

## **BAB V**

### **PENUTUP DAN IMPLIKASI MANAJERIAL**

Bab penutup berisi kesimpulan dan implikasi manajerial. Pada bab ini juga menjabarkan keterbatasan penelitian serta saran untuk penelitian kedepan.

#### **5.1 Kesimpulan**

Berdasarkan penelitian yang telah dilakukan dan pembahasan dari hasil penelitian, maka kesimpulan yang dapat diambil dari penelitian ini adalah sebagai berikut:

1. Pemasaran media sosial terbukti berpengaruh signifikan dan positif terhadap kesadaran merek. Hal ini menunjukkan bahwa semakin aktif dan efektif suatu merek dalam memanfaatkan media sosial, maka tingkat kesadaran konsumen terhadap merek tersebut juga akan meningkat.
2. Kesadaran merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Ini berarti bahwa konsumen yang memiliki kesadaran tinggi terhadap suatu merek cenderung lebih yakin dan terdorong untuk melakukan pembelian terhadap produk dari merek tersebut.
3. Pemasaran media sosial juga menunjukkan pengaruh positif dan signifikan secara langsung terhadap keputusan pembelian. Artinya, media sosial tidak hanya meningkatkan kesadaran merek, tetapi juga secara langsung memengaruhi perilaku konsumen dalam membuat keputusan pembelian.
4. Pemasaran media sosial memberikan pengaruh tidak langsung terhadap keputusan pembelian melalui kesadaran merek sebagai variabel mediasi. Hal ini menandakan bahwa kesadaran merek memperkuat hubungan antara media sosial dan keputusan pembelian, menjadikan kesadaran merek sebagai elemen kunci dalam proses pembentukan keputusan konsumen.

## 5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, peneliti memberikan sejumlah rekomendasi kepada pihak Footlocker guna mendorong peningkatan niat beli konsumen terhadap produk mereka. Beberapa strategi yang disarankan untuk meningkatkan minat pembelian konsumen antara lain sebagai berikut:

1. Berdasarkan hasil penelitian ditemukan bahwa kesadaran merek terbukti berpengaruh signifikan dan positif pada Footlocker. Footlocker sudah di jalur yang tepat, mereka sudah melakukan pemasaran untuk memperkuat kesadaran merek akan tetapi Footlocker harus mengikuti perkembangan yang relevan dengan masyarakat Indonesia seperti memanfaatkan momentum *event* olahraga yang sedang berlangsung, seperti euforia masyarakat terhadap Timnas Indonesia dalam kualifikasi Piala Dunia, melalui strategi pemasaran kreatif seperti kampanye digital bertema nasionalisme “Langkah Garuda Bersama Footlocker” yang menampilkan produk bernuansa merah putih, serta kolaborasi dengan influencer sepak bola atau fans club untuk menciptakan konten “*matchday outfit*” yang relevan dan meningkatkan keterlibatan audiens.
2. Berdasarkan hasil penelitian ditemukan bahwa keputusan pembelian konsumen Footlocker terbukti di pengaruhi signifikan dan positif oleh kesadaran merek. Footlocker telah berhasil membangun kesadaran merek dengan baik, yang di buktikan dengan pengaruh positif kesadaran merek terhadap keputusan pembelian konsumen Footlocker. Namun, untuk semakin memperkuat kesadaran merek di pasar Indonesia, Footlocker perlu mempertimbangkan kolaborasi dengan atlet sepak bola Indonesia, mengingat sepak bola merupakan olahraga nomor satu di Indonesia. Strategi ini dapat meningkatkan relevansi merek di mata konsumen lokal dan memperluas jangkauan pasar Footlocker secara lebih efektif.
3. Berdasarkan hasil penelitian ditemukan bahwa pemasaran media sosial terbukti berpengaruh signifikan dan positif pada Footlocker. Pemasaran

melalui Instagram berpengaruh positif terhadap keputusan pembelian karena konsumen mengandalkan platform ini untuk mencari informasi tentang Footlocker. Footlocker harus memanfaatkan fitur Instagram *Shopping* untuk mempermudah proses transaksi langsung di aplikasi, penyajian konten edukatif yang membantu konsumen memilih produk sesuai kebutuhan, serta meningkatkan interaksi dua arah melalui respons cepat dan aktif di kolom komentar maupun pesan langsung. Selain itu, keterlibatan dengan komunitas lokal atau *event* budaya dan olahraga di Indonesia juga bisa menjadi strategi tambahan yang relevan untuk memperkuat hubungan emosional dengan konsumen dan meningkatkan loyalitas terhadap merek.

4. Berdasarkan hasil penelitian yang menunjukkan bahwa kesadaran merek dan pemasaran media sosial berpengaruh signifikan dan positif terhadap Footlocker, dapat disimpulkan bahwa pemasaran yang selama ini dijalankan sudah berada pada jalur yang tepat. Akan tetapi, untuk semakin memperkuat kesadaran merek dan menjangkau konsumen baru, Footlocker perlu mempertimbangkan untuk melibatkan budaya lokal dalam kampanye pemasaran media sosial. Hal ini dapat dilakukan melalui kolaborasi dengan komunitas lokal, penggunaan elemen budaya populer Indonesia dalam konten, serta partisipasi dalam momen-momen nasional yang relevan dengan gaya hidup target pasar. Pendekatan ini tidak hanya akan meningkatkan kedekatan emosional dengan konsumen, tetapi juga memperluas jangkauan merek di pasar Indonesia secara lebih efektif.

### **5.3 Keterbatasan Penelitian**

Berdasarkan hasil penelitian yang telah dilakukan, terdapat beberapa kelemahan dalam penelitian yaitu sebagai berikut:

1. Penelitian ini hanya memfokuskan analisis pada penggunaan Instagram sebagai media sosial untuk mengukur pengaruh pemasaran terhadap

kesadaran merek dan keputusan pembelian Footlocker. Padahal, Footlocker juga aktif dan memiliki kehadiran yang signifikan di platform media sosial lain seperti TikTok, Facebook, dan Twitter, yang dapat memberikan dampak berbeda terhadap perilaku konsumen. Dengan demikian, hasil penelitian ini mungkin tidak sepenuhnya mencerminkan keseluruhan efektivitas strategi pemasaran digital Footlocker secara menyeluruh. Penelitian lebih lanjut disarankan untuk mengkaji berbagai platform media sosial secara komprehensif agar memperoleh gambaran yang lebih lengkap tentang pengaruh Pemasaran Media Sosial terhadap perilaku konsumen Footlocker.

2. Dalam penelitian ini variabel independen hanya dapat mengukur 30,3% dari prediksi model *brand awareness* sehingga terdapat variabel lain yang lebih dapat memprediksi model dari *brand awareness* itu sendiri.

#### **5.4 Saran Penelitian Selanjutnya**

Berdasarkan keterbatasan yang ditemukan dalam penelitian ini, maka saran-saran berikut dapat dipertimbangkan untuk penelitian selanjutnya agar memperoleh hasil yang lebih komprehensif dan dapat digeneralisasi lebih luas:

1. Kedepannya melakukan penelitian ke media sosial lain yang dimiliki oleh Footlocker sehingga dapat mendapatkan gambaran bagaimana Footlocker menggunakan media sosial yang berbeda dan mana yang lebih efektif.
2. Menggali variabel-variabel lain yang dapat bisa memprediksi dengan lebih baik dari pada model *brand awareness*, misalnya dengan menambahkan *e-commerce* dan kualitas layanan untuk bisa di uji ke kesadaran merek.

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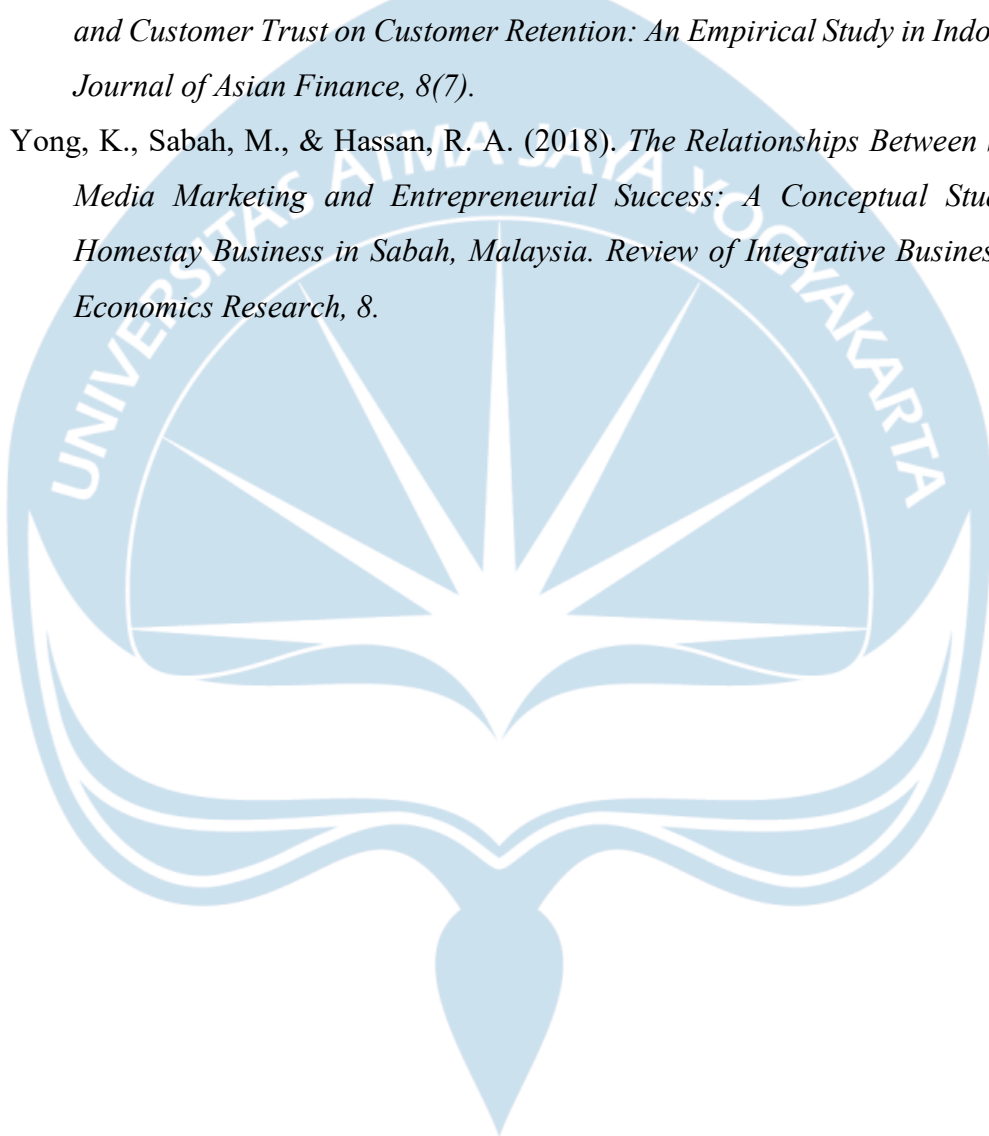
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## **LAMPIRAN 1**

### **KUISIONER**

PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA FOOTLOCKER DENGAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI

#### **Pertanyaan Filter 1**

Apakah anda menggunakan media sosial Instagram?

- A. Ya
- B. Tidak

#### **Pertanyaan Filter 2**

Apakah anda pernah melihat Pemasaran Media Sosial Footlocker?

- A. Ya
- B. Tidak

#### **Demografi Responden**

##### **Jenis Kelamin**

- A. Laki Laki
- B. Perempuan

##### **Pendidikan Terakhir**

- A. SMA/SMK
- B. Diploma
- C. Sarjana
- D. Pasca Sarjana

##### **Jenis Pekerjaan**

- A. Pelajar / Mahasiswa
- B. Karyawan Swasta
- C. Pegawai Negeri
- D. Wiraswasta
- E. Lainnya

| <b>Variabel Pemasaran Media Sosial (X)</b> |                                                                                                   |     |    |   |   |    |
|--------------------------------------------|---------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| No                                         | Pertanyaan                                                                                        | STS | TS | N | S | SS |
| 1.                                         | Saya sering berinteraksi dengan pengguna lain saat mengakses Instagram Footlocker                 |     |    |   |   |    |
| 2.                                         | Saya ingin membagikan informasi tentang Footlocker kepada teman-teman saya                        |     |    |   |   |    |
| 3.                                         | Instagram Footlocker sangat trendi                                                                |     |    |   |   |    |
| 4.                                         | Konten yang diposting di Instagram Footlocker sangat menghibur                                    |     |    |   |   |    |
| 5.                                         | Instagram Footlocker menyediakan fitur pencarian informasi yang sesuai dengan kebutuhan pengguna. |     |    |   |   |    |

| <b>Variabel Kesadaran Merek (brand awareness) (M)</b> |                                                                                         |     |    |   |   |    |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------|-----|----|---|---|----|
| No                                                    | Pertanyaan                                                                              | STS | TS | N | S | SS |
| 1.                                                    | Ketika saya memikirkan membeli sepatu, Footlocker langsung terlintas dalam pikiran saya |     |    |   |   |    |
| 2.                                                    | Saya dapat membedakan toko Footlocker dari toko olahraga lainnya                        |     |    |   |   |    |
| 3.                                                    | Footlocker adalah merek yang terkenal                                                   |     |    |   |   |    |

| <b>Variabel Keputusan pembelian (Y)</b> |                                                                                                       |     |    |   |   |    |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| No                                      | Pertanyaan                                                                                            | STS | TS | N | S | SS |
| 1.                                      | Saya menggunakan Instagram untuk mendapatkan lebih banyak informasi tentang toko Footlocker           |     |    |   |   |    |
| 2.                                      | Saya ingin memastikan memilih produk yang tepat dari Footlocker berdasarkan informasi yang saya punya |     |    |   |   |    |

|    |                                                                                                   |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3. | Ketika memilih toko sepatu, Footlocker adalah alternative terbaik dari keputusan saya             |  |  |  |  |  |
| 4. | Dari berbagai toko sepatu yang ada, saya memutuskan Footlocker sebagai tempat saya membeli sepatu |  |  |  |  |  |



## LAMPIRAN 2

### SCREEN SHOOT KUISIONER GOOGLE

# PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA FOOTLOCKER DENGAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI

Halo!

Perkenalkan nama saya **Viallino Putra Octavianus**, mahasiswa S1 Program Studi Manajemen di Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian untuk skripsi saya yang berjudul "PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA FOOTLOCKER DENGAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI"

Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial terhadap kesadaran merek (brand awareness) serta keputusan pembelian konsumen pada Footlocker. Selain itu, penelitian ini juga mengevaluasi pengaruh kesadaran merek terhadap keputusan pembelian serta peran kesadaran merek sebagai variabel mediasi dalam hubungan antara pemasaran media sosial dan keputusan pembelian konsumen pada Footlocker.

Adapun kriteria dari penelitian ini yaitu :

1. Responden yang menggunakan media sosial instagram.
2. Responden pernah atau sedang terpapar pemasaran media sosial Footlocker.
3. Responden yang pernah atau tertarik melakukan pembelian di Footlocker, baik secara online maupun offline.

Saya mohon kesediaan Anda untuk menjawab setiap pertanyaan dengan sebaik-baiknya dan sejujurnya sesuai dengan pengalaman dan pendapat pribadi. Jawaban Anda sangat berharga dalam membantu penelitian ini mendapatkan hasil yang akurat dan bermanfaat.

Terima kasih telah meluangkan waktu untuk berpartisipasi dalam kuesioner ini

### Pertanyaan Filter 1

Apakah anda menggunakan media sosial instagram? \*

- ☐ Ya
- ☐ Tidak

### Pertanyaan Filter 2

Apakah anda pernah melihat pemasaran media sosial Footlocker \*

- ☐ Ya
- ☐ Tidak

## Demografi Responden

### Jenis Kelamin \*

- ☐ Laki Laki
- ☐ Perempuan

### Pendidikan Terakhir \*

- ☐ SMA / SMK
- ☐ Diploma
- ☐ Sarjana
- ☐ Pasca Sarjana

### Jenis Pekerjaan \*

- ☐ Pelajar / Mahasiswa
- ☐ Karyawan Swasta
- ☐ Pegawai Negeri
- ☐ Wiraswasta
- ☐ Lainnya

## Pemasaran Media Sosial

Pemasaran media sosial sebagai suatu proses yang memungkinkan individu untuk mempromosikan produk atau layanan mereka melalui saluran sosial online dan menjangkau komunitas yang jauh lebih luas.

Saya sering berinteraksi dengan pengguna lain saat mengakses Instagram Footlocker \*

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

Saya ingin membagikan informasi tentang Footlocker kepada teman-teman saya \*

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

Instagram Footlocker sangat trendi \*

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

Konten yang diposting di Instagram Footlocker sangat menghibur \*

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

Instagram Footlocker menyediakan fitur pencarian informasi yang sesuai dengan kebutuhan pengguna. \*

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

## Kesadaran Merek (brand awareness)

Kesadaran merek (*brand awareness*) adalah tingkat pengetahuan konsumen tentang sebuah merek dan kemampuan mereka untuk membedakannya ketika disajikan dengan elemen, kategori, atau isyarat produk.

Ketika saya memikirkan membeli sepatu, Footlocker langsung terlintas dalam pikiran saya \*

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

Saya dapat membedakan toko Footlocker dari toko olahraga lainnya \*

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

Footlocker adalah merek yang terkenal \*

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

## Keputusan Pembelian

Keputusan pembelian merupakan kegiatan pemecahan masalah yang dilakukan individu dalam pemilihan alternatif perilaku yang sesuai dari dua alternatif perilaku atau lebih dan dianggap sebagai tindakan yang paling tepat dalam membeli dengan terlebih dahulu melalui tahapan proses pengambilan keputusan

Saya menggunakan Instagram untuk mendapatkan lebih banyak informasi tentang toko Footlocker \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

Saya ingin memastikan memilih produk yang tepat dari Footlocker berdasarkan informasi yang saya punya \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

Ketika memilih toko sepatu, Footlocker adalah alternative terbaik dari keputusan saya \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

Dari berbagai toko sepatu yang ada, saya memutuskan Footlocker sebagai tempat saya membeli sepatu \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

**LAMPIRAN 3**  
**DATA KUISIONER**

|    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 3 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 1 | 2 | 4 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 |
| Ya | Ya | Laki Laki | Pasca Sarjana | Lainnya             | 4 | 1 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 |
| Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 2 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |



|    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 1 | 2 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 1 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 2 | 2 | 3 | 5 | 4 | 5 | 5 | 1 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 4 |
| Ya | Ya | Laki Laki | Pasca Sarjana | Wiraswasta          | 2 | 2 | 4 | 3 | 2 | 4 | 3 | 5 | 4 | 4 | 3 | 2 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 1 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | Sarjana       | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Lainnya             | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Perempuan | Sarjana       | Pelajar / Mahasiswa | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Pasca Sarjana | Lainnya             | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |





|    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Lainnya             | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Lainnya             | 2 | 2 | 3 | 3 | 3 | 2 | 4 | 5 | 2 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| Ya | Ya | Perempuan | Pasca Sarjana | Pegawai Negeri      | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 |
| Ya | Ya | Laki Laki | Pasca Sarjana | Pegawai Negeri      | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Lainnya             | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 |



|    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Perempuan | Pasca Sarjana | Lainnya             | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| Ya | Ya | Laki Laki | Diploma       | Lainnya             | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Karyawan Swasta     | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 1 | 2 | 4 | 3 | 2 | 4 | 5 | 4 | 3 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 1 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 3 |



|    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 2 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 3 | 3 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| Ya | Ya | Perempuan | Sarjana   | Lainnya             | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Wiraswasta          | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 1 | 2 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 5 |
| Ya | Ya | Perempuan | Sarjana   | Lainnya             | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 |



|    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| Ya | Ya | Laki Laki | Sarjana   | Pegawai Negeri      | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Lainnya             | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Pegawai Negeri      | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 1 | 3 | 3 | 2 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 4 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Pegawai Negeri      | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 4 |

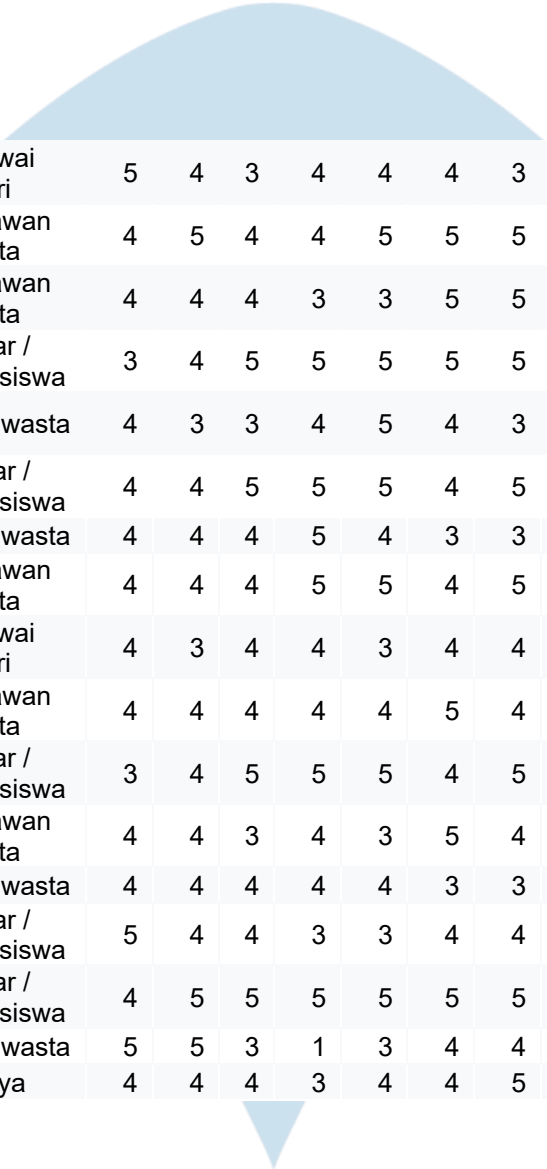


|    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 2 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 1 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 |
| Ya | Ya | Perempuan | Pasca Sarjana | Karyawan Swasta     | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 3 | 4 | 4 |
| Ya | Ya | Perempuan | Diploma       | Pegawai Negeri      | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 1 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 |
| Ya | Ya | Laki Laki | Pasca Sarjana | Lainnya             | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 5 |
| Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 |





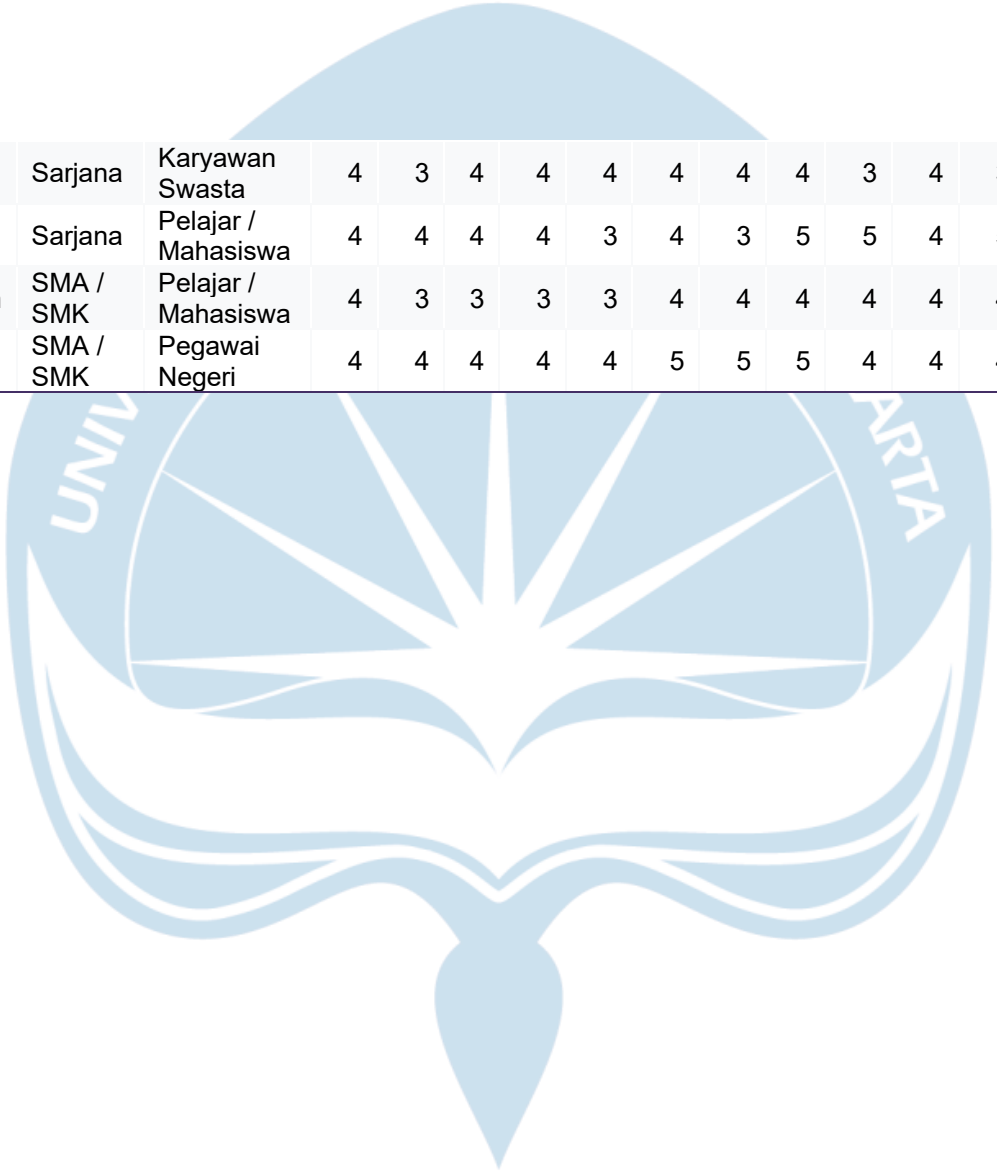
|    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | Sarjana       | Lainnya             | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 |
| Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 2 |
| Ya | Ya | Perempuan | Pasca Sarjana | Lainnya             | 4 | 5 | 5 | 5 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Lainnya             | 4 | 5 | 4 | 4 | 5 | 3 | 1 | 4 | 4 | 4 | 4 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 4 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 4 | 4 | 2 | 1 | 3 | 1 | 1 | 1 | 4 | 2 | 2 | 2 |
| Ya | Ya | Perempuan | Pasca Sarjana | Lainnya             | 4 | 4 | 2 | 2 | 2 | 1 | 1 | 1 | 5 | 2 | 2 | 2 |
| Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 4 | 5 | 5 | 2 | 3 | 2 | 2 | 2 | 5 | 3 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 4 | 2 | 3 | 3 | 3 |
| Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 5 | 3 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 |
| Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |



|    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | Sarjana   | Pegawai Negeri      | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Karyawan Swasta     | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Wiraswasta          | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Wiraswasta          | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 |
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Diploma   | Pegawai Negeri      | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Laki Laki | Diploma   | Karyawan Swasta     | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 3 | 4 |
| Ya | Ya | Laki Laki | Sarjana   | Wiraswasta          | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 5 | 5 | 3 | 1 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | Sarjana   | Lainnya             | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |



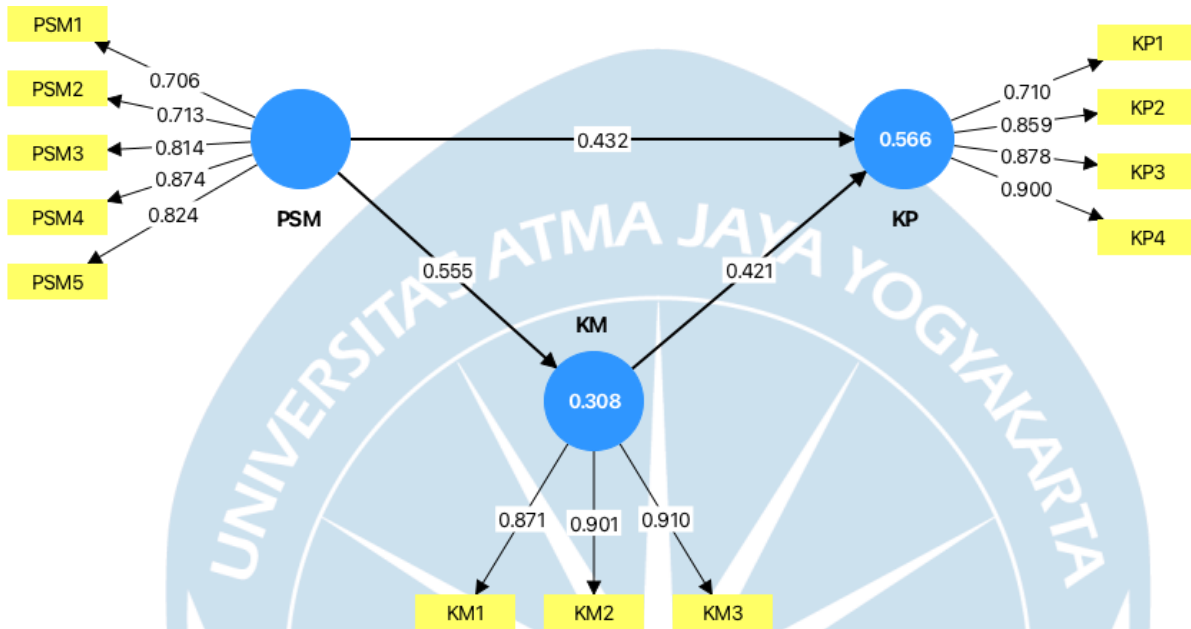
|    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 2 | 3 | 2 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | Diploma   | Karyawan Swasta     | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Wiraswasta          | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 |
| Ya | Ya | Perempuan | Sarjana   | Pegawai Negeri      | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 3 |
| Ya | Ya | Laki Laki | SMA / SMK | Wiraswasta          | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Wiraswasta          | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |
| Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| Ya | Ya | Perempuan | Diploma   | Pelajar / Mahasiswa | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| Ya | Ya | Perempuan | SMA / SMK | Wiraswasta          | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Lainnya             | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |



|    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 4 |
| Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Laki Laki | SMA / SMK | Pegawai Negeri      | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |

# LAMPIRAN 4

## HASIL OLAH DATA



Outer loadings - Matrix

|      | KM    | KP    | PSM   |
|------|-------|-------|-------|
| KM1  | 0.871 |       |       |
| KM2  | 0.901 |       |       |
| KM3  | 0.910 |       |       |
| KP1  |       | 0.710 |       |
| KP2  |       | 0.859 |       |
| KP3  |       | 0.878 |       |
| KP4  |       | 0.900 |       |
| PSM1 |       |       | 0.706 |
| PSM2 |       |       | 0.713 |
| PSM3 |       |       | 0.814 |
| PSM4 |       |       | 0.874 |
| PSM5 |       |       | 0.824 |

## Construct reliability and validity – Overview

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|     | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-----|------------------|-------------------------------|-------------------------------|----------------------------------|
| KM  | 0.875            | 0.877                         | 0.923                         | 0.800                            |
| KP  | 0.858            | 0.873                         | 0.905                         | 0.706                            |
| PSM | 0.850            | 0.875                         | 0.891                         | 0.623                            |

## Discriminant validity – Cross loadings

|      | KM    | KP    | PSM   |
|------|-------|-------|-------|
| KM1  | 0.871 | 0.579 | 0.466 |
| KM2  | 0.901 | 0.588 | 0.475 |
| KM3  | 0.910 | 0.605 | 0.543 |
| KP1  | 0.388 | 0.710 | 0.504 |
| KP2  | 0.600 | 0.859 | 0.555 |
| KP3  | 0.604 | 0.878 | 0.597 |
| KP4  | 0.600 | 0.900 | 0.578 |
| PSM1 | 0.237 | 0.419 | 0.706 |
| PSM2 | 0.276 | 0.434 | 0.713 |
| PSM3 | 0.508 | 0.539 | 0.814 |
| PSM4 | 0.555 | 0.581 | 0.874 |
| PSM5 | 0.502 | 0.609 | 0.824 |

### Discriminant validity - Fornell-Larcker criterion

|     | KM    | KP    | PSM   |  |
|-----|-------|-------|-------|--|
| KM  | 0.894 |       |       |  |
| KP  | 0.661 | 0.840 |       |  |
| PSM | 0.555 | 0.666 | 0.789 |  |

### R-square - Overview

|    | R-square | R-square adjusted |
|----|----------|-------------------|
| KM | 0.308    | 0.303             |
| KP | 0.566    | 0.560             |

### f-square - Matrix

|     | KM    | KP    | PSM |
|-----|-------|-------|-----|
| KM  |       | 0.283 |     |
| KP  |       |       |     |
| PSM | 0.445 | 0.298 |     |

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

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|           | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|-----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| KM -> KP  | 0.421               | 0.420           | 0.055                      | 7.593                    | 0.000    |
| PSM -> KM | 0.555               | 0.556           | 0.064                      | 8.709                    | 0.000    |
| PSM -> KP | 0.432               | 0.434           | 0.058                      | 7.417                    | 0.000    |

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

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|                 | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|-----------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| PSM -> KM -> KP | 0.234               | 0.234           | 0.043                      | 5.375                    | 0.000    |



## LAMPIRAN 5

### JURNAL ACUAN UTAMA

JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen, 17(2) 2020, 156-168  
<http://dx.doi.org/10.31106/jema.v17i2.6916>, ISSN (Online) 2597-4017

#### **How social media marketing influences consumers' purchase decision? A mediation analysis of brand awareness**

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#### ABSTRACT

The important usage of social media as highly interactive platforms of communications is bound to change the way companies approach marketing. Many previous studies conclude that social media has proven to be a key factor in creating brand awareness. Thus, a higher level of awareness will affect consumers' decisions positively. However, few studies focus on the role of brand awareness as a mediation construct in affecting purchase decisions. Therefore, this study aims to explore the mediation role of brand awareness on the relationship between social media marketing and purchase decisions. The study conducted is quantitative research based on a survey approach. Purposive sampling and ordinary least square regression were used as sampling techniques and data analysis. The study revealed that social media marketing has a positive and significant influence on both brand awareness and purchase decisions. Unfortunately, this study failed to prove the direct and indirect effect of brand awareness on purchase decisions. The nature of wetsuit (sportswear) that can be categorized as a high involvement product was considered as the main reason for the insignificance effect of brand awareness on purchase decision and the mediation role of brand awareness. In the case of high involvement products, consumers tend to be rational so that they were required more time and effort to evaluate specific product performances and characteristics.

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M31, M37, L86

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Keywords: Social Media; Purchase Decision; Brand Awareness; Word of Mouth; Marketing

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## Introduction

Social media thrived as a new era in marketing as companies can create more effective interactions with customers (Gallaughier & Ransbotham, 2010; Kozinets *et al.*, 2010). Social media provides an advantage for companies to reach customers or communities and to develop relationships with customers (Quinn, 2016). Social media has changed the way brands are created, distributed, and consumed to develop a brand image from producers to customers (Tsai & Men, 2013).

Social media has changed the way consumers purchase (Chen *et al.*, 2017). Several consumers even rely more on the information posted on their social media networks when they want to buy something Hinz *et al.* (2014). The trend of promotional activities through social media is a huge change in the world of marketing. Many firms used social media to spread out their promotional activities Hutter *et al.* (2013), improving the level of brand awareness, influence purchase decision-making, and maintain engagement with customers (Gallaughier & Ransbotham, 2010; Bernstein *et al.*, 2013; Hinz *et al.*, 2014; Godey *et al.*, 2016). Ahmad *et al.* (2018) added that many firms decide to spend more of their promotional budget on social media as the cost of social ads is relatively low in comparison to traditional methods.

Many previous studies conclude that social media has proven to be a key factor in creating brand awareness (Goodrich & de Mooij, 2014; Prasad *et al.*, 2017; Enyioko & Okwandu, 2019). Thus, the higher level of awareness and the positive reviews of social media user interactions will affect consumers' decisions positively (Malik *et al.*, 2013; Yogesh & Yesha, 2014). However, few studies focus on the role of brand awareness as a mediation construct in affecting purchase decisions. An initial indication on the mediation role of brand awareness is proposed based on Shabbir *et al.* (2010) study on the role of marketing campaigns on consumer purchase intention which has found that the relationship exists when there is brand awareness that plays as mediation. Macdonald & Sharp (2000) and Huang & Sarigöllü (2014) added that brand awareness will affect consumer decision making as many consumers use it as the basis for evaluation of purchase decisions. Therefore, this study aims to explore the mediation role of brand awareness on the relationship between social media marketing and purchase decisions. This study was conducted in one of the biggest and experienced (more than 20 years) wetsuit (sportswear) manufacturer on the island of Bali which relies on social media platforms to market and sell its products.

## **Literature Review**

### ***Social Media Marketing***

Yong & Hassan (2019) defined social media marketing as a process that allows individuals to promote their product or services through online social channels and tap into a much larger community. The usage of social media marketing ranged from being not only in individual scope but also affecting the industry as a whole. Therefore, social media marketing also can be defined as a firm's marketing efforts to encourage (potential) customers' interest toward the brand by using various internet marketing channels such as blogs, websites, social media, and others (Magasic, 2016). Jin *et al.*, (2019) stated that social media marketing is built upon the idea of interaction between the brand and its consumers, to listen to their valuable feedback so they can improve the experience. They added that the usage of social media platforms (such as Instagram) as one of the marketing tools can enable them to effectively and efficiently communicate the benefit of brands.

### ***The Relationship of Social Media Marketing, Brand Awareness, and Purchase Decision***

Many previous studies show that social media marketing activities had a positive influence on the level of brand awareness as the nature of social media users easily share the content with their connected friends (Bruhn *et al.*, 2012; Hutter *et al.*, 2013; Barreda *et al.*, 2015; Bilgin, 2018; Seo & Park, 2018). It also means that the more frequent the usage of social media, the higher level of brand awareness will be. Other findings suggest that there is an aftereffect of social media marketing activities on brand quality, brand equity, and customer value (Stojanovic *et al.*, 2018). Therefore, Barreda *et al.* (2015) ended the argument by saying that social media activities have proved important in strengthening brand awareness.

H<sub>1</sub>: Social media marketing has a positive effect on brand awareness.

The presence of social media is an alternative media to establish communication with customers. Social media has become a platform where consumers interact with a brand (Tsai & Men, 2013), the interaction has a significant impact on consumer purchase decisions (Elwalda & Lu, 2016). The use of social media will help to increase purchase decisions (Goodrich & de Mooij, 2014), as social media will increase active user participation and will influence the behavior of consumers (Seo & Park, 2018), by changing the consumer decision-making process in purchasing (Hudson & Thal, 2013). Communication on social media will

increase purchase intention (Jalilvand & Samiei, 2012) which leads to purchase decisions (Prasad *et al.*, 2017).

H<sub>2</sub>: Social media marketing has a positive effect on purchase decisions.

### ***The Relationship of Brand Awareness and Purchase Decision***

Several previous studies that focus on brand awareness show that there is a positive relationship between brand awareness and purchase decisions (Khuong & Tram, 2015; Novansa & Ali, 2017). Jung & Seock (2016), Kumar & Gupta (2016), and Siali *et al.* (2019) stated that raising the level of brand awareness will enhance the likelihood to consider the brands when making purchase decisions. In a simple meaning, the higher the level of awareness on a specific brand, the higher the possibility of those brands to be purchase.

H<sub>3</sub>: Brand awareness has a positive effect on purchase decisions.

### ***The Mediation Role of Brand Awareness***

Few studies focus on the role of brand awareness as a mediation construct in affecting purchase decisions. An initial indication on the mediation role of brand awareness is based on Shabbir *et al.* (2010) study on the role of marketing campaigns on consumer purchase intention which has found that the relationship exists when there is brand awareness that plays as mediation. In line with the conclusion by Shabbir *et al.* (2010), Sharifi (2014) also confirmed the mediating role of brand awareness in affecting the relationship between the trilogy of emotion and future purchase intentions. Macdonald & Sharp (2000) and Huang & Sarigöllü (2014) added that brand awareness will affect consumer decision making as many consumers use it as the basis for evaluation of purchase decisions.

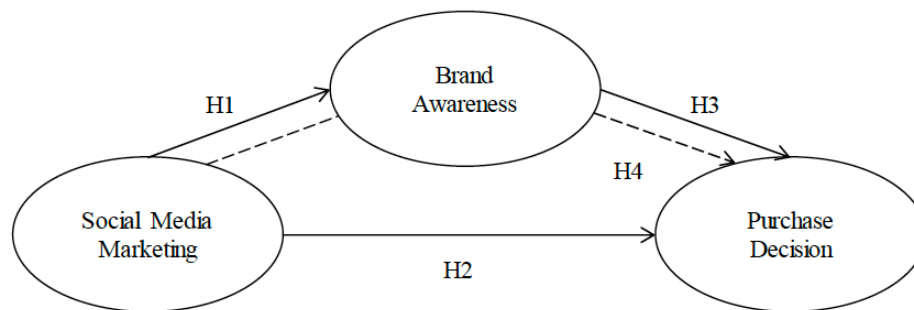
H<sub>4</sub>: The effect of social media marketing on purchase decisions is affected by brand awareness.

### **Methods**

The study can be classified as explanatory research which used a survey (questionnaire) to collect data and test four proposed hypotheses (Figure 1). Purposive sampling and ordinary least square regression were used as sampling techniques and data analysis. This study was designed to focus on individuals who can be classified as social media active users (followers of the specific brand) and have the experience to buy specific brands/products on one of social media platforms. This study was conducted in one of the biggest and experienced (more than 20 years) wetsuit (sportswear) manufacturer on the island of Bali (namely SeaGods) which relies on social media platforms to market and sell its products. Instagram

was chosen as social media object not only because of its uniqueness and easy access feature (Din *et al.*, 2018) but also is considered as the most effective marketing tool concerning young aged consumers (Djafarova & Bowes, 2020). A questionnaire with five-point Likert scales (ranged from 1 = strongly disagree to 5 = strongly agree) that consists of several items was distributed to 300 target respondents. After selecting all collected data by its sample criteria, the total respondent that involved and classified to be processed in this study is 100 respondents.

**Figure 1.** Research Framework



**Table 1.** Questionnaire Items

| Variable                     | Code | Item                                                                                                    | Reference                     |
|------------------------------|------|---------------------------------------------------------------------------------------------------------|-------------------------------|
| Social Media Marketing (SMM) | SMM1 | I often interact with other users when I'm accessing SeaGod 's Instagram.                               | Kim & Ko, (2012)              |
|                              | SMM2 | I would like to share the information about SeaGods with my friends.                                    |                               |
|                              | SMM3 | SeaGods Instagram is very trendy.                                                                       |                               |
|                              | SMM4 | The content that was posted on SeaGods Instagram was very entertaining.                                 |                               |
|                              | SMM5 | SeaGods Instagram offers a customized information search.                                               |                               |
| Brand Awareness (BA)         | BA1  | When I think of swimsuit sportswear, SeaGods comes to my mind.                                          | Hutter <i>et al.</i> (2013)   |
|                              | BA2  | I can distinguish the difference between SeaGods model.                                                 |                               |
| Purchase Decision (PD)       | PD1  | I use Instagram to gain more information about a specific brand or product.                             | Prasad <i>et al.</i> , (2017) |
|                              | PD2  | It is important to me that I make the right choice of the product based on the information that I have. |                               |
|                              | PD3  | In making my selection of the product, the best alternative is chosen as the outcome of my choice.      |                               |

In this study, social media marketing was measure by Kim *et al.* (2009) dimension which consists of entertainment, interaction, trend, customization, and word of mouth. While brand awareness was measure by Hutter *et al.*, (2013) dimension that consists of easy to remember and easy to distinguish, purchase decisions were developed by using Prasad *et al.* (2017) dimension. The details of variable measurement can be seen in Table 1. Thus, to continue to analyze the proposed hypotheses, the validity and reliability measurements of research instruments need to be done. The results of the validity and reliability testing in Table 2 show that all instruments used in this study were valid and reliable.

**Table 2.** Validity and Reliability Result

| Variable/Item | Pearson Correlation | Criteria | Cronbach's Alpha | Criteria | Decision |
|---------------|---------------------|----------|------------------|----------|----------|
| SMM           |                     |          | 0.886            | > 0.600  | Reliable |
| SMM1          | 0.836               | > 0.196  |                  |          | Valid    |
| SMM2          | 0.795               | > 0.196  |                  |          | Valid    |
| SMM3          | 0.864               | > 0.196  |                  |          | Valid    |
| SMM4          | 0.830               | > 0.196  |                  |          | Valid    |
| SMM5          | 0.820               | > 0.196  |                  |          | Valid    |
| BA            |                     |          | 0.823            | > 0.600  | Reliable |
| BA1           | 0.924               | > 0.196  |                  |          | Valid    |
| BA2           | 0.920               | > 0.196  |                  |          | Valid    |
| PD            |                     |          | 0.816            | > 0.600  | Reliable |
| PD1           | 0.822               | > 0.196  |                  |          | Valid    |
| PD2           | 0.871               | > 0.196  |                  |          | Valid    |
| PD3           | 0.874               | > 0.196  |                  |          | Valid    |

## Result and Discussion

The results of testing the causal relationship model between social media marketing, brand awareness, and purchase decision can be seen in Table 3. This study was able to confirm the proposed hypotheses H<sub>1</sub> and H<sub>2</sub> which stated that there are a positive relationship and significant effect of social media marketing on brand awareness, and social media marketing on purchase decision as the value of t-tested was 17.086 and 3.860 (which is higher than the value of t-statistics 1.984) with significant value of 0.000 (which is lower than significances criteria of 0.05). It means that the more frequent the social media marketing activities held by companies, the higher the level of brand awareness and the possibility to

**PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP  
KEPUTUSAN PEMBELIAN KONSUMEN PADA FOOTLOCKER  
DENGAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI**

**SKRIPSI**

**Untuk Memenuhi Sebagian Persyaratan mencapai Derajat Sarjana  
Manajemen (S1)  
Pada Program Studi Manajemen  
Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta**



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2025**

purchase will be. The result of this study proved the conclusion of Hutter *et al.* (2013), Tsimonis & Dimitriadis (2014), Ismail (2017), and Barreda *et al.* (2015) that stated the use of social media has proven significantly can enhance brand awareness, increasing the number of sales, and influences the purchase decision-making.

**Table 3.** Hypotheses Testing

| Hypotheses               | t-Value | t-Table Criteria | Sig.  | Sig. Criteria | Decision |
|--------------------------|---------|------------------|-------|---------------|----------|
| H <sub>1</sub> SMM -> BA | 17.086  | > 1.984          | 0.000 | < 0.005       | Accepted |
| H <sub>2</sub> SMM -> PD | 3.860   | > 1.984          | 0.000 | < 0.005       | Accepted |
| H <sub>3</sub> BA -> PD  | 1.709   | > 1.984          | 0.090 | < 0.005       | Rejected |

Unlike previous studies by Novansa & Ali (2017), Hutter *et al.* (2013), Jung & Seock (2016), Kumar & Gupta (2016), and Siali *et al.* (2019), this study failed to prove the relationship between brand awareness and purchase decision (H<sub>3</sub>) as the value of t-tested was 1.709 (which is lower than the value of t-statistics 1.984) with significant value of 0.090 (which is higher than significances criteria of 0.05). In the beginning, SeaGods social media (Instagram) was built upon the idea to massively introduce the SeaGods brand to a broader market so consumers will remember the SeaGods brand and be able to distinguish the different types of SeaGods products. Barreda *et al.* (2015) added that the use of social media can help brand generates word of mouth organically as social media itself that considered as online information-sharing activities, circulating information, is used to get to know products, brands, and services (Di Pietro *et al.*, 2012). Therefore, it can be concluded that due to the initial purpose of SeaGods Instagram that more focus on the activity that can increase the level awareness of SeaGods brand, it is understandable that there is no significant relationship between brand awareness and purchase decision.

**Table 4.** The Mediation Role of Brand Awareness

| Hypotheses                     | Effect | BootSE | BootLLCI | BootULCI | Decision |
|--------------------------------|--------|--------|----------|----------|----------|
| H <sub>4</sub> SMM -> BA -> PD | 0.122  | 0.079  | - 0.032  | 0.277    | Rejected |

The result of this study also was not able to confirm H<sub>4</sub> which stated that the effect of social media marketing on purchase decisions is affected by brand awareness. Hayes (2018) stated that when the upper and lower bounds of the 95% confidence interval do not contain zero, it can be concluded that the indirect effect was existed or significant. Table 4 shows that there is no significant proof of the mediation role of brand awareness on the relationship

between social media marketing and purchase decision as zero is a possible value between a negative number of BootLLCI (-0.032) and a positive number of BootULCI (0.277). The swimsuit is a type of sportswear and belongs to the category of high-involvement products (Radder & Huang, 2008). High involvement products will involve the subjective feelings of the customer, not only consumers will pay special attention, comparing product characteristics with several other brands before making a purchase decision (Yousaf & Malik, 2013), they also will evaluate the image of a product (Oh & Fiorito, 2002). This finding revealed that there is no guarantee that when consumers feel familiar with some brand or product, the possibility to made purchase decisions toward those specific brands or products will increasing automatically. The level of involvement plays a significant role in affecting consumers' decision to purchase (Radder & Huang, 2008). In the case of high involvement products, consumers tend to be rational so that they were required more time and effort to evaluate specific product performances and characteristics.

### **Conclusion and Suggestion**

This study aims to explore the mediation role of brand awareness on the relationship between social media marketing and purchase decisions. The study revealed that social media marketing has a positive and significant influence on both brand awareness and purchase decision which means that the more frequent the social media marketing activities held by companies, the higher the level of brand awareness and the possibility to purchase will be. Unfortunately, this study failed to prove the direct and indirect effect of brand awareness on purchase decisions. The nature of wetsuit (sportswear) that can be categorized as a high involvement product was considered as the main reason for the insignificancy effect of brand awareness on purchase decision and the mediation role of brand awareness. In the case of high involvement products, consumers tend to be rational so that they were required more time and effort to evaluate specific product performances and characteristics. Also, the initial purpose of SeaGods Instagram that was built for brand awareness purpose only considered as another factor that caused the insignificant relationship between brand awareness and purchase decision. This study only focused on the high involvement product category which is a swimsuit (sportswear), further analysis is needed by comparing the various level of involvement to gain an in-depth perspective. Moreover, the dimension of brand equity used in this study was limited only to brand awareness. Therefore, further study should be done by including a brand image, brand love, and brand loyalty as a developed model.

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**PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KEPUTUSAN  
PEMBELIAN DENGAN KESADARAN MEREK SEBAGAI VARIABEL  
MEDIASI**

**Skripsi**

**Diajukan sebagai Syarat**

**Memperoleh Gelar Sarjana Manajemen (S.M)**



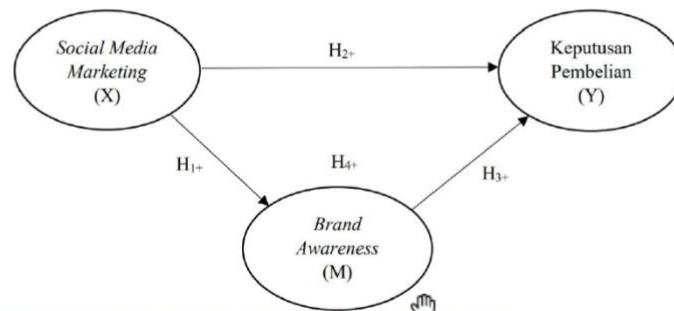
**Disusun Oleh :**

**Kevin Hendrawan**

**NPM: 180324278**

**FAKULTAS BISNIS DAN EKONOMIKA  
PROGRAM STUDI MANAJEMEN  
UNIVERSITAS ATMA JAYA YOGYAKARTA  
TAHUN AKADEMIK 2022**

## 2.6 Model Penelitian



**Gambar 2.1 Model Penelitian**

Sumber: diadaptasi dari (Upadana & Pramudana, 2020)

## LAMPIRAN

### KUESIONER PENELITIAN

| No                            | Pernyataan                                                                                               | STS | TS | N | S | SS |
|-------------------------------|----------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| <b>Pemasaran media sosial</b> |                                                                                                          |     |    |   |   |    |
| 1                             | Excelso memberikan informasi promosi pengguna <i>member card</i> Excelso melalui media sosial instagram. |     |    |   |   |    |
| 2                             | Excelso mampu membangun komunikasi dengan konsumennya melalui media sosial instagram.                    |     |    |   |   |    |
| 3                             | Excelso menggunakan media sosial sebagai wadah penyampaian kritik bagi konsumen.                         |     |    |   |   |    |
| 4                             | Excelso menggunakan media sosial sebagai wadah penyampaian saran bagi konsumen.                          |     |    |   |   |    |
| 5                             | Excelso mampu menyampaikan informasi yang lengkap mengenai produk melalui media sosial.                  |     |    |   |   |    |
| 6                             | Excelso mampu menyampaikan informasi yang lengkap mengenai lokasi toko melalui media sosial.             |     |    |   |   |    |
| <b>Kesadaran merek</b>        |                                                                                                          |     |    |   |   |    |
| 1                             | Saya sering mendengar merek Excelso.                                                                     |     |    |   |   |    |
| 2                             | Excelso adalah merek yang terkenal.                                                                      |     |    |   |   |    |
| 3                             | Saya dapat membedakan produk merek Excelso Coffee dengan merek lain.                                     |     |    |   |   |    |
| <b>Keputusan pembelian</b>    |                                                                                                          |     |    |   |   |    |
| 1                             | Dari berbagai kedai kopi yang ada, saya memutuskan Excelso sebagai tempat berkumpul atau hangout.        |     |    |   |   |    |
| 2                             | Dari berbagai kedai kopi yang ada, saya memutuskan Excelso sebagai tempat minum kopi.                    |     |    |   |   |    |
| 3                             | Saya memprioritaskan untuk membeli produk Excelso Coffee dibandingkan produk lain.                       |     |    |   |   |    |
| 4                             | Saya bersedia berkorban waktu untuk membeli produk Excelso Coffee.                                       |     |    |   |   |    |
| 5                             | Saya bersedia berkorban biaya untuk membeli produk Excelso Coffee.                                       |     |    |   |   |    |
| 6                             | Saya merasa senang setelah memutuskan membeli produk Excelso Coffee.                                     |     |    |   |   |    |

# KUESIONER PENELITIAN ASLI

| <b>Pemasaran media sosial</b>                                                                             |                             |
|-----------------------------------------------------------------------------------------------------------|-----------------------------|
| Excelso memberikan informasi promosi pengguna <i>member card</i> Excelso melalui media sosial instagram.  | (Upadana & Pramudana, 2020) |
| Excelso mampu membangun komunikasi dengan konsumennya melalui media sosial instagram.                     | (Upadana & Pramudana, 2020) |
| Excelso menggunakan media sosial sebagai wadah penyampaian kritik bagi konsumen.                          | (Upadana & Pramudana, 2020) |
| Excelso menggunakan media sosial sebagai wadah penyampaian saran bagi konsumen.                           | (Upadana & Pramudana, 2020) |
| Excelso mampu menyampaikan informasi yang lengkap mengenai produk melalui media sosial.                   | (Upadana & Pramudana, 2020) |
| Excelso mampu menyampaikan informasi yang lengkap mengenai lokasi toko melalui media sosial.              | (Upadana & Pramudana, 2020) |
| <b>Kesadaran merek</b>                                                                                    |                             |
| Excelso adalah merek yang tidak asing di telinga saya                                                     | (Upadana & Pramudana, 2020) |
| Excelso adalah merek yang terkenal.                                                                       | (Upadana & Pramudana, 2020) |
| Saya dapat membedakan produk merek Excelso Coffee dengan merek lain.                                      | (Upadana & Pramudana, 2020) |
| <b>Keputusan pembelian</b>                                                                                |                             |
| Dari berbagai kedai kopi yang ada, saya memutuskan Excelso sebagai tempat berkumpul atau <i>hangout</i> . | (Upadana & Pramudana, 2020) |
| Dari berbagai kedai kopi yang ada, saya memutuskan Excelso sebagai tempat minum kopi.                     | (Upadana & Pramudana, 2020) |
| Saya memprioritaskan untuk membeli produk Excelso Coffee dibandingkan produk lain.                        | (Upadana & Pramudana, 2020) |
| Saya bersedia berkorban waktu untuk membeli produk Excelso Coffee.                                        | (Upadana & Pramudana, 2020) |
| Saya bersedia berkorban biaya untuk membeli produk Excelso Coffee.                                        | (Upadana & Pramudana, 2020) |
| Saya merasa senang setelah memutuskan membeli produk Excelso Coffee.                                      | (Upadana & Pramudana, 2020) |

## Google Forms

### PENGARUH SOCIAL MEDIA MARKETING TERHADAP PURCHASE DECISION DENGAN BRAND AWARENESS SEBAGAI VARIABEL MEDIASI PADA EXCELSO

Halo semuanya, perkenalkan saya Kevin Hendrawan, mahasiswa dari Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk kepentingan tugas akhir mata kuliah Skripsi Manajemen Pemasaran tentang "PENGARUH SOCIAL MEDIA MARKETING TERHADAP PURCHASE DECISION DENGAN BRAND AWARENESS SEBAGAI VARIABEL MEDIASI PADA EXCELSO" oleh karena itu saya minta kesediaannya untuk mengisi kuisisioner yang saya berikan. Terima Kasih.

\*Wajib

Excelso



1. Apakah anda mengetahui Excelso? \*

Tandai satu oval saja.

- ☐ Ya  
☐ Tidak

Identitas Diri

2. Jenis Kelamin \*

Tandai satu oval saja.

- ☐ Laki-laki  
☐ Perempuan

3. Usia \*

Tandai satu oval saja.

- ☐ 17-21 tahun  
☐ 22-26 tahun  
☐ 27-32 tahun  
☐ 33-38 tahun



4. Tingkat Pendidikan \*

Tandai satu oval saja.

- ☐ SMA  
☐ Diploma  
☐ S1  
☐ S2

5. Pekerjaan \*

Tandai satu oval saja.

- ☐ Pelajar/Mahasiswa  
☐ Pegawai Swasta  
☐ Pegawai Negeri Sipil  
☐ Wiraswasta  
☐ Lainnya

#### Social Media Marketing

6. Excelso memberikan informasi promosi pengguna *member card* Excelso melalui *social media* instagram. \*

Tandai satu oval saja.

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

7. Excelso mampu membangun komunikasi dengan konsumennya melalui *social media* instagram. \*

Tandai satu oval saja.

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

8. Excelso menggunakan *social media* sebagai wadah penyampaian kritik bagi konsumen. \*

Tandai satu oval saja.

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

9. Excelso menggunakan *social media* sebagai wadah penyampaian saran bagi konsumen. \*

Tandai satu oval saja.

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

10. Excelso mampu menyampaikan informasi yang lengkap mengenai produk melalui *social media*. \*

Tandai satu oval saja.

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



11. Excelso mampu menyampaikan informasi yang lengkap mengenai lokasi toko melalui *social media*. \*

Tandai satu oval saja.

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

#### Brand Awareness

12. Saya sering mendengar merek Excelso. \*

Tandai satu oval saja.

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

13. Excelso adalah merek yang terkenal. \*

Tandai satu oval saja.

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

14. Saya dapat membedakan produk merek Excelso Coffee dengan merek lain. \*

Tandai satu oval saja.

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

#### Purchase Decision

15. Dari berbagai kedai kopi yang ada, saya memutuskan Excelso sebagai tempat berkumpul atau hangout. \*

Tandai satu oval saja.

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

16. Dari berbagai kedai kopi yang ada, saya memutuskan Excelso sebagai tempat minum kopi. \*

Tandai satu oval saja.

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

17. Saya memprioritaskan untuk membeli produk Excelso Coffee dibandingkan produk lain. \*

Tandai satu oval saja.

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



18. Saya bersedia berkorban waktu untuk membeli produk Excelso Coffee. \*

Tandai satu oval saja.

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
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| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

19. Saya bersedia berkorban biaya untuk membeli produk Excelso Coffee. \*

Tandai satu oval saja.

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

20. Saya merasa senang setelah memutuskan membeli produk Excelso Coffee. \*

Tandai satu oval saja.

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

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