand loyalty conveys communication between consumers (Hutter et al., 2013). Balakrishnan et al. (2014) state that E-WOM can allow consumers to read about other people's opinions that have a positive impact on brand satisfaction that will lead to brand loyalty. Several previous studies have established a positive influence on the relationship between brand loyalty to E-WOM (e.g., Akar & Topcu, 2011; Hutter et al., 2013; Balakrishnan et al., 2014). Based on the above explanation, then the hypothesis that can be proposed:
H3: *Brand loyalty* has a positive effect on *E-WOM.*

Social Media Marketing and *Purchase Intention*
Kim & Ko (2010) also explained that using social media marketing as a marketing medium to get feedback from consumers can also build purchase intentions directly. In addition, social media marketing has a positive effect on customer spending and purchases that alternately determine the company's profitability and purchases (Naylor, Lamberton & West, 2012). Social media marketing generates corporate communication, new challenges, and opportunities for companies because the social media marketing component can affect the basics of purchase intention to increase consumer purchase intentions. Several previous studies have positively influenced the relationship between social media marketing and purchase intention (e.g., Moslehpour et al., 2020; Laksamana, 2020; Haliyani, 2019; Onder & Cakiruglu, 2021; Dulek & Aydin, 2020). Based on the above explanation, the hypothesis will be proposed:
H4: *Social media marketing* has a positive effect on *purchase intentions.*

Customer Relationship and *Purchase Intention*
Customer relationships are built based on comment attitudes towards brands that can later affect purchase intentions (Kim & Ko, 2010). Hajli's (2014) proves that customer relationships significantly affect purchase intentions. Customer relationships can increase purchase intention, and there is a role of WOM both offline and online in the brand community. This condition occurs in information exchange that indirectly helps build customer relationships so that there is a close attachment to the customer relationship: consumers and increased purchase intentions (Wang, 2015). Kim & Ko (2010) confirmed the results of empirical studies that customer relationships are

based on purchase intentions, where this relationship occurs because the emergence of consumer purchase intention occurs when they are directly involved with the brand. Explained the emergence of consumer purchase intentions resulting from customer relationship roles due to the occurrence of communication, comfort, satisfaction, and security that ended in high consumer purchase intentions. Several previous studies have established a positive influence of the relationship between customer relationships on purchase intention (e.g., Gautam & Sharma, 2017; Laksamana, 2020, Dastane, 2020). Based on the explanation above, the hypothesis that will be proposed is:

H5: *Customer relationship positively affects purchase intention*

Brand Loyalty and *Purchase Intention*

Brand loyalty can involve consumers following online marketing activities that trigger purchase intentions (Onder, 2021). The growth of a positive attitude of consumers towards the brand and beyond purchasing behavior has established a psychological relationship in the brand. This makes consumers more loyal through brand loyalty (Fernandes & Moreira, 2019). Almohaimmeed (2019), in his empirical study, concluded that brand loyalty results in purchase intentions also explains the primary driver of consumers buying back a brand, it is because there are cognitive reasons for the consumer's thinking why they place a particular brand above their choices that provide loyal behavior in the consumer. The brand. Several previous studies have established a positive influence on the relationship between brand loyalty and purchase intention (e.g., Dulek & Aydin, 2020; Onder & Cakiruglu, 2021; Almohaimmeed, 2019). Based on the explanation above, then the hypothesis will be proposed:

H6: *Brand loyalty* has a positive impact on *purchase intentions.*

Electronic Word of Mouth (*E-WOM*) and *Purchase Intention.*

Jalilvand & Samiei (2012) the results of empirical studies conducted in Iran prove that E-WOM plays an essential role in increasing consumer purchase intentions. In today's era, consumers use E-WOM to seek information before buying a product. If consumers' purchase intentions are low, they tend to ignore information related to products that are not in demand and, instead, the high interest of consumers to buy a product. They will do a detailed information search (Imelia & Ruswanti, 2017). study in Taiwan revealed a positive link between E-WOM and customer purchase intention. The findings of research studies conducted in Pakistan and Malaysia on the relationship between E-WOM and customer purchase intent show that E-WOM has a significant and positive relationship with customer purchase intention (Sharifpour et al., 2018). Several previous studies have covered the positive influence of E-WOM on purchase intention (e.g., Jalilvand & Samiei, 2012; Fan & Miao, 2012; Sharifpour et al., 2018; Haliyani, 2019; Dulek & Aydin, 2020). Based on the above explanation, then hypothesis that can be proposed:

H7: *E-WOM* has a positive effect on *purchase intention.*

From the description above can be described the research model as follows:
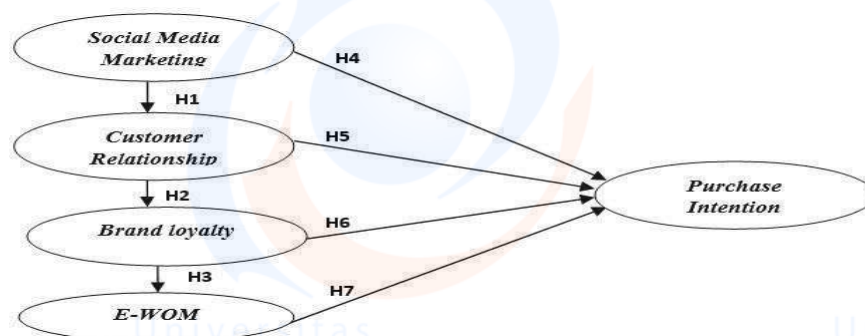
Figure 1. Research Model

RESEARCH METHODOLOGY
RESEARCH METHODS
Measurement

Data collection using survey methods is by spreading questionnaires online, and measurements are taken using the Likert scale of 1-4 (1 = strongly disagree and 4 = strongly agree). We adopted admiral theory (2018) to measure social media marketing variables as many as 11 statements, measurements on customer relationship variables adopt the theory of Dastane (2020) as many as three statements, for brand loyalty measurements adopt the theory of Khraim (2011) As many as three alignments. Furthermore, on the variable E-WOM, the measurement adopts from the theory Kala & Chaubey (2018) with the statement as much as five. Lastly, the measurement variable purchase intention adopts the theory of Garcia, Saura, Orejuela & Junior (2020) As many as three statements. So, the complete statement of the whole is 25 items, which can be seen in attachments 2 and 3.

Population and Sample

This study population of consumers in Jakarta with a sample determination technique using purposive sampling methods with the criteria of male and female consumers who actively use Instagram social media and like local fashion brand products that have been worldwide, especially in brands. (Erigo/The Executive/ Nevada). The study was conducted in November and December 2021. This study uses SEM analysis so that the number of samples needed is five times the number of questionnaire statements that are (25x5) 125 respondents (Hair, Black, Babin, Anderson, 2013).

Data Analysis Methods

The Structural Equation Model (SEM) analysis method in this study was used to find out the significant level and if there is a link between each variable (Hair et al. 2013). Meanwhile, we used confirmatory factor analysis using SPSS and pre-tested 30 respondents in the validity and reliability test. The provisions in test validity, the Kaiser-Meyer-Olkin measure of sampling (KMO), and measures of sampling adequacy (MSA) obtained must be $\geq$ .500 with 1 component matrix, meaning that factor analysis is appropriate for use and can be further processed (Hair et al. 2013). Furthermore, the reliability test results will be reliable if the alpha Cronbach value is> 0.5 (Hair et al., 2013).

Spss data from pre-tests of 30 respondents showed that all customer relationship statement items, brand loyalty variables, and purchase intention variables were all declared valid. While in the social media marketing variable found the statement item was declared invalid, namely on the item SMM1, SMM3, SMM4, SMM5 from 11 statements to 7 statements, just as invalid statement items were found in the E-WOM variable, namely in the E-WOM5 statement item. Furthermore, reliability tests on all grains of statement items of all social media marketing variables, customer relationship, brand loyalty, E-WOM, and purchase intention show alpha Cronbach value > 0.5, which means reliable. Thus, after analyzing the pre-test results, then from 25 statements, which were declared valid to be used as questionnaires in this study, as many as 20 statements. Based on the sem analysis method, the determination of the number of research samples is as much as five times the number of statements (Hair et al., 2013). The study used a sample of 100 respondents (20x5).

RESULT / FINDING
Test Validity and Reliability Construct

The validity test of the statement item is declared valid if the loading factor value is> 0.50 (Hair et al., 2013). The results found that all items of social media marketing, customer relationship, brand loyalty, E-WOM, and purchase intention statements were acceptable or valid, showing that the loading factor value had a good match (> 0.500). A construct reliability test must meet good reliability requirements with a CR value of > 0.60 and a VE value of > 0.50 (Hair et al., 2013). The results of the study's construct reliability test all variables for CR show values above 0.60 and VE values above 0.50, namely: social media marketing (CR = 0.87 and VE = 0.50), customer relationship (CR = 0.82 and VE = 0.61), brand loyalty (CR = 0. 81 and VE= 0.60), E-WOM (CR= 0. 82; VE= 0.53) and lastly purchase intention (CR= 0.97 and VE= 0.92).

Structural Test Analysis

Structural test analysis is performed to determine the value of R2 in each equation. The R2 value aims to analyze how far an independent variable can explain its dependent variables. The first analysis results of social media marketing (SMM) affect customer relationship (CR) with an R2 of 0.76. This means that 76% of customer relationship (CR) variants can be explained by media marketing (SMM), while the remaining 24% can be explained by other variables, not in this study. The second analysis results that customer relationship (CR) affects brand loyalty (BL) with an R2 of 0.58. This means that 58% of variants of brand loyalty (BL) can be explained by customer relationships (CR), while the remaining 42% can be explained by other variables that do not exist in this study. The third analysis results that brand loyalty (BL) affects e-WOM with an R2 value of 0.45. This means that 45% of variants of e-WOM can be explained by brand loyalty (BL), while other variables can explain the remaining 55%, not in this study. The results of the fourth last analysis are jointly social media marketing (SMM), customer relationship (CR), brand loyalty (BL), and e-WOM affect purchase intention (PI) with an R2 value of 0.89. This means that 89% of the purchase intention (PI) variant can be explained by media marketing (SMM), customer relationship (CR), brand loyalty (BL), and E-WOM variables, while the remaining 11% can be explained by other variables that were not in this study.

Analysis of the 10Th Model

Based on conformity test analysis, it can be determined that most tests show suitable matches, including Chi-square, RMSEA, ECVI, AIC and CAIC, and Fit Index. Even though the model's Critical N and Marginal Goodness of Fit revealed poor fits, the findings of this investigation demonstrated a general match (Goodness of Fit). From the above analysis results, it can be concluded that the match test throughout the model is qualified (goodness of fit). Furthermore, this study produced the following T-Value path diagram:

Chi-Square=224.18, df=156, P-value=0.00029, RMSEA=0.066

Source: SEM test results with Lisrel
Figure 2. T-Value Path Diagram Model
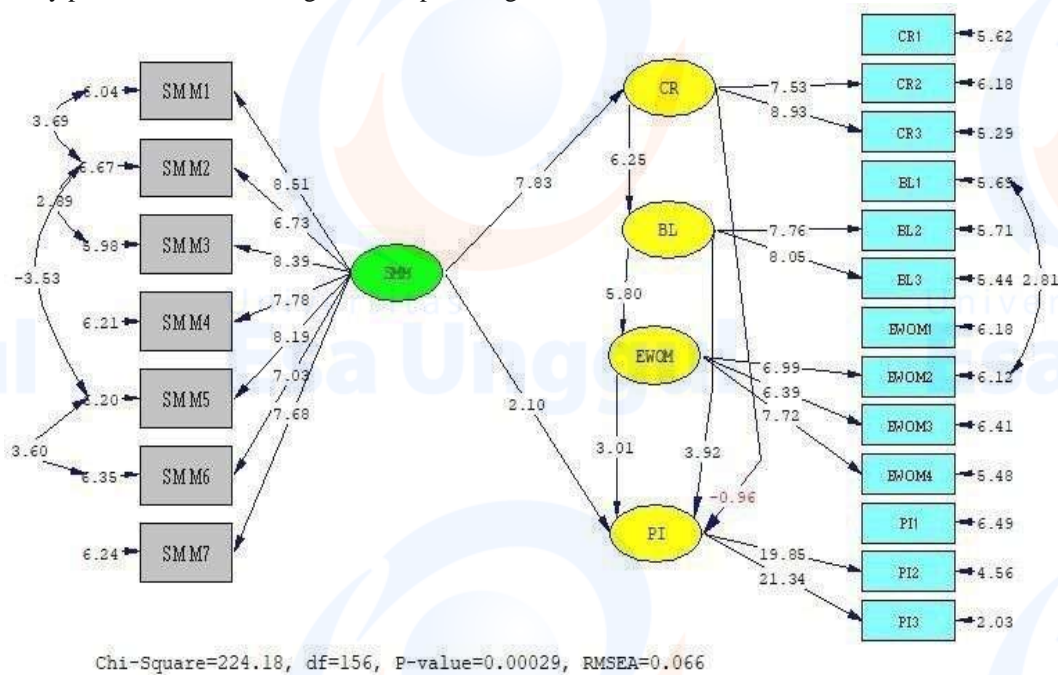
Description: *social media marketing* (SMM), *customer relationship* (CR), *brand loyalty* (BL), *electronic word of mouth* (*E-WOM*) and finally *purchase intention* (PI). Based on Figure 2 of the *Path Model T-Value Diagram* which is a hypothesis in this study, presented in the following hypothesis testing table:

Table 2. Test the Hypothesis of a Research Model

Hypothesis	Hypothesis Statement	Value T-Value	Information
H1	*Social media marketing* has a positive effect on *customer relationships.*	7,83	Data supports the hypothesis.
H2	*Customer relationships* have a positive effect on *brand loyalty*	6,25	Data supports the hypothesis.
H3	*Brand loyalty* has a positive effect on *E-WOM*	5,80	Data supports the hypothesis.
H4	*Social media marketing* has a positive effect on *purchase intentions.*	2,10	Data supports the hypothesis.
H5	*Customer* relationships have a positive effect on *purchase intentions.*	0,96	The data does not support the hypothesis.
H6	*Brand loyalty* has a positive effect on *purchase intentions.*	3,92	Data supports the hypothesis.
H7	*E-WOM* has a positive effect on *purchase intentions.*	3,01	Data supports the hypothesis.

DISCUSSION

Social media marketing on the Instagram account of the brand company (Erigo / The Executive / Nevada), which is increasingly attractive in marketing its products, can increase customer relationships. Interesting Instagram content from social media marketing in brand companies (Erigo / The Executive / Nevada) can cause favorable judgment in the minds of consumers and affect their attitude so that the growth of trust in the brand. When consumers have confidence in a brand company (Erigo / The Executive / Nevada), marketers and consumers can establish a good relationship. The most important thing from social media marketing is that the marketing party conveys well the primary purpose of the product value (Erigo / The Executive / Nevada). Suppose you can understand the quality of value, uniqueness, benefits, and goals the brand offers (Erigo / The Executive / Nevada). In that case, it means that social media marketing conducted by the marketing division through Instagram can build an approach to consumers or the occurrence of customers. Good relationship. The results of previous empirical studies have proven that social media marketing has a positive effect on customer relationships (e.g., Laksamana, 2020; Gautam & Sharma, 2017; Gashi & Ahmeti, 2021).

Customer relationship that is increasingly well established from the marketing side on the brand (Erigo / The Executive / Nevada) can increase brand loyalty. Customer relationship is well established. This condition can maintain valuable consumers to the company (Erigo / The Executive / Nevada). When customer relationship is very well established. Consumers know all the excellent information on the brand (Erigo / The Executive / Nevada) from the product's value, the quality of the product, and the price offered, whether it is proportional to what they will receive to generate value for consumers and satisfaction. It eventually creates brand loyalty. Konsumen satisfaction with the brand (Erigo / The Executive / Nevada) makes them prioritize looking for products from the brand. Konsumen will look for up-to-date information related to brands in demand and allow them to follow the official Instagram brand (Erigo / The Executive / Nevada). This condition can indirectly build customer relationships through Instagram, making it easier for marketing parties to communicate and handle consumer complaints that increase brand loyalty. Some results of previous empirical studies prove that customer relationships positively affect brand loyalty (e.g., Solem, 2016; Laksamana, 2020; Santoro et al., 2019).

The high brand loyalty felt by consumers in the brand (Erigo / The Executive / Nevada) further builds optimistic E-WOM comments consumers on Instagram accounts. This condition is because the brand company (Erigo / The Executive / Nevada) has succeeded in creating value for consumers, their wants and needs that cause satisfaction so that they are loyal to the brand.

Consumer brand loyalty will lead to their positive attitudes and behaviors, enabling them to recommend the brand by doing positive E-WOM unknowingly. The consumer did not hesitate to post brand products (Erigo / The Executive / Nevada) through their Instagram. Konsumen can share their opinions on Instagram about the honesty of the quality of the ingredients and the convenience in using the brand's products to those closest to them. Not only that, E-WOM positively done by consumers can be in the form of posting themselves for the value of trendy, fashionable, and up-to-date product models from the brand (Erigo / The Executive / Nevada) through feeds and Reels are video. The presence of insta story features and reels further clarifies the product's quality, which is very effective in attracting new prospective customers, especially those who do not know the value of brand product quality (Erigo / The Executive / Nevada). Conclusions from previous empirical studies state that brand loyalty positively influences E-WOM (e.g., Akar & Topcu, 2011; Hutter et al., 2013; Balakrishnan et al., 2014).

Social media marketing on brand Instagram accounts (Erigo/The Executive/Nevada) plays a role in increasing consumer purchase intentions. This is another word the increasingly interesting Instagram content from social media marketing companies (Erigo / The Executive / Nevada) can attract consumers' attention and increase purchase intentions. Reels feeds and insta stories that present exciting things related to beauty, product quality value to the reach of the value of product messages from the brand (Erigo / The Executive / Nevada) can create an attraction to like the product end of high purchase intention. With the emergence of consumer purchase intentions on the brand (Erigo / TheExecutive / Nevada), they do not hesitate to give likes and archive posts from reels and feeds as their interest. To make future purchases because this shows that social media marketing built by the company (Erigo / The Executive / Nevada) can cause a positive attitude of consumers towards the brand and tend not to get bored to repeatedly seeing product posts from brands they are interested in. Furthermore, it will be purchased later. Some of the results of previous empirical studies state that customer relationships positively affect purchase intention (e.g., Moslehpour et al., 2020; Laksamana, 2020; Haliyani, 2019; Onder & Cakiruglu, 2021; Dulek & Aydin, 2020).

Customer relationships built by the company (Erigo / The Executive / Nevada) do not affect consumer purchase intentions, meaning the high or low customer relationship consumers feel does not affect their purchase intentions. They are supported by research from Intayos, Netpradit & Samutachak (2021), which concluded that customer relationships do not affect consumer purchase intentions. This study explained that when the brand company (Erigo / The Executive / Nevada) builds customer relationships, both related to the handling of consumer complaints and emails sent from the company (Erigo / The Executive / Nevada) about up-to-date information in the form of services and the latest products from the brand company. This does not trigger the emergence of consumer buying intentions. Consumer purchase intentions arise when they know E-WOM obtained from Instagram. Consumers are more interested in reading, viewing, or listening to information from reels and insta story features in videos on Instagram related to other consumer reviews about brand products (Erigo / The Executive / Nevada) than information that consumers can through email. Emails sent from brand companies (Erigo / The Executive / Nevada) do not present videos but only in the form of up-to-date information related to product photos such as catalogs and service information from the brand, not to cause purchase intentions.

The presence of E-WOM on Instagram makes consumers more interested in finding information that can cause purchase intentions because the features presented by Instagram are very diverse for consumers to know more clearly about up-to-date information from brand products (Erigo / The Executive / Nevada). E-WOM on Instagram makes consumers question the products in great demand by consumers, product value, price, and even the quality of ingredients from the brand product (Erigo / The Executive / Nevada) to trigger purchase intentions. In addition, Instagram is very popular in public, and many companies market their products through Instagram to trigger purchase intentions and establish a relationship between marketers and consumers. Although there is no form of behavior from consumer purchase intentions, customer relationships built by brand companies (Erigo / The Executive / Nevada) do not mean consumers

are not interested in the brand. However, consumer interest or loyalty to a brand (Erigo / The Executive / Nevada) can undoubtedly trigger the emergence of purchase intentions no matter what price they have to spend. Brand loyalty brings customer satisfaction, so they want to get the best out of the brand. Consumer satisfaction is vital in order to get the best product that is the target of their choice from a variety of product categories offered by the brand (Erigo / The Executive / Nevada), so they tend to seek more information through trusted reviews from other consumers through Instagram than just through email.

The brand loyalty felt by consumers in the brand (Erigo / The Executive / Nevada) can increase consumer purchase intentions. Consumers feel that brand loyalty makes them less likely to look for reliable e-commerce information to follow the brand company's original official store Instagram account (Erigo / The Executive / Nevada), or they do not hesitate to buy the product directly in conventional stores in the mall. Consumer loyalty to a brand (Erigo / The Executive / Nevada) because there is a feeling of commitment to the brand, in other words, arises confidence and favorable judgment on the brand. Consumers voluntarily follow the original Instagram activities of the brand (Erigo / The Executive / Nevada) to find up-to-date information archive product posts as a mandatory list of products to be purchased later. This is a form of their high purchase intention behavior from perceived brand loyalty. Several previous empirical studies have concluded that brand loyalty has a positive effect on purchase intention (e.g., Dulek & Aydin, 2020; Onder & Cakiruglu, 2021; Almohaimmeed, 2019).

E-WOM plays a role in influencing the level of consumer purchase intentions. As positive as E-WOM is in the Instagram comments column about the brand (Erigo / The Executive / Nevada), this further increase consumer purchase intentions. Instagram is not uncommon for consumers to find the product information they need from trusted brands such as brands (Erigo / The Executive / Nevada). E-WOM positive on Instagram can make consumers consider what products should be following the quality of their value. E-WOM positive from fitur reels and insta story Instagram makes it easier for consumers to know the quality of material from the brand (Erigo / The Executive / Nevada), and consumers can visualize what value they will receive from the brand. The number of likes in the feeds Instagram brand (Erigo / The Executive / Nevada) and the positive perspective of consumers can affect the positive assessment of prospective consumers, which leads to high purchase intentions. Several previous empirical studies have concluded that E-WOM has a positive effect on purchase intention (e.g., Jalilvand & Samiei, 2012; Fan & Miao, 2012; Sharifpour et al., 2018; Haliyani, 2019; Dulek & Aydin, 2020).

CONCLUSION AND RECOMMENDATION
Conclusion
Based on the research results, it can be concluded that social media marketing affects customer relationship, customer relationship affects brand loyalty, and brand loyalty affects E-WOM. Each role of social media marketing variable, Brand loyalty, and E-WOM affect purchase intentions. However, it was found that customer relationships did not affect purchase intentions.

Limitations of Research
This research has limitations that refer to some disadvantages, namely only discussing the variables of social media marketing, customer relationship, brand loyalty, E-WOM, and purchase intention, and also the scope of this research object is only done in Jakarta. Another weakness in this study is only aimed at consumers who like local fashion brand products that have gone global, especially in brands (Erigo / The Executive / Nevada).

Further Research Advice
Suggestions for future research can consider other variable factors such as brand ambassador variables that may support strengthening the role of social media marketing to improve other customer relationships, brand loyalty, E-WOM, and purchase intentions. It is also recommended that further research not only aimed at fashion product brands (Erigo / The Executive / Nevada) only, but it is necessary to consider a variety of other local products worldwide, such as one of the

skincare products, in addition. Further researchers can also expand the scope of their research area not only in the Jakarta area but expanded in the Jabodetabek area

Managerial Implications

Some of the goals of this study wanted to look at social media marketing relationships in customer relationships, brand loyalty, and E-WOM and purchase intentions in local brands as in this study Erigo / The Executive / Nevada. The managerial implications can be proposed by looking at social media marketing variables. The first important thing for local brand companies (Erigo / The Executive / Nevada) is that social media marketing increases purchase intention through Instagram by presenting attractive ads. Marketing companies (Erigo / The Executive / Nevada) must increase their marketing with engaging advertising content. It is essential to create an official Instagram account display with its characteristics and displays the quality impression of brand products (Erigo / The Executive / Nevada). Presentation of exciting ad content and the appearance of official Instagram accounts requires the role of human resources who have creativity in the company (Erigo / The Executive / Nevada). To that end, employees of the marketing division are given the freedom to develop innovative and creative content. Leaders need to motivate employees with the presence of rewards as a form of appreciation for employees to produce innovation and creativity. If the sales results of the brand (Erigo / The Executive / Nevada) rise based on the high viewers the number of likes on Instagram content from the company (Erigo / The Executive / Nevada), then it is feasible for employees to get rewards. No less important, the official Instagram account must offer a unique product model following market tastes where up to date in developing product themes to trigger consumer appeal that eventually arises purchase intention. In addition, employees need to update Instagram content continually. It is expected that the role of social media marketing in companies (Erigo / The Executive / Nevada) that increases can build customer relationships and develop brand loyalty to lead to positive E-WOM and increased purchase intentions.

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Lampiran 11
Bukti Submit dan Informasi Jurnal

[jmi] Submission Acknowledgement

Dari: Grisna Anggadwita (journals@telkomuniversity.ac.id)

Kepada: helfiketaren18@yahoo.com

Tanggal: Kamis, 10 Februari 2022 17.18 WIB

helfi Aprila Wulandari Br Ketaren:

Thank you for submitting the manuscript, " THE ROLE OF SOCIAL MEDIA MARKETING, CUSTOMER RELATIONSHIP, BRAND LOYALTY AND E-WOM TOWARDS PURCHASE INTENTION IN CONSUMERS" to Jurnal Manajemen Indonesia. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

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If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Grisna Anggadwita
The following message is being delivered on behalf of Indonesian Journal of Management (IJM).

Lampiran 12
Biodata Penulis

Helfi Aprila Wulandari br ketaren, dilahirkan di Medan, 30 April 1995. Sebagai anak pertama dari 3 bersaudara dari pasangan Stepanus Ketaren dan Sri Muliana Bangun, penulis sejak usia pendidikan Sekolah Dasar sudah dibentuk dan dituntut untuk menjadi pribadi yang mandiri.

Penulis menempuh pendidikan di SDN 025281 Binjai, dan melanjutkan ke jenjang SMPN 11 Binjai dan SMAN 2 Binjai. Gelar sarjana Farmasi (S1) diperoleh penulis dari Jurusan Farmasi, Fakultas Farmasi, Universitas Sari Mutiara Medan dan melanjutkan pendidikan Profesi Apoteker di Universitas 17 Agustus 1945 Jakarta.Penulis sejak duduk di bangku SMP sampai dengan pendidikan profesi Apoteker.

Saat ini penulis bekerja di Yellow Klinik DPP Partai Golkar sebagai apoteker pendamping di bagian fasilitas Kesehatan, sebagai Apoteker Penanggung Jawab Apotek Watsons Plaza Indonesia. Kepeminatan yang tinggi akan Manajemen Pemasaran 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 **–*Peran Social Media Marketing, Customer Relationship, Brand Loyalty* dan *E-WOM* terhadap *Purchase Intention* pada Konsumen".**

Dengan mengucap syukur karena Berkat Kasih Karunia Tuhan Yesus, penulis mengharap agar tulisan/tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan kontribusi positif pada bidang keilmuan, khususnya manajemen.