

BAB V

PENUTUP

5.1. Kesimpulan

Pada hasil yang didapat oleh peneliti, memiliki tujuan untuk menguji keterlibatan merek dan kesadaran merek sebagai mediasi pada pengaruh pemasaran media sosial terhadap niat beli merek Glad2Glow, Hasil penelitian dapat disimpulkan sebagai berikut:

1. Hasil hipotesis pertama dinyatakan diterima bahwa pemasaran media sosial berdampak signifikan terhadap kesadaran merek pada merek Glad2Glow.
2. Hasil hipotesis kedua dinyatakan diterima bahwa pemasaran media sosial berdampak signifikan terhadap keterlibatan merek pada merek Glad2Glow.
3. Hasil hipotesis ketiga dinyatakan diterima bahwa pemasaran media sosial berdampak signifikan terhadap niat beli pada merek Glad2Glow.
4. Hasil hipotesis keempat dinyatakan bahwa kesadaran merek berdampak signifikan terhadap niat beli pada merek Glad2Glow.
5. Hasil hipotesis kelima dinyatakan bahwa keterlibatan merek berdampak signifikan terhadap niat beli pada merek Glad2Glow.
6. Hasil hipotesis keenam menunjukkan bahwa kesadaran merek memediasi hubungan antara pemasaran media sosial terhadap niat beli pada merek Glad2Glow.
7. Hasil hipotesis ketujuh menunjukkan bahwa keterlibatan merek memediasi hubungan antara pemasaran media sosial terhadap niat beli pada merek Glad2Glow.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian menunjukkan bahwa H1 pada sampel asli (O) yaitu pemasaran media sosial terhadap kesadaran merek mempunyai pengaruh yang besar, sehingga dengan hasil tersebut diharapkan merek Glad2Glow memperkuat pemasaran media sosial pada mereknya sehingga dapat meningkatkan kesadaran merek pada konsumen mengenai merek Glad2Glow dengan cara meningkatkan perhatian konsumen melalui konten yang menarik, interaksi dengan konsumen, memanfaatkan konten pengguna, dan mengoptimalkan upaya dalam kesadaran merek pada konsumen.

Pada H2 yaitu pemasaran media sosial terhadap keterlibatan merek memiliki pengaruh yang signifikan, maka dengan hasil tersebut merek Glad2Glow dapat meningkatkan keterlibatan merek dengan memastikan bahwa setiap konten yang diberikan atau dibagikan di media sosial Tiktok sesuai dengan nilai dan manfaat bagi merek Glad2Glow, agar konsumen dapat memberikan kesan yang positif supaya dapat meningkatkan calon konsumen baru.

Berdasarkan H3 yaitu pemasaran media sosial terhadap niat beli mendapatkan pengaruh yang signifikan, maka dengan berfokus pada pengembangan pemasaran media sosial melalui TikTok dengan membagikan informasi yang sesuai dengan kebutuhan dan keinginan konsumen, dapat membuat mendorong konsumen untuk melakukan niat beli pada merek Glad2Glow.

Kesadaran merek terhadap niat beli merupakan H4 yang dimana mendapatkan pengaruh yang signifikan, sehingga Glad2Glow harus fokus pada strategis pemasaran yang dapat membangun dan memuat tumbuhnya kepercayaan

pada konsumen melalui konten dan iklan yang menarik, supaya konsumen dapat mengingat dan mengenal merek Glad2Glad pada logo dan produk yang dijelaskan supaya konsumen menganggap merek Glad2Glow menjadi dirinya konsumen, karena sesuai dengan kebutuhan dan keinginan konsumen.

Pada H5 yaitu keterlibatan merek terhadap niat beli memiliki pengaruh yang signifikan, maka dapat memberikan informasi mengenai merek Glad2Glow yang diposting melalui sosial media Glad2Glow di TikTok supaya terus menjaga dan meningkatkan kualitas pada merek Glad2Glow, terus meningkatkan keterlibatan merek agar memotivasikan konsumen dalam memberikan interaksi melalui *like* dan komen yang positif supaya dalam melakukan niat beli pada suatu merek konsumen tidak ragu jika ingin melakukan pembelian akan produk pada merek Glad2Glow karena kualitas yang diberikan baik.

Sedangkan H6 yaitu kesadaran merek sebagai mediasi pada pemasaran media sosial terhadap niat beli memiliki pengaruh yang signifikan, namun pada sampel asli (O) mendapat nilai yang paling rendah pada penelitian ini, maka dengan membuat suatu inovasi konten yang menarik supaya dapat meningkatkan merek dan interaksi dengan konsumen, melalui konten yang dibagikan secara luas, menarik bagi konsumen, dan partisipasi dengan tren, yang dapat membantu untuk meningkatkan kesadaran merek dan membuat merek menjadi diri konsumen.

Menurut H7 yaitu keterlibatan merek sebagai mediasi pada pemasaran media sosial terhadap niat beli memiliki pengaruh yang signifikan, sehingga merek Glad2Glow harus menciptakan konten yang positif dan relevan dengan target pasar agar konsumen merasakan dan mau terlibat pada merek Glad2Glow, karena terkait

dengan personal diri konsumen, serta dapat memenuhi keinginan dan harapan ssesuai dengan kebutuhan, maka hal ini dapat meningkatkan niat beli konsumen akan merek Glad2Glow.

5.3. Keterbatasan Penelitian

Hasil yang diperoleh oleh peneliti memiliki beberapa keterbatasan atau kelemahan yang harus diperhatikan, sebagai berikut:

1. Pada nilai *R-square* terdapat kriteria yang rendah, sehingga menyatakan bahwa variabel tersebut masih kurang kuat, maka membutuhkan suatu variabel lain untuk mendukung penelitian ini.
2. Pada perbedaan objek penelitian menjadi keterbatasan penelitian, dimana penelitian terdahulu tidak memiliki objek yang spesifik terhadap suatu produk, tetapi meneliti seberapa besar pengaruh pemasaran media sosial terhadap niat beli pada masyarakat di Kosovo.

5.4. Saran untuk Peneliti Selanjutnya

Agar meningkatkan pemahaman dan penerapan pada penelitian selanjutnya, maka terdapat beberapa saran yang dapat dilakukan untuk mengembangkan penelitian selanjutnya yaitu:

1. Saran pertama yang dapat diberikan untuk penelitian selanjutnya yaitu dapat menggunakan indikator lain pada kuesioner supaya pengukuran pada variabel menjadi lebih luas dan lebih relevan.
2. Saran kedua yang diberikan untuk penelitian selanjutnya yaitu, diharapkan dapat melakukan penelitian merek Glad2Glow di aplikasi lainnya seperti Instagram,

sehingga lingkup penelitian menjadi lebih luas dan tidak hanya sebatas yang menggunakan aplikasi TikTok.



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LAMPIRAN

Lampiran 1. Kuesioner *Google Formulir*

Bagian 1 dari 13

Kesadaran Merek dan Keterlibatan Merek Gen Z: Pengaruh Pemasaran Media Sosial Terhadap Niat Beli Merek Glad2Glow

Hallo teman-teman!

Perkenalkan nama saya **Angella Hestyfanie**, Mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomi Universitas, Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian dalam rangka tugas akhir (skripsi) sebagai syarat untuk menyelesaikan studi dengan melakukan penelitian mengenai "**Kesadaran Merek dan Keterlibatan Merek Gen Z: Pengaruh Pemasaran Media Sosial Terhadap Niat Beli Merek Glad2Glow**".

Kriteria pengisi kuesioner:

1. Merupakan Generasi Z (lahir antara tahun 1997-2012).
2. Memiliki aplikasi akun TikTok.
3. Pernah melihat konten iklan Glad2Glow melalui TikTok.

Apabila Anda sesuai dengan kriteria tersebut, saya memohon kesediaannya untuk dapat berpartisipasi dan meluangkan waktunya untuk mengisi pertanyaan kuesioner ini.

Apabila terdapat pertanyaan mengenai kuesioner ini, Anda dapat menghubungi saya melalui: angellaht14@gmail.com

Segala informasi serta jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kebutuhan penelitian. Saya mengucapkan terima kasih atas waktu dan kesediaan teman-teman dalam mengisi kuesioner ini.

Angella Hestyfanie.

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda termasuk Generasi Z (lahir antara tahun 1997-2012)? *

☐ Ya

☐ Tidak

Setelah bagian 2 Lanjutkan ke bagian berikut

Bagian 3 dari 13

Terima Kasih Sudah Meluangkan Waktu Anda!

Deskripsi (opsional)

Setelah bagian 3 Lanjutkan ke bagian berikut

Bagian 4 dari 13

Pertanyaan Filter 2

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda memiliki akun TikTok? *

☐ Ya

☐ Tidak

Pertanyaan Filter 3

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda pernah melihat konten iklan Glad2Glow melalui TikTok? *

- ☐ Ya
- ☐ Tidak

Pemasaran Sosial Media

Pemasaran Sosial Media adalah membangun hubungan dan kepuasan pelanggan melalui interaksi media sosial karena dapat menciptakan pelanggan berharga bagi pelanggan.

Harap pilih satu jawaban istilah pertanyaan atau pertanyaan di bawah ini dengan skala likert. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguh sebagai berikut:

STS : Sangat Tidak Setuju
 TS : Tidak Setuju
 N : Netral
 S : Setuju
 SS : Sangat Setuju

Menurut saya iklan di akun TikTok Glad2Glow menarik perhatian saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya akun TikTok memberikan informasi yang saya butuhkan terkait merek Glad2Gow. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya tertarik dengan informasi yang diberikan Glad2Glow melalui akun TikTok merek tersebut. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kesadaran Merek

Kesadaran Merek adalah pandangan pelanggan terhadap produk. Hal ini mempengaruhi pelanggan dalam membedakan produk dari pesaing lainnya yang mengandung nama, simbol atau logo.

Harap pilih satu jawaban istilah pertanyaan atau pertanyaan di bawah ini dengan skala likert. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Menurut saya lebih mudah mengenali merek Glad2Glow di TikTok. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya TikTok menawarkan banyak pilihan produk dari merek Glad2Glow. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya merek Glad2Glow mudah diingat (khususnya di TikTok). *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya TikTok membantu saya mengenali merek Glad2Glow. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Keterlibatan Merek

Keterlibatan Merek adalah koneksi yang dapat dirasakan oleh pelanggan, karena interaksi yang bermakna dan pengalaman positif dengan suatu merek.

Harap pilih satu jawaban istilah pertanyaan atau pertanyaan di bawah ini dengan skala likert. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Saya merasa memiliki koneksi dengan sesama konsumen dari merek Glad2Glow di TikTok. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya merasa terlibat dalam aktivitas merek Glad2Glow di TikTok (seperti menyukai konten, membagikan konten, dll.). *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya merasakan hal positif terhadap merek Glad2Glow melalui TikTok. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Niat Pembelian adalah dorongan yang dapat dirasakan oleh pelanggan karena keyakinan terhadap nilai dan manfaat yang ditawarkan.

Harap pilih satu jawaban istilah pertanyaan atau pertanyaan di bawah ini dengan skala likert. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

STS : Sangat Tidak Setuju
TS : Tidak Setuju
N : Netral
S : Setuju
SS : Sangat Setuju

Saya berencana membeli produk dari merek Glad2Glow yang saya lihat di TikTok. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan merekomendasikan merek Glad2Glow kepada orang lain melalui TikTok (seperti membagikan konten merek kepada orang lain). *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan membeli produk dari merek Glad2Glow yang saya sukai melalui pertimbangan di TikTok (seperti komentar, diskusi, dan / atau rekomendasi orang lain). *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Profil Responden

Pada bagian ini, responden diminta mengisi data diri sesuai dengan poin berikut:

Jenis Kelamin: *

- ☐ Laki-laki
☐ Perempuan

Usia: *

- ☐ <17
☐ 18 - 22
☐ 23 - 28

Pendidikan Terakhir: *

- ☐ SMA/SMK
☐ D1/D2/D3/D4/S1
☐ S2
☐ S3

Profesi: *

- ☐ Pelajar (SMP/SMA)
- ☐ Mahasiswa/i
- ☐ Karyawan Swasta
- ☐ Pegawai Negeri Sipil (PNS)
- ☐ Lainnya

Rata-rata pendapatan per bulan: *

- ☐ < Rp1.000.000
- ☐ Rp1.000.001 - Rp2.000.000
- ☐ Rp2.000.001 - Rp3.000.000
- ☐ > Rp3.000.000

Rata-rata pengeluaran per bulan: *

- ☐ < Rp1.000.000
- ☐ Rp1.000.001 - Rp2.000.000
- ☐ Rp2.000.001 - Rp3.000.000
- ☐ > Rp3.000.000

Bagian 13 dari 13

Bagian Akhir Survey

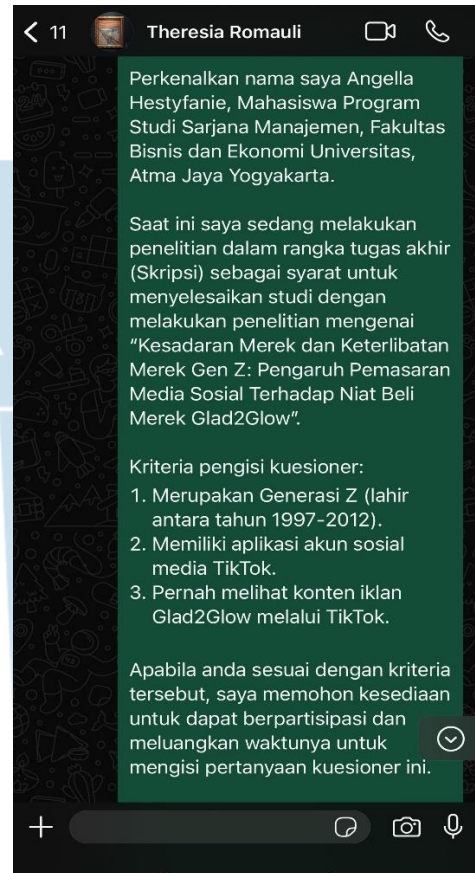


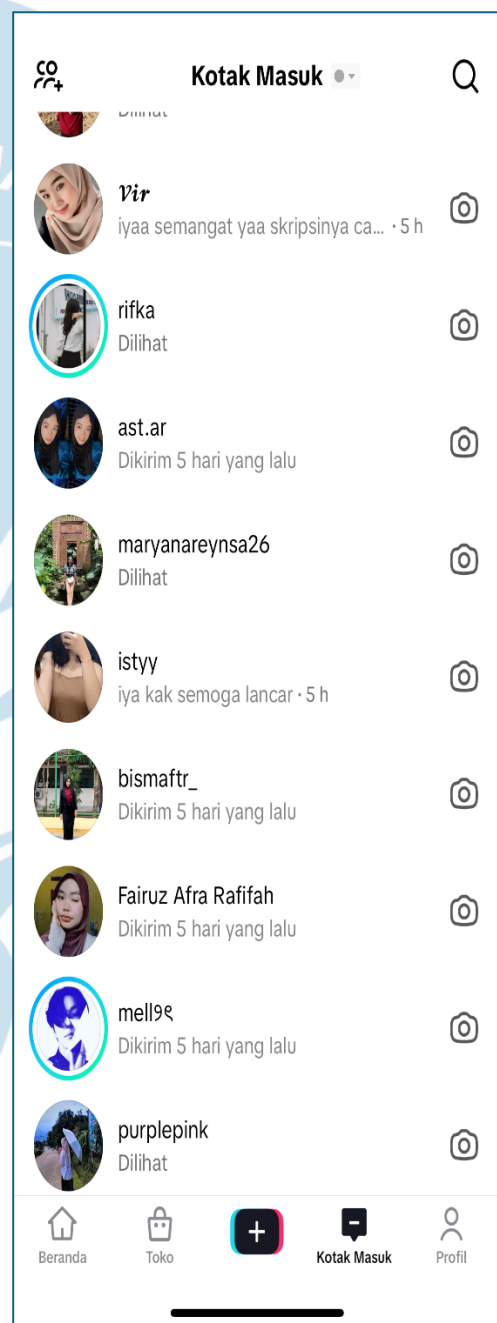
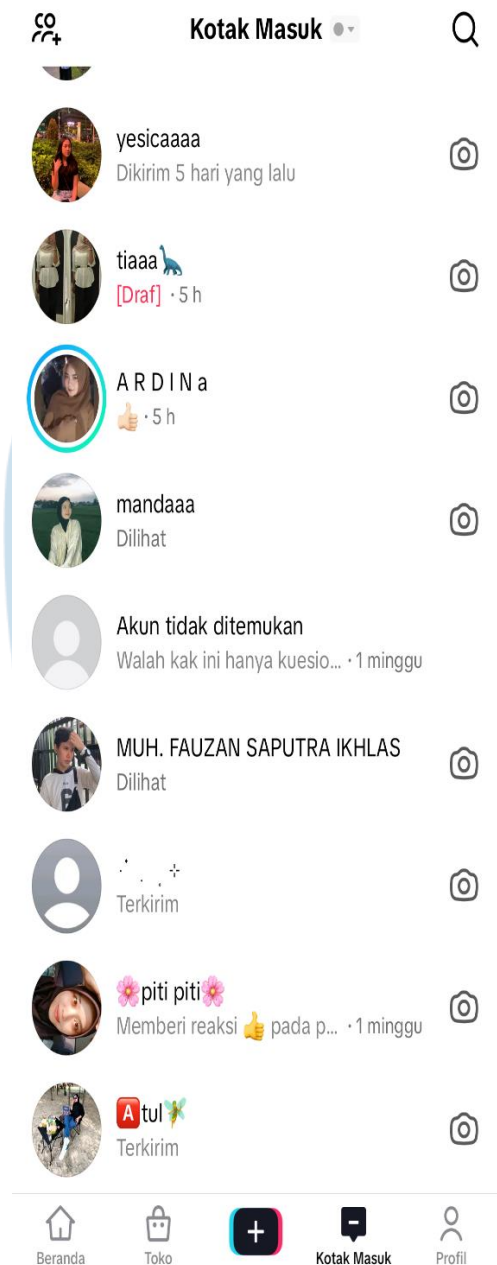
Terima kasih banyak teman-teman sudah meluangkan waktu dan berpartisipasi dalam mengisi kuesioner ini! Jawaban kalian sangat berharga dan sangat bermanfaat dalam proses penelitian saya.

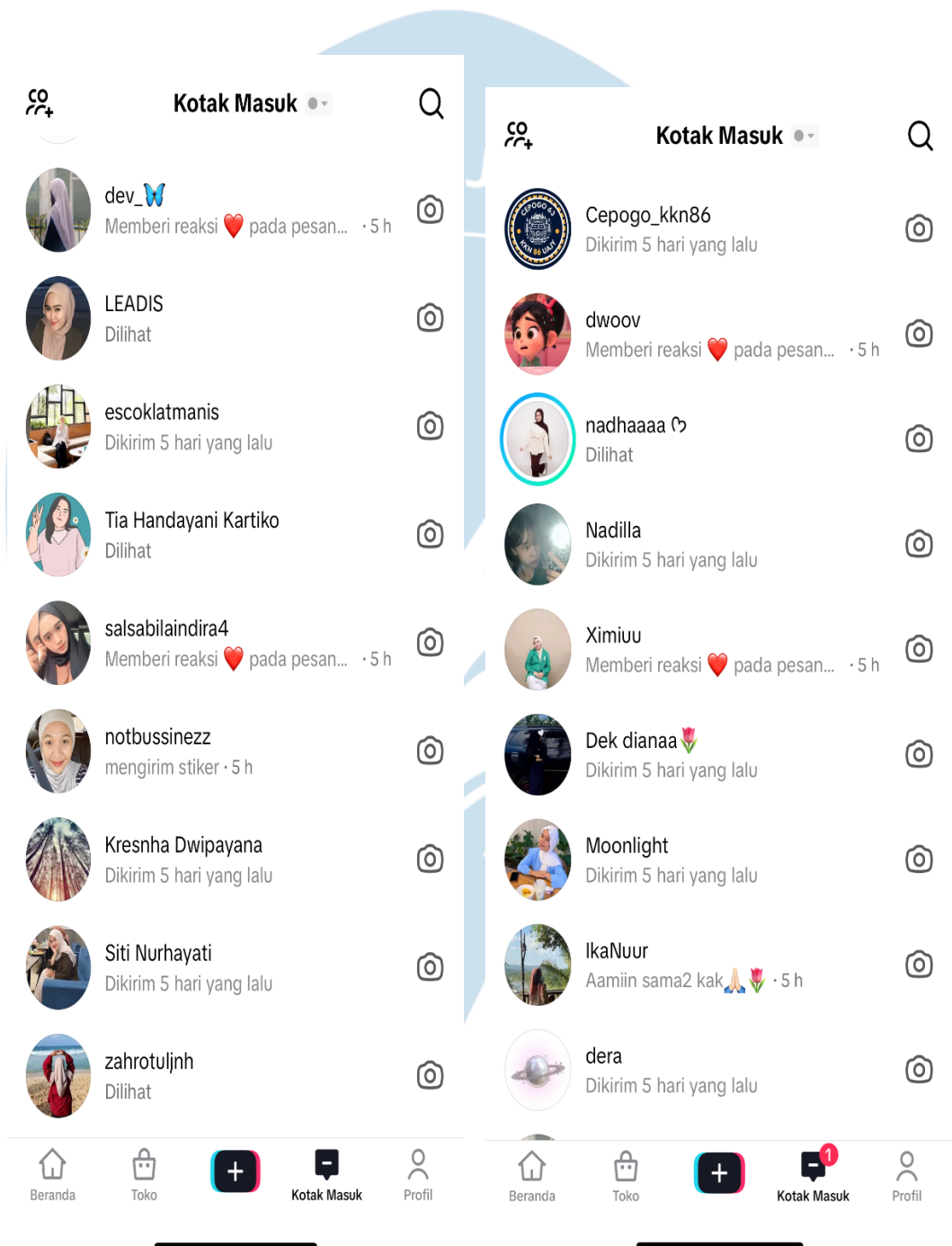
Wishing you all the best!.

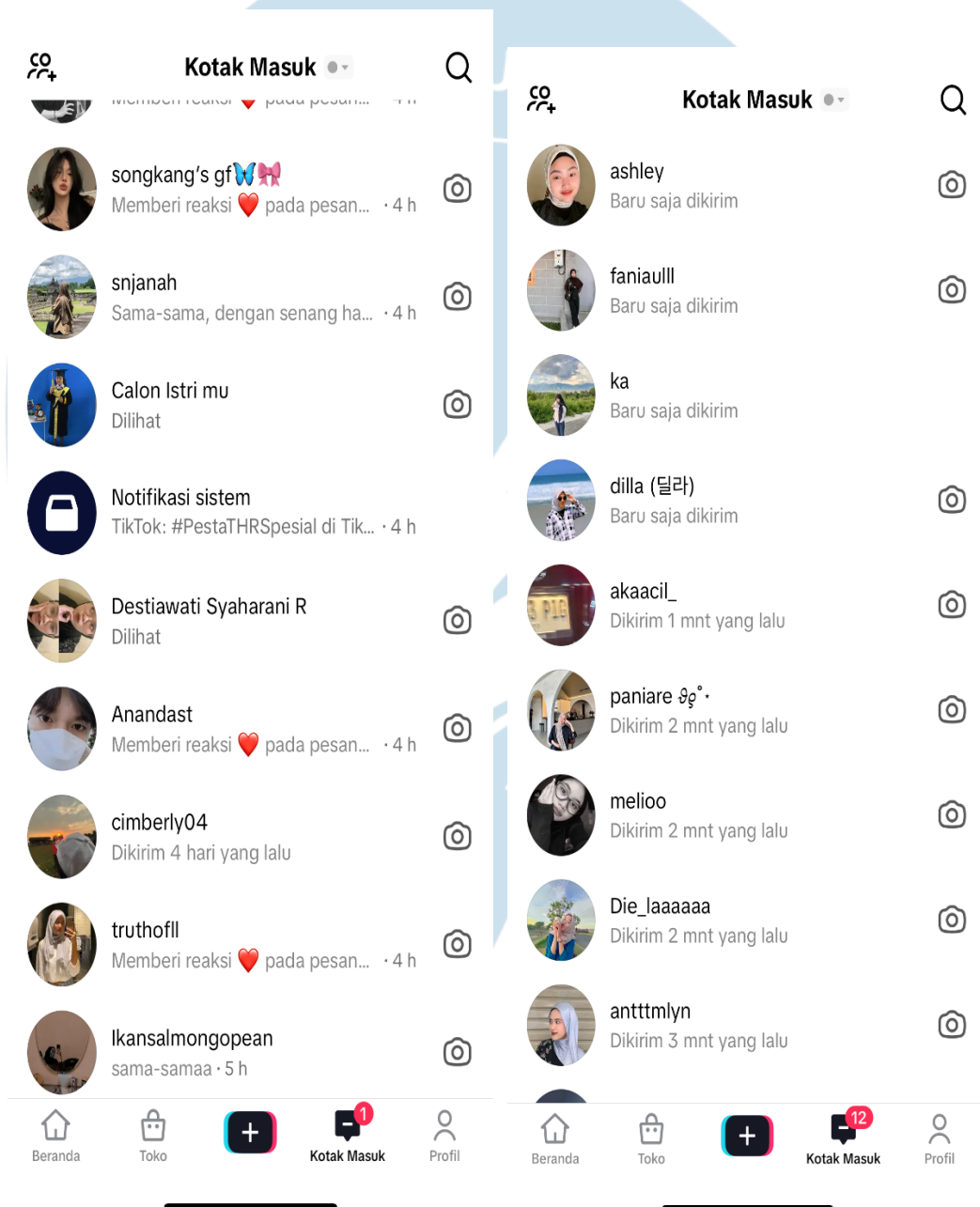
Angella Hestyfanie.

Lampiran 2. Penyebaran Kuesioner









Lampiran 3. Data Responden

3/27/2025 23:15:37	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/27/2025 23:17:14	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/27/2025 23:25:03	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
3/27/2025 23:30:17	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 0:22:42	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 0:32:31	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
3/28/2025 0:33:31	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 0:36:20	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 0:45:39	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Karyawan Swasta	> Rp3.000.000	Rp1.000.001 - Rp2.000.000

3/28/2025 1:21:13	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 1:21:30	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 1:25:19	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
3/28/2025 1:42:29	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 1:51:36	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 1:58:04	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 2:13:02	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/28/2025 2:28:48	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 3:01:34	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/27/2025 23:15:37	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000

3/28/2025 3:23:11	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 4:21:30	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Rp2.000.001 - Rp3.000.000	< Rp1.000.000
3/28/2025 4:26:44	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 4:27:49	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 4:29:56	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 4:36:59	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 4:40:49	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/28/2025 4:49:38	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
3/28/2025 4:53:33	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
3/28/2025 5:03:48	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000

3/28/2025 5:06:04	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 5:08:50	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
3/28/2025 5:17:16	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 5:36:13	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 6:12:16	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/28/2025 6:13:09	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 6:22:15	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 6:37:05	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 6:44:35	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000

3/28/2025 6:49:41	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 7:11:03	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 7:39:14	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
3/28/2025 7:44:51	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 7:46:46	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 8:23:05	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 9:50:40	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/28/2025 17:18:56	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/28/2025 17:55:26	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
3/28/2025 21:05:45	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000

3/28/2025 21:16:49	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
3/29/2025 0:21:06	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
3/29/2025 3:53:38	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/29/2025 5:21:26	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
3/29/2025 6:37:21	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
3/29/2025 6:39:15	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
3/29/2025 8:14:41	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/29/2025 9:44:09	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/29/2025 11:35:07	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
3/29/2025 14:23:03	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
3/30/2025 0:30:21	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000

3/30/2025 8:34:27	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
3/30/2025 8:39:50	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
3/30/2025 8:40:50	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
3/30/2025 9:00:15	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Lainnya	> Rp3.000.000	> Rp3.000.000
3/31/2025 20:56:00	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
3/31/2025 21:58:30	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/1/2025 2:39:57	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/1/2025 2:45:05	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/1/2025 3:37:47	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/1/2025 10:46:49	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000

4/1/2025 17:09:49	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/1/2025 19:28:10	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/1/2025 22:13:48	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/1/2025 23:15:25	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/1/2025 23:30:25	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Karyawan Swasta	> Rp3.000.000	> Rp3.000.000
4/1/2025 23:38:36	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 0:18:56	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/2/2025 0:30:03	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/2/2025 0:30:11	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 0:51:55	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000

4/2/2025 1:01:44	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 1:09:39	Ya	Ya	Ya	Perempuan	23 - 28	S2	Lainnya	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 2:12:04	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 3:31:14	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 4:24:17	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	> Rp3.000.000
4/2/2025 4:31:54	Ya	Ya	Ya	Laki-laki	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 5:57:03	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/2/2025 6:32:04	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
4/2/2025 6:38:07	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 6:53:39	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000

4/2/2025 7:34:32	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp2.000.001 - Rp3.000.000
4/2/2025 8:11:48	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/2/2025 8:34:36	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/2/2025 9:32:13	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/3/2025 2:21:51	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/3/2025 5:36:51	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/3/2025 5:38:29	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/3/2025 6:49:12	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Lainnya	< Rp1.000.000	< Rp1.000.000
4/3/2025 6:54:06	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000

4/3/2025 8:13:08	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/3/2025 17:56:16	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/3/2025 22:28:48	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/3/2025 22:32:43	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/3/2025 22:32:49	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/4/2025 1:50:13	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	< Rp1.000.000
4/4/2025 5:55:48	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/4/2025 19:31:59	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	< Rp1.000.000
4/5/2025 4:58:24	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/5/2025 5:06:26	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/5/2025 5:37:03	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000

4/5/2025 5:59:47	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/5/2025 10:10:14	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/5/2025 11:06:53	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/6/2025 0:19:33	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/6/2025 3:15:47	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/7/2025 9:39:40	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Lainnya	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/7/2025 16:39:03	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/7/2025 16:48:07	Ya	Ya	Ya	Laki-laki	<17	SMA/SMK	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
4/7/2025 17:15:12	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Lainnya	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/7/2025 19:20:11	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000

4/8/2025 0:15:01	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/8/2025 0:26:21	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/8/2025 0:46:49	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/8/2025 0:49:13	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/8/2025 1:08:23	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/8/2025 1:21:17	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/8/2025 1:22:40	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Lainnya	Rp1.000.001 - Rp2.000.000	Rp2.000.001 - Rp3.000.000
4/8/2025 1:47:43	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/8/2025 6:58:14	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/8/2025 7:15:49	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/8/2025 23:25:45	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Lainnya	Rp1.000.001 - Rp2.000.000	< Rp1.000.000

4/10/2025 4:08:53	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 4:09:52	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/10/2025 4:10:39	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 4:37:58	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/10/2025 5:08:41	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/10/2025 6:21:51	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/10/2025 6:31:29	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 7:22:37	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 7:41:22	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 7:59:57	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 17:55:18	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000

4/10/2025 18:07:59	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 18:31:11	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 21:00:14	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/10/2025 21:50:30	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Lainnya	< Rp1.000.000	< Rp1.000.000
4/11/2025 2:24:55	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/11/2025 2:37:16	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/11/2025 2:38:43	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	< Rp1.000.000
4/11/2025 5:28:19	Ya	Ya	Ya	Perempuan	23 - 28	S3	Karyawan Swasta	> Rp3.000.000	> Rp3.000.000
4/11/2025 8:34:02	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/11/2025 18:08:21	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000

4/11/2025 22:28:28	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	> Rp3.000.000
4/11/2025 23:45:33	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	< Rp1.000.000
4/11/2025 23:48:51	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/12/2025 8:05:22	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/12/2025 9:24:01	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/12/2025 9:35:41	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Lainnya	Rp2.000.001 - Rp3.000.000	> Rp3.000.000
4/12/2025 9:36:05	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	Rp2.000.001 - Rp3.000.000
4/12/2025 9:39:05	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/12/2025 10:12:13	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Karyawan Swasta	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/12/2025 14:56:26	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Karyawan Swasta	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000

4/13/2025 0:49:07	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/13/2025 2:40:19	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/13/2025 2:42:16	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/13/2025 18:29:56	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 5:00:13	Ya	Ya	Ya	Laki-laki	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	< Rp1.000.000
4/17/2025 5:09:17	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 6:31:33	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 6:34:30	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/17/2025 6:36:26	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/17/2025 6:36:31	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp2.000.001 - Rp3.000.000

4/17/2025 6:37:11	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	> Rp3.000.000	< Rp1.000.000
4/17/2025 6:45:36	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 7:27:32	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 8:14:27	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 9:14:04	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/17/2025 9:18:13	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/17/2025 9:19:21	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 9:20:27	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 9:20:50	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 9:23:36	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000

4/17/2025 9:37:08	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/17/2025 9:39:08	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/17/2025 18:21:55	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/17/2025 18:41:19	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/17/2025 18:47:34	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Karyawan Swasta	< Rp1.000.000	< Rp1.000.000
4/17/2025 22:24:16	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/17/2025 23:13:54	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/18/2025 7:23:07	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/18/2025 7:51:30	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/18/2025 10:29:32	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/18/2025 15:50:55	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000

4/18/2025 19:13:53	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/18/2025 19:25:25	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/19/2025 0:09:24	Ya	Ya	Ya	Perempuan	23 - 28	SMA/SMK	Lainnya	< Rp1.000.000	< Rp1.000.000
4/19/2025 2:20:55	Ya	Ya	Ya	Perempuan	<17	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/17/2025 22:24:16	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/19/2025 4:04:46	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 11:07:40	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 11:11:35	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp3.000.000	Rp2.000.001 - Rp3.000.000
4/21/2025 11:17:33	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 11:53:29	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 11:55:05	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000

4/21/2025 11:59:18	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 12:19:31	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 12:26:35	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Lainnya	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/21/2025 12:29:55	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 12:30:36	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 13:59:22	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 15:58:47	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Pelajar (SMP/SMA)	< Rp1.000.000	< Rp1.000.000
4/21/2025 16:05:04	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 16:05:33	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	< Rp1.000.000
4/21/2025 16:09:52	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 16:33:52	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000

4/21/2025 16:36:29	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 17:01:54	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Karyawan Swasta	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 17:07:12	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 17:14:05	Ya	Ya	Ya	Laki-laki	23 - 28	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 17:18:04	Ya	Ya	Ya	Laki-laki	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 18:14:03	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Lainnya	< Rp1.000.000	< Rp1.000.000
4/21/2025 18:48:57	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 19:09:20	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 19:23:20	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	< Rp1.000.000
4/21/2025 20:36:37	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
4/21/2025 20:47:28	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 20:51:34	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000

4/21/2025 20:57:13	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	Rp1.000.001 - Rp2.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 21:37:25	Ya	Ya	Ya	Perempuan	18 - 22	SMA/SMK	Mahasiswa/i	< Rp1.000.000	Rp1.000.001 - Rp2.000.000
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4/21/2025 22:51:35	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 23:36:49	Ya	Ya	Ya	Perempuan	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.001 - Rp3.000.000	Rp1.000.001 - Rp2.000.000
4/21/2025 23:39:58	Ya	Ya	Ya	Laki-laki	18 - 22	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp1.000.000	< Rp1.000.000
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4/22/2025 4:22:03	Ya	Ya	Ya	Perempuan	23 - 28	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 -	Rp1.000.001 -
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Lampiran 4. Jawaban Responden

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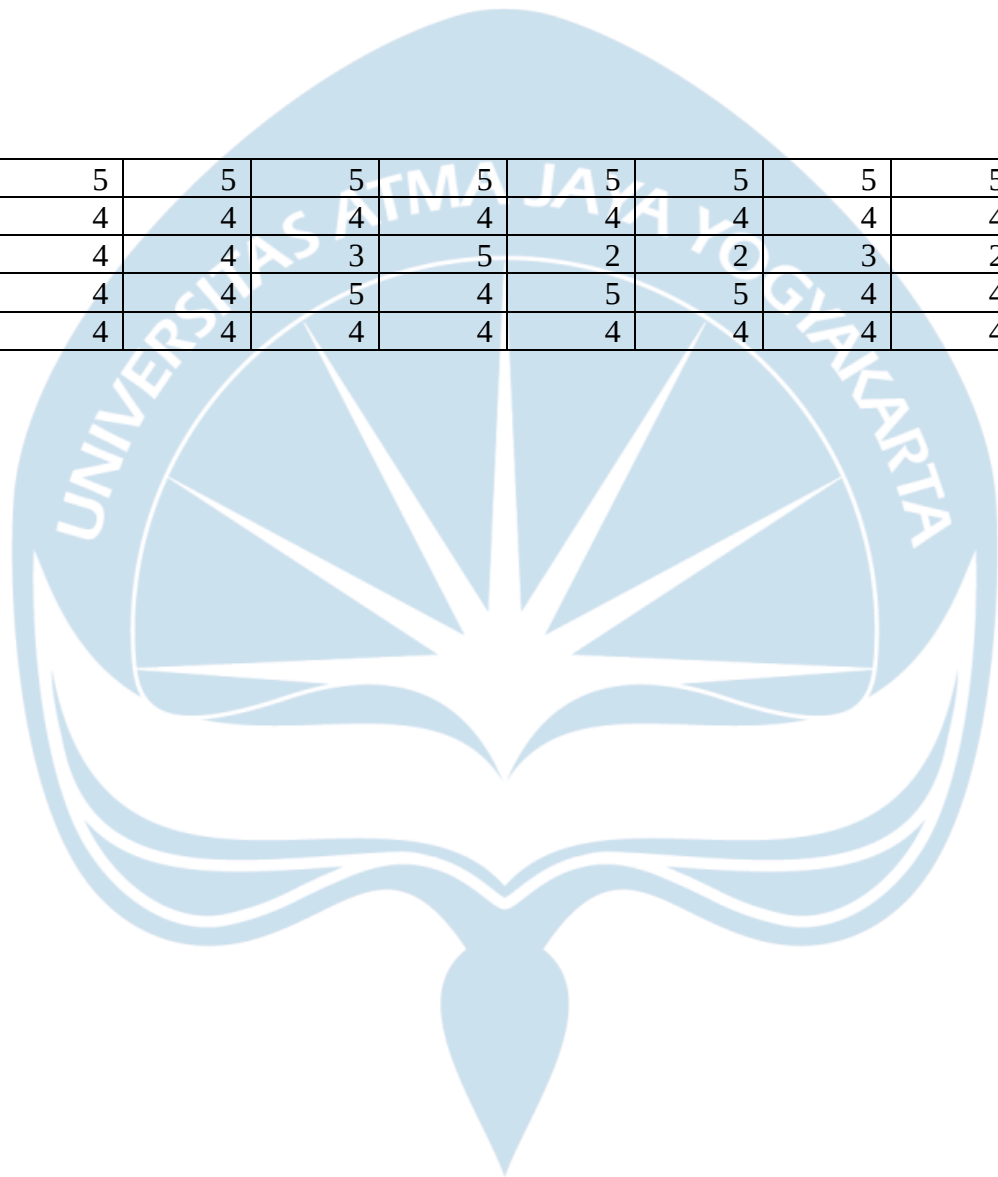
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4	5	5	4	4	5	4	5	5	4	4	5	4
4	4	4	4	4	4	4	4	4	4	4	4	4



Lampiran 5. SmartPLS

Outer Loading

Outer loadings - Matrix

	Kesadaran Merek	Keterlibatan Merek	Niat Beli	Pemasaran Media Sosial
KSM1	0.757			
KSM2	0.787			
KSM3	0.812			
KSM4	0.825			
KTM1		0.788		
KTM2		0.906		
KTM3		0.887		
NB1			0.895	
NB2			0.866	
NB3			0.814	
PMS1				0.885
PMS2				0.835
PMS3				0.871

R-square

R-square - Overview

	R-square	R-square adjusted
Kesadaran Merek	0.459	0.456
Keterlibatan Merek	0.450	0.448
Niat Beli	0.613	0.608

F-square

f-square - Matrix

	Kesadaran Merek	Keterlibatan Merek	Niat Beli	Pemasaran Media Sosial
Kesadaran Merek			0.038	
Keterlibatan Merek			0.293	
Niat Beli				
Pemasaran Media Sosial	0.847	0.819	0.066	

Reliabilitas dan Validitas

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
Kesadaran Merek	0.807	0.811	0.873	0.633
Keterlibatan Merek	0.827	0.851	0.896	0.743
Niat Beli	0.822	0.825	0.894	0.738
Pemasaran Media Sosial	0.830	0.833	0.898	0.746

HTMT

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix

	Kesadaran Merek	Keterlibatan Merek	Niat Beli	Pemasaran Media Sosial
Kesadaran Merek				
Keterlibatan Merek	0.704			
Niat Beli	0.751	0.876		
Pemasaran Media Sosial	0.829	0.793	0.815	

Fornell-Lacker Criterion

Discriminant validity - Fornell-Larcker criterion

	Kesadaran Merek	Keterlibatan Merek	Niat Beli	Pemasaran Media Sosial
Kesadaran Merek	0.796			
Keterlibatan Merek	0.590	0.862		
Niat Beli	0.613	0.733	0.859	
Pemasaran Media Sosial	0.677	0.671	0.674	0.864

Cross Loading

Discriminant validity - Cross loadings

	Kesadaran Merek	Keterlibatan Merek	Niat Beli	Pemasaran Media Sosial
KSM1	0.757	0.394	0.435	0.495
KSM2	0.787	0.443	0.450	0.551
KSM3	0.812	0.544	0.558	0.545
KSM4	0.825	0.485	0.499	0.562
KTM1	0.424	0.788	0.541	0.461
KTM2	0.440	0.906	0.627	0.551
KTM3	0.632	0.887	0.708	0.692
NB1	0.494	0.623	0.895	0.604
NB2	0.521	0.711	0.866	0.555
NB3	0.567	0.546	0.814	0.581
PMS1	0.577	0.603	0.625	0.885
PMS2	0.637	0.524	0.485	0.835
PMS3	0.547	0.609	0.632	0.871

Path Corfficients

Path coefficients - Mean, STDEV, T values, p values

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	Original sample (O)	Sample mean (M)	Standard deviation (ST...	T statistics (O/STDEV)	P values
Kesadaran Merek -> Niat Beli	0.170	0.173	0.074	2.303	0.022
Keterlibatan Merek -> Niat Beli	0.469	0.462	0.083	5.661	0.000
Pemasaran Media Sosial -> Kesadaran Merek	0.677	0.680	0.045	14.975	0.000
Pemasaran Media Sosial -> Keterlibatan ...	0.671	0.675	0.043	15.786	0.000
Pemasaran Media Sosial -> Niat Beli	0.244	0.251	0.084	2.910	0.004

Specific Indirect effect

Specific indirect effects - Mean, STDEV, T values, p values

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	Original sample (O)	Sample mean (M)	Standard deviation (ST...	T statistics (O/STDEV)	P values
Pemasaran Media Sosial -> Keterlibatan ...	0.315	0.312	0.059	5.352	0.000
Pemasaran Media Sosial -> Kesadaran Mere...	0.115	0.118	0.050	2.306	0.022

Lampiran 6. Jurnal Acuan

ENTRENOVA - ENTERprise REsearch InNOVation

Vol. 7 No. 1

The Impact of Social Media Marketing on Purchase Intention in a Transition Economy: The Mediating Role of Brand Awareness and Brand Engagement

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Abstract

The study aimed to investigate the impact of social media marketing on purchase intention among consumers in Kosovo as a transition economy. The survey research has been conducted with a sample of 334 respondents in Kosovo, using an online survey tool for response collection. Structural equation modeling was used for assessing the proposed theoretical model. The bootstrapping technique was used to test the hypotheses and the mediating effects of brand awareness and brand engagement. The findings revealed a positive indirect impact of social media marketing on purchase intention and a full mediating effect of brand awareness and brand engagement in the relationship between social media marketing and purchase intention. The contribution of this study is that it provides insights into the impact of social media marketing on brand awareness, brand engagement, and purchase intention in transition economies. Moreover, it highlights the impact of social media marketing on enhancing brand awareness, brand engagement, and purchase intention in emerging economies in general and in particular in Kosovo. On a practical level, research results provide customers' insights relevant for designing effective social media marketing strategies for their potential prospects in transition economies.

Keywords: social media marketing, brand awareness, brand engagement, purchase intention, transition economy

JEL classification: M30; M31

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ENTRENOVA - ENTERprise REsearch InNOVation

Vol. 7 No. 1

Introduction

The new advances in communication technologies have transformed the way companies decide to communicate with their target consumers and clients. Internet technologies offer companies more opportunities that enable companies besides their mass marketing communication strategies to reach their prospects with more customized marketing mix strategies. Scholars nowadays try to explore the impact that various digital tools have on their customers. In this line more and more companies are interested in using digital marketing as a new way of delivering superior value to their targets. Even the positioning strategies have become easier with the support of digital strategies. Social media platforms have eased the interaction of humans recently (Balakrishnan et al., 2014). Therefore, companies use different tools for digital marketing communication, such as search engine optimization, content marketing, social media platforms, etc. which proves to be very effective and efficient. Therefore, this new form of communication offers more opportunities and more challenges at the same time (Laksamana, 2018).

The new way of communicating with target markets has posed some new challenges for companies in general, and especially for companies that operate in emerging markets, such as the Kosovo market. Since consumers now have more information which provides them with more power, henceforth making pressure on companies on the way how they communicate and promote their marketing offerings. As a result, companies had to look at new ways of combining the existing marketing communication activities with communication techniques that embed technology. Social media marketing has become a very crucial marketing tool to reach emerging generations of consumers that are savvy with technology (Balakrishnan et al., 2014).

According to some estimates, there are around 1.76 million internet users in Kosovo, and the penetration rate is 91 percent. There are 1.10 million social media users in Kosovo, representing 56.9% of the population that uses any social media platform (Kemp, 2021). Concerning age generation and platform users, age groups between 25-34 years old are more active on Facebook, Instagram, and LinkedIn, whereas 18-24 use more on Snapchat.

The topic of digital marketing has been researched a lot recently, but still, there is little research on the impact of social media marketing in emerging markets in general, and especially in the Kosovo market.

More specifically, the main aim of this research is to explore the impact of social media marketing, brand awareness, and brand engagement on purchase intention. In addition, the research tries to analyze whether brand awareness and customer engagement mediate the relationship between social media marketing and purchase intention.

The paper commences with an introduction to the research problem. The following section reviews the relevant literature regarding social media marketing, brand awareness, brand engagement, and purchase intention. Next, the methodology and empirical findings are presented. The final section deals with the discussion and conclusion.

Literature review

From a company perspective, the proliferation of social media marketing helps them reach their target customers using any of the social media platforms. This kind of interaction provides companies with customer insights to assess customers' journeys in different stages of the adoption process. From a consumer's perspective, the use of these digital technologies offers customers many benefits, such as useful

information, efficiency, comparing products and services, comparing prices, convenience, variety of products, etc. (Tiago et al., 2014). Companies in the past used to engage their customers through many forms of traditional marketing communication tools including television, radio, direct marketing, telemarketing to disseminate information about their products or services. Consumer behavior has changed a lot concerning technology adoption, and as a result, consumers nowadays prefer to use the internet for getting and sharing information, getting feedback, and reviewing products and services.

Social media platform seems to enhance consumer interaction more proactively, and companies should use social media marketing to communicate with consumers as well (Tiago et al., 2014).

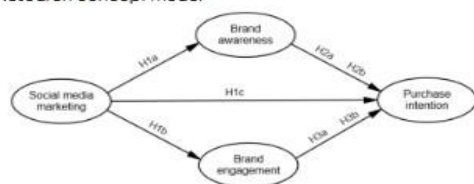
The popularity of social media is rising every day. People can communicate with each other about anything that interests them in this digital environment. More importantly, people talk and share experiences about products and services they buy and consume (Gray et al., 2018). This makes social media marketing a very valuable tool for companies to promote their marketing offers.

Social media has become a very popular place for finding information, since people post information, videos, photos, and other posts using different social media, including Facebook, Instagram, LinkedIn, Pinterest, and others.

Organizations can use different social media marketing strategies, a passive approach focusing on using social media as a source of customer insights, and as a source of customer engagement (Constantinides, 2014).

Based on the above literature review a conceptual framework is proposed with purchase intention as a dependent variable, and brand awareness, customer engagement as independent variables. Therefore, the hypothesized relationship between these variables is depicted in Figure 1.

Figure 1
Research concept model



Source: Author's work

Hypotheses development

Social Media Marketing

Information technologies have changed the way people and companies communicate and interact. Nowadays consumers use social media platforms to interact and share information with others. The increased number of social users has forced companies to find new ways to communicate with their target markets. As a result of social media, an expansion made companies more active with digital marketing activities for their marketing purposes (Çizmeçi et al., 2015).

Organizations use many social media platforms. This kind of digital marketing strategy enables companies to build customer relationships (Patruti-Baltes, 2016). A lot of studies point out the impact that social media marketing has on brand awareness (Seo et al., 2018; Ansari et al., 2019), brand engagement (Holliman et al., 2014; Meire et al., 2019), and invoking purchase intention. Therefore, the following hypotheses are postulated as follows:

- o H1a: Social media marketing impacts significantly brand awareness
- o H1b: Social media marketing impacts significantly brand engagement
- o H1c: Social media marketing impacts significantly purchase intention

Brand Awareness

Companies use their brands to distinguish their products and services from other competitors. Brands embody in themselves new names, symbols or, logos for new products or services (Keller, 2008). Branding is all about differentiating products and services from other offers in a given market (Kotler et al., 2016). Brand awareness helps consumers decrease the time spent during the search process for a product (Verbeke et al., 2005).

Social media marketing (SMM) facilitates the process of brand awareness for consumers. A lot of studies point out the link between social media marketing usage and brand awareness. Momany et al. (2016) indicate a strong link between social media communication efforts and brand awareness. Social media marketing is seen as a trendiness component of communication which has a significant effect on brand awareness (Seo et al., 2018). In addition, other recent studies like Ansari et al. (2019); Jamali et al. (2018); Ezenwafor et al. (2021); Aljumah et al. (2021), also support the correlation between social media marketing and brand awareness. Therefore, based on the above we propose the following hypothesis:

- o H2a: Brand awareness impacts significantly purchase intention
- o H2b: Brand awareness mediates the relationship between SMM and purchase intention

Brand engagement

There are different definitions concerning what comprises customer engagement. The former is linked with the value perceived by the customer during interaction with the brand (Gambetti et al., 2012; Brodie et al., 2013; Bowden, 2009) and the latter represents the interaction of consumers with the product and organization (Kumar et al., 2010; Verhoef et al., 2010). The rapid diffusion of social media communication influenced the process of interaction between people, the way they communicate and interact with one another (Tiago et al., 2014).

Many studies point out that customer engagement leads to purchase intention. Brand engagement moderates the impact of SMM on consumer purchase intention (Husnain et al., 2017; Meire et al., 2019; Chen et al., 2019; Pansari et al., 2017). Therefore, the following hypotheses are postulated as follows:

- o H3a: Brand engagement impacts significantly purchase intention
- o H3b: Brand engagement mediates the relationship between SMM and purchase intention

Methodology

This study used a structured questionnaire to investigate the effect of social media marketing on brand awareness, brand engagement, and purchase intention. The study tried also to reveal the mediating effect of both brand awareness and brand engagement on the relationship between social media marketing and purchase

intention in Kosovo. A convenience sampling technique was used to collect the data. The data was collected from March to May 2021.

Respondents were asked to respond to the structured questionnaire with a 5-point Likert scale and distributed using online google forms. The first part of the questionnaire provided demographic data of respondents and the second part customer perceptions toward the impact of SMM on BA, BE, and PI.

Table 1 shows the respondents' characteristics. Of the respondents, 121 were males (36.2%), and 213 were females (63.8%). Concerning age, 99 (29.6%) were under 20. Most respondents were 21 to 30 years of age, or 177 (53.0%) of the sample, 45 (13.5%) were 31 to 40, 7 (2.1%) were 41 to 50, and 6 (1.8%) were more than 51. Regarding respondents' social media experience 4 (1.2%) were with 1 to 2 years of social media experience, 45 (13.5%) with 3 to 4 years of social media experience, 82 (24.6%) with 5 to 6 years of social media experience, and the majority of respondents 203 (60.8%) were with more than 7 years of social media experience. More than half of the respondents were college students 154 (46.1%), 102 (30.5%) working full-time, 52 (15.6%) working part-time and going to college, 26 (7.8%) working part-time only.

Table 1
Demographic profile

	Frequency	Percent
Gender	Male	121 36.2
	Female	213 63.8
Age	Under 20	99 29.6
	21-30	177 53.0
	31-40	45 13.5
	41-50	7 2.1
	More than 51	6 1.8
Social media experience	1 to 2 years	4 1.2
	3 to 4 years	45 13.5
	5 to 6 years	82 24.6
	More than 7 years	203 60.8
Occupation	Part-time	154 46.1
	Working full-time	102 30.5
	Working part-time and going to college	52 15.6
	Working part-time only	26 7.8

Source: Author's calculation based on results

Structural equation modeling (SEM) is used to test observant and latent variables. We used a two-step strategy for assessing the measurement model and the structural equation modeling. The SEM technique was used to evaluate the measurement model (validity and reliability of the measures) and to estimate the structural model. A bootstrapping method was used for testing the significance of the path coefficients and the factor loadings (Hair et al., 2016).

Results

Measurement model, reliability, and validity

To calculate the scale reliabilities of the four constructs, Cronbach's alpha was used. The proposed threshold of 0.70 or greater reliability coefficient indicates ad reliability (Hair et al., 2014). As it can be seen in table 2, Cronbach alpha for all constructs is above 0.7 recommended threshold (Ursachi et al., 2015).

This study used SEM to analyze the proposed research model. Further, SEM was used to test hypotheses and validate the conceptual model. The SEM technique

evaluates R^2 , B, and t-values (Zeqiri et al., 2020) to assess the model fit. Therefore, the SEM technique is used to evaluate the measurement model and to estimate the structural model. The obtained results from CFA showed that chi-square/df was 2.071 indicating satisfactory fit; a ratio of five or less is a good fit (Wheaton et al., 1977), CFI (0.971), GFI (0.949), AGFI (0.919), NFI (0.945), TL (0.960), and RMSEA (0.057) all denote an adequate fit of the model.

To test the normality of the data, all VIF values are used to check if the model is biased. VIF values greater than 3.3 indicate a collinearity problem (Kock, 2015). Thus, the results denote that the model has a normal fit of the data (Table 2).

Table 2
Construct items

Construct		Loadings	Mean	STDEV	VIF	AVE
Social media marketing	Cronbach alpha (0.726)					0.477
	SMM1	Social media advertising draws my attention to brands.	0.679	3.796	1.068	1.812
	SMM2	Social media provides me with information that I need for brands.	0.707	3.883	0.884	1.804
	SMM3	It is interesting to see information on brands through social media.	0.691	3.832	0.861	1.765
Brand awareness	Cronbach alpha (0.850)					0.580
	BA1	Brand awareness is easier through social media.	0.749	3.775	0.917	2.020
	BA2	Social media offer more characteristics about brands.	0.827	3.823	0.947	2.603
	BA3	Brands through social media are easily remembered.	0.683	3.817	0.897	1.990
Brand engagement	BA4	Social media helps me recognize brands	0.813	3.892	0.894	2.825
	Cronbach alpha (0.800)					0.539
	BE1	I have close relations on social media with those who use the same brands	0.827	3.063	1.031	2.190
	BE2	I get engaged through social media in brand activities	0.683	3.395	0.943	2.108
Purchase intention	BE3	Social media makes me feel positive toward a brand	0.813	3.021	0.960	2.257
	Cronbach alpha (0.807)					0.586
	PI1	I plan to purchase a brand that I see on social media	0.799	3.174	1.013	2.236
	PI2	I used to recommend a brand that I like to others through social media.	0.752	3.470	0.970	2.038
PI3	I intend to buy a brand that I like based on social media discussions	0.745	3.207	0.984	2.090	

Source: Author's calculation based on results

Convergent validity examines how close items relate to each other in a construct. (Becker et al., 2013). Convergent validity is usually tested by assessing the loadings, average variance extracted (AVE), and composite reliability.

Cronbach's alpha for social media marketing construct is 0.726, 0.850 for brand awareness, 0.800 for brand engagement, and 0.807 for purchase intention. The results reveal that all four constructs had reliability coefficients greater than the proposed threshold of 0.70. Convergent validity is reached if the factor loading exceeds the 0.7 thresholds and the average variance extracted (AVE) exceeds 0.5.

Discriminant validity examines how items in one construct are different from the item in other constructs, differ statistically from other item constructs (Zeqiri, 2020). As it can be seen in Table 2, the AVE is greater than 0.5 for all constructs, except Social MM which is 0.477. Therefore, achieving discriminant and convergent validity, the square root of the AVE should be greater than the correlations among the constructs (Table 3)

Table 3
Discriminant validity

Construct	SMM	BA	BE	PI
Social media marketing (SMM)	0.691			
Brand awareness (BA)	0.668	0.762		
Brand engagement (BE)	0.587	0.528	0.734	
Purchase intention (PI)	0.571	0.535	0.672	0.765

Note: Squared correlations; AVE in the diagonal.

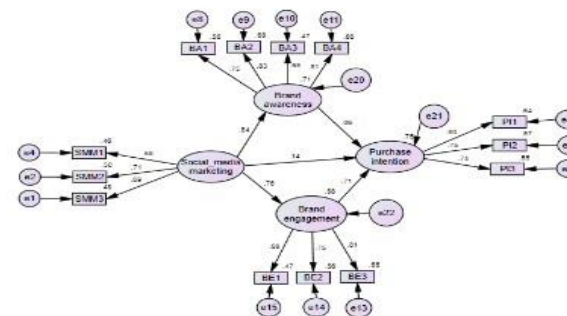
Source: Author's calculation based on results

Structural Model Estimation

As shown in Figure 2, the R^2 (R Square) for the proposed research model is estimated that purchase intention variance is explained by 75 percent, brand awareness is explained by 71 percent of its variance, and brand engagement is explained by 58 percent of its variance by the model.

Table 4 shows the results of the path coefficients of the constructs. The results indicate that social media marketing positively affected brand awareness with path coefficient = 0.975, t-value = 10.391, $p < 0.000$. Thus, H1a is supported. H1b is also supported, social media marketing positively affects brand engagement with path coefficient = 0.997, t-value = 10.119. The results reveal that social media marketing does not have any significant impact on purchase intention, with path coefficient = 0.190, t-value = 0.400, $p < 0.409$. Thus, H1c is not supported. The results in table 5 also show that brand awareness does not have any effect on purchase intention, with path coefficient = 0.071, t-value = 0.486, $p < 0.627$. Thus, H2a is not supported. Finally, the results show that brand engagement has a significant positive effect on purchase intention, with path coefficient = 0.0739, t-value = 6.688, $p < 0.000$. Thus, H3a is supported.

Figure 2
Structural Equation Model



Source: Authors' work

Table 4
Hypotheses testing

Hypotheses	Estimate	S.E.	C.R.	Conclusion
H1a. Social_media_marketing → Brand_awareness	0.975	0.094	10.391***	H1a supported
H1b. Social_media_marketing → Brand_engagement	0.997	0.099	10.119***	H1b supported
H1c. Social_media_marketing → Purchase_intention	0.190	0.251	0.826	H1c not supported
H2a. Brand_awareness → Purchase_intention	0.071	0.146	0.486	H2a not supported
H3a. Brand_engagement → Purchase_intention	0.739	0.111	6.688***	H3a supported

Source: Author's calculation based on results

Mediation effect of brand awareness and brand engagement

A mediation effect analysis was used to find out if there are any mediation effects of brand awareness and brand engagement on the relationship between social media marketing and purchase intention. The results were based on factor loading and p-values.

Table 5
Mediation Effect of Brand Awareness and Brand Engagement

Hypotheses	Estimate	Lower	Upper	p-Value	Label
H3a. Indirect effect_BA	0.069	-0.316	0.386	0.637	No mediation
H3b. Indirect effect_BE	0.737	0.461	1.236	0.000	Full mediation

Source: Author's calculation based on results

Table 5 reveals that brand awareness showed no mediation effect on the relationship between social media marketing and purchase intention. Thus, H3a is not supported. Brand engagement mediates fully the relationship between social media marketing and purchase intention as seen from results, path coefficient 0.737 and p-value= 0.000. Thus, supporting H3b.

Discussion and conclusion

This study explores the effect of social media marketing on purchase intention in Kosovo by deploying a model consisting of three independent variables related to social media marketing, brand awareness, and brand engagement, and a dependent variable related to purchase intention.

Social media marketing was positively and significantly related to brand awareness, corresponding to many studies that explored the impact of social media marketing on brand awareness such as Seo et al. (2018), Ansari et al. (2019), Jamali et al. (2018), Ezenwafor et al. (2021), Aljumah et al. (2021) and other studies.

The findings also revealed that social media marketing was positively related to brand engagement. The findings are also supported by other studies including Kumar, et al. (2010) and Verhoef et al. (2010). The findings did not show any positive relationship between social media marketing and purchase intention.

Moreover, the findings also reveal that brand awareness did not show any positive and significant impact on purchase intention. On the other hand, brand engagement showed to be positively and significantly related to purchase intention, corresponding with other studies such as Husnain et al. (2017), Meire et al. (2019), Chen et al. (2019), Pansari et al. (2017), and other studies.

Our findings revealed also the mediation effect that brand engagement has on the relationship between social media marketing and purchase intention. Moreover, brand awareness did not mediate the relationship between social media marketing and purchase intention.

Our study is unique in that it contributes to the research of social media marketing in emerging markets. The study offers customer insights concerning consumer behavior regarding the influence that social media marketing has on purchase intention. The study provides some interesting facts that even though social media marketing enhances brand awareness but does not necessarily mean that consumers being aware of certain brands would buy them at the end unless they are engaged or linked with the brand. Companies need to try to engage consumers since the results revealed that brand engagement leads to purchase intention.

The findings also provide organizations with some insights on how to deploy digital marketing strategies in emerging markets to reach consumers to promote their products and to engage them to purchase.

Despite this study's contributions to literature, it has several limitations. First, we used a convenience sample. Second, the sample size is from only one country, which makes the results very difficult to generalize in other countries. Future research is recommended to focus on cross-national analysis by performing multi-group analysis to check similarities and differences about consumers' perceptions in different countries concerning the effect that social media marketing has on purchase intention.

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