

## Lampiran: 1

TABEL 1. PENELITIAN TERDAHULU

No	Peneliti	Judul	Metode Analisis	Hasil
1	Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. (2003)	User acceptance of information technology: toward a unified view	Partial least squares (PLS)	Persepsi kegunaan situs media sosial suatu merek/produk memiliki dampak signifikan pada sikap terhadap keterlibatan dengan merek ritel melalui media sosial.
2	Shih, Y.-Y. and Fang, K. (2004)	The use of a decomposed theory of planned behavior to study internet banking in Taiwan	Lisrel 8.3	Kompatibilitas telah terbukti sebagai pendahulu penting untuk pembentukan sikap
3	Kang and Lee (2010)	Understanding the role of an IT artifact in online service continuance: An extended perspective of user satisfaction	AMOS 7.0	Banyak sarjana menganggap SNS sebagai sistem informasi yang berorientasi pada kenikmatan, di mana pengguna terus menggunakan dengan motivasi yang lebih kuat jika mereka memiliki kenikmatan yang dirasakan lebih intens darinya.
4	Eastlick, M.A., Lotz, S.L. and Warrington, P. (2006)	Understanding online B-to-C relationships: an integrated model of privacy concerns, trust, and commitment	Lisrel 8.3	Kredibilitas menghubungkan media sosial dengan interaksi konsumen dengan merek melalui media sosial

No	Peneliti	Judul	Metode Analisis	Hasil
5	Park, C., Jun, J. and Lee, T. (2015)	Consumer characteristics and the use of social networking sites	Structural equation modeling (SEM)	Komunikasi teman sejawat mengarahkan konsumen untuk terlibat dalam kegiatan komunikasi dengan orang lain melalui media sosial.
6	Liao, Y. W., Wang, Y. S., & Yeh, C. H. (2014)	Exploring the relationship between intentional and behavioral loyalty in the context of e-tailing	Partial least squares (PLS)	Sikap adalah prediktor penting dari niat untuk menggunakan media sosial
7	Chiang (2013)	Continuous usage of social networking sites: The effect of innovation and gratification attributes	Partial least squares (PLS)	Niat penggunaan berkelanjutan mengacu pada sejauh mana seseorang bersedia untuk terus menggunakan situs media sosial tertentu
8	Phau & Teah (2009)	Devil wears (counterfeit) Prada: A study of antecedents and outcomes of attitudes towards counterfeits of luxury brands	SPSS Version 14	Niat pembelian sangat ditentukan oleh sikap konsumen
9	M. Y. Wang et al., 2019	Effect of emotion, expectation, and privacy on purchase intention in wechat health product consumption: The mediating role of trust	Structural equation modeling (SEM)	Ekspektasi Konfirmasi adalah persepsi bahwa ekspektasi pengguna yang konsisten dengan kenyataan dalam menggunakan layanan media sosial.
10	(Bianchi and Andrews 2018)	Consumer engagement with retail firms	SPSS, AMOS 16	1)Komunikasi sebaya adalah anteseden positif yang paling kuat dari sikap.

No	Peneliti	Judul	Metode Analisis	Hasil
		through social media: an empirical study in Chile		<p>2)Kompatibilitas adalah prediktor positif yang penting dari sikap.</p> <p>3)Kredibilitas di media sosial (Facebook) ditemukan secara positif terkait dengan sikap terhadap keterlibatan dengan merek ritel melalui halaman Facebook mereka.</p> <p>4)Manfaat dan kenikmatan yang dirasakan tidak terkait dengan sikap.</p> <p>5)Kenikmatan tidak didukung sebagai anteseden sikap.</p> <p>6)Hubungan positif antara media sosial dan sikap dan niat konsumen untuk terlibat dengan merek ritel melalui media sosial.</p> <p>7)Persepsi kegunaan situs media sosial suatu merek tidak memiliki dampak signifikan pada sikap terhadap keterlibatan dengan merek ritel melalui media sosial.</p>

## Lampiran: 2

## Definisi Operasional Variabel

Konstruksi untuk menguji model penelitian ini didasarkan pada studi yang dilakukan oleh Bianchi & Andrews (2018), yang terdiri dari Niat untuk terlibat dengan merek melalui media sosial, Sikap terhadap keterlibatan dengan merek ritel melalui media sosial, Manfaat yang dirasakan, Kompatibilitas, Kenikmatan, Kredibilitas di media sosial, dan Komunikasi sebaya, sedangkan konstruksi ekspektasi konfirmasi di ambil dari studi yang dilakukan oleh M. Y. Wang et al. (2019)

TABEL 2. DEFINISI OPERASIONAL VARIABEL

No	Variable	Original	Translate	Operasional
1.	Intention to purchase	If it were possible, I would plan to acquire products or services directly through a retail brand's Facebook page	Jika memungkinkan, saya akan berencana untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel	Jika memungkinkan, saya akan berencana untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel.
		If it were possible, I would expect to acquire products or services directly through a retail brand's Facebook page	Jika memungkinkan, saya akan berharap untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel	Jika memungkinkan, saya akan berharap untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel.
		If it were possible, I would intend to acquire products or services directly through a retail brand's Facebook page	Jika memungkinkan, saya bermaksud untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel	Jika memungkinkan, saya bermaksud untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel.
2.	Intention to engage	I intend to continue using retail brands' Facebook pages	Saya bermaksud untuk terus menggunakan halaman Facebook merek ritel	Saya bermaksud untuk terus menggunakan halaman Facebook merek ritel.
		I have been thinking to continue using retail brands' Facebook pages	Saya telah berpikir untuk terus menggunakan halaman Facebook merek ritel	Saya telah berpikir untuk terus menggunakan halaman Facebook merek ritel.
		I expect my engagement with	Saya berharap keterlibatan saya	Saya berharap keterlibatan saya

No	Variable	Original	Translate	Operasional
		retail brands' Facebook pages to continue in the future	dengan halaman Facebook merek ritel berlanjut di masa depan	dengan halaman Facebook merek ritel berlanjut di masa depan.
3.	Attitude	I am favorable about visiting/joining retail brands' Facebook pages	Saya senang mengunjungi / bergabung dengan halaman Facebook merek ritel	Saya senang mengunjungi / bergabung dengan halaman Facebook merek ritel.
		Visiting/joining retail brands' Facebook pages is a good idea	Mengunjungi / bergabung dengan halaman Facebook merek ritel adalah ide yang bagus	Mengunjungi / bergabung dengan halaman Facebook merek ritel adalah ide yang bagus.
		I am positive about visiting/joining retail brands' Facebook pages	Saya yakin tentang mengunjungi / bergabung dengan halaman Facebook merek ritel	Saya yakin tentang mengunjungi / bergabung dengan halaman Facebook merek ritel.
4.	Perceived Usefulness	Using retail brands' Facebook enables me to accomplish tasks more quickly	Menggunakan merek ritel Facebook memungkinkan saya menyelesaikan tugas lebih cepat	Menggunakan Facebook merek ritel memungkinkan saya menyelesaikan pekerjaan lebih cepat.
		Using retail brands' Facebook enables me to accomplish transactions more quickly	Menggunakan merek ritel Facebook memungkinkan saya melakukan transaksi lebih cepat	Menggunakan Facebook merek ritel memungkinkan saya melakukan transaksi lebih cepat.
		Using retail brands' Facebook increases my productivity and makes my life easier	Menggunakan Facebook merek ritel meningkatkan produktivitas saya dan membuat hidup saya lebih mudah	Menggunakan Facebook merek ritel meningkatkan produktivitas saya dan membuat hidup saya lebih mudah.
5.	Compatibility	Using retail brands' Facebook is compatible with my social media lifestyle	Menggunakan merek ritel Facebook kompatibel dengan gaya hidup media sosial saya	Menggunakan Facebook merek ritel sesuai dengan gaya hidup media sosial saya.
		Using retail brands' Facebook fits well with my needs when using social media	Menggunakan Facebook merek ritel cocok dengan kebutuhan saya saat menggunakan media sosial	Menggunakan Facebook merek ritel cocok dengan kebutuhan saya saat menggunakan media sosial.
		Using retail brands' Facebook is compatible with my	Menggunakan merek ritel Facebook kompatibel dengan	Menggunakan Facebook merek ritel sesuai dengan

No	Variable	Original	Translate	Operasional
		need of online services	kebutuhan saya akan layanan online	kebutuhan saya akan layanan online.
6.	Enjoyment	Writing posts in retail brands' Facebook pages gives me pleasure	Menulis posting di halaman Facebook merek ritel memberi saya kesenangan	Menulis posting di halaman Facebook merek ritel menyenangkan buat saya.
		Interacting with people in retail brands' Facebook pages makes me happy	Berinteraksi dengan orang-orang di halaman Facebook merek ritel membuat saya bahagia	Berinteraksi dengan orang-orang di halaman Facebook merek ritel menyenangkan buat saya.
		Interacting with people in retail brands' Facebook pages makes it fun	Berinteraksi dengan orang-orang di halaman Facebook merek ritel membuatnya menjadi menyenangkan	Berinteraksi dengan orang-orang di halaman Facebook merek ritel adalah hal yang menyenangkan
7.	Credibility	I think that retail brands' Facebook pages generally fulfill their promises	Saya pikir bahwa halaman Facebook merek ritel umumnya memenuhi janji mereka	Saya pikir bahwa halaman Facebook merek ritel umumnya memenuhi janji mereka.
		I feel that I can trust the information on retail brands' Facebook pages	Saya merasa dapat mempercayai informasi di halaman Facebook merek-merek ritel	Saya merasa dapat mempercayai informasi di halaman Facebook merek-merek ritel.
		Retail brands' Facebook pages rarely make false claims	Halaman Facebook merek ritel jarang membuat klaim palsu	Halaman Facebook merek ritel jarang membuat klaim palsu.
		I think that retail brands' Facebook pages generally behave ethically	Saya pikir halaman Facebook merek ritel umumnya berperilaku etis	Saya pikir halaman Facebook merek ritel umumnya berperilaku etis.
8.	Peer Communication	I speak with my social media friends about Facebook pages that I belong to	Saya berbicara dengan teman-teman media sosial saya tentang halaman Facebook milik saya	Saya berbicara dengan teman-teman media sosial saya tentang halaman Facebook milik saya.
		My social media friends encourage me to participate in Facebook pages they belong to	Teman-teman media sosial saya mendorong saya untuk berpartisipasi di halaman Facebook milik mereka	Teman-teman media sosial saya mendorong saya untuk berpartisipasi di halaman Facebook milik mereka.
		I encourage my Facebook friends to participate in the	Saya mendorong teman-teman Facebook saya untuk	Saya mendorong teman-teman Facebook saya untuk

No	Variable	Original	Translate	Operasional
		Facebook pages that I belong to	berpartisipasi di halaman Facebook milik saya	berpartisipasi di halaman Facebook yang saya ikuti.
		I ask my social media friends to participate in the Facebook pages that I belong to	Saya meminta teman-teman media sosial saya untuk berpartisipasi di halaman Facebook milik saya	Saya meminta teman-teman media sosial saya untuk berpartisipasi di halaman Facebook yang saya ikuti.
9	Expectation Confirmation	My experience in using this system was better than what I had expected.	Pengalaman saya dalam menggunakan sistem ini lebih baik dari yang saya harapkan.	Melalui pengamatan lebih dekat, Facebook merek ritel ini berjalan lebih baik dari yang saya harapkan.
		The product and service provided by this system were better than what I had expected.	Produk dan layanan yang disediakan oleh sistem ini lebih baik dari yang saya harapkan.	Produk dan layanan yang disediakan oleh Facebook merek ritel ini lebih baik dari yang saya harapkan.
		Overall, most of my expectations from using this system were confirmed.	Secara keseluruhan, sebagian besar harapan saya dari menggunakan sistem ini dikonfirmasi.	Secara keseluruhan, sebagian besar harapan saya dari menggunakan Facebook merek ritel ini terkonfirmasi.

### Lampiran: 3

#### Kuesioner Penelitian

Dengan Hormat,

Saya adalah mahasiswa Program Pascasarjana (S2) – Program Studi Magister Manajemen Universitas Esa Unggul. Saat ini, saya sedang melakukan penelitian untuk tugas akhir atau tesis tentang Ikatan konsumen dan perusahaan ritel dalam media sosial di Indonesia. Manfaat penelitian bagi pelaku usaha adalah dapat menjadikan hal ini sebagai bagian strategi pengembangan dan pemasaran produk sedangkan bagi konsumen mendapatkan gambaran perilaku konsumen di media sosial.

Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan merupakan sumbangan yang besar untuk dunia usaha yang memasarkan produknya melalui media sosial.

Link survey mohon di klik di <https://forms.gle/iHzLWLRg3bKQLg9r5>

Atas perhatian dan kerjasamanya saya ucapkan banyak terima kasih.

Salam,

Yusup Setiawan (Peneliti)

#### A. Pertanyaan Deskripsi

##### 1. JENIS KELAMIN

- Laki - laki  
 Perempuan

##### 2. UMUR

- 18-24  
 25-35  
 36-45  
 46-55  
 56-65

##### 3. PENDIDIKAN TERAKHIR



- < SLTA
- SLTA
- DIPLOMA
- S1
- S2
- S2 <

#### 4. STATUS PERNIKAHAN

- Lajang tanpa anak
- Lajang dengan anak
- Pasangan tanpa anak
- Pasangan dengan anak

#### 5. STATUS PEKERJAAN

- Tugas2 domestik/rumah
- Kantor/kasir/administrasi
- Eksekutif/Manajer
- Guru/pengajar

### B. Pertanyaan Perilaku Responden di Media Sosial

Pada kuesioner ini Bapak/Ibu/Saudara/I cukup memberikan tanda check list (O) pada salah satu kolom jawaban dari tiap pernyataan.

#### 1. Apakah Anda menggunakan media sosial?

- Ya
- Tidak

#### 2. Media sosial apa yang Anda gunakan?

- Facebook
- WhatsApp
- YouTube
- Twitter
- Instagram
- Pintrest
- Foursquare
- Tumblr

#### 3. Rata-rata, berapa banyak waktu yang Anda habiskan di media sosial setiap minggu?

- Kurang dari 1 jam per minggu

- Antara 1 dan 2 jam per minggu
- Antara 3 dan 4 jam per minggu
- Antara 4 dan 8 jam per minggu
- Antara 8 dan 12 jam per minggu
- Antara 12 dan 20 jam per minggu
- Lebih dari 20 jam per minggu

**4. Rata-rata, berapa banyak waktu yang Anda habiskan di Facebook setiap minggu?**

- Kurang dari 1 jam per minggu
- Antara 1 dan 2 jam per minggu
- Antara 3 dan 4 jam per minggu
- Antara 4 dan 8 jam per minggu
- Antara 8 dan 12 jam per minggu
- Antara 12 dan 20 jam per minggu
- Lebih dari 20 jam per minggu

**5. Kegiatan apa yang Anda lakukan di Facebook?**

- Baca posting berita
- Unggah foto dan video saya
- Tulis status
- Unggah video dari YouTube
- Tanggapi status teman
- Tanggapi status produk ritel
- Kirim pesan ke teman saya
- Kunjungi halaman Facebook teman
- Posting komentar dan opini

**6. Pernahkah Anda menyukai / mengunjungi halaman Facebook produk ritel?**

- Ya
- Tidak

**7. Seberapa sering Anda mengunjungi halaman Facebook produk ritel?**

- Jarang
- Terkadang (kadang-kadang)
- Secara teratur (sering)
- Sangat teratur (sepanjang waktu)

### C. Pertanyaan Berkaitan Dengan Pendapat Anda

Dibawah ini terdapat pernyataan – pernyataan yang berkaitan dengan pendapat Anda, Anda dimohon untuk memberi tanda pada angka dibawah pernyataan yang ada sebagai berikut:

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Tidak Tahu (TT)
4. Setuju (S)
5. Sangat Setuju (SS)

**TABEL 3. PERNYATAAN KUESIONER**

No	PERNYATAAN / STATEMENT	1	2	3	4	5
		STS	TS	TT	S	SS
1	Jika memungkinkan, saya akan berencana untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel.					
2	Jika memungkinkan, saya akan berharap untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel.					
3	Jika memungkinkan, saya bermaksud untuk memperoleh produk atau layanan secara langsung melalui halaman Facebook merek ritel.					
4	Saya bermaksud untuk terus menggunakan halaman Facebook merek ritel.					
5	Saya telah berpikir untuk terus menggunakan halaman Facebook merek ritel.					
6	Saya berharap keterlibatan saya dengan halaman Facebook merek ritel berlanjut di masa depan.					
7	Saya senang mengunjungi / bergabung dengan halaman Facebook merek ritel.					

No	PERNYATAAN / STATEMENT	1	2	3	4	5
		STS	TS	TT	S	SS
8	Mengunjungi / bergabung dengan halaman Facebook merek ritel adalah ide yang bagus.					
9	Saya yakin tentang mengunjungi / bergabung dengan halaman Facebook merek ritel.					
10	Menggunakan Facebook merek ritel sesuai dengan gaya hidup media sosial saya.					
11	Menggunakan Facebook merek ritel sesuai dengan kebutuhan saya saat menggunakan media sosial.					
12	Menggunakan Facebook merek ritel sesuai dengan kebutuhan saya akan layanan online					
13	Menggunakan Facebook merek ritel memungkinkan saya menyelesaikan pekerjaan lebih cepat.					
14	Menggunakan Facebook merek ritel memungkinkan saya melakukan transaksi lebih cepat.					
15	Menggunakan Facebook merek ritel meningkatkan produktivitas saya dan membuat hidup saya lebih mudah.					
16	Menulis posting di halaman Facebook merek ritel menyenangkan buat saya.					
17	Berinteraksi dengan orang-orang di halaman Facebook merek ritel menyenangkan buat saya.					
18	Berinteraksi dengan orang-orang di halaman Facebook merek ritel adalah hal yang menyenangkan					
19	Saya pikir bahwa halaman Facebook merek ritel umumnya memenuhi janji mereka.					
20	Saya merasa dapat mempercayai informasi di halaman Facebook merek-merek ritel.					

No	PERNYATAAN / STATEMENT	1	2	3	4	5
		STS	TS	TT	S	SS
21	Halaman Facebook merek ritel jarang membuat klaim palsu.					
22	Saya pikir halaman Facebook merek ritel umumnya berperilaku etis.					
23	Saya berbicara dengan teman-teman media sosial saya tentang halaman Facebook milik saya.					
24	Teman-teman media sosial saya mendorong saya untuk berpartisipasi di halaman Facebook milik mereka.					
25	Saya mendorong teman-teman Facebook saya untuk berpartisipasi di halaman Facebook yang saya ikuti.					
26	Saya meminta teman-teman media sosial saya untuk berpartisipasi di halaman Facebook yang saya ikuti.					
27	Melalui pengamatan lebih dekat, Facebook merek ritel ini berjalan lebih baik dari yang saya harapkan.					
28	Produk dan layanan yang disediakan oleh Facebook merek ritel ini lebih baik dari yang saya harapkan.					
29	Secara keseluruhan, sebagian besar harapan saya dari menggunakan Facebook merek ritel ini terkonfirmasi.					

#### Lampiran: 4

#### Data Responden Penelitian

A. Input Data Penelitian

Resp.	Niat untuk Membeli Sebuah Barang Melalui Media Sosial			Niat untuk terlibat dengan Merek melalui Media Sosial			Sikap Terhadap Keterlibatan dengan Merek Ritel Melalui Media			Ekspektasi Konfirmasi			Persepsi Kegunaan			Kompatibilitas			Kenikmatan			Kredibilitas			Komunikasi Teman Sejawat					
	INP1	INP2	INP3	INI	IN2	IN3	AT1	AT2	AT3	EC1	EC2	EC3	PUI	PU2	PU3	CO1	CO2	CO3	EN1	EN2	EN3	CR1	CR2	CR3	CR4	PC1	PC2	PC3	PC4	
1	2	4	3	2	2	2	2	3	3	3	3	3	1	1	1	3	3	2	1	3	3	3	3	3	2	4	2	4		
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3	4	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
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7	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	2	2	3	3	3	2	2	3	3	2	2	1	1	3	
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16	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	4	4
17	1	1	1	1	1	1	1	1	1	3	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3
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36	5	3	4	2	3	3	2	3	3	3	3	3	2	2	3	2	3	2	2	2	2	3	2	2	3	3	3	2	2	
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Resp.	Niat untuk Membeli Sebuah Barang Melalui Media Sosial			Niat untuk terlibat dengan Merek melalui Media Sosial			Sikap Terhadap Ketersediaan dengan Merek Ritel Melalui Media			Ekspektasi Konfirmasi			Persepsi Kegunaan			Kompatibilitas			Kenikmatan			Kredibilitas			Komunikasi Teman Sejawat				
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Resp.	Niat untuk Membeli Sebuah Barang Melalui Media Sosial			Niat untuk terlibat dengan Merek melalui Media Sosial			Sikap Terhadap Keterlibatan dengan Merek Ritel Melalui Media			Ekspektasi Konfirmasi			Persepsi Kegunaan			Kompatibilitas			Kenikmatan			Kredibilitas			Komunikasi Teman Sejawat					
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Resp.	Niat untuk Membeli Sebuah Barang Melalui Media Sosial			Niat untuk terlibat dengan Merek melalui Media Sosial			Sikap Terhadap Keterlibatan dengan Merek Ritel Melalui Media			Ekspektasi Konfirmasi			Persepsi Kegunaan			Kompatibilitas			Kenikmatan			Kredibilitas			Komunikasi Teman Sejawat				
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147	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
148	3	3	3	3	3	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	2	2	3	2	3	2
149	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
150	3	4	4	4	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	4	4	3	3	3	3
151	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
152	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
153	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
154	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
155	4	4	4	2	1	1	3	4	3	2	2	2	5	5	5	4	4	4	1	1	1	4	4	4	1	1	4	1	1
156	1	1	1	3	3	3	5	1	4	1	3	3	5	3	3	4	4	3	3	3	3	3	3	3	3	1	3	1	1

Resp.	Niat untuk Membeli Sebuah Barang Melalui Media Sosial			Niat untuk terlibat dengan Merek melalui Media Sosial			Sikap Terhadap Keterlibatan dengan Merek Ritel Melalui Media			Ekspektasi Konfirmasi			Persepsi Kegunaan			Kompatibilitas			Kenikmatan			Kredibilitas			Komunikasi Teman Sejawat													
	INP1	INP2	INP3	INI	IN2	IN3	AT1	AT2	AT3	EC1	EC2	EC3	PU1	PU2	PU3	CO1	CO2	CO3	EN1	EN2	EN3	CR1	CR2	CR3	CR4	PC1	PC2	PC3	PC4									
	157	2	2	2	3	3	4	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3							
158	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1							
159	5	5	5	4	5	5	5	5	5	3	3	4	5	5	5	5	5	5	5	5	5	3	3	3	3	2	1	1	2	2	2							
160	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	4	2	2	2	2							
161	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3						
162	4	4	4	3	3	4	4	5	5	4	4	4	5	4	4	4	4	4	4	5	5	4	5	3	4	4	3	4	3	4	4	4						
163	4	4	4	4	4	4	4	4	4	3	3	4	5	5	5	4	4	4	4	4	4	3	3	2	3	5	5	5	5	5	5	5	5					
164	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3					
165	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	5	5	5	5	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4				
166	1	2	3	1	2	4	2	4	3	4	4	3	1	5	5	3	4	3	3	3	3	4	4	2	4	1	1	1	1	1	1	1	1	1	1			
167	3	4	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3			
168	4	4	4	3	3	4	4	4	4	4	4	3	4	5	5	5	5	5	5	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
169	3	3	3	3	4	4	3	5	4	3	3	3	4	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
170	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
171	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
172	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
173	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
174	3	4	3	2	3	3	3	3	2	3	3	3	4	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
175	2	3	3	2	2	2	2	2	2	3	3	3	1	2	2	2	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
176	3	3	3	2	3	4	4	4	4	3	3	3	3	3	3	4	3	4	4	3	4	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	
177	3	3	3	2	3	4	4	4	4	3	3	3	3	3	3	4	3	4	4	3	4	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	
178	3	3	3	2	3	4	4	4	4	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
179	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
180	4	4	4	3	3	3	4	4	4	3	3	4	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
181	3	4	4	4	4	4	4	4	4	3	4	4	3	4	4	3	2	2	2	4	3	4	3	3	2	2	4	4	4	4	4	4	4	4	4	4	4	
182	4	4	4	3	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	4	4	4	4	4	4	4
183	2	4	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
184	4	4	4	4	4	4	4	4	4	2	2	3	2	2	2	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
185	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
186	4	4	4	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
187	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
188	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
189	3	3	3	2	2	2	2	2	2	3	3	3	3	3	3	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
190	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
191	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
192	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
193	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
194	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
195	4	4	4	3	2	2	2	3	4	4	3	2	4	3	4	4	4	4	4	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	

**B. Data responden Penelitian****1) Demografi responden**

<b>Variabel</b>	<b>Kategori</b>	<b>%</b>
Jenis Kelamin	Laki-laki	52,3
	Perempuan	47,7
Umur	18-24	13,7
	25-35	32,5
	36-45	34,0
	46-55	15,2
	56-65	4,6
Status Pernikahan	Lajang dengan anak	1,5
	Lajang tanpa anak	33,0
	Pasangan dengan anak	54,8
	Pasangan tanpa anak	10,7
Pendidikan Terakhir	< SLTA	0,5
	Diploma	12,7
	S1	61,9
	S2	13,7
	S2 <	1,5
Status Pekerjaan	SLTA	9,6
	Eksekutif / Manajer	34,0
	Guru / Pengajar	17,3
	Kantor / Kasir / Admisnistrasi	48,7

Note: n = 195

**2) Perilaku sosial media responden**

Pertanyaan	Kategori	%
Apakah Anda menggunakan media sosial?	Ya	100
	Tidak	0
Media sosial apa yang Anda gunakan?	Facebook	100
	WhatsApp	80
	YouTube	75
	Twitter	35
	Instagram	80
	Pintrest	28
	Foursquare	3
	Tumblr	2
Rata-rata, berapa banyak waktu yang Anda habiskan di media sosial setiap minggu?	Antara 1 dan 2 jam per minggu	4
	Antara 12 dan 20 jam per minggu	17
	Antara 3 dan 4 jam per minggu	15
	Antara 4 dan 8 jam per minggu	19
	Antara 8 dan 12 jam per minggu	19
	Kurang dari 1 jam per minggu	1
	Lebih dari 20 jam per minggu	27
Rata-rata, berapa banyak waktu yang Anda habiskan di Facebook setiap minggu?	Antara 1 dan 2 jam per minggu	28
	Antara 12 dan 20 jam per minggu	4
	Antara 3 dan 4 jam per minggu	12
	Antara 4 dan 8 jam per minggu	14
	Antara 8 dan 12 jam per minggu	6
	Kurang dari 1 jam per minggu	31
Kegiatan apa yang Anda lakukan di Facebook?	Lebih dari 20 jam per minggu	5
	Baca posting berita	84
	Unggah foto dan video saya	28
	Tulis status	28
	Unggah video dari YouTube	8
	Tanggapi status teman	39
	Tanggapi status produk ritel	11
	Posting komentar dan opini	16
	Kunjungi halaman Facebook tem	19
	Kirim pesan ke teman saya	17
Pernahkah Anda menyukai / bergabung dengan halaman Facebook produk ritel?	Ya	100
	Tidak	0
Seberapa sering Anda mengunjungi halaman Facebook produk ritel?	Jarang	63
	Secara teratur (sering)	5
	Terkadang (kadang-kadang)	32

## Analisa Statistik Hasil Penelitian

## A. Output Analisa Validitas dan Reliabilitas 30 responden dengan SPSS 25

## 1) Niat untuk membeli (INP)

- o Hasil Uji Validitas:

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762	
Bartlett's Test of Sphericity	Approx. Chi-Square	428.164	
	df	3	
	Sig.	.000	

Total Variance Explained							
Component	Total	Initial Eigenvalues			Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	2.687	89.572	89.572	2.687	89.572	89.572	
2	.193	6.425	95.996				
3	.120	4.004	100.000				

Extraction Method: Principal Component Analysis.

Anti-image Matrices				
	INP1	INP2	INP3	
Anti-image Covariance	INP1	.270	-.099	-.072
	INP2	-.099	.185	-.121
	INP3	-.072	-.121	.209
Anti-image Correlation	INP1	.825 <sup>a</sup>	-.445	-.303
	INP2	-.445	.719 <sup>a</sup>	-.614
	INP3	-.303	-.614	.754 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Component Matrix <sup>a</sup>	
Component	
1	
INP1	.934
INP2	.957
INP3	.948

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

Dari hasil Uji Validitas nilai KMO  $0,762 > 0,5$  , nilai Anti image matrices INP1,2,3  $> 0,5$  dan hanya memiliki 1 *Component Matrix*, hal ini berarti **“Pernyataan INP1,2,3 Valid”**. Dengan kemampuan menjelaskan 89.57%.

- o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	3

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha  $0,941 > 0,6$ , hal ini berarti **“Pernyataan INP1,2,3 Reliable atau Handal”**.

## 2) Niat untuk terlibat (IN)

o Hasil Uji Validitas:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	419.582
	df	3
	Sig.	.000

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.662	88.739	88.739	2.662	88.739	88.739
2	.231	7.692	96.432			
3	.107	3.568	100.000			

Extraction Method: Principal Component Analysis.

Anti-image Matrices				
	IN1	IN2	IN3	
Anti-image Covariance	IN1	.221	-.128	-.036
	IN2	-.128	.164	-.114
	IN3	-.036	-.114	.292
Anti-image Correlation	IN1	.746 <sup>a</sup>	-.670	-.140
	IN2	-.670	.672 <sup>a</sup>	-.522
	IN3	-.140	-.522	.817 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Component Matrix <sup>a</sup>		
Component		
1	IN1	.940
	IN2	.963
	IN3	.923

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

Dari hasil Uji Validitas nilai KMO 0,737 > 0,5 , nilai Anti image matrices IN1,2,3 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan INP1,2,3 Valid”. Dengan kemampuan menjelaskan 88.74%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics		
Cronbach's Alpha	N of Items	
.936	3	

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,936 > 0,6, hal ini berarti “Pernyataan IN1,2,3 Reliable atau Handal”.

3) Sikap (AT)

o Hasil Uji Validitas:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	455,656
	df	3
	Sig.	.000

Anti-image Matrices				
		AT1	AT2	AT3
Anti-image Covariance	AT1	.199	-.070	-.108
	AT2	-.070	.235	-.095
	AT3	-.108	-.095	.172
Anti-image Correlation	AT1	.768 <sup>a</sup>	-.322	-.585
	AT2	-.322	.815 <sup>a</sup>	-.471
	AT3	-.585	-.471	.729 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.718	90.601	90.601	2.718	90.601	90.601
2	.168	5.598	96.199			
3	.114	3.801	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
Component	
1	
AT1	.952
AT2	.943
AT3	.960

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

Dari hasil Uji Validitas nilai KMO 0,769 > 0,5 , nilai Anti image matrices AT1,2,3 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan AT1,2,3 Valid”. Dengan kemampuan menjelaskan 90.60%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics		
Cronbach's Alpha	N of Items	
.948	3	

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,948 > 0,6, hal ini berarti “Pernyataan AT1,2,3 Reliable atau Handal”.

4) Manfaat yang dirasakan (PU)

o Hasil Uji Validitas:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.747
Bartlett's Test of Sphericity	Approx. Chi-Square	450.701
	df	3
	Sig.	.000

Anti-image Matrices				
	PU1	PU2	PU3	
Anti-image Covariance	PU1	.304	-.081	-.053
	PU2	-.081	.151	-.116
	PU3	-.053	-.116	.167
Anti-image Correlation	PU1	.870 <sup>a</sup>	-.377	-.236
	PU2	-.377	.691 <sup>a</sup>	-.728
	PU3	-.236	-.728	.715 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.690	89.668	89.668	2.690	89.668	89.668
2	.219	7.284	96.952			
3	.091	3.048	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
Component	
1	
PU1	.923
PU2	.962
PU3	.955

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

Dari hasil Uji Validitas nilai KMO 0,747 > 0,5 , nilai Anti image matrices PU1,2,3 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan PU1,2,3 Valid”. Dengan kemampuan menjelaskan 89.67%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.942	3

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,942 > 0,6, hal ini berarti “Pernyataan PU1,2,3 Reliable atau Handal”.

5) Kompatibilitas (CO)



o Hasil Uji Validitas:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.769
Bartlett's Test of Sphericity	Approx. Chi-Square	437.617
	df	3
	Sig.	.000

Anti-image Matrices				
	CO1	CO2	CO3	
Anti-image Covariance	CO1	.211	-.079	-.112
	CO2	-.079	.243	-.099
	CO3	-.112	-.099	.189
Anti-image Correlation	CO1	.768 <sup>a</sup>	-.350	-.562
	CO2	-.350	.808 <sup>a</sup>	-.462
	CO3	-.562	-.462	.737 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.702	90.070	90.070	2.702	90.070	90.070
2	.172	5.734	95.804			
3	.126	4.196	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
Component	
1	
CO1	.949
CO2	.941
CO3	.956

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Dari hasil Uji Validitas nilai KMO 0,769 > 0,5 , nilai Anti image matrices CO1,2,3 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan CO1,2,3 Valid”. Dengan kemampuan menjelaskan 90.07%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.944	3

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,944 > 0,6, hal ini berarti “Pernyataan CO1,2,3 Reliable atau Handal”.

6) Kenikmatan (EN)

o Hasil Uji Validitas:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.720
Bartlett's Test of Sphericity	Approx. Chi-Square	454.850
	df	3
	Sig.	.000

Anti-image Matrices			
	EN1	EN2	EN3
Anti-image Covariance	EN1	.392	-.047
	EN2	-.047	.128
	EN3	-.053	-.105
Anti-image Correlation	EN1	.920 <sup>a</sup>	-.241
	EN2	-.210	.663 <sup>a</sup>
	EN3	-.241	-.833

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained					
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	2.645	88.156	88.156	2.645	88.156
2	.286	9.540	97.696		
3	.069	2.304	100.000		

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
Component	
1	
EN1	.895
EN2	.960
EN3	.961

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

Dari hasil Uji Validitas nilai KMO 0,720 > 0,5 , nilai Anti image matrices EN1,2,3 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan EN1,2,3 Valid”. Dengan kemampuan menjelaskan 88.16%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics		
Cronbach's Alpha	N of Items	
.932	3	

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,932 > 0,6, hal ini berarti “Pernyataan EN1,2,3 Reliable atau Handal”.

7) Kredibilitas (CR)

o Hasil Uji Validitas:

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.777
Bartlett's Test of Sphericity	Approx. Chi-Square	342.281	
	df	6	
	Sig.	.000	

Total Variance Explained					
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	2.921	73.016	73.016	2.921	73.016
2	.553	13.813	86.830		
3	.313	7.814	94.644		
4	.214	5.356	100.000		

Anti-image Matrices					
	CR1	CR2	CR3	CR4	
Anti-image Covariance	CR1	.364	-.212	.008	-.101
	CR2	-.212	.338	-.090	-.070
	CR3	.008	-.090	.522	-.210
	CR4	-.101	-.070	-.210	.418
Anti-image Correlation	CR1	.748 <sup>a</sup>	-.604	.017	-.260
	CR2	-.604	.755 <sup>a</sup>	-.214	-.187
	CR3	.017	-.214	.807 <sup>a</sup>	-.449
	CR4	-.260	-.187	-.449	.809 <sup>a</sup>

Component Matrix <sup>a</sup>	
Component	
1	
CR1	.862
CR2	.887
CR3	.797
CR4	.868

a. Measures of Sampling Adequacy(MSA)

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Dari hasil **Uji Validitas** nilai KMO  $0,777 > 0,5$  , nilai Anti image matrices CR1,2,3,4  $> 0,5$  dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan CR1,2,3,4 **Valid**”. Dengan kemampuan menjelaskan 73.02%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.874	4

Dari hasil **Uji Reliabilitas** nilai Cronbach's Alpha  $0,874 > 0,6$ , hal ini berarti “Pernyataan CR1,2,3,4 **Reliable** atau Handal”.

8) Komunikasi sebaya (PC)

o Hasil Uji Validitas:

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.832
Bartlett's Test of Sphericity	Approx. Chi-Square	516.400	
	df	6	
	Sig.	.000	

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.292	82.288	82.288	3.292	82.288	82.288
2	.325	8.124	90.412			
3	.257	6.413	96.825			
4	.127	3.175	100.000			

Extraction Method: Principal Component Analysis.

Anti-image Matrices					
	PC1	PC2	PC3	PC4	
Anti-image Covariance	PC1	.373	-.109	-.088	-.011
	PC2	-.109	.331	-.067	-.058
	PC3	-.088	-.067	.188	-.133
	PC4	-.011	-.058	-.133	.242
Anti-image Correlation	PC1	.885 <sup>a</sup>	-.310	-.332	-.035
	PC2	-.310	.890 <sup>a</sup>	-.268	-.203
	PC3	-.332	-.268	.773 <sup>a</sup>	-.622
	PC4	-.035	-.203	-.622	.806 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Component Matrix <sup>a</sup>	
Component	
1	
PC1	.875
PC2	.898
PC3	.942
PC4	.912

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

Dari hasil Uji Validitas nilai KMO 0,832 > 0,5 , nilai Anti image matrices PC1,2,3,4 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan PC1,2,3,4 Valid”. Dengan kemampuan menjelaskan 82.29%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics		
Cronbach's Alpha	N of Items	
.928	4	

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,928 > 0,6, hal ini berarti “Pernyataan PC1,2,3,4 Reliable atau Handal”.

9) Konfirmasi dari Ekspektasi (EC)

o Hasil Uji Validitas:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.746
Bartlett's Test of Sphericity	Approx. Chi-Square	399.182
	df	3
	Sig.	.000

Anti-image Matrices				
	EC1	EC2	EC3	
Anti-image Covariance	EC1	.282	-.125	-.051
	EC2	-.125	.187	-.132
	EC3	-.051	-.132	.267
Anti-image Correlation	EC1	.796 <sup>a</sup>	-.546	-.189
	EC2	-.546	.686 <sup>a</sup>	-.601
	EC3	-.189	-.601	.770 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.648	88.264	88.264	2.648	88.264	88.264
2	.227	7.581	95.845			
3	.125	4.155	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
Component	
1	
EC1	.927
EC2	.958
EC3	.933

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

Dari hasil Uji Validitas nilai KMO 0,746 > 0,5 , nilai Anti image matrices EC1,2,3 > 0,5 dan hanya memiliki 1 Component Matrix, hal ini berarti “Pernyataan EC1,2,3 Valid”. Dengan kemampuan menjelaskan 88.26%.

o Hasil Uji Reliabilitas:

Case Processing Summary			
		N	%
Cases	Valid	157	100.0
	Excluded <sup>a</sup>	0	.0
	Total	157	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.933	3

Dari hasil Uji Reliabilitas nilai Cronbach's Alpha 0,933 > 0,6, hal ini berarti “Pernyataan EC1,2,3 Reliable atau Handal”.

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

Variabel	Standard Loading	Error	Construct Reliability				Variance Extracted		
			$\Sigma$ Std. Loading	( $\Sigma$ Std. Loading) <sup>2</sup>	$\Sigma$ Error	Nilai CR	Standard Loading <sup>2</sup>	$\Sigma$ (Std. Loading <sup>2</sup> )	Nilai VE
<b>Niat untuk Membeli Sebuah Barang Melalui Media Sosial (INP)</b>									
INP1	0,89	0,25	2,78	7,73	0,50	<b>0,939</b>	0,80	2,58	<b>0,84</b>
INP2	0,95	0,12					0,89		
INP3	0,94	0,13					0,89		
<b>Niat untuk Terlibat dengan Merek melalui Media Sosial (IN)</b>									
IN1	0,94	0,13	2,78	7,73	0,48	<b>0,942</b>	0,88	2,58	<b>0,84</b>
IN2	0,93	0,14					0,87		
IN3	0,91	0,21					0,83		
<b>Sikap terhadap Keterlibatan dengan Merek Ritel melalui Media Sosial (AT)</b>									
AT1	0,93	0,15	2,78	7,73	0,49	<b>0,940</b>	0,87	2,59	<b>0,84</b>
AT2	0,91	0,21					0,83		
AT3	0,94	0,13					0,89		
<b>Ekspektasi Konfirmasi (EC)</b>									
EC1	0,91	0,14	2,75	7,56	0,42	<b>0,947</b>	0,83	2,51	<b>0,86</b>
EC2	0,93	0,11					0,86		
EC3	0,91	0,17					0,82		
<b>Ekspektasi Konfirmasi memoderasi Sikap terhadap Keterlibatan dengan Merek Ritel (ATEC)</b>									
ATEC1	0,97	0,05	2,92	8,53	0,14	<b>0,984</b>	0,95	2,86	<b>0,95</b>
ATEC2	0,98	0,04					0,96		
ATEC3	0,97	0,05					0,95		
<b>Persepsi Kegunaan (PU)</b>									
PU1	0,90	0,24	2,74	7,51	0,66	<b>0,919</b>	0,80	2,48	<b>0,79</b>
PU2	0,93	0,18					0,86		
PU3	0,91	0,24					0,82		
<b>Kompatibilitas (CO)</b>									
CO1	0,92	0,17	2,77	7,67	0,51	<b>0,938</b>	0,85	2,56	<b>0,83</b>
CO2	0,91	0,22					0,82		
CO3	0,94	0,12					0,89		
<b>Kenikmatan (EN)</b>									
EN1	0,82	0,35	2,46	6,05	1,03	<b>0,855</b>	0,67	2,02	<b>0,66</b>
EN2	0,82	0,33					0,68		
EN3	0,82	0,35					0,67		
<b>Kredibilitas (CR)</b>									
CR1	0,91	0,13	3,14	9,86	1,27	<b>0,886</b>	0,82	2,50	<b>0,66</b>
CR2	0,85	0,24					0,72		
CR3	0,62	0,57					0,38		
CR4	0,76	0,33					0,58		
<b>Komunikasi Rekan Sejawat (PC)</b>									
PC1	0,84	0,32	3,38	11,42	1,22	<b>0,904</b>	0,70	2,87	<b>0,70</b>
PC2	0,83	0,33					0,69		
PC3	0,86	0,28					0,75		
PC4	0,85	0,29					0,73		

### C. Output Analisis SEM dengan Lisrel 8.80

LISREL 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\Tesis\195md\tesis195md.spj:

Raw Data from file 'D:\Tesis\195MD\tesis195md.psf'

Sample Size = 195

Latent Variables : INP IN AT EC ATEC PU CO EN CR PC

Relationships

INP1 = INP

INP2 = INP

INP3 = INP

IN1 = IN

IN2 = IN

IN3 = IN

AT1 = AT

AT2 = AT

AT3 = AT

EC1 = EC

EC2 = EC

EC3 = EC

ATEC1= ATEC

ATEC2 = ATEC

ATEC3 =ATEC

PU1 = PU

PU2 = PU

PU3 = PU

CO1 = CO

CO2 = CO

CO3 = CO

EN1 = EN

EN2 = EN

EN3 = EN

CR1 = CR

CR2 = CR

CR3 = CR

CR4 = CR

PC1 = PC

PC2 = PC

PC3 = PC

PC4 = PC

INP = IN AT EC ATEC

IN = AT

AT = PU CO EN CR PC

SET THE ERROR COVARIANCE ATEC1 EC1 FREE

SET THE ERROR COVARIANCE ATEC2 EC2 FREE



SET THE ERROR COVARIANCE ATEC3 EC3 FREE  
SET THE ERROR COVARIANCE CR4 CR3 FREE  
SET THE ERROR COVARIANCE PU3 PU2 FREE  
SET THE ERROR COVARIANCE EN3 EN1 FREE  
SET THE ERROR COVARIANCE PC4 PC3 FREE  
SET THE ERROR COVARIANCE PC4 AT2 FREE  
SET THE ERROR COVARIANCE CO2 AT2 FREE  
SET THE ERROR COVARIANCE IN3 IN1 FREE  
SET THE ERROR COVARIANCE EN3 EN2 FREE  
SET THE ERROR COVARIANCE EN2 EN1 FREE  
SET THE ERROR COVARIANCE CO1 PU2 FREE  
SET THE ERROR COVARIANCE PU2 INP2 FREE  
SET THE ERROR COVARIANCE AT1 INP3 FREE  
SET THE ERROR COVARIANCE AT2 INP1 FREE  
SET THE ERROR COVARIANCE EN1 IN3 FREE  
SET THE ERROR COVARIANCE CO2 PU3 FREE  
SET THE ERROR COVARIANCE EN1 CO2 FREE  
SET THE ERROR COVARIANCE AT3 INP1 FREE  
SET THE ERROR COVARIANCE CO3 IN2 FREE  
SET THE ERROR COVARIANCE CR2 AT1 FREE  
SET THE ERROR COVARIANCE CR4 EN2 FREE  
SET THE ERROR COVARIANCE EC2 IN2 FREE  
SET THE ERROR COVARIANCE ATEC1 EC3 FREE  
ADMISSIBILITY CHEK OFF  
OPTIONS: SC  
Path Diagram  
End of Problem

## Covariance Matrix

	INP1	INP2	INP3	IN1	IN2	IN3
INP1	1.22					
INP2	1.00	1.13				
INP3	0.99	1.00	1.13			
IN1	0.82	0.83	0.87	1.12		
IN2	0.78	0.77	0.80	0.98	1.10	
IN3	0.78	0.80	0.81	0.90	0.98	1.22
AT1	0.81	0.80	0.86	0.91	0.91	0.90
AT2	0.78	0.84	0.83	0.92	0.93	0.98
AT3	0.81	0.85	0.86	0.90	0.90	0.92
EC1	0.51	0.55	0.53	0.60	0.61	0.62
EC2	0.52	0.53	0.49	0.59	0.63	0.66
EC3	0.60	0.59	0.59	0.66	0.69	0.72
ATEC1	3.89	4.01	4.03	4.48	4.53	4.54
ATEC2	3.87	3.90	3.88	4.40	4.51	4.65
ATEC3	4.17	4.17	4.26	4.67	4.76	4.86
PU1	0.86	0.79	0.78	0.87	0.85	0.91
PU2	0.81	0.74	0.79	0.82	0.84	0.94
PU3	0.86	0.81	0.83	0.85	0.84	0.91
CO1	0.76	0.75	0.72	0.77	0.73	0.81
CO2	0.81	0.81	0.75	0.75	0.75	0.88
CO3	0.80	0.80	0.74	0.75	0.72	0.84
EN1	0.62	0.58	0.61	0.74	0.78	0.86
EN2	0.63	0.62	0.58	0.67	0.71	0.79
EN3	0.63	0.61	0.59	0.69	0.75	0.80
CR1	0.56	0.57	0.55	0.56	0.55	0.61
CR2	0.55	0.55	0.53	0.56	0.52	0.61

CR3	0.41	0.44	0.42	0.43	0.34	0.35
CR4	0.39	0.44	0.39	0.45	0.44	0.43
PC1	0.53	0.48	0.53	0.63	0.60	0.66
PC2	0.50	0.42	0.49	0.56	0.54	0.53
PC3	0.62	0.53	0.57	0.63	0.62	0.61
PC4	0.53	0.44	0.51	0.62	0.60	0.57

Covariance Matrix

	AT1	AT2	AT3	EC1	EC2	EC3
AT1	1.13					
AT2	0.97	1.22				
AT3	1.03	1.01	1.16			
EC1	0.66	0.70	0.67	0.83		
EC2	0.64	0.70	0.67	0.70	0.83	
EC3	0.73	0.77	0.75	0.71	0.75	0.93
ATEC1	4.99	5.13	5.08	4.39	3.98	4.22
ATEC2	4.92	5.10	5.06	4.00	4.36	4.33
ATEC3	5.25	5.36	5.37	4.04	4.11	4.86
PU1	0.90	0.92	0.90	0.59	0.62	0.70
PU2	0.94	1.02	0.94	0.68	0.69	0.77
PU3	0.94	1.02	0.95	0.73	0.71	0.81
CO1	0.83	0.86	0.86	0.70	0.66	0.72
CO2	0.82	0.94	0.84	0.67	0.71	0.76
CO3	0.85	0.87	0.88	0.66	0.68	0.70
EN1	0.81	0.82	0.82	0.62	0.64	0.68
EN2	0.79	0.81	0.80	0.67	0.68	0.73
EN3	0.81	0.81	0.81	0.67	0.70	0.75
CR1	0.63	0.67	0.64	0.60	0.55	0.56

CR2	0.56	0.66	0.60	0.59	0.57	0.54
CR3	0.38	0.44	0.44	0.46	0.44	0.50
CR4	0.49	0.55	0.50	0.56	0.53	0.56
PC1	0.63	0.63	0.64	0.54	0.55	0.60
PC2	0.56	0.58	0.52	0.50	0.50	0.54
PC3	0.64	0.66	0.66	0.56	0.57	0.60
PC4	0.61	0.55	0.60	0.60	0.58	0.66

Covariance Matrix

	ATEC1	ATEC2	ATEC3	PU1	PU2	PU3
ATEC1	28.76					
ATEC2	27.40	28.61				
ATEC3	28.26	28.53	31.10			
PU1	4.43	4.50	4.81	1.21		
PU2	4.84	4.83	5.13	1.02	1.24	
PU3	4.93	4.84	5.18	1.04	1.18	1.35
CO1	4.47	4.36	4.58	0.89	0.89	0.99
CO2	4.41	4.52	4.72	0.90	0.97	1.05
CO3	4.41	4.46	4.56	0.88	0.93	0.98
EN1	4.28	4.36	4.51	0.79	0.79	0.81
EN2	4.29	4.34	4.56	0.74	0.78	0.80
EN3	4.32	4.43	4.62	0.71	0.74	0.79
CR1	3.63	3.51	3.58	0.61	0.66	0.67
CR2	3.48	3.46	3.41	0.60	0.60	0.63
CR3	2.48	2.47	2.60	0.42	0.39	0.45
CR4	3.05	3.01	3.06	0.46	0.51	0.55
PC1	3.40	3.44	3.57	0.65	0.65	0.68
PC2	3.03	3.00	3.16	0.56	0.57	0.58

PC3	3.57	3.57	3.68	0.65	0.69	0.70
PC4	3.50	3.45	3.67	0.58	0.60	0.63

Covariance Matrix

	CO1	CO2	CO3	EN1	EN2	EN3
CO1	1.15					
CO2	0.99	1.25				
CO3	1.00	1.03	1.15			
EN1	0.76	0.67	0.72	1.08		
EN2	0.75	0.74	0.75	0.83	1.03	
EN3	0.72	0.68	0.68	0.84	0.96	1.06
CR1	0.63	0.67	0.63	0.58	0.61	0.61
CR2	0.65	0.64	0.66	0.61	0.61	0.57
CR3	0.48	0.51	0.47	0.35	0.42	0.39
CR4	0.53	0.58	0.54	0.43	0.56	0.51
PC1	0.61	0.57	0.59	0.66	0.61	0.61
PC2	0.53	0.50	0.47	0.55	0.53	0.53
PC3	0.59	0.59	0.59	0.63	0.54	0.59
PC4	0.58	0.55	0.53	0.65	0.57	0.63

Covariance Matrix

	CR1	CR2	CR3	CR4	PC1	PC2
CR1	0.73					
CR2	0.62	0.87				
CR3	0.44	0.50	0.92			
CR4	0.52	0.55	0.58	0.80		

PC1	0.48	0.48	0.44	0.38	1.07	
PC2	0.43	0.42	0.45	0.39	0.75	1.05
PC3	0.54	0.53	0.49	0.38	0.78	0.78
PC4	0.52	0.47	0.50	0.39	0.73	0.74

Covariance Matrix

	PC3	PC4
PC3	1.10	
PC4	0.92	1.06

Number of Iterations = 83

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{INP1} = 0.99 * \text{INP}, \text{Errorvar.} = 0.25, R^2 = 0.80$$

(0.030)  
8.14

$$\text{INP2} = 1.00 * \text{INP}, \text{Errorvar.} = 0.12, R^2 = 0.89$$

(0.045)      (0.019)  
22.21      6.14

$$\text{INP3} = 1.00 * \text{INP}, \text{Errorvar.} = 0.13, R^2 = 0.89$$

(0.046)      (0.020)

21.86          6.41

IN1 = 1.00\*IN, Errorvar.= 0.13 , R<sup>2</sup> = 0.88

(0.023)

5.70

IN2 = 0.98\*IN, Errorvar.= 0.14 , R<sup>2</sup> = 0.87

(0.040)          (0.020)

24.70          7.18

IN3 = 1.00\*IN, Errorvar.= 0.21 , R<sup>2</sup> = 0.83

(0.054)          (0.030)

18.44          6.87

AT1 = 0.99\*AT, Errorvar.= 0.15 , R<sup>2</sup> = 0.87

(0.017)

8.69

AT2 = 1.00\*AT, Errorvar.= 0.21 , R<sup>2</sup> = 0.83

(0.043)          (0.023)

23.61          9.08

AT3 = 1.02\*AT, Errorvar.= 0.13 , R<sup>2</sup> = 0.89

(0.038)          (0.016)

26.39          8.32

EC1 = 0.84\*EC, Errorvar.= 0.14 , R<sup>2</sup> = 0.83

(0.048)          (0.019)

17.47      7.37

EC2 = 0.84\*EC, Errorvar.= 0.11 , R<sup>2</sup> = 0.86

(0.047)      (0.017)

17.72      6.81

EC3 = 0.88\*EC, Errorvar.= 0.17 , R<sup>2</sup> = 0.82

(0.051)      (0.022)

17.33      7.64

ATEC1 = 5.25\*ATEC, Errorvar.= 1.47 , R<sup>2</sup> = 0.95

(0.28)      (0.20)

19.04      7.36

ATEC2 = 5.24\*ATEC, Errorvar.= 1.23 , R<sup>2</sup> = 0.96

(0.27)      (0.18)

19.11      6.99

ATEC3 = 5.39\*ATEC, Errorvar.= 1.56 , R<sup>2</sup> = 0.95

(0.28)      (0.21)

19.08      7.41

PU1 = 0.99\*PU, Errorvar.= 0.24 , R<sup>2</sup> = 0.80

(0.062)      (0.031)

15.91      7.79

PU2 = 1.03\*PU, Errorvar.= 0.18 , R<sup>2</sup> = 0.86

(0.061)      (0.029)



16.86          6.11

PU3 = 1.05\*PU, Errorvar.= 0.24 , R<sup>2</sup> = 0.82

(0.065)          (0.035)

16.17          6.82

CO1 = 0.99\*CO, Errorvar.= 0.17 , R<sup>2</sup> = 0.85

(0.059)          (0.023)

16.81          7.42

CO2 = 1.01\*CO, Errorvar.= 0.22 , R<sup>2</sup> = 0.82

(0.061)          (0.027)

16.41          8.09

CO3 = 1.01\*CO, Errorvar.= 0.12 , R<sup>2</sup> = 0.89

(0.057)          (0.019)

17.58          6.53

EN1 = 0.84\*EN, Errorvar.= 0.35 , R<sup>2</sup> = 0.67

(0.060)          (0.037)

13.94          9.63

EN2 = 0.84\*EN, Errorvar.= 0.33 , R<sup>2</sup> = 0.68

(0.060)          (0.034)

14.07          9.58

EN3 = 0.84\*EN, Errorvar.= 0.35 , R<sup>2</sup> = 0.67

(0.061)          (0.037)

13.85      9.46

CR1 = 0.78\*CR, Errorvar.= 0.13 , R<sup>2</sup> = 0.82

(0.048)      (0.022)

16.04      6.03

CR2 = 0.79\*CR, Errorvar.= 0.24 , R<sup>2</sup> = 0.72

(0.054)      (0.031)

14.43      7.74

CR3 = 0.59\*CR, Errorvar.= 0.57 , R<sup>2</sup> = 0.38

(0.064)      (0.061)

9.21      9.34

CR4 = 0.68\*CR, Errorvar.= 0.33 , R<sup>2</sup> = 0.58

(0.055)      (0.038)

12.27      8.82

PC1 = 0.87\*PC, Errorvar.= 0.32 , R<sup>2</sup> = 0.70

(0.062)      (0.043)

14.01      7.41

PC2 = 0.85\*PC, Errorvar.= 0.33 , R<sup>2</sup> = 0.69

(0.062)      (0.043)

13.73      7.63

PC3 = 0.90\*PC, Errorvar.= 0.28 , R<sup>2</sup> = 0.75

(0.062)      (0.043)

14.57      6.52

PC4 = 0.88\*PC, Errorvar.= 0.29 , R<sup>2</sup> = 0.73

(0.061) (0.043)  
14.33 6.91

Error Covariance for IN3 and IN1 = -0.09

(0.019)  
-4.98

Error Covariance for AT1 and INP3 = 0.044

(0.013)  
3.45

Error Covariance for AT2 and INP1 = -0.07

(0.017)  
-3.78

Error Covariance for AT3 and INP1 = -0.05

(0.015)  
-3.04

Error Covariance for EC2 and IN2 = 0.0090

(0.0035)  
2.61

Error Covariance for ATEC1 and EC1 = 0.44

(0.060)  
7.36

Error Covariance for ATEC1 and EC3 = 0.034

(0.011)

3.17

Error Covariance for ATEC2 and EC2 = 0.35

(0.053)

6.64

Error Covariance for ATEC3 and EC3 = 0.49

(0.066)

7.50

Error Covariance for PU2 and INP2 = -0.04

(0.012)

-3.36

Error Covariance for PU3 and PU2 = 0.089

(0.027)

3.34

Error Covariance for CO1 and PU2 = -0.05

(0.014)

-3.90

Error Covariance for CO2 and AT2 = 0.062

(0.016)

3.81

Error Covariance for CO2 and PU3 = 0.050

(0.016)

3.12

Error Covariance for CO3 and IN2 = -0.04

(0.012)

-2.90

Error Covariance for EN1 and IN3 = 0.080

(0.022)

3.71

Error Covariance for EN1 and CO2 = -0.07

(0.020)

-3.67

Error Covariance for EN2 and EN1 = 0.10

(0.025)

4.00

Error Covariance for EN3 and EN1 = 0.10

(0.026)

3.91

Error Covariance for EN3 and EN2 = 0.26

(0.032)

8.04

Error Covariance for CR2 and AT1 = -0.05

(0.016)

-2.90

Error Covariance for CR4 and EN2 = 0.043

(0.015)

2.81

Error Covariance for CR4 and CR3 = 0.17

(0.037)

4.75

Error Covariance for PC4 and AT2 = -0.08

(0.017)

-4.43

Error Covariance for PC4 and PC3 = 0.13

(0.036)

3.63

### Structural Equations

INP = 0.39\*IN + 1.02\*AT + 0.13\*EC - 0.68\*A TEC, Errorvar.= 0.27 , R<sup>2</sup> = 0.73

(0.12) (0.30) (0.13) (0.34) (0.041)

3.30 3.35 0.97 -1.98 6.47

IN = 0.91\*AT, Errorvar.= 0.17 , R<sup>2</sup> = 0.83

(0.046) (0.025)

19.60 6.79

AT = 0.19\*PU + 0.033\*CO + 1.30\*EN - 0.36\*CR - 0.26\*PC, Errorvar.= 0.015 , R<sup>2</sup> = 0.98

(0.24) (0.20) (0.26) (0.17) (0.11) (0.014)

0.80 0.17 4.98 -2.09 -2.39 1.08

Reduced Form Equations

$$INP = 0.13*EC - 0.68*A TEC + 0.27*PU + 0.045*CO + 1.79*EN - 0.50*CR - 0.36*PC, \text{Errorvar.} = 0.32, R^2 = 0.68$$

(0.13) (0.34) (0.34) (0.27) (0.50) (0.26) (0.16)

0.97 -1.98 0.80 0.17 3.57 -1.94 -2.17

$$IN = 0.0*EC + 0.0*A TEC + 0.18*PU + 0.030*CO + 1.18*EN - 0.33*CR - 0.24*PC, \text{Errorvar.} = 0.18, R^2 = 0.82$$

(0.22) (0.18) (0.24) (0.16) (0.099)

0.80 0.17 4.92 -2.09 -2.38

$$AT = 0.0*EC + 0.0*A TEC + 0.19*PU + 0.033*CO + 1.30*EN - 0.36*CR - 0.26*PC, \text{Errorvar.} = 0.015, R^2 = 0.98$$

(0.24) (0.20) (0.26) (0.17) (0.11)

0.80 0.17 4.98 -2.09 -2.39

Correlation Matrix of Independent Variables

	EC	A TEC	PU	CO	EN	CR
EC	1.00					
A TEC	0.91	1.00				
	(0.01)					
	70.21					
PU	0.80	0.89	1.00			
	(0.03)	(0.02)				

	24.77	46.56				
CO	0.81 (0.03)	0.85 (0.02)	0.91 (0.02)	1.00		
	27.78	38.38	50.42			
EN	0.89 (0.02)	0.97 (0.01)	0.90 (0.03)	0.86 (0.03)	1.00	
	43.69	112.66	32.14	27.94		
CR	0.88 (0.02)	0.86 (0.02)	0.78 (0.04)	0.81 (0.03)	0.90 (0.03)	1.00
	36.54	34.78	21.63	25.86	34.52	
PC	0.76 (0.04)	0.74 (0.04)	0.70 (0.04)	0.64 (0.05)	0.82 (0.04)	0.71 (0.04)
	20.72	19.59	15.91	13.04	21.76	15.89

Correlation Matrix of Independent Variables

	PC
PC	1.00

Covariance Matrix of Latent Variables

	INP	IN	AT	EC	ATEC	PU
INP	1.00					
IN	0.82	1.00				
AT	0.83	0.91	1.00			
EC	0.65	0.75	0.83	1.00		
ATEC	0.77	0.88	0.97	0.91	1.00	
PU	0.78	0.84	0.93	0.80	0.89	1.00



CO	0.73	0.79	0.87	0.81	0.85	0.91
EN	0.78	0.88	0.96	0.89	0.97	0.90
CR	0.65	0.74	0.81	0.88	0.86	0.78
PC	0.57	0.64	0.71	0.76	0.74	0.70

Covariance Matrix of Latent Variables

	CO	EN	CR	PC
CO	1.00			
EN	0.86	1.00		
CR	0.81	0.90	1.00	
PC	0.64	0.82	0.71	1.00

Goodness of Fit Statistics

Degrees of Freedom = 408

Minimum Fit Function Chi-Square = 669.99 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 628.03 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 220.03

90 Percent Confidence Interval for NCP = (156.23 ; 291.78)

Minimum Fit Function Value = 3.45

Population Discrepancy Function Value (F0) = 1.13

90 Percent Confidence Interval for F0 = (0.81 ; 1.50)

Root Mean Square Error of Approximation (RMSEA) = 0.053

90 Percent Confidence Interval for RMSEA = (0.044 ; 0.061)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.29

Expected Cross-Validation Index (ECVI) = 4.47

90 Percent Confidence Interval for ECVI = (4.15 ; 4.84)

ECVI for Saturated Model = 5.44

ECVI for Independence Model = 218.15

Chi-Square for Independence Model with 496 Degrees of Freedom = 42256.35

Independence AIC = 42320.35

Model AIC = 868.03

Saturated AIC = 1056.00

Independence CAIC = 42457.09

Model CAIC = 1380.79

Saturated CAIC = 3312.14

Normed Fit Index (NFI) = 0.98

Non-Normed Fit Index (NNFI) = 0.99

Parsimony Normed Fit Index (PNFI) = 0.81

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.98

Critical N (CN) = 139.23

Root Mean Square Residual (RMR) = 0.060

Standardized RMR = 0.033

Goodness of Fit Index (GFI) = 0.83

Adjusted Goodness of Fit Index (AGFI) = 0.78

Parsimony Goodness of Fit Index (PGFI) = 0.64

The Modification Indices Suggest to Add the

Path to from Decrease in Chi-Square New Estimate

EN2	CO	13.6	0.22
EN3	CO	12.5	-0.22
CR3	PC	11.1	0.27
PC4	EC	8.3	0.19
AT	EC	8.7	-0.48
AT	ATEC	8.7	-1.37

Standardized Solution

LAMBDA-Y

	INP	IN	AT
INP1	0.99	--	--
INP2	1.00	--	--
INP3	1.00	--	--
IN1	--	1.00	--
IN2	--	0.98	--
IN3	--	1.00	--
AT1	--	--	0.99
AT2	--	--	1.00
AT3	--	--	1.02

LAMBDA-X

	EC	ATEC	PU	CO	EN	CR
EC1	0.84	--	--	--	--	--
EC2	0.84	--	--	--	--	--
EC3	0.88	--	--	--	--	--
ATEC1	--	5.25	--	--	--	--
ATEC2	--	5.24	--	--	--	--
ATEC3	--	5.39	--	--	--	--
PU1	--	--	0.99	--	--	--
PU2	--	--	1.03	--	--	--
PU3	--	--	1.05	--	--	--
CO1	--	--	--	0.99	--	--
CO2	--	--	--	1.01	--	--
CO3	--	--	--	1.01	--	--
EN1	--	--	--	--	0.84	--
EN2	--	--	--	--	0.84	--
EN3	--	--	--	--	0.84	--
CR1	--	--	--	--	--	0.78
CR2	--	--	--	--	--	0.79
CR3	--	--	--	--	--	0.59
CR4	--	--	--	--	--	0.68
PC1	--	--	--	--	--	--
PC2	--	--	--	--	--	--
PC3	--	--	--	--	--	--
PC4	--	--	--	--	--	--

LAMBDA-X

PC

	-----
EC1	--
EC2	--
EC3	--
ATEC1	--
ATEC2	--
ATEC3	--
PU1	--
PU2	--
PU3	--
CO1	--
CO2	--
CO3	--
EN1	--
EN2	--
EN3	--
CR1	--
CR2	--
CR3	--
CR4	--
PC1	0.87
PC2	0.85
PC3	0.90
PC4	0.88

BETA

	INP	IN	AT
INP	--	0.39	1.02
IN	--	--	0.91
AT	--	--	--

GAMMA

	EC	ATEC	PU	CO	EN	CR
INP	0.13	-0.68	--	--	--	--
IN	--	--	--	--	--	--
AT	--	--	0.19	0.03	1.30	-0.36

GAMMA

	PC
INP	--
IN	--
AT	-0.26

Correlation Matrix of ETA and KSI

	INP	IN	AT	EC	ATEC	PU
INP	1.00					
IN	0.82	1.00				
AT	0.83	0.91	1.00			
EC	0.65	0.75	0.83	1.00		

ATEC	0.77	0.88	0.97	0.91	1.00
PU	0.78	0.84	0.93	0.80	0.89
CO	0.73	0.79	0.87	0.81	0.85
EN	0.78	0.88	0.96	0.89	0.97
CR	0.65	0.74	0.81	0.88	0.86
PC	0.57	0.64	0.71	0.76	0.74

Correlation Matrix of ETA and KSI

	CO	EN	CR	PC
CO	1.00			
EN	0.86	1.00		
CR	0.81	0.90	1.00	
PC	0.64	0.82	0.71	1.00

PSI

Note: This matrix is diagonal.

	INP	IN	AT
INP	0.27		
IN	0.17		
AT	0.02		

Regression Matrix ETA on KSI (Standardized)

	EC	ATEC	PU	CO	EN	CR
INP	0.13	-0.68	0.27	0.05	1.79	-0.50
IN	--	--	0.18	0.03	1.18	-0.33
AT	--	--	0.19	0.03	1.30	-0.36

Regression Matrix ETA on KSI (Standardized)

	PC
INP	-0.36
IN	-0.24
AT	-0.26

Completely Standardized Solution

	LAMBDA-Y		
	INP	IN	AT
INP1	0.89	--	--
INP2	0.95	--	--
INP3	0.94	--	--
IN1	--	0.94	--
IN2	--	0.93	--
IN3	--	0.91	--
AT1	--	--	0.93
AT2	--	--	0.91
AT3	--	--	0.94

LAMBDA-X



	EC	ATEC	PU	CO	EN	CR
EC1	0.91	--	--	--	--	--
EC2	0.93	--	--	--	--	--
EC3	0.91	--	--	--	--	--
ATEC1	--	0.97	--	--	--	--
ATEC2	--	0.98	--	--	--	--
ATEC3	--	0.97	--	--	--	--
PU1	--	--	0.90	--	--	--
PU2	--	--	0.93	--	--	--
PU3	--	--	0.91	--	--	--
CO1	--	--	--	0.92	--	--
CO2	--	--	--	0.91	--	--
CO3	--	--	--	0.94	--	--
EN1	--	--	--	--	0.82	--
EN2	--	--	--	--	0.82	--
EN3	--	--	--	--	0.82	--
CR1	--	--	--	--	--	0.91
CR2	--	--	--	--	--	0.85
CR3	--	--	--	--	--	0.62
CR4	--	--	--	--	--	0.76
PC1	--	--	--	--	--	--
PC2	--	--	--	--	--	--
PC3	--	--	--	--	--	--
PC4	--	--	--	--	--	--

LAMBDA-X

PC

	-----
EC1	--
EC2	--
EC3	--
ATEC1	--
ATEC2	--
ATEC3	--
PU1	--
PU2	--
PU3	--
CO1	--
CO2	--
CO3	--
EN1	--
EN2	--
EN3	--
CR1	--
CR2	--
CR3	--
CR4	--
PC1	0.84
PC2	0.83
PC3	0.86
PC4	0.85

BETA

	INP	IN	AT
INP	--	0.39	1.02
IN	--	--	0.91
AT	--	--	--

GAMMA

	EC	ATEC	PU	CO	EN	CR
INP	0.13	-0.68	--	--	--	--
IN	--	--	--	--	--	--
AT	--	--	0.19	0.03	1.30	-0.36

GAMMA

	PC
INP	--
IN	--
AT	-0.26

Correlation Matrix of ETA and KSI

	INP	IN	AT	EC	ATEC	PU
INP	1.00					
IN	0.82	1.00				
AT	0.83	0.91	1.00			
EC	0.65	0.75	0.83	1.00		

ATEC	0.77	0.88	0.97	0.91	1.00
PU	0.78	0.84	0.93	0.80	0.89
CO	0.73	0.79	0.87	0.81	0.85
EN	0.78	0.88	0.96	0.89	0.97
CR	0.65	0.74	0.81	0.88	0.86
PC	0.57	0.64	0.71	0.76	0.74

Correlation Matrix of ETA and KSI

	CO	EN	CR	PC
CO	1.00			
EN	0.86	1.00		
CR	0.81	0.90	1.00	
PC	0.64	0.82	0.71	1.00

PSI

Note: This matrix is diagonal.

INP	IN	AT
0.27	0.17	0.02

THETA-EPS

	INP1	INP2	INP3	IN1	IN2	IN3
INP1	0.20					
INP2	--	0.11				
INP3	--	--	0.11			

IN1	--	--	--	0.12		
IN2	--	--	--	--	0.13	
IN3	--	--	--	-0.08	--	0.17
AT1	--	--	0.04	--	--	--
AT2	-0.05	--	--	--	--	--
AT3	-0.04	--	--	--	--	--

THETA-EPS

AT1 AT2 AT3

AT1	0.13		
AT2	--	0.17	
AT3	--	--	0.11

THETA-DELTA-EPS

INP1 INP2 INP3 IN1 IN2 IN3

EC1	--	--	--	--	--	--
EC2	--	--	--	0.01	--	--
EC3	--	--	--	--	--	--
ATEC1	--	--	--	--	--	--
ATEC2	--	--	--	--	--	--
ATEC3	--	--	--	--	--	--
PU1	--	--	--	--	--	--
PU2	--	-0.04	--	--	--	--
PU3	--	--	--	--	--	--
CO1	--	--	--	--	--	--
CO2	--	--	--	--	--	--

CO3	--	--	--	--	-0.03	--
EN1	--	--	--	--	--	0.07
EN2	--	--	--	--	--	--
EN3	--	--	--	--	--	--
CR1	--	--	--	--	--	--
CR2	--	--	--	--	--	--
CR3	--	--	--	--	--	--
CR4	--	--	--	--	--	--
PC1	--	--	--	--	--	--
PC2	--	--	--	--	--	--
PC3	--	--	--	--	--	--
PC4	--	--	--	--	--	--

THETA-DELTA-EPS

	AT1	AT2	AT3
EC1	--	--	--
EC2	--	--	--
EC3	--	--	--
ATEC1	--	--	--
ATEC2	--	--	--
ATEC3	--	--	--
PU1	--	--	--
PU2	--	--	--
PU3	--	--	--
CO1	--	--	--
CO2	--	0.05	--
CO3	--	--	--
EN1	--	--	--

EN2	--	--	--
EN3	--	--	--
CR1	--	--	--
CR2	-0.05	--	--
CR3	--	--	--
CR4	--	--	--
PC1	--	--	--
PC2	--	--	--
PC3	--	--	--
PC4	--	-0.07	--

THETA-DELTA

	EC1	EC2	EC3	ATEC1	ATEC2	ATEC3
EC1	0.17					
EC2	--	0.14				
EC3	--	--	0.18			
ATEC1	0.09	--	0.01	0.05		
ATEC2	--	0.07	--	--	0.04	
ATEC3	--	--	0.09	--	--	0.05
PU1	--	--	--	--	--	--
PU2	--	--	--	--	--	--
PU3	--	--	--	--	--	--
CO1	--	--	--	--	--	--
CO2	--	--	--	--	--	--
CO3	--	--	--	--	--	--
EN1	--	--	--	--	--	--
EN2	--	--	--	--	--	--
EN3	--	--	--	--	--	--

CR1	--	--	--	--	--	--
CR2	--	--	--	--	--	--
CR3	--	--	--	--	--	--
CR4	--	--	--	--	--	--
PC1	--	--	--	--	--	--
PC2	--	--	--	--	--	--
PC3	--	--	--	--	--	--
PC4	--	--	--	--	--	--

THETA-DELTA

	PU1	PU2	PU3	CO1	CO2	CO3
PU1	0.20					
PU2	--	0.14				
PU3	--	0.07	0.18			
CO1	--	-0.05	--	0.15		
CO2	--	--	0.04	--	0.18	
CO3	--	--	--	--	--	0.11
EN1	--	--	--	-0.06	--	--
EN2	--	--	--	--	--	--
EN3	--	--	--	--	--	--
CR1	--	--	--	--	--	--
CR2	--	--	--	--	--	--
CR3	--	--	--	--	--	--
CR4	--	--	--	--	--	--
PC1	--	--	--	--	--	--
PC2	--	--	--	--	--	--
PC3	--	--	--	--	--	--
PC4	--	--	--	--	--	--



THETA-DELTA

	EN1	EN2	EN3	CR1	CR2	CR3
EN1	0.33					
EN2	0.10	0.32				
EN3	0.10	0.24	0.33			
CR1	--	--	--	0.18		
CR2	--	--	--	--	0.28	
CR3	--	--	--	--	--	0.62
CR4	--	0.05	--	--	--	0.20
PC1	--	--	--	--	--	--
PC2	--	--	--	--	--	--
PC3	--	--	--	--	--	--
PC4	--	--	--	--	--	--

THETA-DELTA

	CR4	PC1	PC2	PC3	PC4
CR4	0.42				
PC1	--	0.30			
PC2	--	--	0.31		
PC3	--	--	--	0.25	
PC4	--	--	--	0.12	0.27

Regression Matrix ETA on KSI (Standardized)

	EC	A TEC	PU	CO	EN	CR
INP	0.13	-0.68	0.27	0.05	1.79	-0.50
IN	--	--	0.18	0.03	1.18	-0.33
AT	--	--	0.19	0.03	1.30	-0.36

Regression Matrix ETA on KSI (Standardized)

	PC
INP	-0.36
IN	-0.24
AT	-0.26

Time used: 0.312 Seconds

## D. Hasil Analisis Goodness of Fit

<b>Group</b>	<b>Indicator</b>	<b>Value</b>	<b>Keterangan</b>
1	<i>Degree of Freedom</i>	408	<b>Good Fit</b>
	<i>Chi Square</i>	669,99	
	<i>NCP</i>	220,03	
	<i>Confidence Interval</i>	156,23; 291,78	
2	<i>RMSEA</i>	0,053	<b>Good Fit</b>
	<i>Confidence Interval</i>	0,044 ; 0,061	
	<i>P-Value</i>	0,29	
3	<i>ECVI Model</i>	4,47	<b>Good Fit</b>
	<i>ECVI Saturated</i>	5,44	
	<i>ECVI Independence</i>	218,15	
	<i>Confidence Interval</i>	4,15 ; 4,84	
4	<i>AIC Model</i>	868,03	<b>Good Fit</b>
	<i>AIC Saturated</i>	1056	
	<i>AIC Independence</i>	42320,35	
	<i>CAIC Model</i>	1380,79	
	<i>CAIC Saturated</i>	3312,14	
	<i>CAIC Independence</i>	42457,09	
5	<i>NFI</i>	0,98	<b>Good Fit</b>
	<i>CFI</i>	0,99	
	<i>NNFI</i>	0,99	
	<i>IFI</i>	0,99	
	<i>RFI</i>	0,98	
	<i>PNFI</i>	0,81	
6	<i>Critical N</i>	139,23	<b>Marginal Fit</b>
7	<i>GFI</i>	0,83	<b>Marginal Fit</b>
	<i>Standardized RMR</i>	0,033	
	<i>AGFI</i>	0,78	
	<i>PGFI</i>	0,64	

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TERHADAP KEINGINAN UNTUK MEMBELI PRODUK MELALUI  
HALAMAN MEREK RITEL DI MEDIA SOSIAL: PADA PEKERJA  
KANTOR DI INDONESIA**

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**Submission Details**

Title: THE INFLUENCE OF ATTITUDE AND INTENTION ON CONSUMER TO BUY OVER BRAND RETAILER'S SOCIAL MEDIA: A CASE STUDY OF INDONESIAN OFFICE WORKERS

Author(s): **Edi Hamdi** <edi.hamdi@esaunggul.ac.id>  
Yusup Setiawan <Setiyus79@gmail.com>

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Article submitted for the : International Journal of Business and Globalisation

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Submission Date: 19/Aug/21

NOTE TO EDITOR: Dear Professor International Journal of Business and Globalisation Editor, We (co-author and I) have conducted research entitled "THE INFLUENCE OF ATTITUDE AND INTENTION ON CONSUMER TO BUY OVER BRAND RETAILER'S SOCIAL MEDIA: A CASE STUDY OF INDONESIAN OFFICE WORKERS", which is in line with your research expertise. As many of us aware, globalisation has in some ways affected consumer behaviour and moved conventional towards online shopping, and as such consumer engagement with brand has shifted from a conventional to a digital one. We have also observed that the characteristics of social media users may have some effect on their behaviour on social media. Therefore, we recruited Indonesian office workers as research subjects because they generally have easy access to digital device



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**Lampiran: 9**

**Artikel Jurnal**

**THE INFLUENCE OF ATTITUDE AND INTENTION ON CONSUMER  
TO BUY OVER BRAND RETAILER'S SOCIAL MEDIA: A CASE STUDY  
OF INDONESIAN OFFICE WORKERS**

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**ABSTRACT**

With the burgeoning use of social media as a marketing tool and the high number of users, consumer brand engagement merits further investigation. The present study seeks to examine antecedents of attitude towards engagement with the retail brand on social media that in turn affect their intention to buy and examining the mediation effect of intention to engage. The model is also tested from quantitative research with a sample of 195 Indonesian office workers who have power to buy but little time to explore the retail pages. Structural Equation Modeling is used as a method of analysis. This research focuses on Theory of Reasoned Action (TRA) that has been extended to the Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). With its specific context, this study reveals consumers' attitudes towards engagement with the retail brand were influenced by their perceived usefulness and enjoyment and attitudes had a significant effect on consumers' intention to engage and as such, it is related to the intention to buy. This study also indicates that consumers' attitudes had a positive influence on their intention to buy. Finally, the research offers perspective that retailers shall develop a strategy of their retail page's content to affect consumers' attitude to engage and impact their intention to buy.

**Keywords:** Social-media, attitude, intention, consumer engagement, retailer strategy, Theory of Reasoned Action, Technology Acceptance Model, Theory of Planned Behaviour

## 1. INTRODUCTION

There are currently around 160 million social media users in Indonesia (Datareportal, 2020). This phenomenon has impacted on marketing models and moved conventional marketing towards digital marketing over social media. Social media platform has rapidly changed the way consumers interact with products and retail companies (Kao et al., 2016; Sidharta et al., 2021). Retail brands make use of technology to reach consumers and many of them have some form of social media presence. A number of earlier studies show that consumers use social media to buy online and interact with companies (Haslehurst et al., 2016). Consumer engagement has increased and as such there is a growing number of retailers that use social media to communicate with consumers (Assimakopoulos et al., 2017). As Lin et al. (2014) and van Doorn et al. (2010) define it, consumer engagement with retail brand refers to behavioural manifestation of consumer's intention to constantly use social media in order to interact or buy products and services.

Social media has affected various aspects of consumer behaviour, that include the level of product awareness (Mangold & Faulds, 2009), patterns of internet usage (Laroche et al., 2012; Ross et al., 2009), and acquisition of information regarding post-purchase behaviour such as online complaints and word-of-mouth communication (Mangold and Faulds, 2009). Social media also allows consumers to engage, share and exchange information with other consumers (Hennig-Thurau et al., 2010; Sashi, 2012), sharing their experiences with companies and brands over word-of-mouth communication or consumer reviews (Chen et al., 2011; Trusov et al., 2010). In addition, the majority of the consumers use social media to interact or engage with brands (Naylor et al., 2012; Swani et al., 2013), as well as buy goods and services (Hajli, 2013; Yadav et al., 2013).

As Fishbein and Ajzen (1975) observe, one's behaviour is driven by his/her attitudes towards such behaviour. Chiu and Leng (2016) contend that the more favourable attitude towards products, the greater customer's intention to purchase will be. Consumer behaviour may be not only governed by social factors (Rychalski and Palmer, 2017), but also influenced by knowledge, pre-existing attitudes, and personality traits (Yu and Yu, 2017). Similarly, Imelia and Ruswanti (2017) maintain that country of origin shapes consumer attitude as well. Attitude towards

engaging with retail brand over social media can be attributed to a number of factors. Perceived usefulness, that refers to perceptions of the usefulness of technology use, has a significant impact on technology use (Venkatesh et al., 2003). For Moon and Kim (2001), enjoyment is the key determinant of user acceptance and use of internet. Previous studies show that lack of credibility is one of the main reasons for consumers not purchasing from e-commerce sites (Grabner-Kräuter and Kaluscha, 2003). Likewise, Yanuar et al. (2020) write that the bigger the influence that consumers have from their immediate environment is, the greater their intention to buy online will be.

In Indonesia, Facebook is a social media with active users reaching up to 130 million (Datareportal, 2020). Facebook has become a global platform that facilitates interpersonal communication, entertainment, and news consumption (Holcomb et al., 2013). It generally contains blog posts, news and content shared among users. Facebook is also a text-based platform that allows marketers to create more opportunities for Facebook users to read updates (Sproutsocial, 2019).

In particular, there are three research gaps to address in this study. First, previous studies of consumer interaction with retail brand over Facebook have suffered from inconsistent findings (Tsai and Men, 2013; Yadav et al., 2013), and there is little published research on potential impact of the interaction on buying behaviour in Indonesia (Bianchi and Andrews, 2018). Second, most studies of social media have only focused on cognitive variables (for example, perceived usefulness) as determinants of intention to use and engage with social media, and little attention has so far been paid to affective variables (for example, enjoyment) and credibility variables. Third, very little is currently known about the relationship between consumers' attitude towards retail brand-engagement and their intention to buy retail products over Facebook (Bianchi and Andrews, 2018).

## **2. LITERATURE REVIEW**

A number of studies examine implications of social media for company's cost of communication (Gecti and Dastan, 2013), branding (Bruhn et al., 2012), word-of-mouth communication (Chu and Kim, 2011), marketing (Chen et al., 2011; Kumar and Mirchandani, 2012), segmentation (Foster et al., 2011), market research (Patino

et al., 2012), public relations (Luo and Jiang, 2012), consumer identification (Hall-Phillips et al., 2016), as well as interactions between consumer and brand (Tsai and Men, 2013). Other studies have also looked into the influence of consumer online reviews on their decision-making, (Chen et al., 2011; Sen and Lerman, 2007), purchase intention (Kim and Ko, 2012; Wang et al., 2012), and marketing. However, relatively little is known about factors contributing to consumer engagement with retail brand over social media platform.

Brand and consumer engagement has become an important concept in research into marketing and retail (Brodie et al., 2011; France et al., 2016; Graffigna and Gambetti, 2015; Hollebeek, 2011). van Doorn et al. (2010, p. 254) defines consumer brand engagement as “behaviors [that] go beyond transactions, and may be specifically defined as a consumer’s behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers”. Elsewhere, Hollebeek (2011, p. 565) describes consumer brand engagement as “[T]he level of a consumer’s cognitive, emotional and behavioral investment in specific brand interactions”. These conceptualisations indicate that consumer retail brand engagement requires behavioural manifestations of interaction between personal relationship and brand (Brodie et al., 2011). In line with the conceptions introduced by van Doorn et al. (2010) and Lin et al. (2014), throughout this study consumer engagement with retail brand’s social media will refer to behavioural manifestations that drive consumers to continue communicating with retailer and form purchase intention.

Consumer engagement with retail brand on social media may add value to the brand by creating content, attracting followers, or affecting the buying behaviour of other consumers over social media and word-of-mouth communication (Bruhn et al., 2012; Kozinets et al., 2010). Consumers can also engage with retail brand by buying goods or services over their social media platform (Hajli, 2013; Yadav et al., 2013). While social media may be used to affect and exert impact on perception, attitude and behaviour towards brand (Williams and Cothrel, 2000), it can also unite people having similar opinions or interests (Baker and White, 2010). Furthermore, Laroche et al. (2012) found that people contribute, create and join communities to fulfil their

needs of belongingness, being in a way that is connected with other community members and recognized or simply enjoying interactions with each other.

The principles of Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) and technology acceptance model (TAM) (Davis, 1989) underpin the current study. According to the TRA, attitude drives people's behaviour to perform the behaviour (Fishbein and Ajzen, 1975). The notions of the TAM and TRA have been useful for examining consumer behaviour and retail marketing in the digital world, such as digital shopping via internet (Butler and Peppard, 1998) and social media (Reiter et al., 2017), and online selling of retail products (Liao et al., 2014). This research benefited primarily from the theoretical bases of the TRA and TAM given that the frameworks have been widely tested and validated across digital contexts (Kim and Peterson, 2017; Reiter et al., 2017). Reiter et al. (2017), for instance, emphasise that the TAM ensures psychometric stability when it is applied to social media technology use.

As Sicilia and Palazón (2008) note, key factors contributing to consumer participation in virtual communities are ones that create functional, social, and experiential values that generate extrinsic and intrinsic motivation. This study combines, adapts, and expands the TRA and TAM by incorporating a number of variables relating to intrinsic sources of motivation (enjoyment) and trust (credibility) on social media. The following sections hence explain such variables.

### **2.1. Perceived usefulness**

Under the TAM principles, perceived usefulness (PU) is an important factor that influences an individual's intention to use technology (Davis, 1989). This model shows that perceived usefulness has a significant impact on technology use (Venkatesh et al., 2003). Davis (1989, p. 320) defines perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance". In this study, perceived usefulness is concerned with the extent to which consumers believe that using social media will enable them to perform better (Bianchi and Andrews 2018). According to Chen et al. (2002) and Davis (1989), perceived usefulness relates to the degree to which users of social media believe that such usage will improve their job performance. Chen and Tan

(2004) and Shin (2008) contend that these perceptions may affect an individual's attitude towards the use of social media. Consumers use social media to get product-related information provided by users to support their purchase decisions, as well as presenting and exchanging useful information in accordance with their perceptions that the message is useful (Morrison et al., 2013).

## **2.2. Enjoyment**

Enjoyment is defined as happiness, pleasure, and flow when one is deeply involved in an enjoyable activity (Lin et al., 2008). As Waterman et al. (2008, p. 42) defines it, enjoyment refers to “the positive affects that accompany getting or having the material objects and action opportunities one wishes to possess or to experience”. Waterman (1993) states that enjoyment may arise as a result of activities that are conducted either actively or passively, and of such activities deemed to be pleasurable irrespective of the consequences that may follow. Moon and Kim (2001) found that enjoyment is the key factor in user acceptance of internet. Likewise, Davis et al. (1992) point out that enjoyment that users derive from computer technology use in relation to their behaviour in the workplace have effects on behavioural intentions.

## **2.3. Credibility**

Online contact requires a higher level of credibility than that of face-to-face contact (Corbitt et al., 2003). Credibility is when social media tend to provide correct information and perform as promised (Li and Zhang 2018). Credibility is a variable defined in terms of communicators by receivers. It constitutes a subjective assessment carried out by receivers instead of the objective attributes of media itself (Delia, 1976; Jacobson, 1969; Li and Zhang, 2018). That is, social media credibility is a dynamic and contextual phenomenon (Kioussis, 2001; Stacks et al., 2019).

## **2.4. Attitude towards engaging with retail brand on social media**

Referring to the TRA framework, the term ‘attitude’ is used to describe the extent to which an individual makes either positive or negative evaluations of a particular behaviour (Fishbein and Ajzen, 1975). Attitude towards social media can be defined as an informed predisposition to respond to social media at large in a consistently favourable or unfavourable fashion (MacKenzie and Lutz, 1989). As Ajzen (1991)



writes, 'attitude' is used to refer to the extent to which an individual has a favourable or unfavourable appraisal of the service in question. Here, attitude is understood to mean 'a function of salient beliefs, which may be formed by observation, secondary information or by an inferential process' (Bianchi and Andrews, 2018, p. 6). Following these beliefs, people adopt either favourable or unfavourable attitudes towards the consequences of a behaviour.

### **2.5. Intention to engage with retail brand on social media**

Intention is a deciding factor in the model because it serves as the immediate antecedent to an actual behaviour. This is why the stronger the intention to execute a behaviour, the greater the likelihood that consumers will in reality perform such behaviours (Ajzen, 1991). Intentions signal the amount of effort people intend to devote in performing a certain behaviour in question (Ajzen, 1991). Continuous usage intention concerns the extent to which one is willing to continuously use a particular social media platform (Chiang, 2013).

### **2.6. Intention to purchase goods on social media**

Purchase intention is used here to mean the willingness to buy a specific product (Dodds et al., 1991). Purchase intention signifies consumers' foreseeable behaviour in terms of what product they will buy on their next shopping trip (Fandos and Flavián, 2006). Purchase intention may mean the likelihood of consumer buying a particular product. The greater the purchase intention, the more likely consumer will make a purchase (Kotler and Armstrong, 2018).

This study combines and elaborates the theoretical constructs by investigating three variables of intrinsic motivations (enjoyment) and trust (credibility) on social media, in addition to cognitive variables (perceived usefulness) as predictors of consumer attitude towards and intention of engaging with retailers over social media as well as buying products and services.

### **3. RELATIONSHIP BETWEEN VARIABLES**

#### **3.1. The relationship between perceived usefulness and attitude towards engagement with retail brand on social media**

In this study, perceived usefulness relates to the extent to which consumers believe that using social media will help them perform better. Consumers use social media to get product-related information provided by users to support their purchase decisions, as well as presenting and exchanging useful information in accordance with their perceptions that the message is useful (Morrison et al., 2013). The findings of the previous research support the idea that individuals' perceived usefulness of interaction with brand over social media has a positive effect on their attitudes and intentions towards the behaviour (Flavián et al., 2006). In keeping with the results from earlier studies, this study formulates the following hypothesis:

**H1.** Perceived usefulness has a positive effect on consumer engagement with retail brand over social media.

#### **3.2. The relationship between enjoyment and attitude towards engaging with retail brand on social media**

Heijden (2004) identifies perceived enjoyment as a particularly strong predictor for intentions to use the information systems. In a similar vein, earlier observations found that perceived enjoyment creates a positive impact on attitude (Lin and Lu, 2011). Taken together, the literature recognises that users of information technology have a higher level of motivation if they derive more intense enjoyment from it (Lin and Lu, 2011). Thus, this study proposes the following hypothesis:

**H2.** Enjoyment has a positive effect on consumer engagement with retail brand over social media.

#### **3.3. The relationship between credibility and attitude towards engaging with retail brand on social media**

Online contact requires a higher level of credibility than that of face-to-face encounter (Corbitt et al., 2003). Previous research found that lack of credibility has been the major barrier to consumers buying from e-commerce platforms (Grabner-Kräuter and Kaluscha, 2003). Credibility affects consumers' intention to engage with online experiences, and lack of credibility is the main reason for their not interacting with online brands (Gefen et al., 2003). Overall, the credibility of

information that is provided by retail company and shared among users on social media page plays a crucial role in increasing consumer engagement (Yang et al., 2010). Thus, this study proposes the following hypothesis:

**H3.** Credibility has a positive effect on consumer attitudes towards engaging with retail brand over social media.

### **3.4. The relationship between attitude towards engaging with retail brand and intention to purchase goods on social media**

According to Fishbein and Ajzen (1975), attitude is conceived of as a function of salient beliefs that may be developed by observation, secondary information or inferential processes. By adhering to the beliefs, people adopt favourable attitudes or otherwise towards the consequences of a behaviour (Bianchi and Andrews, 2018). Attitudes affect intention to execute a particular behaviour and as such we can expect a positive relationship between attitudes and intentions towards engaging with retail brand over social media (Bianchi and Andrews, 2018). Prior studies have also noted that attitude is the dominant predictor of intention towards using social media (Liao et al., 2014). Therefore, this study proposes the following hypothesis:

**H4.** Attitude has a positive effect on consumer's intention towards engaging with retail brand over social media.

### **3.5. The relationship between intention to engage with retail brand over social media and intention to purchase goods on social media**

Continuous usage intention concerns the extent to which one is willing to continuously use a particular social media platform (Chiang, 2013). Intention is seen as consumers' indication that they will continue engaging with retail brands over the Facebook page of the firm (Bianchi and Andrews, 2018). Consumers' engagement with retail brand over social media may trigger positive reactions and behaviours that go beyond transactions (van Doorn et al., 2010), as well as revealing their cognitive, emotional and behavioral investment in particular brand interactions (Hollebeek, 2011), in such a way that they can be more interested in and more likely to purchase such products and brands (Wang et al., 2012). Thus, this study proposes the following hypothesis:

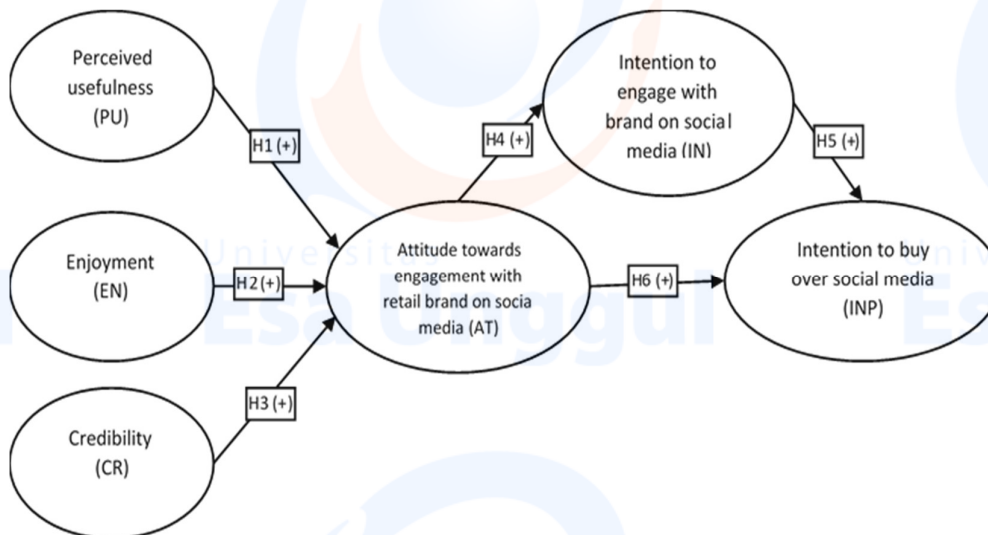
**H5.** Consumer intention to positively engage with retail brand over social media is related to consumer intention to buy over social media.

### 3.6. The relationship between attitude towards engaging with retail brand and intention to purchase goods on social media

According to the theory of planned behaviour (TPB), intention to purchase is largely determined by consumer attitudes (Bhattacharjee, 2000; George, 2004; Phau and Teah, 2009). Kim and Karpova's (2010) study has confirmed that attitude is an important factor accounting for consumer intention to buy products. Similarly, Chiu and Leng (2016) and Ruswanti et al. (2019) maintain that the more favourable attitude towards product, the greater the purchase intention will be. Thus, this study proposes the following hypothesis:

**H6.** Attitude has a positive effect on consumer purchase intention towards retail products.

**Figure 1. Research model**



## 4. RESEARCH METHODOLOGY

The model of the hypotheses was tested using an online survey of consumers. The populations of this study were Indonesian Facebook users who have for some time followed the Facebook pages of retail brands and are also office workers. The questionnaire was developed in Indonesian to facilitate respondents to gain a complete understanding of the questions. This survey was previously tested on an initial small sample of 30 Indonesian consumers with the aim of getting feedback

on and adding necessary refinements to the questions in order to allow for a fuller understanding. Afterwards, an online survey was randomly distributed to a number of Facebook users in Indonesia. The respondents received information on the purpose of this study and a survey link.

The opening section of the survey asks for information about how respondents use social media and main activities conducted on Facebook in relation to brands. The questionnaire of this study followed research steps described in the published literature.

All the steps taken in this study were obtained and adapted from previous studies, and the results found were measured using a 5-point Likert scale (1=strongly disagree to 5=strongly agree). Dependent variables and intention to buy over social media were measured using three questions adapted from Lin et al. (2014). Intention to engage with retail brand over social media was measured using three questions adapted from Lin et al. (2014) and (Yang, 2010). Attitude towards engaging with retail brand over social media was measured using three questions adapted from Yang (2010). Perceived usefulness was measured using three questions adapted from Venkatesh et al. (2003). Credibility was measured using four questions adapted from Colliander and Dahlén (2011). Moreover, enjoyment was measured using three questions adapted from Lin et al. (2014).

SPSS was used to test validity by applying confirmatory factor analysis, that is, by seeing values of Kaiser-Meyer-Olkin measure of sampling (KMO) and measures of sampling adequacy anti image matrix correlation (MSA). The test validity using factor analysis where the variables are perceived usefulness, enjoyment, credibility on social media, attitude towards engaging with retail brand over social media, and intention to buy goods over social media declared all hypothesis statements valid, with KMO and MSA (anti image correlation) values of  $>0.500$  with 1 component matrix. Similarly, the results of reliability test showed all variable statements were declared reliable under the formula for Cronbach's alpha  $>0.6$  (Sekaran and Bougie, 2016). Following the analysis of the results of the pre-test on 30 respondents, all statements were declared valid and reliable so as to be included in the questionnaire of this study comprising 19 questions.

The Structural Equation Modelling used Lisrel 8.80 to test the proposed model and the path of the hypothesis.

## 5. RESULTS

The questionnaire was distributed during the period of January 2021 until April 2021. The respondents of this study were ordinary people working in offices. This was evident in 195 respondents that comprised 67 people working as executive/managers, 34 as teachers/educators, and the remaining 96 respondents as office workers/cashiers/administrators. It could then be argued that the respondents of this study represent Indonesian office workers.

The descriptive statistic shows an overview of sample of behaviour on social media (see Table 1). These characteristics do not allow for generalisation to the wider population. The purpose was to recruit sample of respondents who use social media and examine their attitudes and intentions towards engaging with retail brand over social media. The procedure found that 100 per cent of the respondents have used Facebook at least once. The majority of the respondents (87%) visited Facebook page less than equal to one ( $\leq 2$ ) hour per week. All respondents have visited or liked retail brand's Facebook page at least once.

**Table 1. Respondent Demography**

Variable	Category	%
Gender	Male	52.3
	Female	47.7
Age	18-24	13.7
	25-35	32.5
	36-45	34.0
	46-55	15.2
	56-65	4.6
Marital Status	Single with child	1.5
	Single without child	33.0
	Married couple with child(ren)	54.8
	Married couple without child(ren)	10.7
Education	< High school	0.5
	Associate/Foundation degree	12.7
	Undergraduate degree	61.9
	Postgraduate degree	13.7
	Postgraduate degree <	1.5
	High school	9.6
Occupation Status	Executive/Manager	34.0
	Teacher/Educator	17.3
	Office	
	Worker/Cashier/Administrator	48.7

Note: n=195

Lisrel 8.80 was used in a single measurement model and confirmatory factor analysis (CFA). Prior to the CFA, construct validity of this study was conducted and the results indicated that all variables were acceptable or valid with factor loading ( $>0.50$ ), and the value of t-value was higher than t-table (1.96) at a significance level of 5%. Construct reliability was considered to have fulfilled the reliability requirements if the value of CR (Construct Reliability) was higher than 0.60 and the value of VE (Variance Extracted) was higher than 0.50 (Hair et al. 2014). The results of reliability test of the measurement scale revealed that constructs have fulfilled the reliability requirements as well.

Based on an analysis of model fit (table 2) of group 1 to group 7, all of the test results indicated a good model fit that included Chi Square, ECVI, AIC and CAIC, Fit Index. There were also close fit, i.e. RMSEA, and marginal fit, that is, between Critical N and Goodness of Fit. Thus, it can be summed up that all the model fits have fulfilled the requirements. Factor analysis was applied to all constructs. The

procedure described that there was no single or general factor that contributed to most variances of independent and dependent variable. This indicated that there was no problem of bias in the data.

A structural test was also conducted to identify  $R^2$  value of each equation and see how far independent variables may explain dependent variables. The SEM analysis generated the first result, that is the variable of Attitude towards engaging with retail brand over social media (AT) was affected by the variable of Perceived Usefulness (PU), Enjoyment (EN), and Credibility (CR) with  $R^2$  value of 0.92. In other words, 92% of the variance of Attitude towards engaging with retail brand over social media (AT) can be explained in terms of Perceived Usefulness (PU), Enjoyment (EN), and Credibility (CR), whereas the remaining 8% can be explained in terms of other variables outside ones in this study.

The analysis generated the second result, that is the variable of Intention to engage with retail brand over social media (IN) was affected by the variable of Attitude towards engaging with retail brand over social media (AT) with  $R^2$  value of 0.85. That is to say, 85% of the Intention to engage with retail brand over social media (IN) can be explained in terms of the variable of Attitude towards engaging with retail brand over social media (AT), whereas the remaining 15% can be explained in terms of other variables.

The third result of the analysis was that the variable of Intention to buy over social media (INP) was affected by both the variable of Attitude towards engaging with retail brand over social media (AT) and Intention to engage with retail brand over social media (IN) with  $R^2$  value of 0.71. In other words, 71% of the variance of Intention to buy over social media (INP) can be explained in terms of the variable of Attitude towards engaging with retail brand over social media (AT) and Intention to engage with retail brand over social media (IN), whilst the remaining 29% can be explained in terms of other variables outside ones in this study.

The results of this study are illustrated in T-Value diagram (see Figure 2). Hypothesis is accepted if the value of T-Value  $>1.96$  and rejected if the value of T-Value  $<1.96$ . As shown in Table 2, the results indicate that H3 has the value of T-



Value <1.96 so that hypothesis is not supported. In addition, the results of this study indicate that H1, H2, H4, H5 and H6 have the value of t-value >1.96 so that the tested hypotheses are confirmed by the data of the study (see Table 3).

Figure 2. T-Value Path Diagram

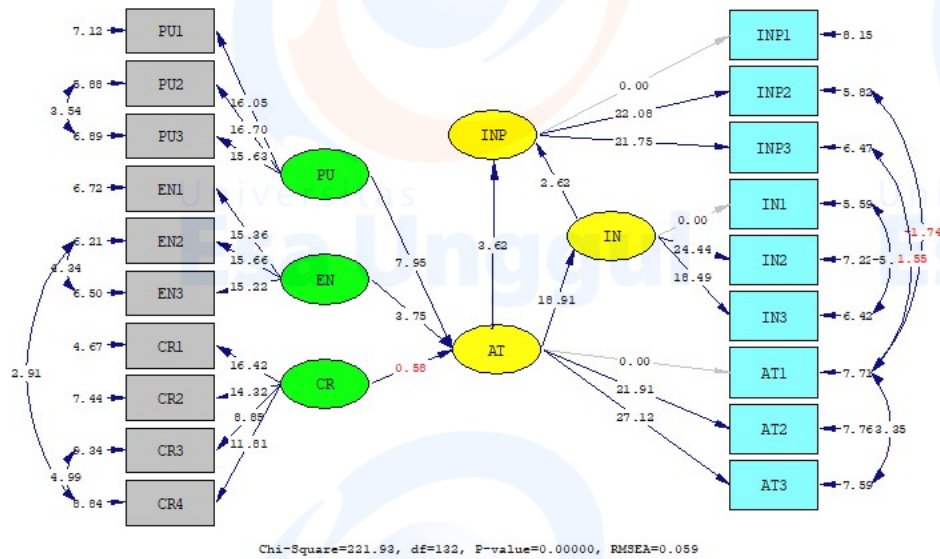


Table 3. Results of hypothesis test

Path	Hypothesis statement	T-Value	Result
PU → AT	Perceived usefulness has a positive effect on consumer engagement with retail brand on social media	7.95	Data do not support hypothesis
EN → AT	Enjoyment has a positive effect on consumer engagement with retail brand on social media	3.75	Data support hypothesis
CR → AT	Credibility has a positive effect on consumer engagement with retail brand on social media	0.58	Data do not support hypothesis
AT → IN	Attitude has a positive effect on consumer intention to engage with retail brand on social media	18.91	Data support hypothesis
IN → INP	Consumer intention to positively engage with retail brand over social media is related to consumer intention to buy over social media	2.62	Data support hypothesis
AT → INP	Attitude has an effect on customer purchase intention towards retail product	3.62	Data support hypothesis

## DISCUSSION

The findings of this study have confirmed two variables of significant antecedent of attitude that were indirectly related to consumer intention to engage with retail brand, i.e., perceived usefulness and enjoyment.

This study indicates that perceived usefulness is the dominant positive antecedent of attitude. The results are in accord with that of previous study (Guo et al., 2009) demonstrating that perceived usefulness has a strong and direct effect on consumer attitudes. Therefore, this study confirms that motivation for usefulness is supported by faster job completion, faster transactions, and other things that may contribute to an improvement of consumer's productivity. The results of this research are also in line with most studies on TAM (Venkatesh et al., 2003), suggesting that usefulness may reflect rational benefits and positive results that people are hoping to achieve.

This study reveals that enjoyment constitutes another antecedent that has a positive effect on attitude. It indicates that consumer intention towards engaging with retail brand over social media was stronger when using social media (Davis et al., 1992; Lin and Lu, 2011). The results further support those observed in earlier studies showing that people have a higher level of motivation for using technology if they have an intense enjoyment in doing so (Lin and Lu, 2011). In this study, the results show that enjoyment was a significant factor in attitude towards the use of social media, that in turn contributed to positive attitude towards engaging with retail brand over social media.

Furthermore, it was found that credibility on social media (Facebook) was not significantly related to attitude towards engaging with retail brand on Facebook page. The results of this study do not match those of the previous studies that linked the credibility of social media to consumer interaction with retail brand on social media (Eastlick et al., 2006; Gefen et al., 2003; Pavlou and Fygenson, 2006). Another previous research established that lack of credibility has been the major barrier to consumers buying from e-commerce platforms (Grabner-Kräuter and Kaluscha, 2003). This research has also revealed that Indonesian office workers generally have a limited time for accessing social media. The findings have affected

the measurement of credibility of social media (Li and Zhang, 2018). In this line of argument, it could be argued that such credibility does not affect attitude towards engaging with the retail brand's social media.

It was also found that consumers who had more positive attitudes towards engaging with retail brand over social media would be more likely to engage with retail brand's Facebook page. The results are largely in agreement with the theory of planned behaviour (TPB), suggesting that purchase intentions are strongly affected by consumer attitudes (Bhattacharjee, 2000; George, 2004; Phau and Teah, 2009). These seem to support previous research indicating that the more favourable attitude towards particular products, the greater consumer's purchase intention will be (Bianchi and Andrews, 2018; Chiu and Leng, 2016). This study confirms prior research into the current topic (Bianchi and Andrews, 2018), that is, predicting attitude and intention towards engaging with retail brand over social media.

The present study found that intention to engage with the retail brand's social media had a positive effect on consumer's intention to buy products over social media platform. The findings are consistent with those of Bianchi and Andrews (2018). Overall, the results of this study corroborate the existing literature in the theory of planned behaviour (Bhattacharjee, 2000; Chiu and Leng, 2016), that is, by providing additional evidence that consumer attitudes have an effect on the intention to purchase retail brand's products over social media.

### **Conclusion**

The results of the present study broadly agree with the framework of TRA (Fishbein and Ajzen, 1975) and TAM (Davis, 1989) so as to be drawn on in further research that investigates customer behaviour in the digital space (Bianchi and Andrews, 2018). This study accords with the current literature on customer engagement with retail brand's Facebook page and its potential effect on purchase intention. It also supports the literature by presenting information concerning customer engagement with retail brand over social media platform that focuses on the relationship between retail brand and consumer (Bianchi and Andrews, 2018). The results of this research explain the role of social media in facilitating customer engagement with retail brand.

Moreover, these results have a number of important implications that retail companies may ponder in order to better understand customer engagement with retail brand (van Doorn et al., 2010). These companies have so far sought to find ways to attract existing and prospective consumers to follow their social media pages in an effort to foster good and continued relations. This study has managed to reveal a number of contributory factors in customer engagement with retail brand over social media. It may provide marketers with new insights into the way to develop and implement marketing strategies on social media (Bianchi and Andrews, 2018).

A number of strategies marketers that may adopt include, first, making their Facebook page more useful to consumers in completing their jobs, processing transactions, and enhancing the productivity. Second, marketers need to focus on consumer enjoyment in visiting retail brand's Facebook page. This can be achieved by creating interesting content for the retail brand's Facebook page so as to encourage Facebook visitors to leave comment. Marketers can also post content that allows Facebook visitors to interact and communicate with one another. It will be likely to affect consumers' attitude to engage with retail brand's Facebook page and in turn impact on their intention to engage with retail brand's Facebook.

This study, however, is subject to at least two limitations. First, the sample included only consumers working in office on the grounds that they are considered to be potential online buyers and likely to have access to digital technology. As such, the office workers could provide relevant information and help mitigate problem arising from collecting reliable data on retail market (Fastoso and Whitelock, 2011). Studies similar to this one may be conducted by selecting samples from wider populations or from segments of different demographic characteristics. Second, this research focused only on a social media platform, i.e., Facebook. Despite the fact that Facebook is one of the world's major social media platforms (Clement, 2020b), it is worth considering that further studies include other social media platforms, such as YouTube, Twitter and Instagram, where other retail and brand companies are present. This is devised to have a more comprehensive understanding of consumer brand engagement over social media.

To conclude, this research portrays consumers' attitude and intention at some point of time. That this research is a cross-sectional study may mean that the results on the relationship between consumer attitude and intention towards engaging with retail brand over social media need to be interpreted cautiously. In other words, the results are by no means intended to offer conclusive evidence regarding cause-and-effect relationship.

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## Lampiran: 10

## Sekilas Biodata Penulis



**Yusup Setiawan**, dilahirkan di Sragen, 23 Mei 1979. Sebagai anak kelima dari 5 bersaudara dari pasangan Bapak Suyono dan Ibu Suyanti. Sejak penulis menempuh pendidikan Sekolah Dasar, sudah dibekali pelatihan-pelatihan yang berguna sebagai bekal Pendidikan dan kemandirian.

Penulis pernah menempuh pendidikan di SD Negeri XI Sragen dan melanjutkan ke jenjang pendidikan menengah pertama di SMP Negeri 2 Sragen kemudian melanjutkan ke jenjang lanjut di SMA Negeri 1 Sragen.

Gelar sarjana diperoleh Penulis dari Jurusan Teknik Material, Fakultas Teknologi Industri, Institut Teknologi Sepuluh Nopember (ITS) Surabaya.

Penulis sejak duduk di bangku SD, telah aktif pada kegiatan-kegiatan sekolah khususnya kegiatan keorganisasian. Sampai dengan kuliah berbagai jabatan organisasi pada unit kegiatan sekolah maupun kemahasiswaan, seperti OSIS, Himpunan Mahasiswa, Koordinator Laboratory, dan lain-lain.

Penulis mulai bekerja tahun 2004, dimulai bekerja di Astra Otoparts Grup dan beberapa perusahaan lain dan sekarang (2021) bekerja di PT JFE Steel Galvanizing Indonesia. Dari awal penulis bekerja di bidang *Quality Control*, *Quality Assurance* dan *Engineering*. Selama bekerja penulis telah banyak mengenyam pelatihan tentang standar kualitas, manajemen, leadership dan pelatihan *technical skill* yang menunjang karir dan kemampuan penulis.

Minat yang tinggi akan manajemen dan penguatan kapasitas organisasi serta semangat untuk belajar yang tinggi 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 **“Faktor yang Mempengaruhi Sikap dan Niat Konsumen Terhadap Keinginan untuk Membeli Produk Melalui Halaman Merek Ritel di Media Sosial: Pada Pekerja Kantor Di Indonesia”**.

Dengan mengucap syukur ke hadirat Tuhan Yang Maha Esa, Penulis berharap agar tulisan/tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan kontribusi positif pada bidang keilmuan, khususnya manajemen.