

BAB V

PENUTUP

Pada bab ini peneliti akan memaparkan mengenai kesimpulan dan implikasi manajerial dari hasil penelitian yang telah dilakukan di bab sebelumnya. Selain itu peneliti juga akan memberikan saran penelitian bagi peneliti selanjutnya.

5.1 Kesimpulan

5.1.1 Kesimpulan Profil Responden

Peneliti merangkum demografi dari 310 responden yang memiliki profil berbeda-beda. Sebagian besar responden yang berpartisipasi dalam penelitian ini adalah laki-laki, kemudian mayoritas responden yang berpartisipasi dalam penelitian ini berusia 18-25 tahun. Rata-rata responden yang berpartisipasi dalam penelitian ini menyanggah pendidikan terakhir Diploma/Sarjana, dan rata-rata responden yang mengisi kuesioner penelitian ini berstatus sebagai pelajar/mahasiswa.

Analisis statistik deskriptif memberikan persepsi awal terhadap variabel yang diteliti kepada responden. Berdasarkan analisis deskriptif terhadap seluruh variabel, didapatkan hasil sebagai berikut:

1. Variabel *surveillance* memiliki nilai mean tertinggi pada indikator “Mie Gacoan merekomendasikan saya produk-produk yang layak dicoba di media sosial”.
2. Variabel interaksi sosial memiliki nilai mean tertinggi pada indikator “TikTok Mie Gacoan memungkinkan saya untuk membagikan pendapat tentang produk kepada orang lain”.

3. Variabel remunerasi memiliki nilai mean tertinggi pada indikator “TikTok Mie Gacoan membantu saya dalam mendapatkan diskon”.
4. Variabel berbagi informasi memiliki nilai mean tertinggi pada indikator “TikTok Mie Gacoan selalu menyediakan informasi promosi terbaru”.
5. Variabel hiburan memiliki nilai mean tertinggi pada indikator “Saya mengakses TikTok sebagai sarana menghibur diri”.
6. Variabel ekuitas merek memiliki nilai mean tertinggi pada indikator “Saya dapat dengan mudah mengenali merek Mie Gacoan di antara merek pesaing lainnya”.
7. Variabel niat beli memiliki nilai mean tertinggi pada indikator “Saya akan merekomendasikan Mie Gacoan kepada orang lain untuk dibeli”.

5.1.2 Kesimpulan Uji Hipotesis

Dalam penelitian ini, terdapat 7 hipotesis penelitian yang diolah menggunakan metode SEM-PLS dengan bantuan *software SmartPLS* versi 3. Berikut ini merupakan hasil dari pengolahan data yang diperoleh:

1. Berdasarkan olah data yang telah dilakukan, didapatkan hasil bahwa *surveillance* berpengaruh secara positif dan signifikan terhadap ekuitas merek atau **H1 diterima**. Hal ini berarti bahwa kualitas informasi yang dihadirkan pada konten media sosial Mie Gacoan dapat dijelaskan *Theory of Planned Behavior* yang memunculkan sikap dan persepsi positif konsumen hingga meningkatkan ekuitas merek secara signifikan.
2. Berdasarkan dari hasil olah data, didapatkan bahwa interaksi sosial berpengaruh secara positif dan signifikan terhadap ekuitas merek atau

H2 diterima. Hal ini berarti bahwa komunikasi dua arah yang dilakukan oleh Mie Gacoan kepada para konsumennya mampu memunculkan sikap dan persepsi positif konsumen hingga meningkatkan ekuitas merek dengan cara melibatkan konsumen secara langsung pada aktivitas pemasaran yang dilakukan Mie Gacoan.

3. Berdasarkan dari pengujian yang telah dilakukan, didapatkan bahwa remunerasi berpengaruh secara positif dan signifikan terhadap ekuitas merek atau **H3 diterima.** Hal ini berarti bahwa program insentif yang dilakukan Mie Gacoan berupa program giveaway, perlombaan dengan hadiah insentif ekonomi, diskon, dan promo dapat secara signifikan meningkatkan ekuitas merek melalui munculnya sikap dan persepsi positif dari konsumen terhadap merek.
4. Berdasarkan dari hasil uji olah data, didapatkan bahwa berbagi informasi berpengaruh secara positif dan signifikan terhadap ekuitas merek atau **H4 diterima.** Hal ini berarti bahwa informasi yang disebarkan secara terus menerus melalui konten media sosial TikTok Mie Gacoan dapat memunculkan sikap dan persepsi positif konsumen yang dapat meningkatkan ekuitas merek.
5. Berdasarkan dari hasil uji olah data yang dilakukan, didapatkan bahwa hiburan berpengaruh secara positif dan signifikan terhadap ekuitas merek atau **H5 diterima.** Hal ini berarti bahwa konten yang berisikan unsur hiburan dan konten yang mengikuti tren yang diterapkan oleh Mie

Gacoan dapat meningkatkan ekuitas merek melalui munculnya sikap dan persepsi positif dari konsumen.

6. Berdasarkan dari hasil pengujian yang dilakukan, didapatkan hasil bahwa ekuitas merek memiliki pengaruh secara signifikan terhadap niat beli atau **H6 diterima**. Hal ini berarti semakin tingginya ekuitas merek yang dimiliki oleh Mie Gacoan berdasarkan dari pemasaran yang dilakukan dapat memunculkan sikap dan persepsi positif dari konsumen yang pada akhirnya dapat mendorong terbentuknya niat beli konsumen.
7. Berdasarkan dari hasil uji olah data yang dilakukan, didapatkan hasil bahwa ekuitas merek memediasi hubungan antara media sosial dan niat beli secara signifikan atau **H7 diterima**. Hal ini berarti bahwa pemasaran media sosial yang dilakukan oleh Mie Gacoan melalui platform TikTok dapat mempengaruhi niat beli konsumen melalui ekuitas merek. Hal ini didukung dengan teori TPB yang masih relevan sejak tahun 1991 yang menjelaskan bahwa pemasaran media sosial dapat memunculkan sikap dan persepsi positif konsumen yang dapat meningkatkan ekuitas merek, semakin tingginya ekuitas merek perusahaan, maka niat beli akan semakin terdorong.

5.2 Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, maka implikasi sebagai berikut:

1. Berdasarkan hasil dari pengujian hipotesis pertama, *surveillance* memiliki pengaruh yang signifikan terhadap ekuitas merek. Melihat dari hasil yang signifikan dari aktivitas pencarian informasi yang dilakukan

oleh konsumen terhadap Mie Gacoan dapat meningkatkan persepsi konsumen. Dengan adanya anggapan mengenai Mie Gacoan yang selalu menyediakan info terbaru mengenai promosi yang dipublikasikan melalui TikTok Mie Gacoan terus membuat konsumen semakin tertarik untuk berselancar mencari informasi. Melihat hal itu, Mie Gacoan diharapkan untuk terus konsisten dalam membuat konten yang informatif dan *up to date* sehingga konsumen selalu merasa puas saat mendapatkan informasi yang dicari.

2. Berdasarkan hasil dari pengujian hipotesis kedua, interaksi sosial memiliki pengaruh yang signifikan terhadap ekuitas merek. Temuan ini mengindikasikan pentingnya penerapan komunikasi dua arah antara Mie Gacoan dengan konsumen, khususnya melalui platform media sosial TikTok. Interaksi yang terjadi di ruang digital, seperti kolom komentar, mencerminkan kedekatan emosional antara konsumen dan merek serta memberikan peluang bagi Mie Gacoan untuk membangun hubungan yang lebih personal dan autentik. Melihat hal itu, Mie Gacoan diharapkan untuk terus secara aktif merespons komentar, menciptakan percakapan yang relevan, dan memfasilitasi partisipasi konsumen dalam diskusi daring.
3. Berdasarkan hasil dari pengujian hipotesis ketiga, remunerasi memiliki pengaruh yang signifikan terhadap ekuitas merek. Temuan ini mengindikasikan pentingnya strategi pemberian nilai tambah secara langsung kepada konsumen dalam membentuk persepsi merek yang

positif. Remunerasi dalam bentuk insentif ekonomi, seperti undian berhadiah, promo khusus, dan konten yang memberikan manfaat praktis, terutama melalui platform seperti TikTok, dapat memperkuat keterlibatan konsumen dan meningkatkan persepsi nilai dari merek. Dengan memberikan penghargaan atau kompensasi kepada konsumen yang berpartisipasi dalam kampanye digital atau yang secara aktif menyebarkan konten terkait produk, Mie Gacoan tidak hanya mendorong interaksi tetapi juga menciptakan hubungan timbal balik yang bernilai. Melihat hal itu, Mie Gacoan perlu untuk terus mengimplementasikan program remuneratif yang terstruktur dan konsisten agar dapat meningkatkan persepsi konsumen serta daya saing.

4. Berdasarkan hasil dari pengujian hipotesis keempat, berbagi informasi memiliki pengaruh yang signifikan terhadap ekuitas merek. Temuan ini menunjukkan bahwa kemudahan akses dan penyebaran informasi melalui media sosial, khususnya TikTok, menjadi faktor strategis dalam memperkuat nilai merek di mata konsumen. TikTok sebagai kanal komunikasi memungkinkan Mie Gacoan untuk secara konsisten menyampaikan informasi terbaru, seperti menu baru, promo, atau event, yang mudah dijangkau dan dibagikan kembali oleh pengguna kepada jejaring sosial mereka. Kecepatan dan kemudahan dalam mengakses serta mendistribusikan informasi ini meningkatkan transparansi dan memperkuat persepsi konsumen terhadap merek sebagai entitas yang informatif, responsif, dan relevan. Melihat hal itu, Mie Gacoan perlu

untuk terus melakukan optimalisasi terhadap TikTok sebagai kanal informasi resmi, serta relevansi konten informasi agar dapat selalu meningkatkan persepsi masyarakat sebagai merek yang komunikatif, informatif, dan dapat dipercaya.

5. Berdasarkan hasil dari pengujian hipotesis kelima, hiburan memiliki pengaruh yang signifikan terhadap ekuitas merek. Temuan ini menunjukkan bahwa aspek hiburan dalam konten media sosial, khususnya melalui platform TikTok, memiliki peran strategis dalam membentuk persepsi dan keterikatan emosional konsumen terhadap merek. TikTok tidak hanya berfungsi sebagai sarana promosi, tetapi juga sebagai media hiburan yang digunakan konsumen untuk mengisi waktu luang, mengatasi kebosanan, dan mencari kesenangan. Oleh karena itu, Mie Gacoan perlu mengembangkan konten kreatif yang tidak hanya bersifat informatif, tetapi juga menghibur seperti video humor, tren audio visual yang relevan, atau narasi ringan yang melibatkan produk.
6. Berdasarkan hasil dari pengujian hipotesis keenam, ekuitas merek memiliki pengaruh yang signifikan terhadap niat beli. Hal ini menegaskan pentingnya membangun citra merek yang kuat di benak konsumen. Ekuitas nilai dinilai tinggi ketika konsumen merasa lebih mudah mengenali Mie Gacoan dibandingkan merek lain, memiliki kepercayaan tinggi terhadap produsennya, menjadikan Mie Gacoan sebagai pilihan utama, serta meyakini bahwa produk yang ditawarkan memiliki kualitas lebih baik dibanding kompetitor, maka mereka akan

cenderung memiliki niat beli yang lebih tinggi. Melihat hal itu, Mie Gacoan perlu untuk terus mempertahankan keunggulan merek melalui strategi komunikasi yang konsisten, menjaga kualitas produk secara berkelanjutan, serta memperkuat kepercayaan konsumen melalui transparansi, pelayanan yang baik, dan inovasi yang relevan.

7. Berdasarkan hasil dari pengujian hipotesis ketujuh, ekuitas merek memediasi hubungan antara media sosial dan niat beli. Temuan ini meliputi variabel dari media sosial yang semuanya berpengaruh secara signifikan melalui mediasi ekuitas merek terhadap niat beli. Temuan ini menegaskan bahwa aktivitas media sosial yang dirancang dengan baik mampu membentuk persepsi positif terhadap merek, yang kemudian mendorong minat konsumen untuk melakukan pembelian. Melihat hal ini Mie Gacoan perlu untuk terus melakukan aktivitas pemasaran media sosial seperti konten yang memuat informasi, komunikasi dua arah yang interaktif, melibatkan timbal balik bagi orang terlibat, akses informasi yang mudah, serta konten yang menarik dan menghibur melalui platform media sosial TikTok agar dapat memperkuat nilai merek dan mempertahankan pangsa pasar.

Bagi konsumen, diharapkan untuk berpartisipasi secara aktif dalam menciptakan dan membagikan konten yang berkaitan dengan merek. Konsumen yang secara sukarela memberikan kontribusi berupa ulasan, testimoni, atau konten kreatif yang melibatkan produk Mie Gacoan tidak hanya memperluas jangkauan

dan eksposur merek, tetapi juga membuka peluang untuk memperoleh keuntungan ekonomi dan emosional, seperti promo eksklusif, dan hadiah.

Bagi perusahaan lain yang berada dalam industri yang sama memperoleh implikasi untuk menetapkan strategi pemasaran melalui media sosial yang baik untuk membangun ekuitas merek sehingga dapat meningkatkan niat beli bagi para konsumen.

5.3 Keterbatasan dan Saran Penelitian

Selama penelitian ini dilakukan, masih terdapat beberapa kelemahan dari penelitian ini antara lain:

1. Peneliti merasa kesulitan dalam mencari responden dengan kriteria yang sesuai. Saran bagi peneliti selanjutnya adalah dapat mencoba untuk bergabung dengan komunitas ataupun organisasi yang sesuai dengan topik agar lebih mudah dalam mendapatkan responden.
2. Nilai *R-Square* relatif rendah pada variabel ekuitas merek dan niat beli. Sehingga dapat disimpulkan bahwa besar pengaruh variabel lain terhadap variabel endogen. Sehingga, disarankan bagi peneliti selanjutnya dapat menggunakan variabel eksogen lain untuk menghasilkan nilai *R-Square* yang lebih tinggi.
3. Peneliti tidak mencantumkan pertanyaan “rata-rata pendapatan responden” pada bagian profil responden karena variabel yang diteliti merupakan niat beli, sehingga saran bagi peneliti selanjutnya adalah dapat mencantumkan pertanyaan tersebut sebagai bahan referensi dan agar *targetting* yang dilakukan oleh perusahaan dapat menjadi lebih spesifik dan terarah.

4. *Filtering* pemilihan objek Mie Gacoan terkesan *framing* dan sepihak.

Sehingga disarankan bagi peneliti selanjutnya untuk pemilihan objek melalui pra-survey yang dilakukan dapat lebih mempertimbangkan objek yang sejenis.

5. Peneliti tidak mencantumkan “domisili” pada bagian profil responden.

Sehingga peneliti tidak mengetahui pengaruh dari media sosial terhadap niat beli konsumen Mie Gacoan ini lebih dapat diterapkan di daerah mana.

Disarankan bagi peneliti selanjutnya untuk mencantumkan domisili pada kuesioner agar dapat mengetahui konsumen rata-rata dari daerah mana.

DAFTAR PUSTAKA

- Aaker, D. (2019). Commentary: do brands compete or coexist?: By Sheth and Koschmann. From brand to subcategory competition. *European Journal of Marketing*, 53(1), 25–27. <https://doi.org/10.1108/EJM-07-2018-0490>
- Adi, R. K. (2020). *Faktor-Faktor Yang Memengaruhi Keputusan Pembelian Mie Instan Merek Indomie Di Kalangan Mahasiswa Universitas Sebelas Maret*.
- Ahmed, Q. M., Paracha, O. S., & Salman, A. (2019). Roles Of Remuneration On Consumer Responses Towards Social Media Advertising: A Pakistani Perspective. *Management, & Applied Sciences & Technologies*, 11(5). <https://doi.org/10.14456/ITJEMAST.2020.90>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/J.IJDNS.2020.3.002>
- Ajzen, I. (1991). *The Theory of Planned Behavior*.
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/MAR.20761>
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). *Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia*.
- Azzaakiyyah, H. K. (2023). The Impact of Social Media Use on Social Interaction in Contemporary Society. *Technology and Society Perspectives (TACIT)*, 1(1), 1–9. <https://doi.org/10.61100/tacit.v1i1.33>
- Balimema, S. G. (2025). Analisis Sistem Persaingan Bisnis Kuliner Dapur Sumba. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen Dan E-Commerce*, 4(1), 278–284. <https://doi.org/10.30640/digital.v4i1.3931>
- Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- BPS. (2020). Statistik Penyedia Makan Minum 2020. *Badan Pusat Statistik*, 1–62. <https://www.bps.go.id/id/publication/2024/12/23/f2c7743c4712aaeaa4abf694/statistik-penyediaan-makanan-dan-minuman-2023.html>
- Damayanti, A., Diah Delima, I., & Suseno, A. (2023). *Pemanfaatan Media Sosial Sebagai Media Informasi dan Publikasi (Studi Deskriptif Kualitatif pada Akun Instagram @rumahkimkotatangerang)*.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3–4), 261–277. <https://doi.org/10.1080/0965254X.2015.1095222>
- Duryadi. (2021). *Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS* (J. Santoso, Ed.). Yayasan Prima Agus Teknik.
- Febrian, A., & Ahluwalia, L. (2020). Analisis Pengaruh Ekuitas Merek pada Kepuasan dan Keterlibatan Pelanggan yang Berimplikasi pada Niat Pembelian di E-Commerce. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory*

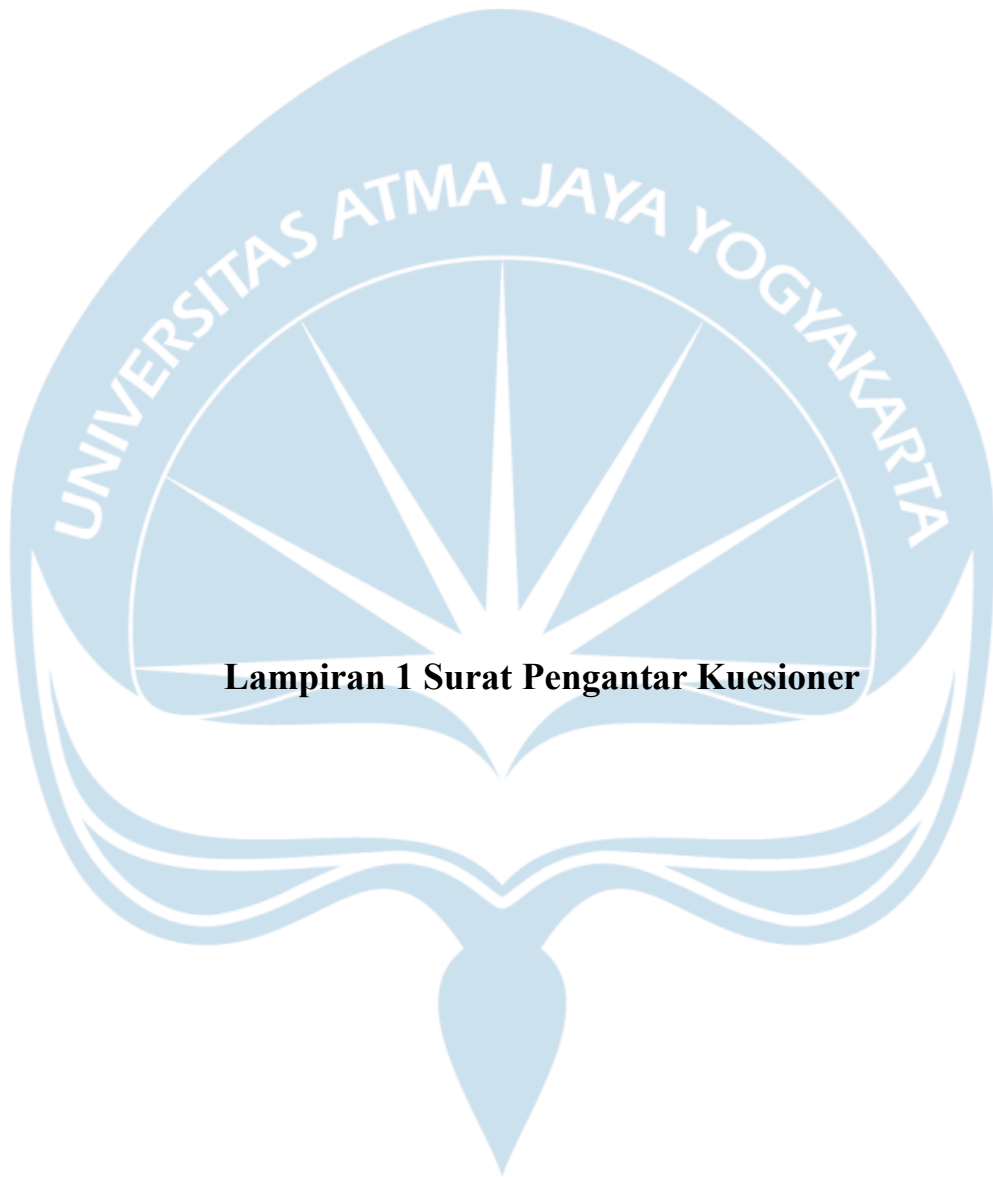
- and *Applied Management*, 13(3), 254.
<https://doi.org/10.20473/jmtt.v13i3.19967>
- Ghozali, I. (2023). *Partial Least Square (konsep, teknik dan aplikasi) menggunakan program SmartPLS versi 4 untuk penelitian empiris*. Universitas Diponegoro.
- Ginting, D. C. A., Rezeki, S. G., Siregar, A. A., & Nurbaiti. (2024). *Analisis Pengaruh Jejaring Sosial Terhadap Interaksi Sosial di Era Digital*. 2.
- Hair, J., Ringle, C., Sarstedt, M., Danks, N., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer Nature.
- Hamed, T. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Issue 3).
<https://hal.science/hal-02546799v1>
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., & Istiqomah Ria Rahmatul. (2020). *Metode Penelitian Kuantitatif dan Kualitatif* (H. Abadi, Ed.). CV. Pustaka Ilmu.
- Haris, A. (2024). The Role of Marketing Research in Understanding Consumer Behavior and Preferences. *Advances in Business & Industrial Marketing Research*, 2(2). <https://doi.org/10.60079/abim.v2i2.259>
- Husain, R., Ahmad, A., & Khan, B. M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business and Management*, 9(1).
<https://doi.org/10.1080/23311975.2022.2034234>
- Indonesia Nomor 1 Dunia, Warga RI Sudah Kecanduan TikTok*. (n.d.). Retrieved March 21, 2025, from <https://www.cnbcindonesia.com/tech/20241029104846-37-583838/indonesia-nomor-1-dunia-warga-ri-sudah-kecanduan-tiktok>
- Irwan, A. (2023). *Pengaruh Iklan, Promosi dan Harga Terhadap Ekuitas Merek*.
- Ismael, A. S., Amin, M. Bin, Ali, M. J., Hajdu, Z., & Peter, B. (2025). Relationship between social media marketing and young customers' purchase intention towards online shopping. *Cogent Social Sciences*, 11(1).
<https://doi.org/10.1080/23311886.2025.2459881>
- Jaya, M., & Zahara, R. (2022). Hiburan Media (Teori Teori Universal Hiburan Media , Hiburan Sebagai Mesin Emosi, Hiburan Sebagai Komunikasi, Teori Hiburan Interaksi). *JUITIK*, 2(1).
- Kanchan, S., & Gaidhane, A. (2023). Social Media Role and Its Impact on Public Health: A Narrative Review. *Cureus*. <https://doi.org/10.7759/cureus.33737>
- Kedai Mie Paling Populer di Yogyakarta, Pernah Mampir?* (2025).
<https://www.idntimes.com/food/dining-guide/siti-fitria-ratnasari/ke-dai-mie-di-yogyakarta-c1c2-1>
- Khadim, R. A., Zafar, B., & Younis, M. (2014). Social Media Communication and Consumer Brand Perceptions. *International Journal of Social Sciences and Management Studies (IJSSMS)*, 1(1), 12–20.
<https://ideas.repec.org/a/ijr/ijssms/v1y2014i1p12-20.html>
- Kim, A. J., & Ko, E. (2015). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business*

- Research*, 65(10), 1480–1486.
<https://doi.org/10.1016/J.JBUSRES.2011.10.014>
- Kotler, P., & Keller, K. (2018). *Manajemen Pemasaran Edisi 12 Jilid 1* (jenni purba, Ed.). PT Indeks.
- Lee, Y. H., & Wu, J. Y. (2015). The indirect effects of online social entertainment and information seeking activities on reading literacy. *Computers & Education*, 67, 168–177. <https://doi.org/10.1016/J.COMPEDU.2013.03.001>
- Lyon, D. (2022). Surveillance. *Internet Policy Review*, 11(4), 1–19. <https://doi.org/10.14763/2022.4.1673>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1944008>
- Masadeh, R., Al-Haddad, S., Abed, D. Al, Khalil, H., Almomani, L., & Khirfan, T. (2021). The impact of social media activities on brand equity. *Information (Switzerland)*, 12(11). <https://doi.org/10.3390/info12110477>
- Menon, P. B. (2021). Influence of social media marketing efforts on brand equity and consumer response to branded shoes in india. *Indian Journal of Marketing*, 51(9), 24–40. <https://doi.org/10.17010/ijom/2021/v51/i9/166162>
- Moreira, A. C., Da Silva, P. M. F., & Ferreira Moutinho, V. M. (2017). Les effets des expériences de marque sur la qualité, la satisfaction et la fidélité: Une étude empirique dans le domaine des services multiples de télécommunications. *Innovar*, 27(64), 23–38. <https://doi.org/10.15446/INNOVAR.V27N64.62366>
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/IJA-30-1-013-046>
- Musa, A. S., Azmi, M. N. L., & Ismail, N. S. (2016). Exploring the Uses and Gratifications Theory in the Use of Social Media among the Students of Mass Communication in Nigeria. *Malaysian Journal of Distance Education*, 17(2), 83–95. <https://doi.org/10.21315/mjde2015.17.2.6>
- Musal, B., Keskin, O., & Tuncel, P. (2017). Application of an Electronic Problem-Based Learning System in Undergraduate Medical Education Program. *Journal of Health & Medical Informatics*, 08(01). <https://doi.org/10.4172/2157-7420.1000246>
- Pena, P. (2019). Do brand authenticity and brand credibility facilitate brand equity? The case of heritage destination brand extension. *Journal of Destination Marketing and Management*, 13, 10–23. <https://doi.org/10.1016/J.JDMM.2019.05.002>
- Pengertian Remunerasi: Jenis, Keuntungan, Manfaat, dan Contohnya – Gramedia Literasi*. (n.d.). Retrieved March 25, 2025, from <https://www.gramedia.com/literasi/pengertian-remunerasi/?srsltid=AfmBOoov8DMHowjDMCnavvaBYtKeERrSMhXwR47QH2WLUBnJRyQ4Qhc0>
- Platform Media Sosial TikTok*. (n.d.). Retrieved March 22, 2025, from <https://www.tiktok.com/@miegacoanofficial?lang=id-ID>

- Pletikosa, I., & Michahelles, F. (2015). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4), 843–861. <https://doi.org/10.1007/S13278-013-0098-8/TABLES/7>
- Putri, I. (2022). *MEDIA SOSIAL SEBAGAI MEDIA PERGESERAN INTERAKSI SOSIAL REMAJA* (Vol. 2, Issue 2).
- Rachmawati, A. H. L. (2025). *Analisis Multivariat – Partial Least Square (PLS) - Exsight*. <https://exsight.id/blog/2023/01/08/partial-least-square-pls/>
- Ramadhan, A. F. P., & Munawar, F. (2022). View Of Pengaruh Media Sosial Instagram Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Jurnal Ilmiah MEA*, 6. <https://www.journal.stiemb.ac.id/index.php/mea/article/view/2618/1307>
- Rambocas, M., & Ramsubhag, A. X. (2018). The Moderating Role of Country of Origin on Brand Equity, Repeat Purchase Intentions, and Word of Mouth in Trinidad and Tobago. *Journal of Global Marketing*, 31(1), 42–55. <https://doi.org/10.1080/08911762.2017.1388462>
- Rumman, A. A. (2016). *The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan*.
- Rustandi, L. R. (2022). *Media Sosial Facebook Sebagai Sarana Berbagi Informasi (Information Sharing) Keagamaan dan Dinamika Sosial Masyarakat di Indonesia*. <http://ejournal.uinsaizu.ac.id/index.php/suarga>
- Safitri, D., Aulia, N. N., Rahmat, & Wijaya, V. (2024). View of Pemanfaatan Teknologi Informasi dalam Memenuhi Kebutuhan Sumber Informasi dan Pembelajaran. *Journal of Strategic Communication*. <https://journal.univpancasila.ac.id/index.php/coverage/article/view/5970/3143>
- Safrudin, R., & Anggraini, A. (2024). Pengaruh Social Media Marketing dan Pengalaman Merek terhadap Niat Beli dengan Ekuitas Merek sebagai Variabel Mediasi Pada Kopi Fore. *Lokawati: Jurnal Penelitian Manajemen Dan Inovasi Riset*, 2(5), 156–185. <https://doi.org/10.61132/lokawati.v2i5.1190>
- Saha, T., Nahar, N., Jannat, F., & Kumar, N. (2021). Influence of Social Media on Brand Positioning and Brand Equity: A Study on Fast Moving Consumer Goods of Bangladesh. *European Journal of Business and Management*. <https://doi.org/10.7176/ejbm/13-6-12>
- Saputri, M. D., Azhari, K. P., & Praswati, A. N. (2023). *Pengaruh Media Sosial Pada Niat Beli: Peran Mediasi Ekuitas Merek (Uniqlo)*. <https://ebfelepma.ums.ac.id/2023>
- Sari, D. I. (2020). *Analisis Interaksi Sosial Dalam Bentuk Kerja Sama Pada Kelompok Tani Sido Mulyo Desa Rasau Jaya Dua*.
- Sari, Y. P., & Mayasari, M. (2022). Pengaruh Perceived of Risk, Enjoyment, Social Influence, Trust, Quality of Website, dan Online Advertisement Terhadap Perilaku Belanja Online Mahasiswa. In *Journal of Applied Accounting and Taxation Article History* (Vol. 7, Issue 1).
- Sekaran, U., & Bougie, R. (2020). *Research Methods For Business: A Skill Building Approach, Enhanced eText* (8th Edition). Wiley Global Education. [https://bookshelf.vitalsource.com/reader/books/9781119561248/epubcfi/6/60\[%3Bvnd.vst.idref%3DAb05\]!/4](https://bookshelf.vitalsource.com/reader/books/9781119561248/epubcfi/6/60[%3Bvnd.vst.idref%3DAb05]!/4)

- Serra, F. F., & Gretzel, U. (2020). Influencer Marketing for Tourism Destinations: Lessons from a Mature Destination. In *Information and Communication Technologies in Tourism 2020* (pp. 65–78). Springer International Publishing. https://doi.org/10.1007/978-3-030-36737-4_6
- Siregar, S. (2018). *Statistika Deskriptif untuk penelitian*. Rajawali Pers.
- Soegiastuti, J. (2023). Etika Penggunaan Media Sosial Dan Digitalisasi Bagi Umkm di Kelurahan Mijen Kota Semarang. In *FOKUS ABDIMAS* | (Vol. 2, Issue 1). Oktober.
- Sonata, S. L. P. (2023). *Pengaruh Interaksi Media Sosial Terhadap Niat Beli dan Keterlibatan Perilaku Konsumen pada Produk Skincare 'avoskin' dengan Kredibilitas Sumber, Homofili Sumber, dan Kualitas Konten Sebagai Peran Mediasi*. <https://dspace.uui.ac.id/handle/123456789/45005>
- Stojanovic, I., Andreu, L., & Curras-Perez, R. (2018). Effects of the intensity of use of social media on brand equity: An empirical study in a tourist destination. *European Journal of Management and Business Economics*, 27(1), 83–100. <https://doi.org/10.1108/EJMBE-11-2017-0049>
- Talahatu, I. (2024). *Pengaruh Kesadaran Merek, Asosiasi Merek, Kualitas Yang Dipersepsikan, Dan Citra Merek Terhadap Keputusan Pembelian Sabun Mandi Cair Di Kota Ambon*.
- Tardin, M., & Pelissari, A. S. (2021). The influence of eWOM valence on brand equity dimensions and on purchase intention. *International Journal for Innovation Education and Research*, 9(8), 407–423. <https://doi.org/10.31686/IJIER.VOL9.ISS8.3309>
- Tren mie pedas kekinian, Kenapa banyak peminatnya?* (n.d.). Retrieved March 17, 2025, from <https://kassen.com.tw/tren-mie-pedas-kekinian-kenapa-peminatnya-semakin-banyak/>
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). *Widya Cipta*, 2(2), 271–278. <http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta>
- Whiting, A., & Williams, D. (2015). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Yanuar, S., & Prasetyawan, Y. (2016). *Information Sharing Dalam Penerbitan Berita Di Bulletin Joglo Pos: Studi Kasus "Lembaga Pers Mahasiswa Manunggal" Universitas Diponegoro*.
- Yu, F., Wenhao, Q., & Jinghong, Z. (2022). Nexus Between Consumer's Motivations and Online Purchase Intentions of Fashion Products: A Perspective of Social Media Marketing. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.892135>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>





SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Kuesioner Penelitian

Kepada :

Yth. Bapak/Ibu/Teman-teman

Di tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini

Nama : Steven Chaniago Putranto

NPM : 210326437

Fakultas : Bisnis dan Ekonomika

Program Studi : Manajemen

Universitas : Atma Jaya Yogyakarta

Dengan ini memohon kesediaan Bapak/Ibu/Teman-teman untuk berkenan membantu mengisi kuesioner terlampir yang merupakan bahan untuk penelitian saya, dengan judul “Pengaruh Media Sosial Terhadap Niat Beli Konsumen dengan Ekuitas Merek Sebagai Variabel Mediasi”. Sebagai salah satu persyaratan kelulusan Sarjana (S1). Seluruh informasi yang diberikan oleh responden pada penelitian ini hanya digunakan untuk kepentingan penelitian saja dan tidak akan disalahgunakan ataupun disebarluaskan.

Demikian surat permohonan ini saya buat, atas perhatian dan partisipasi Bapak/Ibu/Teman-teman dalam membantu kelancaran penelitian ini saya ucapkan terima kasih.

Yogyakarta, 17 April 2025

Yang Menyatakan



Steven Chaniago Putranto



Lampiran 2 Indikator Jurnal Utama

Construct	Measurement	Reference
Surveillance	SVL 1. I receive good information on brand X producers. SVL 2. Brand X producers keep me up-to-date with latest information. SVL 3. Brand X producers offer customized information search. SVL 4. Knowledge on the latest promotional information is always available. SVL 5. Brand X producers help me to learn about valuable products.	(Majeed et al., 2021)
Interaksi Sosial	IS 1. Brand X producers give me opportunity to know other customers. IS 2. Producers reply to customer posted feedback/inquiries. IS 3. Producers use social media to allow me to interact easily with other customers. IS 4. Preferred brand social media allow me to share my opinion with others about products. IS 5. I use brand X producers social media platform to easily connect to friends/others.	
Remunerasi	RMN 1. Brand X makers Social media page content is useful. RMN 2. Social media offers me economic incentive (monetary incentives, giveaways) RMN 3. Social media offer me prize drawings RMN 4. Social media offer me job-related professional RMN 5. Social media offer me personal wants	
Berbagi Informasi	BI 1. I can easily share information with others via Brand X makers social media page. BI 2. Provided latest Brand X promotional information. BI 3. I always get quick access to information on the brand X phone.	
Hiburan	HBR 1. To pass time when I am bored HBR 2. To entertain my self HBR 3. Because is a habit just something to do To occupy my free time	
Ekuitas Merek	EM 1. I can easily recognize this brand amongst other competing brands. EM 2. I trust the company who make this particular brand. EM 3. This brand would be my first choice. EM 4. In comparison to alternative brands, the likely quality of this brand is extremely high	
Niat Beli	NB 1. I would buy this product/brand rather than any other brands available NB 2. I am willing to recommend that brand to others to buy NB 3. I intend to purchase this product/brand in the future NB 4. No matter what I will buy this brand NB 5. This brand attracts my attention quickly NB 6. This quickly comes to mind when I have to make purchase	



**“Pengaruh Media Sosial Terhadap Niat Beli Konsumen dengan Ekuitas Merek
Sebagai Variabel Mediasi”**

A. Pertanyaan Filter

1. Apakah Anda mengenal dan mengetahui brand Mie Gacoan?
 - a. Ya
 - b. Tidak
2. Apakah Anda pengguna aktif (like dan sharing) platform media sosial TikTok?
 - a. Ya
 - b. Tidak
3. Apakah Anda mengikuti media sosial TikTok Mie Gacoan?
 - a. Ya
 - b. Tidak
4. Apakah Anda mengetahui aktivitas pemasaran media sosial Mie Gacoan?
 - a. Ya
 - b. Tidak

B. Profil Responden

1. Jenis Kelamin:
 - a. Laki-laki
 - b. Perempuan
2. Usia:
 - a. 18 - 25 Tahun
 - b. 26 - 35 Tahun
 - c. 36 - 45 Tahun
 - d. >45 Tahun
3. Pendidikan Terakhir:
 - a. SMA/SMK sederajat
 - b. D1/D2/D3/D4/S1
 - c. S2
 - d. S3
4. Status Pekerjaan:
 - a. Pelajar/Mahasiswa
 - b. Karyawan Swasta
 - c. Wiraswasta
 - d. PNS/Pegawai Negeri Sipil
 - e. Lainnya _____

C. Surveillance

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Mie Gacoan memberikan informasi yang bermanfaat untuk saya di media sosial					
2.	Mie Gacoan memberikan informasi yang terkini untuk saya di media sosial					
3.	Mie Gacoan menyediakan fasilitas pencarian informasi yang disesuaikan dengan kebutuhan saya di media sosial					
4.	Informasi promosi terbaru dari Mie Gacoan selalu dapat saya akses dengan mudah di media sosial					
5.	Mie Gacoan merekomendasikan saya produk-produk yang layak dicoba di media sosial					

D. Interaksi Sosial

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Media sosial Mie Gacoan memberikan saya kesempatan mengenal pelanggan lainnya					
2.	TikTok Mie Gacoan merespons umpan balik atau pertanyaan yang disampaikan oleh pelanggan					
3.	Mie Gacoan memanfaatkan TikTok untuk mempermudah interaksi saya dengan pelanggan lain					
4.	TikTok Mie Gacoan memungkinkan saya untuk membagikan pendapat tentang produk kepada orang lain.					
5.	Saya mudah menghubungi pelanggan melalui TikTok Mie Gacoan					

E. Remunerasi

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Konten pada TikTok Mie Gacoan bermanfaat bagi saya					
2.	TikTok Mie Gacoan menawarkan insentif ekonomi, seperti hadiah uang atau promosi khusus					
3.	TikTok Mie Gacoan menyediakan kesempatan untuk mengikuti undian berhadiah					
4.	TikTok Mie Gacoan membantu saya dalam mendapatkan diskon					

F. Berbagi Informasi

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya dapat dengan mudah membagikan informasi kepada orang lain melalui TikTok Mie Gacoan					
2.	TikTok Mie Gacoan selalu menyediakan informasi promosi terbaru					
3.	Saya dapat mengakses informasi mengenai Mie Gacoan dengan cepat melalui TikTok saya					

G. Hiburan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya menggunakan TikTok untuk mengisi waktu ketika merasa bosan					
2.	Saya mengakses TikTok sebagai sarana menghibur diri					
3.	Saya menggunakan TikTok karena sudah menjadi kebiasaan atau rutinitas untuk mengisi waktu luang saya					

H. Ekuitas Merek

No	Pertanyaan	Skala				
		STS	TS	N	S	SS

1.	Saya dapat dengan mudah mengenali merek Mie Gacoan di antara merek pesaing lainnya					
2.	Saya memiliki kepercayaan terhadap perusahaan yang memproduksi Mie Gacoan					
3.	Mie Gacoan akan menjadi pilihan pertama saya					
4.	Jika dibandingkan dengan merek lain, menurut saya kualitas Mie Gacoan tinggi					

I. Niat Beli

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya akan memilih untuk membeli produk/merek Mie Gacoan dibandingkan merek lainnya					
2.	Saya akan merekomendasikan Mie Gacoan kepada orang lain untuk dibeli					
3.	Saya akan membeli produk/merek Mie Gacoan di masa yang akan datang					
4.	Saya akan tetap membeli Mie Gacoan apapun yang terjadi					
5.	Merek Mie Gacoan dengan cepat menarik perhatian saya					
6.	Merek ini langsung terlintas dalam pikiran saya ketika harus membuat keputusan pembelian					





Pengaruh Media Sosial Terhadap Niat Beli Dengan Ekuitas Merek Sebagai Variabel Mediasi

Hallo!

Perkenalkan saya Steven Chaniago Putranto mahasiswa Fakultas Bisnis & Ekonomika Universitas Atma Jaya Yogyakarta. saat ini saya sedang melakukan penelitian untuk menyelesaikan tugas akhir sebagai syarat menyelesaikan studi dengan judul penelitian "**Pengaruh Media Sosial Terhadap Niat Beli Dengan Ekuitas Merek Sebagai Variabel Mediasi**". penelitian ini bertujuan untuk meneliti sejauh mana perkembangan teknologi khususnya media sosial dapat memunculkan niat beli konsumen melalui ekuitas merek. oleh karena itu saya memohon waktu dan kesediaan Anda untuk menjawab seluruh pernyataan dalam kuesioner ini.

Adapun kriteria responden dalam penelitian ini adalah sebagai berikut:

1. Mengetahui dan mengetahui brand Mie Gacoan
2. Pengguna aktif platform media sosial TikTok
3. Mengikuti akun media sosial TikTok Mie Gacoan
4. Mengetahui aktivitas pemasaran media sosial Mie Gacoan di TikTok

Berkaitan dengan hal tersebut, saya mohon kesediaan Anda untuk mengisi kuesioner ini. Untuk mengisi kuesioner ini membutuhkan waktu sekitar 5 - 10 menit. Seluruh data dan pernyataan yang diberikan bersifat rahasia dan hanya digunakan untuk keperluan akademis. saya sangat berterimakasih atas partisipasi Anda.

Apabila ada ketidakjelasan dalam pernyataan dapat menghubungi melalui alamat email sebagai berikut: @stevenchaniago73@gmail.com

Hormat saya,
Steven Chaniago Putranto

Berikutnya

Kosongkan formulir

Kriteria Responden 1

Pertanyaan ini bertujuan untuk mendapatkan responden sesuai kriteria

Apakah Anda mengenal dan mengetahui Mie Gacoan? *

- ☐ Ya
- ☐ Tidak

Kriteria Responden 2

Apakah Anda Pengguna aktif (like dan sharing) platform media sosial TikTok? *

- ☐ Ya
- ☐ Tidak

Kriteria Responden 3

Apakah Anda mengikuti media sosial TikTok Mie Gacoan? *

- ☐ Ya
- ☐ Tidak

Kriteria Responden 4

Apakah Anda mengetahui aktivitas pemasaran media sosial Mie Gacoan? *

- ☐ Ya
- ☐ Tidak

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Data Responden

Jenis Kelamin *

☐ Laki-Laki

☐ Perempuan

Uusia *

☐ 18 - 25 tahun

☐ 26 - 35 tahun

☐ 36 - 45 tahun

☐ >45 tahun

Pendidikan Terakhir *

☐ SMA/SMK Setara

☐ D1/D2/D3/D4/S1

☐ S2

☐ S3

Status Pekerjaan *

☐ Pelajar/Mahasiswa

☐ Karyawan Swasta

☐ Wiraswasta

☐ PNS/ Pegawai Negeri Sipil

☐ Yang lain: _____

Kembali

Berikutnya

Kosongkan formulir

Surveillance

Surveillance adalah proses pemantauan, pengawasan, dan pengumpulan informasi yang dilakukan secara sistematis terhadap individu, kelompok, atau aktivitas tertentu dalam konteks keamanan, kesehatan masyarakat, atau analisis sosial

Tatacara pengisian:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Mie Gacoan memberikan informasi yang bermanfaat untuk saya di media sosial *

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

Mie Gacoan memberikan informasi yang terkini untuk saya di media sosial *

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

Mie Gacoan menyediakan fasilitas pencarian informasi yang disesuaikan dengan kebutuhan saya di media sosial *

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

Informasi promosi terbaru dari Mie Gacoan selalu dapat saya akses dengan mudah di media sosial *

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

Mie Gacoan merekomendasikan saya produk-produk yang layak dicoba di media sosial *

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

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Social Interaction

Interaksi sosial didefinisikan sebagai suatu hubungan antara dua individu atau lebih, dimana individu yang satu mempengaruhi, mengubah atau memperbaiki kelakuan individu yang lain atau sebaliknya

Tatacara pengisian:
1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Media sosial Mie Gacoan memberikan saya kesempatan mengenal pelanggan lainnya *

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

TikTok Mie Gacoan merespons umpan balik atau pertanyaan yang disampaikan oleh pelanggan *

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

Mie Gacoan memanfaatkan TikTok untuk mempermudah interaksi saya dengan pelanggan lain *

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

TikTok Mie Gacoan memungkinkan saya untuk membagikan pendapat tentang produk kepada orang lain. *

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

Saya mudah menghubungi pelanggan melalui TikTok Mie Gacoan *

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

Kembali
Berikutnya
Kosongkan formulir

Remuneration

Remunerasi adalah motivasi media sosial yang sedang berkembang yang tidak hanya memperkuat perilaku keterlibatan konsumen, tetapi juga mendorong mereka untuk mendapatkan imbalan di masa depan

Tatacara pengisian:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Konten pada TikTok Mie Gacoan bermanfaat bagi saya *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

TikTok Mie Gacoan menawarkan insentif ekonomi, seperti hadiah uang atau promosi khusus *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

TikTok Mie Gacoan menawarkan insentif ekonomi, seperti hadiah uang atau promosi khusus *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

TikTok Mie Gacoan menyediakan kesempatan untuk mengikuti undian berhadiah *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☒

☐

Sangat Setuju

TikTok Mie Gacoan membantu saya dalam mendapatkan diskon *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

Information Sharing

Berbagi Informasi adalah suatu dimensi yang memungkinkan pengguna media sosial menemukan informasi yang diinginkan atau dibutuhkan di media sosial
Tatacara pengisian:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Saya dapat dengan mudah membagikan informasi kepada orang lain melalui TikTok Mie Gacoan *

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

TikTok Mie Gacoan selalu menyediakan informasi promosi terbaru *

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

TikTok Mie Gacoan selalu menyediakan informasi promosi terbaru *

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

Saya dapat mengakses informasi mengenai Mie Gacoan dengan cepat melalui TikTok saya *

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

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Entertainment

Hiburan adalah perasaan bersosialisasi, ceria, dan bahagia, dan mengacu pada cara media sosial berfungsi sebagai sarana untuk menghibur dan melepaskan diri dari tekanan

Tatacara pengisian:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Saya menggunakan TikTok untuk mengisi waktu ketika merasa bosan *

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

Saya mengakses TikTok sebagai sarana menghibur diri *

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

Saya menggunakan TikTok karena sudah menjadi kebiasaan atau rutinitas untuk mengisi waktu luang saya *

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

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Brand Equity

Ekuitas Merek adalah persepsi dan nilai tambah dari setiap produk atau jasa tertentu

Tatacara pengisian:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Saya dapat dengan mudah mengenali merek Mie Gacoan di antara merek pesaing lainnya *

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

Saya memiliki kepercayaan terhadap perusahaan yang memproduksi Mie Gacoan *

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

Mie Gacoan akan menjadi pilihan pertama saya *

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

Jika dibandingkan dengan merek lain, menurut saya kualitas Mie Gacoan tinggi *

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

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Purchase Intention

Niat Beli adalah bentuk penciptaan motivasi yang terus terekam dalam benak konsumen sehingga menjadi suatu keinginan sangat kuat yang akhirnya membutuhkan aktualisasi diri untuk memenuhi kebutuhan yang ada di benaknya

Tatacara pengisian:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Saya akan memilih untuk membeli produk/merek Mie Gacoan dibandingkan merek lainnya *

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

Saya akan merekomendasikan Mie Gacoan kepada orang lain untuk dibeli *

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

Saya akan membeli produk/merek Mie Gacoan di masa yang akan datang *

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

Saya akan tetap membeli Mie Gacoan apapun yang terjadi *

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

Merek Mie Gacoan dengan cepat menarik perhatian saya *

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

Merek ini langsung terlintas dalam pikiran saya ketika harus membuat keputusan pembelian *

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

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)



Timestamp	Apakah Anda mengenal dan mengetahui Mie Gacoan?	Apakah Anda Pengguna aktif (like dan sharing) platform media sosial TikTok?	Apakah Anda mengikuti media sosial TikTok Mie Gacoan?	Apakah Anda mengetahui aktivitas pemasaran media sosial Mie Gacoan?	Jenis Kelamin	Usia	Pendidikan Terakhir	Status Pekerjaan
3:32:14 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:39:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:53:10 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:58:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
4:06:26 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
5:02:01 PM	Ya	Ya	Ya	Ya	Perempuan	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
8:16:39 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
9:05:31 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
10:20:19 PM	Ya	Ya	Ya	Ya	Perempuan	>45 tahun	SMA/SMK Sederajat	Ibu rumah tangga
10:24:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	>45 tahun	D1/D2/D3/D4/S1	Wiraswasta
9:42:11 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:42:22 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
11:01:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:10:07 AM	Ya	Ya	Ya	Ya	Perempuan	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
11:13:17 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:14:41 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:37:04 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
3:59:33 PM	Ya	Ya	Ya	Ya	Laki-Laki	36 - 45 tahun	D1/D2/D3/D4/S1	Wiraswasta
4:01:27 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
5:41:48 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
7:36:06 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
4:19:39 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
5:48:37 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:09:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:12:24 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:21:03 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa

2:22:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:43:06 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:25:17 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:41:41 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	SMA/SMK Sederajat	Karyawan Swasta
2:16:35 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:41:32 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:45:25 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:47:11 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:59:21 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:02:18 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:09:58 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:21:16 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:29:27 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:47:15 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:47:40 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:59:01 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
4:03:51 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:27:28 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:28:38 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:34:12 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:41:46 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:47:43 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:49:11 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
4:54:06 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:56:18 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:59:54 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
5:05:09 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
5:20:26 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
5:45:53 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
6:15:19 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
7:23:45 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
7:36:04 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
7:47:34 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa

8:59:08 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:07:10 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
9:25:01 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:52:08 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
7:22:15 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
10:04:06 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:08:34 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:29:02 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
8:15:10 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
11:13:16 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
10:54:11 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:00:31 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
1:50:37 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:03:02 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:46:45 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:16:44 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:43:55 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:44:51 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:03:43 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:06:17 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:52:19 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
5:06:30 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
5:49:45 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
5:56:56 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
6:30:20 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
7:54:25 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
8:59:54 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
9:01:08 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:39:18 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:40:42 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:13:40 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
12:05:04 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:32:24 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa

11:39:27 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:58:47 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:59:19 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:17:21 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:46:59 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
12:47:14 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:49:44 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:51:56 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
1:06:14 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
1:08:03 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:00:01 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:01:38 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:05:10 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:06:36 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:09:16 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:11:38 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:31:58 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:40:15 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:45:56 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:02:27 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:12:23 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:47:09 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
4:00:10 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:09:26 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:23:16 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
4:37:41 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
5:34:50 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
7:02:46 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
8:22:34 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
8:51:11 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:36:14 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
9:37:58 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
10:15:09 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa

11:16:24 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
11:26:38 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:57:24 AM	Ya	Ya	Ya	Ya	Perempuan	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
8:13:51 AM	Ya	Ya	Ya	Ya	Perempuan	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
10:21:05 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
10:27:09 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:03:57 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:06:26 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:06:42 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:07:09 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:09:24 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:34:56 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:36:43 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:15:39 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:21:49 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:35:41 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:58:05 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:06:01 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:15:07 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
4:31:46 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
6:18:59 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
8:40:32 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
8:43:53 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
8:55:09 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:14:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
9:15:56 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	S2	Pelajar/Mahasiswa
9:45:24 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
9:52:32 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:52:49 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
10:15:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
8:12:30 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
8:25:47 AM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
9:41:52 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa

11:52:51 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:36:41 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
12:38:00 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	SMA/SMK Sederajat	PNS/ Pegawai Negeri Sipil
12:40:08 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
12:42:28 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:43:35 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
12:45:59 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:47:41 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:48:53 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
12:50:11 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
12:51:56 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:53:54 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
12:56:11 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:58:06 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
1:13:44 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:46:54 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:59:42 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
2:02:00 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
3:47:55 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
3:54:13 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
3:54:59 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
3:58:04 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
4:41:00 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
4:54:37 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
5:15:09 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
5:24:57 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
6:16:46 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	PNS/ Pegawai Negeri Sipil
6:26:56 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
6:28:52 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
6:32:16 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
6:48:23 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
6:52:58 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
6:53:35 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta

8:59:40 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	S2	Karyawan Swasta
9:09:35 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
9:26:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
10:04:26 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
10:55:54 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
10:57:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
11:26:37 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
11:34:21 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Freelance
11:40:19 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
11:59:01 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
11:59:48 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
8:39:18 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
8:39:48 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
9:39:11 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
10:18:51 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
10:23:12 AM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
10:47:07 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
10:59:03 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
11:18:04 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
11:21:56 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:25:46 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
11:46:22 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
12:00:55 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
12:05:29 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
12:26:32 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
12:30:03 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
12:37:26 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
12:41:44 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
12:43:22 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
12:50:13 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:50:56 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
12:51:30 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
12:57:58 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta

1:26:39 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:33:13 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:44:05 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:51:50 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:52:28 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
1:56:00 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
1:56:41 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
2:10:48 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:11:54 PM	Ya	Ya	Ya	Ya	Perempuan	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
2:13:07 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
2:13:11 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
2:14:19 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
2:15:14 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
2:15:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	36 - 45 tahun	D1/D2/D3/D4/S1	Wiraswasta
2:16:21 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
2:16:50 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:18:07 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:18:46 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
2:19:24 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:20:11 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
2:20:40 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:21:34 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta
2:22:37 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
2:24:06 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:25:42 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:27:02 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:28:24 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:29:46 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:31:08 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:32:29 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:34:00 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:35:28 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:36:50 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa

2:38:07 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:39:55 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:41:31 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
2:43:13 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
2:59:27 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:00:45 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:02:33 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
3:05:48 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
3:28:05 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:29:47 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:35:42 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:38:26 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
3:51:40 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
5:20:16 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
5:55:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
6:08:22 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
6:36:43 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
7:31:30 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
7:41:16 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
8:08:02 PM	Ya	Ya	Ya	Ya	Laki-Laki	>45 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
8:40:26 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
9:24:18 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
9:30:53 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Wiraswasta
9:32:12 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
10:13:39 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
12:03:36 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:19:52 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
6:51:39 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:14:20 AM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	S2	PNS/ Pegawai Negeri Sipil
9:14:56 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
9:17:35 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
9:19:33 AM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
9:49:43 AM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wiraswasta

10:55:50 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
11:36:32 AM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	S3	Pelajar/Mahasiswa
11:53:59 AM	Ya	Ya	Ya	Ya	Laki-Laki	36 - 45 tahun	S2	PNS/ Pegawai Negeri Sipil
12:13:02 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	PNS/ Pegawai Negeri Sipil
12:25:24 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:53:10 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
12:59:17 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
1:17:06 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Wirausaha
2:31:32 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
3:56:12 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
4:13:54 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	SMA/SMK Sederajat	Karyawan Swasta
4:33:09 PM	Ya	Ya	Ya	Ya	Laki-Laki	26 - 35 tahun	D1/D2/D3/D4/S1	Wiraswasta
4:37:03 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa
5:07:57 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
5:12:00 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
5:39:15 PM	Ya	Ya	Ya	Ya	Laki-Laki	18 - 25 tahun	D1/D2/D3/D4/S1	Karyawan Swasta
6:04:48 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
6:06:02 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
6:07:29 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa
6:08:51 PM	Ya	Ya	Ya	Ya	Perempuan	18 - 25 tahun	SMA/SMK Sederajat	Pelajar/Mahasiswa

SVL 1	SVL 2	SVL 3	SVL 4	SVL 5	IS1	IS2	IS3	IS4	IS5	RM N1	RM N2	RM N3	RM N4	BI1	BI2	BI3	HBR 1	HBR 2	HBR 3	EM1	EM2	EM3	EM4	NB1	NB2	NB3	NB4	NB5	NB6
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	4	5	4	4	4	4	4
4	5	4	5	5	4	4	5	4	5	4	4	4	4	5	5	5	5	5	4	5	5	4	4	4	5	5	5	5	4
5	5	4	5	5	4	5	4	5	5	4	5	5	4	5	4	5	5	4	5	5	4	5	5	5	4	5	5	5	5
5	5	5	5	5	5	4	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	3	4	5	5	5	3	5	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	5	5	4	5	4	5	5	5	5	4	5	5	5	5	5	4	5	4	5	4	4	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4	5	4	5	5	4	4	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5																													

4	3	5	4	2	3	4	5	4	4	4	5	4	3	4	5	3	5	4	4	2	4	3	5	4	3	5	4	5	2
4	5	4	5	5	4	4	5	4	4	5	4	4	4	4	4	5	5	5	5	5	5	4	5	4	4	5	4	5	5
4	4	2	5	5	4	5	5	2	2	5	4	4	5	4	4	2	4	5	5	5	4	5	5	2	4	2	1	3	2
4	4	5	4	3	3	3	3	4	5	3	3	4	4	4	3	4	5	5	5	5	4	4	5	4	4	5	4	5	4
5	4	4	5	5	5	4	5	5	4	5	4	5	4	4	5	5	5	5	4	4	5	5	4	4	5	4	5	5	4
4	5	4	5	5	4	5	4	5	5	4	5	5	4	4	5	5	4	5	5	4	5	4	4	4	4	5	5	5	4
4	4	5	4	4	2	4	2	5	4	4	5	4	4	4	5	5	4	4	5	4	4	5	4	5	5	5	4	4	5
5	5	4	5	5	4	4	5	4	4	4	5	4	4	5	4	4	5	5	4	5	4	4	5	5	4	5	5	4	4
3	5	4	4	5	4	3	4	2	3	3	4	3	5	5	5	4	5	4	5	4	4	5	2	4	3	4	4	5	5
4	5	5	4	5	4	5	4	4	5	4	5	5	5	4	4	5	4	5	5	4	5	4	4	5	4	5	5	4	3
3	4	4	4	5	3	4	5	4	4	4	5	4	5	4	5	4	5	4	3	4	4	5	4	4	5	4	4	5	4
4	4	4	4	5	5	2	4	4	5	5	4	2	2	4	4	5	5	5	5	4	5	2	4	2	4	5	2	4	4
4	4	4	3	4	2	3	2	3	2	4	3	3	4	4	4	4	5	4	5	4	5	4	3	3	4	4	3	4	4
4	3	4	5	4	2	4	2	5	2	4	3	3	5	4	5	4	5	4	4	5	3	4	3	4	5	5	2	4	4
4	4	5	5	4	5	5	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	5	4	4	5	4	4	5
4	5	4	5	5	4	4	5	5	5	5	5	4	4	5	5	5	4	5	4	5	4	4	5	4	5	4	4	5	4
4	4	4	5	5	4	4	4	5	4	4	5	5	5	5	5	5	4	5	5	4	5	5	4	5	5	5	5	4	5
5	5	4	5	5	4	4	5	4	4	4	4	4	5	5	4	5	5	5	5	4	5	5	4	4	4	5	5	4	5
2	4	4	5	5	4	4	5	5	2	4	2	4	4	5	4	4	5	5	5	5	5	4	2	4	4	4	4	2	5
4	5	5	5	4	4	4	4	5	5	4	4	5	5	5	4	5	5	5	4	5	5	5	4	4	4	5	4	5	5
4	4	5	4	4	4	4	5	4	4	4	5	5	5	4	5	5	5	5	4	5	4	4	5	4	4	5	4	4	4
4	4	3	4	3	4	5	4	4	2	2	2	2	5	3	3	3	5	5	5	4	3	2	3	2	3	3	3	3	3
4	5	4	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5	5	5	5	4	4	4	4	5	5	4	4	4
4	5	4	4	5	5	5	4	5	4	4	4	4	5	4	5	5	4	4	5	5	4	5	4	5	5	4	5	5	4
4	4	5	5	5	4	4	4	5	5	4	4	4	5	5	5	4	5	5	4	5	5	4	4	4	4	5	5	4	4
4	4	5	5	2	4	5	5	5	4	5	4	4	4	5	2	5	5	5	2	5	4	1	2	2	4	5	1	4	2
4	4	5	4	5	4	4	3	5	4	4	3	4	5	4	3	5	5	4	4	5	4	3	3	4	5	5	4	4	5
4	5	4	5	4	4	4	5	5	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	5	4	4
4	5	4	4	5	4	4	5	4	4	4	4	2	4	4	5	4	4	4	5	5	4	5	5	4	2	4	4	2	
4	5	5	5	5	3	4	5	5	5	5	4	4	5	5	4	5	4	5	4	5	4	4	5	4	4	5	4	4	5
5	4	5	5	4	4	5	4	4	5	5	5	4	5	4	4	5	5	4	4	4	5	5	4	4	5	3	5	4	3
4	3	4	5	4	4	3	5	5	3	2	2	3	5	4	5	5	4	4	5	5	3	2	3	2	4	3	2	4	4
4	5	5	4	5	4	5	4	5	5	4	5	5	4	5	5	4	5	4	4	5	5	4	5	5	4	5	5	4	4
4	5	4	5	3	3	4	3	5	3	4	4	3	5	4	4	4	4	4	3	5	4	3	3	4	5	4	3	5	4
4	4	3	4	4	3	4	5	4	3	4	4	4	5	4	3	4	5	5	3	4	3	3	4	3	4	4	3	4	4
4	4	3	4	5	5	4	4	5	4	5	4	4	4	5	4	4	5	5	5	5	4	4	3	4	4	4	2	4	4
5	5	4	4	5	5	4	5	5	4	5	5	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	5
5	4	3	4	4	4	4	4	5	4	4	4	5	4	4	5	4	4	5	4	5	3	5	4	4	3	5	3	3	3
4	5	4	4	4	4	5	5	4	4	4	3	4	5	5	5	4	4	5	4	4	4	3	3	3	5	4	4	4	4
4	4	5	4	4	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5	5	4	4	5	4	5	4	4	5
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	3	4	5
5	4	3	5	3	2	3	4	3	4	3	4	2	5	4	5	5	5	4	4	5	3	4	5	5	3	4	4	5	5
4	5	4	5	5	5	4	4	5	5	3	4	5	5	5	5	5	5	4	4	4	5	3	3	4	3	5	5	5	3

5	4	4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	5	4	5	4	4	4	5	5	4	5	4	4	4
4	4	4	5	4	4	4	3	4	4	3	4	4	3	4	4	4	5	5	5	4	4	3	3	3	4	4	3	4	3
4	4	3	5	5	4	4	4	3	5	3	4	3	3	5	4	3	4	3	5	5	3	3	3	3	5	5	3	5	3
4	4	5	5	5	5	3	4	5	5	5	3	4	5	5	5	4	5	5	3	5	5	4	4	4	3	4	2	4	2
3	4	3	4	4	4	3	4	4	5	4	3	2	3	3	4	4	4	5	4	4	4	3	5	4	5	4	4	4	4
4	5	4	4	4	4	5	5	5	4	4	5	5	5	5	4	4	5	5	5	4	5	4	4	5	4	4	4	4	5
4	4	5	5	4	4	5	5	5	5	4	4	5	5	4	5	5	4	5	4	5	4	4	4	4	4	5	4	4	4
4	5	4	4	3	5	4	4	4	5	3	4	4	5	4	3	4	5	3	4	4	5	4	4	3	4	5	4	2	4
5	4	4	5	5	4	3	4	5	4	5	4	3	5	5	4	5	5	5	4	5	5	4	5	5	5	4	4	5	5
4	3	2	5	4	2	4	5	3	4	3	2	4	5	5	4	4	4	5	3	5	4	2	1	2	4	5	2	4	3
4	5	5	5	4	5	5	4	5	4	5	4	4	5	4	5	5	5	4	4	5	4	4	5	5	4	5	4	5	5
4	4	4	5	5	4	4	5	5	4	4	3	3	5	5	4	4	5	4	5	4	5	5	4	3	4	4	5	5	4
4	4	5	4	4	5	4	5	5	4	5	4	4	3	5	4	4	5	5	3	5	4	5	5	5	5	4	3	5	4
4	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	5	5	4	5	4	5	4	4	4	5	5	5	4
5	4	4	4	4	4	5	5	4	4	4	4	4	5	4	4	5	5	5	4	5	4	3	3	3	4	5	3	4	4
2	2	1	4	2	1	2	3	4	1	4	2	1	5	4	5	4	5	4	2	5	2	1	2	2	4	4	2	5	4
4	3	3	4	5	2	2	4	5	4	3	4	3	3	4	5	4	5	4	3	5	5	4	4	4	4	3	2	3	3
4	5	4	4	5	4	5	5	4	4	4	5	5	5	5	5	4	5	5	4	5	5	4	4	5	5	4	5	5	4
4	4	4	5	5	3	4	5	4	4	3	4	4	4	5	4	4	5	4	4	4	4	3	3	3	4	4	3	4	3
3	4	4	5	4	4	3	4	5	3	3	4	4	4	5	4	4	5	4	3	5	4	2	3	3	4	5	3	4	3
2	3	3	4	4	2	2	2	4	2	4	2	2	5	3	4	4	4	4	4	4	3	2	2	4	4	4	4	4	3
4	3	4	4	4	2	4	3	4	4	4	5	3	5	4	4	4	5	5	4	5	4	3	4	4	4	4	4	5	4
5	5	5	5	5	5	5	3	3	3	5	2	3	4	4	5	5	5	5	4	5	5	4	4	5	5	3	5	5	5
4	4	5	4	5	5	4	4	5	4	5	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	3	4	4
5	5	5	4	4	5	5	5	5	4	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5
3	4	4	5	4	4	4	3	5	5	4	5	5	5	5	4	4	5	5	4	5	4	4	5	4	4	5	4	4	5
5	5	4	4	4	4	5	4	5	5	3	4	4	4	5	5	5	5	5	4	5	4	4	5	5	5	4	5	5	5
4	5	5	5	4	2	4	4	5	4	4	2	2	4	4	5	5	5	5	4	5	4	5	4	5	5	4	5	4	5
4	4	5	5	4	5	5	4	5	4	4	4	4	5	4	5	4	4	5	4	5	5	4	5	5	4	4	5	5	4
3	4	4	4	5	3	4	4	5	3	4	4	4	5	4	5	5	5	5	4	5	5	4	4	4	4	5	3	4	3
3	3	4	3	5	5	3	3	4	4	3	3	3	3	4	3	4	4	3	2	2	4	4	4	3	3	4	4	5	4
3	3	4	4	4	2	4	3	4	3	4	3	3	4	4	4	3	5	5	4	5	4	3	3	3	4	4	2	4	3
4	5	5	4	4	5	5	4	5	4	4	4	4	5	4	4	5	5	4	4	5	4	5	5	4	5	4	4	5	4
5	5	4	4	4	4	4	5	4	5	5	5	5	4	5	4	4	5	5	4	5	4	4	4	5	5	4	4	4	4
3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	4	3	4	4	3	3	3	3
4	4	2	4	5	2	4	5	5	4	4	4	2	2	4	4	5	5	5	4	4	4	3	4	4	4	3	2	4	4
4	4	3	5	4	3	4	5	5	4	4	3	4	5	5	4	5	4	5	5	5	4	3	4	2	4	4	4	5	4
4	5	5	4	5	4	4	5	4	4	4	2	2	2	4	2	4	4	5	4	4	5	4	5	4	4	5	4	4	5
4	5	5	5	4	5	4	5	5	4	4	5	5	4	5	5	4	5	4	4	5	4	5	5	5	4	5	4	4	5
4	4	3	5	4	4	3	4	5	4	5	4	4	5	5	4	5	5	5	5	5	5	4	4	4	4	4	5	4	4
2	4	2	5	5	4	2	5	4	3	4	3	5	4	5	4	5	3	4	5	5	4	2	4	3	4	4	2	3	2
4	5	5	4	4	3	4	4	5	3	5	4	4	5	4	5	5	5	3	4	5	5	4	2	4	4	4	4	5	5
5	4	4	5	5	4	5	5	4	4	5	4	4	5	4	5	5	5	5	5	5	5	4	5	4	4	4	5	4	4
4	4	4	5	5	5	4	4	5	4	5	4	3	4	5	5	4	5	5	5	5	5	4	4	4	5	5	5	4	3
5	4	4	5	5	4	5	5	4	4	3	5	4	5	4	5	5	5	5	5	5	5	4	5	4	4	4	5	4	4
5	4	4	5	5	5	4	4	5	4	5	4	3	4	5	5	4	5	5	5	5	5	5	4	4	4	5	5	4	3
5	4	4	5	5	4	5	5	4	4	3	5	4	5	4	5	5	5	5	4	4	5	4	5	4	5	4	5	5	4
5	4	4	5	5	2	4	4	5	4	4	4	4	5	5	5	5	5	5	5	4	5	4	3	4	4	4	3	3	4

5	5	4	4	5	4	5	5	4	5	5	4	4	5	4	5	4	5	4	4	4	5	4	4	4	5	5	4	4	5	
4	5	4	5	5	4	4	5	5	5	5	4	2	2	5	5	5	5	5	4	5	2	1	1	1	2	2	2	5	4	
5	4	5	5	4	4	5	5	4	5	5	4	5	5	5	4	4	5	5	4	5	4	4	5	4	5	5	4	4	5	
5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	
4	3	4	5	5	2	3	5	4	4	4	4	5	5	5	5	4	5	5	4	5	3	1	2	2	4	4	4	3	1	
5	4	4	5	4	4	5	5	5	5	4	5	4	5	4	5	5	5	5	5	5	4	3	4	4	5	5	4	5	5	
4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	5	4	4	4	4	5	4	5	4	
4	4	5	4	5	4	5	5	4	4	4	4	4	5	4	5	4	4	4	4	5	4	5	5	4	4	4	5	4	5	
4	4	4	5	5	3	4	4	5	4	4	4	4	4	5	5	5	4	5	4	4	4	4	4	4	5	4	4	5	4	
5	4	4	5	4	4	5	4	5	4	4	4	4	4	5	5	5	4	5	4	4	4	4	4	4	5	4	4	5	4	
4	4	2	4	5	2	4	5	2	4	3	4	5	4	5	5	4	5	5	2	4	2	5	5	4	5	3	5	5	5	
4	4	5	5	5	5	4	5	5	4	5	4	4	5	4	5	5	5	5	5	5	4	4	3	4	4	4	5	4	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
4	4	5	5	5	3	4	4	4	5	3	2	4	2	4	4	5	5	5	4	4	5	5	4	4	5	4	4	5	5	
4	4	3	5	5	5	4	5	5	3	4	4	4	5	5	4	5	5	5	5	3	4	5	5	4	4	5	5	2	4	4
4	4	4	5	4	4	4	5	5	4	5	4	4	4	5	5	4	5	4	5	5	4	5	4	5	5	4	5	5	5	
2	2	2	4	2	4	4	4	4	4	4	2	4	4	4	4	4	4	2	4	2	5	2	2	2	3	4	3	2	4	
4	4	5	5	4	4	5	4	4	4	4	4	4	4	5	5	5	5	4	5	5	5	5	4	5	4	5	4	4	4	
5	4	5	5	4	5	5	4	5	4	5	4	4	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	
4	4	4	5	5	4	5	4	4	5	3	4	5	5	4	3	4	5	5	5	5	2	4	4	4	5	4	5	4	4	
4	5	3	5	4	2	4	5	4	2	4	5	3	3	4	5	4	2	4	3	4	5	4	5	4	5	4	5	4	5	
5	4	4	5	4	1	4	1	4	4	4	4	4	5	5	5	4	5	5	5	4	5	4	5	5	4	5	5	4	5	
5	5	5	5	5	3	1	1	4	1	5	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	4	4	5	5	5	5	4	4	5	5	5	4	4	4	5	5	5	4	4	5	4	4	5	4	5	3	4	4	4	
5	4	4	5	4	4	4	4	4	4	5	4	5	4	5	4	5	5	4	4	5	4	5	4	5	4	5	3	4	5	
4	4	5	5	4	3	4	4	5	4	4	4	4	5	4	5	5	5	5	5	5	4	4	5	4	4	5	3	4	4	
5	4	4	4	5	4	4	5	4	4	4	4	4	5	4	5	4	5	5	5	5	4	4	5	4	4	5	3	4	4	
5	4	4	4	5	4	4	4	3	4	4	4	4	4	5	4	5	4	5	5	5	4	4	5	4	4	5	3	4	4	
4	4	5	5	4	4	4	4	5	4	4	5	4	5	5	5	5	5	5	5	5	4	4	4	5	4	3	3	4	4	
5	5	4	5	5	3	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	3	3	4	
5	4	4	4	5	3	4	4	3	4	5	4	5	5	4	4	4	5	5	5	5	3	4	4	5	3	4	4	3	4	
5	5	4	4	5	3	4	4	4	3	5	4	4	5	5	5	5	4	5	5	5	4	5	4	4	3	4	4	2	4	
5	4	4	5	4	3	4	3	4	4	5	4	5	3	4	4	5	5	5	5	5	4	4	4	4	4	3	4	3	4	
4	5	5	4	5	3	4	4	4	4	5	4	5	5	5	5	4	5	5	5	5	4	4	4	4	3	4	4	3	4	
4	5	4	5	4	5	4	4	5	3	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	3	4	5	
4	5	4	5	4	3	4	5	5	4	5	4	4	5	5	5	4	5	5	3	5	4	5	5	5	5	4	3	4	4	
4	4	5	5	4	4	5	4	4	5	5	4	4	5	5	4	5	4	5	4	5	4	4	5	4	4	5	4	4	4	
4	5	4	4	5	4	4	4	4	4	4	4	3	4	5	4	4	5	5	4	4	5	5	5	5	5	5	5	5	5	
4	2	2	4	4	4	5	4	1	1	2	4	4	4	2	4	4	5	4	1	5	4	4	2	2	4	5	4	1	5	
5	4	4	5	5	4	4	4	4	4	5	4	5	4	4	4	5	5	5	5	4	4	4	5	3	4	4	4	3	4	
4	5	4	4	5	4	4	5	4	4	5	4	4	5	5	4	4	5	5	4	4	4	4	4	4	5	4	4	4	5	
2	4	4	5	2	1	2	4	5	2	2	4	2	4	4	5	4	5	4	5	5	4	2	4	5	4	4	2	4	4	
5	4	4	5	5	4	4	4	4	4	5	4	5	4	4	5	5	5	5	5	4	4	4	5	3	4	4	4	3	4	
4	5	4	4	5	4	4	5	4	4	5	4	4	5	5	4	4	5	5	4	5	4	4	4	4	4	5	4	4	5	
5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	

5	4	4	5	5	4	4	4	4	5	4	4	5	4	4	5	4	4	4	4	5	5	5	4	4	4	4	5	3	4	2	
5	5	4	4	4	4	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	5	4	4	5	4	
4	4	5	5	5	3	3	4	5	5	3	5	2	2	5	5	4	4	5	4	4	5	4	4	5	4	5	4	3	4	4	
5	4	4	5	5	5	4	4	5	4	4	5	4	5	5	4	4	4	5	5	5	5	4	4	5	5	3	4	4	4	3	
5	4	3	4	5	3	4	5	3	4	5	4	4	4	5	4	5	4	4	5	4	5	4	5	4	5	5	4	4	5	4	
4	5	5	5	3	4	3	5	5	4	4	5	3	5	5	4	5	5	4	5	5	3	5	4	5	5	4	3	5	5	5	
4	5	3	2	3	2	1	2	3	3	2	4	4	3	5	5	5	4	4	5	2	5	4	1	3	2	3	2	1	3	1	
4	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	4	5	5	5	5	4	4	5	5	4	4	3	3	4	4	
5	4	4	4	5	4	5	5	4	5	4	5	5	5	4	5	4	5	5	5	4	5	4	5	4	5	4	4	2	5	4	
4	5	4	4	5	4	4	4	4	5	5	5	2	4	5	5	4	5	4	5	4	5	4	4	2	2	2	4	1	4	5	
4	4	5	5	4	4	4	4	5	5	4	5	4	4	5	5	4	5	5	5	4	5	4	4	5	5	4	5	5	4	5	
4	5	2	5	5	2	2	4	4	4	2	4	4	2	4	5	4	5	5	4	2	5	4	2	4	2	4	4	2	2	2	
4	4	4	4	4	4	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	
4	4	5	5	4	4	4	4	5	4	4	5	4	5	5	4	5	5	5	5	5	5	4	5	4	5	5	4	4	4	4	
4	4	4	4	5	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	5	5	4	4	5	5	4	4	4	4	4	
2	2	4	4	5	2	4	5	5	2	2	4	3	4	5	4	5	5	5	5	4	4	4	5	3	5	5	5	4	4	5	
4	5	5	4	5	4	2	2	4	5	4	5	5	4	5	5	4	5	5	4	1	5	4	1	5	4	5	4	2	4	2	
4	5	3	5	4	3	4	4	4	4	4	5	4	5	4	5	5	5	4	5	5	4	5	4	3	4	4	5	4	5	4	
5	5	3	5	5	1	4	5	5	2	5	2	3	5	5	5	5	5	5	5	3	5	5	4	5	5	5	4	2	4	4	
4	5	4	4	5	5	5	4	5	4	5	4	5	4	4	3	4	4	2	4	4	5	4	4	3	5	4	4	5	4	4	
4	5	5	5	4	4	4	5	5	5	4	5	4	4	5	4	5	4	5	5	5	5	4	4	5	4	4	5	4	5	4	
4	4	4	5	5	4	5	5	4	4	5	4	4	4	5	5	4	5	5	4	5	5	4	4	4	4	4	5	4	2	4	4
4	4	5	5	4	2	3	4	5	3	4	4	5	4	4	5	4	4	5	5	5	4	5	4	2	2	4	4	5	2	2	2
4	5	4	4	4	5	4	5	5	4	5	4	5	4	5	5	4	5	5	4	5	5	4	4	5	4	5	4	4	5	4	
4	5	5	5	5	2	5	4	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	
3	4	4	5	5	4	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	4	4	5	5	4	4	4	4	5	5	4	5	5	4	4	4	5	5	4	4	5	4	5	5	5	5	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
4	4	2	4	2	2	4	5	2	4	4	1	1	5	5	4	5	5	5	4	5	3	2	2	2	4	4	2	2	4	4	
4	5	5	4	4	5	4	5	3	4	4	5	4	5	5	5	4	5	5	4	5	5	4	4	4	4	4	5	3	4	4	4
4	5	5	4	4	5	4	5	4	4	4	5	5	4	5	4	5	5	4	5	5	4	4	3	4	5	4	5	5	5	4	4
4	5	5	5	4	4	4	5	5	4	4	4	4	4	5	4	5	5	5	5	5	5	4	4	4	4	5	5	4	5	4	4
5	4	4	5	4	4	4	5	5	4	5	5	5	5	5	5	4	4	5	5	5	4	4	4	3	4	5	5	4	4	4	4
5	4	4	4	5	4	4	4	5	5	5	5	4	4	5	4	5	5	5	5	5	4	4	4	5	4	3	4	2	5	4	4
5	4	4	5	5	4	4	5	4	4	5	5	5	4	4	5	4	5	4	4	4	4	4	3	3	4	4	3	4	4	4	4
4	4	5	4	4	4	4	5	5	5	5	5	5	4	4	5	4	5	4	4	5	4	4	4	5	4	4	4	4	4	4	4
5	5	4	4	5	4	5	5	4	5	5	4	4	5	5	5	4	5	4	5	4	4	4	5	3	4	4	3	3	5	5	5
5	4	5	5	3	3	4	5	5	4	5	3	4	4	5	4	4	5	4	4	5	4	4	5	5	4	4	3	4	3	4	5
3	4	3	4	4	4	3	5	5	4	4	3	3	4	4	5	5	4	4	4	4	3	1	2	2	4	4	2	3	2	2	2
4	4	4	5	5	2	5	4	4	1	4	5	1	5	5	5	5	5	5	5	5	5	4	2	2	2	4	4	1	2	1	1
4	4	4	5	4	2	3	2	4	4	4	4	2	4	4	4	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5
5	4	4	5	4	5	4	4	5	5	4	5	5	4	5	5	4	5	5	4	5	5	4	5	5	5	4	5	3	4	4	4
5	4	4	4	4	5	4	4	4	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	5	4	4	5	5	5	5
5	4	4	4	5	4	4	5	4	4	5	4	4	5	5	4	5	5	5	5	4	5	4	4	4	5	4	4	5	4	4	4
5	4	4	4	5	4	4	5	4	5	5	4	4	5	5	4	5	5	5	5	5	4	5	4	4	5	4	4	5	4	5	5

4	4	4	5	4	2	4	4	4	4	4	2	2	4	5	5	4	5	4	2	5	4	3	4	5	4	4	3	4	5
4	4	5	5	4	4	5	4	4	4	4	5	5	5	4	5	5	2	2	1	5	4	5	5	5	4	5	5	5	4
4	4	5	5	5	4	5	5	4	5	4	5	4	5	5	5	5	5	4	4	5	4	4	5	4	5	5	4	4	5
4	5	4	4	5	3	3	5	4	4	5	4	4	5	3	4	3	4	4	5	4	3	5	5	5	4	4	5	3	3
3	4	4	5	3	4	4	5	3	5	3	5	4	4	3	5	5	4	4	3	4	5	5	3	3	4	4	5	3	3
5	5	4	4	5	5	5	4	4	5	4	5	4	4	4	4	5	5	5	5	4	4	4	4	4	4	5	3	4	4
4	5	5	3	4	5	4	4	5	3	3	4	4	5	5	4	4	3	4	4	5	5	4	4	4	5	5	4	5	3
5	5	4	3	5	3	4	3	5	5	4	5	3	5	5	4	4	5	5	4	4	4	4	4	5	4	4	5	3	5
5	4	5	4	4	5	5	4	5	4	4	5	4	4	4	5	4	4	4	5	4	4	4	5	4	4	5	4	4	5
5	5	4	5	5	3	4	4	3	5	4	4	5	5	5	5	4	3	5	5	5	5	5	4	4	3	5	5	4	5
4	4	5	4	4	4	5	5	4	4	4	5	4	4	5	4	4	5	4	4	5	4	5	5	3	4	4	3	4	4
5	5	4	4	5	5	5	5	5	4	4	5	5	4	4	4	5	5	5	5	4	5	5	4	4	5	4	5	4	5
4	4	5	5	4	5	5	5	5	5	4	4	5	5	4	5	5	4	5	4	4	5	5	5	5	5	5	4	5	5
4	4	5	5	4	4	5	4	4	5	4	4	5	4	5	5	5	4	4	5	4	4	5	3	4	5	4	5	4	3
5	4	5	5	5	4	5	5	5	5	4	4	5	4	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	5
5	4	5	4	4	3	4	4	4	5	3	4	4	4	5	5	5	4	5	5	5	3	4	3	5	4	5	3	4	3
5	4	4	4	5	5	5	4	4	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	4	5	5	4	5
4	4	5	4	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5	4	5	5	4	4	4
5	4	4	5	5	4	4	4	5	5	4	3	5	4	4	5	4	5	5	5	5	4	4	4	5	4	4	3	4	4
5	4	4	4	5	5	4	4	5	5	5	4	5	5	4	4	5	4	5	5	5	4	5	5	5	5	5	5	4	4
5	4	5	4	4	4	4	5	5	5	5	5	5	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	4	5
5	4	5	4	4	4	4	5	5	5	4	4	5	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5
5	4	5	4	4	4	4	5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5
5	5	5	5	5	4	4	5	4	5	5	5	5	4	4	5	5	4	5	5	4	5	4	4	5	5	4	5	5	4
5	4	4	4	5	5	5	5	4	5	5	4	4	4	5	5	4	5	5	5	5	4	4	5	5	5	5	4	5	5
5	5	4	5	5	4	5	5	5	5	4	5	5	4	4	5	5	4	5	5	5	5	4	4	5	5	5	5	4	5
5	5	5	4	4	5	4	5	4	4	4	4	4	4	5	5	5	5	5	5	5	4	5	5	5	5	4	5	4	4
5	5	5	4	4	5	4	4	4	5	5	5	5	4	5	5	4	5	4	5	5	4	5	5	5	5	4	5	5	5
5	4	5	4	4	5	4	4	4	5	5	4	5	5	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5
4	4	4	5	5	4	4	4	4	5	5	4	3	4	4	5	5	5	5	4	4	4	5	4	4	4	3	4	5	4
3	4	4	4	5	5	5	4	5	4	5	5	4	4	5	4	5	5	5	4	5	4	4	5	4	4	5	5	5	5
4	5	5	4	5	4	5	4	5	5	4	5	5	4	4	5	4	5	4	5	5	4	5	5	5	4	5	5	4	5
5	4	5	4	4	5	5	5	4	4	4	4	4	5	4	4	5	5	5	5	4	4	4	4	5	4	4	5	4	4
5	4	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	5	5	4	4	5	4	4	5	3	3	5
5	4	5	5	5	3	4	4	4	4	3	5	4	4	4	5	4	4	4	5	5	4	4	5	4	4	3	4	3	5
5	4	5	4	4	4	4	4	4	3	5	5	5	5	5	5	4	4	5	5	5	4	4	5	4	4	3	4	4	5
5	5	4	4	4	5	4	4	4	5	4	4	5	4	4	5	4	4	4	5	4	4	4	3	3	4	3	3	5	3
5	5	5	4	4	3	4	5	4	2	4	4	5	4	4	4	5	4	4	3	4	5	5	4	5	3	5	4	4	5
3	4	4	5	4	4	5	4	4	5	3	4	5	4	4	4	5	5	4	4	5	4	5	5	4	5	4	3	4	4
4	2	5	5	4	1	3	1	4	1	5	4	4	4	5	5	5	5	5	4	5	4	5	5	5	5	5	5	4	5
5	4	5	5	5	4	5	5	5	5	4	5	5	4	4	4	5	5	5	4	5	4	4	4	5	4	5	5	5	5

4	5	4	4	4	1	4	2	4	2	4	4	4	4	5	5	5	4	5	5	4	4	4	5	5	5	5	4	4	4
4	5	4	5	4	4	5	4	5	4	4	5	4	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
4	5	4	5	5	5	4	4	5	4	4	5	4	4	5	4	4	5	5	4	4	4	4	5	5	5	4	5	4	
4	4	4	5	5	4	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	
4	4	4	5	5	3	4	4	5	2	4	2	2	2	5	4	4	5	4	5	5	5	5	4	4	4	5	4	5	
4	4	4	5	5	3	4	4	5	4	4	4	4	4	5	4	5	4	4	5	4	5	4	4	4	4	5	4	4	
5	4	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	
4	4	5	4	5	4	5	5	4	4	4	4	5	4	5	4	5	4	4	4	4	4	5	4	4	5	5	4	4	
2	4	4	5	4	2	4	5	4	5	2	3	4	4	4	5	2	4	4	5	4	5	5	3	4	4	5	2	4	4
5	5	5	5	5	4	5	5	5	5	5	3	4	4	5	5	5	4	5	5	5	5	5	5	4	4	5	3	4	5
4	4	4	4	4	4	3	4	4	3	2	5	4	5	4	4	5	4	4	5	4	4	5	4	3	4	4	2	4	5
3	4	3	4	4	3	4	4	4	3	4	3	3	4	3	4	3	4	4	3	3	3	3	4	4	3	3	3	4	
2	4	5	5	3	3	5	4	5	5	5	4	4	5	5	4	4	4	5	5	5	5	4	4	5	5	4	5	5	
4	5	4	5	5	4	4	5	4	5	4	5	5	4	4	4	3	4	5	5	5	4	5	5	4	5	5	4	4	
2	4	4	4	4	5	1	2	2	3	2	2	3	3	5	4	5	5	5	5	5	5	4	4	3	2	4	5	3	4
4	5	5	5	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	5	3	5	4	4	4	5	4	4	4	
5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	
2	3	4	3	4	1	2	4	5	4	4	5	3	4	5	4	3	5	4	3	4	5	3	4	4	5	3	4	5	4
4	4	5	4	4	4	5	5	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	4	4	5	4	5	4	
4	5	4	5	4	2	2	4	4	4	4	4	1	3	2	4	4	2	4	5	4	4	2	1	1	2	3	2	1	
4	5	4	5	5	5	4	4	5	4	4	4	4	5	5	4	4	5	4	5	4	4	5	4	5	4	5	4	5	
4	4	5	4	4	3	5	5	4	5	5	3	4	4	4	5	4	4	4	4	4	5	5	5	5	5	4	5	4	
2	4	4	5	3	5	4	5	4	3	5	4	5	2	4	5	5	5	4	2	5	4	2	5	4	5	4	2	5	
5	4	5	5	4	4	5	5	4	5	5	4	4	5	5	5	4	5	5	4	5	5	4	5	5	4	5	5	4	
4	4	5	4	5	3	2	4	4	2	4	5	2	2	5	4	5	5	5	4	5	4	5	4	5	5	5	3	4	4
4	2	3	5	4	2	2	4	5	4	4	4	4	5	5	5	4	3	5	4	5	5	4	2	5	4	5	5	4	
4	4	4	5	5	4	4	5	4	4	4	4	4	5	4	4	5	4	5	5	4	5	4	4	4	4	4	5	4	
4	5	3	4	5	3	3	4	5	4	3	4	4	5	5	4	5	1	4	5	5	3	4	4	5	4	4	5	5	
5	5	4	5	4	4	5	5	4	4	5	4	4	5	4	4	5	5	4	5	4	5	4	5	4	4	5	4	5	
5	5	5	4	4	4	5	4	4	4	4	4	4	4	5	5	5	4	5	5	4	5	5	5	4	4	5	5	5	
4	4	5	4	4	4	4	5	4	4	4	5	4	5	5	4	3	4	5	4	5	4	4	5	4	4	3	4	5	
5	4	4	5	5	4	5	4	4	4	4	5	4	4	4	5	5	5	4	5	5	4	5	5	4	3	5	4	4	
5	4	5	4	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	4	4	5	5	5	4	5	4	4	4	
5	4	5	5	4	4	5	4	4	4	4	5	4	4	4	4	5	5	5	5	5	4	5	4	4	4	4	3	5	
5	4	5	5	5	4	4	5	4	4	4	4	3	4	4	4	4	5	5	5	4	5	5	4	5	3	4	3	4	



Lampiran 6 Hasil Olah Data SmartPLS

Hasil Nilai Mean, Min, dan Max

olah sig 18.splsm

OLAH sig 18.txt

Delimiter:Comma

Encoding:UTF-8

Value Quote Character:None

Sample size:310

Number Format:US (example: 1,000.23)

Indicators:30

Missing Value Marker:None

Missing Values:0

Indicators:	Indicator Correlations		Raw File						
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness
SVL1	1	0	4.394	4.000	2.000	5.000	0.539	-0.176	-0.189
SVL2	2	0	4.394	4.000	3.000	5.000	0.551	-0.904	-0.153
SVL3	3	0	4.394	4.000	2.000	5.000	0.601	0.418	-0.614
SVL4	4	0	4.397	4.000	2.000	5.000	0.596	0.447	-0.605
SVL5	5	0	4.442	4.000	2.000	5.000	0.558	-0.119	-0.441
IS1	6	0	4.361	4.000	3.000	5.000	0.543	-0.861	-0.037
IS2	7	0	4.332	4.000	3.000	5.000	0.587	-0.648	-0.237
IS3	8	0	4.342	4.000	2.000	5.000	0.606	0.821	-0.599
IS4	9	0	4.387	4.000	2.000	5.000	0.594	0.440	-0.574
IS5	10	0	4.203	4.000	2.000	5.000	0.728	0.710	-0.788
RMN1	11	0	4.161	4.000	2.000	5.000	0.749	-0.189	-0.551
RMN2	12	0	3.939	4.000	2.000	5.000	0.783	-0.810	-0.135
RMN3	13	0	4.055	4.000	2.000	5.000	0.791	-0.954	-0.255
RMN4	14	0	4.265	4.000	2.000	5.000	0.715	-0.734	-0.492
BI1	15	0	4.297	4.000	2.000	5.000	0.683	-0.538	-0.518
BI2	16	0	4.313	4.000	2.000	5.000	0.688	-0.536	-0.559
BI3	17	0	4.306	4.000	2.000	5.000	0.695	-0.581	-0.557
HBR1	18	0	4.603	5.000	3.000	5.000	0.551	-0.026	-0.997
HBR2	19	0	4.619	5.000	3.000	5.000	0.492	-1.465	-0.575
HBR3	20	0	4.494	5.000	3.000	5.000	0.537	-1.105	-0.350
EM1	21	0	4.423	4.000	3.000	5.000	0.555	-0.904	-0.258
EM2	22	0	4.323	4.000	2.000	5.000	0.573	-0.037	-0.256
EM3	23	0	4.223	4.000	1.000	5.000	0.842	1.847	-1.256
EM4	24	0	4.310	4.000	2.000	5.000	0.715	1.048	-0.962
NB1	25	0	4.252	4.000	2.000	5.000	0.719	0.111	-0.679
NB2	26	0	4.342	4.000	3.000	5.000	0.606	-0.655	-0.337
NB3	27	0	4.335	4.000	3.000	5.000	0.625	-0.666	-0.393
NB4	28	0	4.052	4.000	2.000	5.000	0.864	-0.254	-0.643
NB5	29	0	4.284	4.000	2.000	5.000	0.679	0.336	-0.671
NB6	30	0	4.316	4.000	2.000	5.000	0.684	0.366	-0.743

Nilai *R-Square*

R Square			
Matrix	R Square	R Square Adjusted	
	R Square	R Square ...	
Ekuitas Merek	0.371	0.361	
Niat Beli	0.288	0.285	

Nilai Construct Reliability dan Validity

Construct Reliability and Validity				
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...
	Cronbach...	rho_A	Composi...	Average ...
Berbagi L...	0.753	0.767	0.858	0.669
Ekuitas M...	0.734	0.732	0.835	0.559
Hiburan	0.719	0.785	0.828	0.619
Interaksi ...	0.813	0.815	0.872	0.578
Niat Beli	0.861	0.866	0.896	0.591
Remuner...	0.744	0.745	0.837	0.562
Surveillan...	0.855	0.857	0.896	0.634

Nilai Discriminant Validity Fornell-Larcker Criterion

Discriminant Validity

	Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel Format	R Format
	Berbagi I...	Ekuitas M...	Hiburan	Interaksi ...	Niat Beli	Remuner...	Surveillan...
Berbagi I...	0.818						
Ekuitas M...	0.399	0.747					
Hiburan	0.331	0.479	0.787				
Interaksi ...	0.406	0.383	0.220	0.760			
Niat Beli	0.318	0.536	0.212	0.389	0.769		
Remuner...	0.421	0.381	0.249	0.406	0.226	0.750	
Surveillan...	0.276	0.360	0.252	0.413	0.313	0.288	0.796

Nilai Path Coefficient

Path Coefficients

	Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original ...	Sample ...	Standard ...	T Statistic...	P Values		
Berbagi I...	0.132	0.131	0.057	2.316	0.021		
Ekuitas M...	0.536	0.540	0.047	11.323	0.000		
Hiburan ...	0.333	0.337	0.057	5.847	0.000		
Interaksi ...	0.138	0.140	0.054	2.553	0.011		
Remuner...	0.146	0.150	0.057	2.582	0.010		
Surveillan...	0.141	0.143	0.050	2.839	0.005		

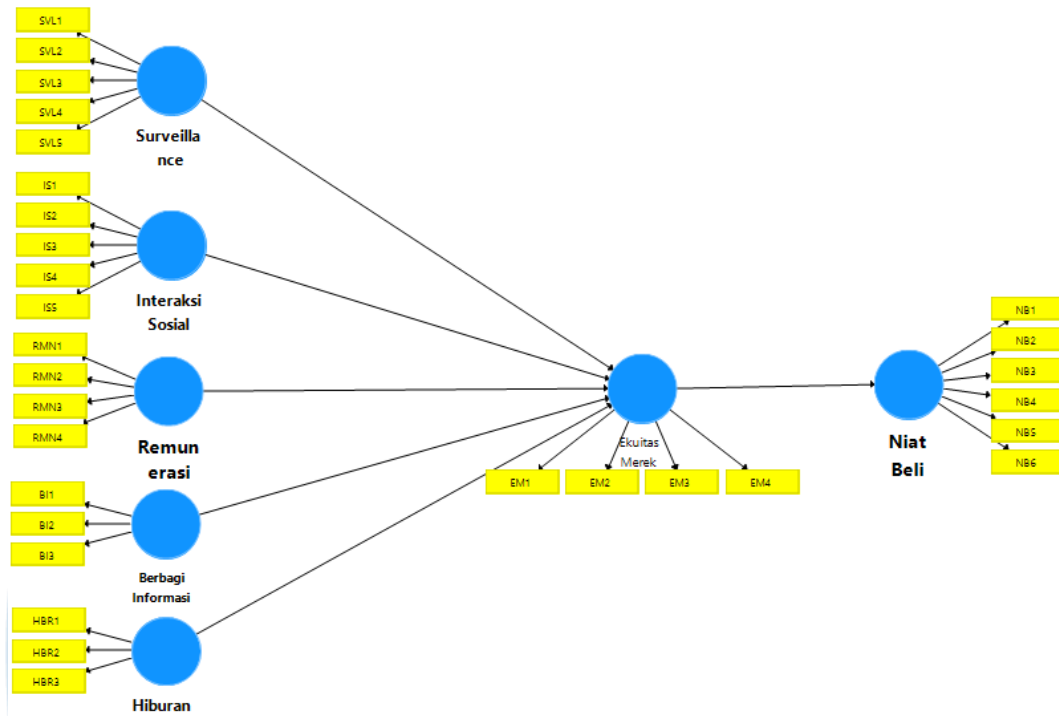
Nilai Specific Indirect Effect (Mediasi)

Specific Indirect Effects					
Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard: Excel Format R Format	
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Berbagi I...	0.071	0.071	0.033	2.158	0.031
Hiburan ~...	0.179	0.181	0.029	6.107	0.000
Interaksi ...	0.074	0.075	0.030	2.442	0.015
Remuner...	0.079	0.081	0.032	2.422	0.016
Surveillan...	0.076	0.077	0.027	2.806	0.005

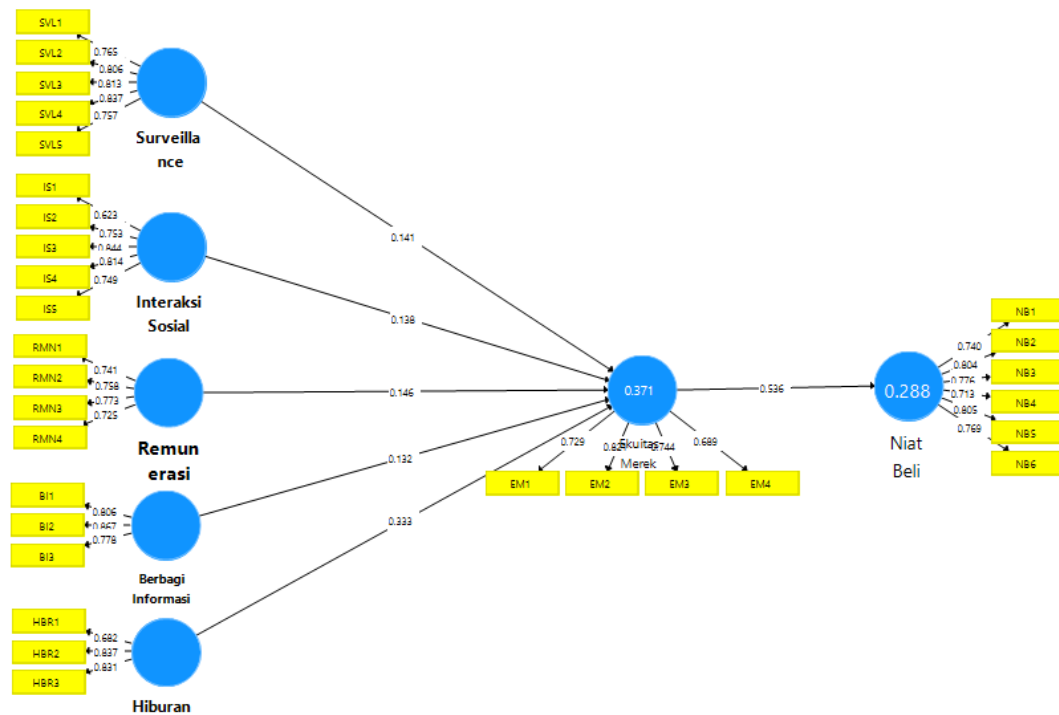




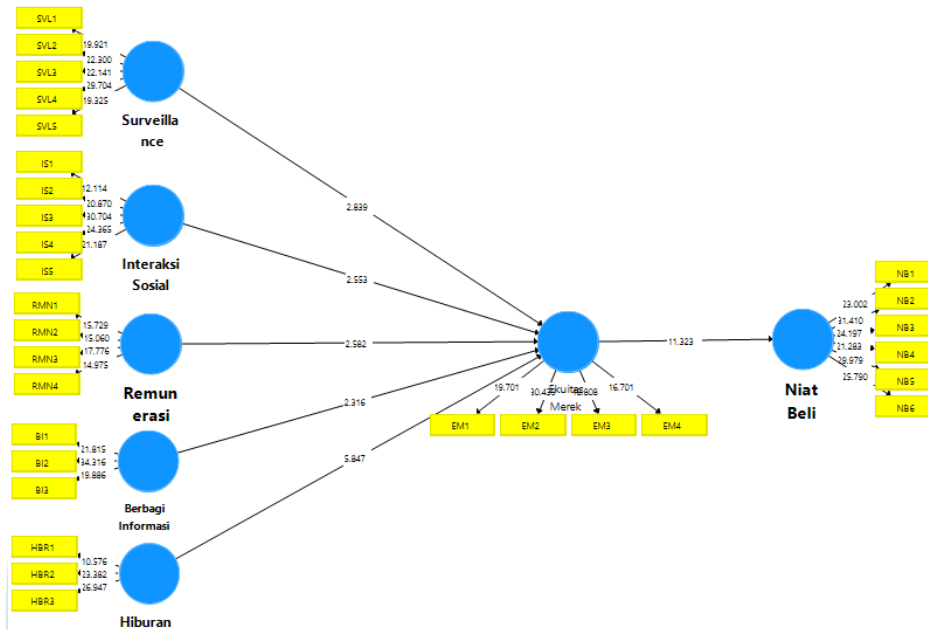
Struktur Awal Penelitian



Struktur Calculation PLS Alogarithm



Structur Calculation PLS Bootstrapping





Lampiran 8 Jurnal Acuan



The influence of social media on purchase intention: The mediating role of brand equity

Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond |

To cite this article: Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond | (2021) The influence of social media on purchase intention: The mediating role of brand equity, Cogent Business & Management, 8:1, 1944008, DOI: [10.1080/23311975.2021.1944008](https://doi.org/10.1080/23311975.2021.1944008)

To link to this article: <https://doi.org/10.1080/23311975.2021.1944008>



© 2021 The Author(s). This open access article is distributed under a Creative Commons Attribution (CC-BY) 4.0 license.



Published online: 05 Jul 2021.



Submit your article to this journal [↗](#)



Article views: 70718



View related articles [↗](#)



View Crossmark data [↗](#)



Citing articles: 35 View citing articles [↗](#)

Full Terms & Conditions of access and use can be found at
<https://www.tandfonline.com/action/journalInformation?journalCode=oabm20>



Received: 23 January 2021
Accepted: 14 June 2021

*Corresponding author: Mohammed Majeed, Department of Marketing, Tamale Technical University, Tamale
E-mail: tunteya14june@gmail.com

Reviewing editor:
Carlos Gomez Corona, Consumer Research, Firmenich SA, Mexico City, Mexico

Additional information is available at the end of the article

MARKETING | RESEARCH ARTICLE

The influence of social media on purchase intention: The mediating role of brand equity

Mohammed Majeed^{1*}, Martin Owusu-Ansah² and Adu-Ansere Ashmond³

Abstract: The paper examined the relationship between social media and purchase intention and the mediation role of brand equity within Ghana's fashion industry. The study was quantitative and employed the survey methodology to sample the views of 500 fashion customers. Statistical Package for Social Sciences (SPSS) and the structural equation modelling (SEM) technique were used using AMOS software version 22.0 to determine the hypothesized relationships of the study. The study findings revealed that surveillance, Information sharing and remuneration have significant and positive effects on brand equity. However, the relationship between social interaction and entertainment have negative and insignificant on brand equity. The positive significant relationships proposed to exist between brand equity and consumer purchase intention were all accepted. The findings can contribute to the scant empirical works that social media on brand equity and purchase intention in a single study. Recommendations were further made for management in the clothing industry, policy makers, and future researchers.

Subjects: Consumer Psychology; Communication Theory; Information Technology

Keywords: Fashion; social media; uses and gratification; purchase intention; brand equity



Mohammed Majeed

ABOUT THE AUTHOR

Dr Majeed M. is a Lecturer (PhD) at Tamale Technical University, Tamale-Ghana. His current research interest includes branding, social media in service organizations. Majeed holds Doctor of Business Administration (DBA), MPhil and MBA Marketing. He lectures part time in many Ghanaian public Universities and a reviewer to many Journals in Management, hospitality, and marketing. Majeed has also published in good journals like *Journal of Hospitality and Tourism Insights* (Emerald).
Adu-Ansere Ashmond is a part-time lecturer at AAM-USTED in Kumasi, Ghana. His areas of research interest are marketing strategy, consumer behavior, social marketing, sustainability, green marketing and related areas.

PUBLIC INTEREST STATEMENT

Social media communication has to be expansively investigated since it plays a relevant role in creating brand equity and influencing consumer decisions. In this study, empirical research was conducted. The social media aspects looks at the inspirations and satisfaction consumers get by employing uses and gratification theory to understand how social media becomes a forbearer of brand equity and how that eventually affect consumers' decision to effect purchase. The study used brand equity to moderate the influence of social media on purchase intention. The study concludes that brand equity plays a significant role in influencing buyer intentions. The study again found three dimensions of social media to be significant, but two were insignificant. Tentatively, this result may enrich social media and brand equity literature and particularly contribute to the formation of purchase intention. Essentially, the outcomes may be used to evaluate company promotional mix elements, specifically the development of communication strategy.

1. Introduction

The history of Ghanaian fashion is traced back to the pre-colonial era when indigenous Ghanaians used barks of trees and hides of animals to clothe themselves (Adu-Akwaboa, 1994). Today, Ghanaian Fashion has undergone a complete overhaul because of globalization. In order to remain competitive, IT based awareness creation and sales are necessary. As a means of getting the attention and meeting specific needs of customers, experts in advertising have begun the use of social media website appeals in crafting advertisement in order to motivate users to share brand image (Waters, Canfield, Foster & Hardy, 2011; Gallagher & Ransbotham, 2010; Dickey & Lewis, 2010). In addition, research by CliqAfrica and Avante (2016) postulate that the presence of fashion brands in Ghana is increasingly growing on social media platforms. According to Kemp (2020), Ghana had about 6.00 million social media users as of January 2020. The total number of social media users in the country increased by 629 thousand (+12%) between April 2019 and January 2020. Social media penetration in Ghana stood at 20% in January 2020. This is therefore an indication that Ghanaian fashion brands are also embracing social media (Aseidu, 2017). Fashion includes any market or product which contains a stylist element and will possibly exist within a period of time (Aseidu, 2017). The worldwide web was invented 28 years ago (Zhung, 2017). According to Karman (2015) the revolution of the internet has transformed the way data and information are gathered, way of communicating and how businesses are conducted globally. Accordingly, Stojanovic, Andreu and Curras-Perez (2018) indicated that in the last two decades social media intensity has triggered a marketing communication revolution providing different opportunities for interface between brands and users. The web 2.0 technology makes it simple for firms and customers to create and display content, share information, and recommend products to other users (Hutagalung, Dalimunthe, Pambudi, Hutagalung & Muda, 2017). The subsequent development of the social media has transformed the way people interact and share information with each other. This study focuses on Instagram (social media). Instagram is a mobile request and application that enables users to crack their mobile photos into images, and then shared on the Instagram application (Treitel, 2020). Those images can as well be shared on other social media network sites such as Facebook, Twitter, Tumblr and foursquare. According to Ershad and Aghajani (2017), Instagram is seen to be the fastest rising worldwide network site. It has over 400 million continuing monthly users and 80 million shared pictures with 3.5 million likes on daily basis (Hawi & Samaha, 2016). Treitel (2020) opined that Instagram has become widespread and more popular in people's way of life, which can have adverse psychological effect. Today, people spend so much time on social media such as Instagram.

According to Agnihotri et al. (2016); Huang, Roth & Madden (2016); Zhan, Sun, Wang & Zhang (2016), businesses could make use of social media as a tool for creating and sustaining relationships with customers, improving brand equity and increase firm's performance.

Brand equity is an important concept for understanding the objectives, mechanisms and the net impact of marketing efforts (Reynold & Phillips, 2005). Aaker (1991) defines brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. According to Yoo and Donthu (2001), brand equity marks the difference in consumer choice between the focal branded product and an unbranded product given the same level of product features. Hence, brand equity generates value for consumers and helps brands create defensible competitive positions that cannot be easily transferred to other brands (Pitta & Kastanis, 1995). Brands have resorted to several strategies including advertising, sales force, public relations, slogans and symbols in the attempt to develop brand equity (Aaker, 1991). Yazdanparast et al. (2015) opine that social media-based marketing activities tend to be an effective marketing strategy to build brand equity in this digital era. Consequently, brands have incorporated social media marketing into their marketing strategies to build lasting relationships and connections with consumers (Erdogmus & Cicek, 2012).

The function of social media as a forebearer of brand equity in the fashion industry is a scarcely researched theme (Keller, 2016). The interaction between users and brands has greater importance for brands since social media users depends on the advice of other user (Stojanovic et al., 2018), and this interaction amongst them stimulates consumer decision-making process (Chan, 2019; Hinz et al., 2011). Recently, firms have become aware of the need to recognize the impact of social media communication and brand perception (Kumar et al., 2016; Stojanovic et al., 2018). Incontrovertibly, past studies have demonstrated a deeper and good understanding of social media communication (Swaminathan, 2016), yet very few studies have been conducted on interface of users with fashion brands (Stojanovic et al., 2018), neither have combined social media, brand equity and purchase intention in a single study. Again studies that have been conducted in areas of social media have used theories such as social presence theory (SPT) (Karikari, Osei-Frimpong & Owusu-Frimpong, 2017), theory of planned behaviour (TPB), theory of reasoned action (TRA) and technology acceptance model (TAM) (Ajjan & Harstshorne, 2008; Chang et al., 2015) to highlight intention to use social media or its adoption.

Therefore, scholars have researched social media communications in varied spheres for instance, the effect of social media and brand equity (Zahoor & Qureshi, 2017), predictors of social media analysis (Guede, Curiel & Antonoviaca, 2017), antecedents of social media marketing application (Brecht, Messer, Schee, Rauschnabel & Ivens, 2017), effectiveness of social media in improving purchase intentions (Dehghani & Tumer, 2015), creative strategies in social media marketing (Ashley & Tuten, 2015), user interaction on social media and purchase intention (Hutter, Hautz, & Dennhardt, 2013), foundation of social media communication (Constantinides, 2014), impact of social media communication on brand loyalty (Balakrishman, Dahnil & Yi, 2014), and effect of social marketing on brand loyalty (Erdogmus & Cicek, 2012).

Even though there is huge number of studies also on social media and brand equity (Gurhan-Canli et al., 2016; Keller, 2016; Schivinski & Dabroski, 2015), there is inadequate research investigating social media, brand equity and purchase intention of Instagram users. Again, a study is yet to be cited comprehensively researching into social media, brand equity and purchase intention of fashion products in developing markets like Ghana. Consequently, the focus of this study is to investigate the association amongst social media, and consumer purchase intentions mediated by brand equity in the context of fashion product categories in Ghana. The main problem of the research is to study whether social media is positively contributing to brand perception with specific reference to Ghanaian social media (Instagram) users.

The rest of the sections are as follows: Section 2 looks at comprehensive review of literature on social media (and uses and gratification theory), followed by conceptual model. The next section focuses on research methodology, followed by summary of findings. Finally, we present discussions, conclusions, implication for practice and theory and limitations and suggestions for future studies.

2. Literature review and development of hypothesis

The theories underpinning this research are the uses and gratification theory and theory of planned behaviour.

2.1. Theory of planned behaviour

TPB was developed by Ajzen (1985), which is an extension of the theory of reasoned action (TRA) by Fishbein & Azjen (1975). Bojoi and Abu (2016) referred to TPB as the degree to which an individual has either positive or negative assessment of a specific behaviour. TPB says that, many human behaviour can be predicted from behaviour intention and that consumers can behave in a planned manner and deliberately (King, 2019). In this study, the output variable (purchase intention) is anchored on the framework of theory of planned behaviour (TPB), because purchase intention is incorporated under the concept of behavioural intention (Ahmed, 2014). In TPB, intention is perceived as a direct forebear of genuine behaviour (Lin & Chen, 2010). Since most

of the existing SM research has been conducted in Asia (Lee & Ma, 2012) and the United States (Choi, 2016), there is still a lack of emerging perspective. This study focuses on Ghanaian social media users who, compared to the developed markets social media users, are still very confined when it relates to using social media to promote brands (Newman, Fletcher, Levy, & Nielsen, 2016). Study in the Ghanaian context can therefore help to shed more light on the importance and universality of previously recognized interrelations. The TPB models the influence of motives and attitudes on intention and, subsequently, intention on behaviour.

2.2. Gratification Theory (UGT)

The UGT was developed (Katz, Blumler & Gurevitch, 1973) to assess user inspirations and gratifications of a particular media (Musal, Azmi & Ismail, 2016). UGT was one of the first approaches to study the dynamic role of the audience in media choice, recommending that people actively search for, identify with and employ media to fulfil specific gratification needs (Ku, Chu, & Tseng, 2013). This perspective recognizes that consumers are active social media (on Instagram), rather than passive, recipients of media. Considered one of the most effective frameworks, scholars have used U&G theory to explore a variety of social media sharing behaviour, including sharing links (Baek et al., 2011), news (Hanson & Haridakis 2008; Lee & Ma, 2012) and photos (Malik et al., 2016; Sung et al., 2016). In particular, this study explores the aim of use of Instagram users through the UGT though with some mediator variable in the background. Limited research works have been conducted to study the continuous use of SNS intention by following various theories, such as motivation theory, expectations-confirmation theory, social capital theory, and so on. Recently, most SNS studies have implemented the UGT to assess the intention to continue using SNS (Al-Jabri et al., 2015; Hsiao et al., 2015).

2.3. Social media

Social media are the different online platform and communities that encourage social interaction where users can exchange their views, experience and observations (Schroeder, 2017). Social media come in multiple form like Facebook, weblogs, wikis, LinkedIn, Twitter, podcast and others (Yazdanparast, Joseph & Muniz, 2016). Social media offers significant opportunities for firms to engage buyers individually (Harrigan & Miles, 2014). Pena (2019) said, social media is an engagement platform that enable trust building that is important to the formation of brand equity. Social media has been regarded as a real mechanism that contributes to the organization's marketing goals and strategies in respect of customer communication, customer relationship management (CRM) and customer involvement (Alalwan, Rana, Dwivendi & Algharabat, 2017).

2.4. Instagram as social media

From UGT perspective, there many motives for using Instagram including medium appeal, surveillance, social interaction, entertainment, coolness, documentation, creativity, self-expression and convenience (Alhabash & Ma, 2017; Sheldon & Bryant, 2016), time passing, task management, self-popularity motives (Kircaburun et al., 2018). Instagram is found to make people close to the families and friends from educational and informational, self-promotion and passing time motives/gratifications (Manasijevic et al., 2016; Sendurur et al., 2015) as well as posting selfies and photos (Kim & Chock, 2017); hence, UGT fits well in this study. Khan (2017) showed that users gain gratifications through viewing, commenting, liking and sharing of videos on Instagram. This current study considered entertainment, surveillance, social interaction, remunerative and information sharing.

2.5. Brand equity

In the 1990s, brand equity emerged. The development of brand equity is a complex process (Couto & Ferreira, 2017). Sasmita and Suki (2015) noted that a brand is the most valuable strength and assets of all firms. Regardless of the intangibility of brand equity, it provides value to the firm, leading to customer loyalty, creating and expanding opportunities, competitive advantage, negotiating power and higher margins (Perera, Wijesekera, Priyadarshani, Kodippili & Jayasuriya, 2019). Social media appears as a significant predictor of brand equity for general brand and high

involvement products and services (Colicev et al., 2018). The consumer brand equity dimensions of this research are anchored on Schivinski and Debrowski (2015) categorization including brand quality, loyalty, awareness and association.

2.6. Purchase intentions (PI)

Purchase intention is indicated as buying behaviour (Martins, Costa, Oliveira, Goncalves, & Branco, 2019). A considerable amount of papers has published on purchase intention on online platform (Rahim, Safin, Kheng, Abas & Ali, 2016). Purchase intention is a mixture of consumers' interests in and likelihood of purchasing the product (Kim & Ko, 2012). Determining PI adopts buyer future behaviour based on their attitudes (Kim & Ko, 2010). On social media platform, there is exchange of information, ratings and responses that enables people to have trust and overcome the insecurities, which result in willingness to buy firms product (Bang, 2017). Consumers will usually undertake a process of appreciating the intended product or service to purchase, research, and analysis of the product before pledging to buy it (Lim et al., 2016). Online buying intentions become key element that can influence the usefulness of online stimuli (Shouf, Lu & Li, 2016; Elwolda, Lu & Ali, 2016; Lu, Fan & Zhou, 2016). PI is the basis of demonstrating buying behaviour (Martins et al., 2019).

2.6.1. Social media and brand equity

SMC comprises marketing-related activities such as sharing online and blogging (Yazdanparast et al., 2016) and consists of applications, platforms and tools that allow customers to connect and communicate with one another (Pinto & Yagnik, 2017). Marketing managers are well aware of the need to understand the impact of social media communication on brand perception/equity (Kumar et al., 2016). SMC is a type of content that is shared on social media networks with goal of increasing awareness and persuading customers (Hanaysha, 2016). It is said the goal of advertising is to create brand equity in many ways including customer satisfaction, perceived quality, brand image, brand awareness and brand equity (Kumar et al., 2016). Advertising in social media helps to recall a brand and brand recognition particularly during purchase (Raza, Bakar & Mohamad, 2017).

2.6.2. Surveillance and brand equity

Surveillance refers to the need for information and evidence about influencers, which can assist people (Davis, 2009). Achieved via a passive social media use mode aimed at increasing one's knowledge of the immediate social environment or just knowing what's happening within the social network. It includes searching for specific types of people using advanced search characteristics; social network surfing, browsing statuses and profiles (including photos) of friends and friends of friends alternatively as those of other total strangers (Ruggiero, 2000). Asmah (2011) indicated that people use some type of media to monitor what is going on within and outside their realm. Hence social media is what individuals use to monitor what others are doing (Whiting & Williams, 2013). The traditional media is unable to report the whole shebang due to vastness of space, fear and censorship, whilst in social media people can upload videos, images and comment on such platforms (Musal et al., 2016). This is what culminates into gorilla journalism (Papoola, 2014). From the discussions above, it is hypothesized that

H1: Surveillance has a significant positive relationship with brand equity.

2.6.3. Social interaction and brand equity

UGT social interaction the context denotes to the need to build and develop relationships and connect with others. The fundamental nature of social media is participatory, via which the sharing of content is both a form of expression and means of relationship building (van House et al. 2005). Social interactivity is widely regarded as an essential factor in determining a variety of affective and behavioural outcomes such as satisfaction, attitude, decision-making and encompassment (Coyle & Thorson, 2001; Fortin & Dholakia, 2005; Stewart & Pavlou, 2002). When a user has higher level of interaction in a social networking community, he or she will be more inclined to recommend the brand community, because of the benefit from engagement (Woisetschlager et al.,

2008). Ayeh et al. (2013) enumerated common interest, value, and passion as the basis for consumer interaction. Cheng and Guo (2015) stated that posts of remark or praise, would entice more replies. Hence, number of replies might be viewed as mark of personal achievement (Dolan, 2016). In Dessoert (2017), people's interest in interacting online was the main factor influencing social media engagement. Therefore, it hypothesized that

H₂: Social interaction has a significant positive relationship with brand equity.

2.6.4. Remunerative and brand equity

The level of remuneration offered to the consumer via social media content has been studied as a driver of consumer decisions to contribute to online communities (Muntinga et al., 2011). Consumers engage in social media use as they expect to gain some kind of reward such as an economic incentive, job-related benefit or personal wants (Muntinga et al., 2011). Social media content that offers a reward or remuneration includes monetary incentives, giveaways, prize drawings or monetary compensations (Fuller, 2006). This type of content is anticipated to gratify users' needs for remuneration and rewards within social media. Scholars have recommended that social media communication that is rewarding may cause lower levels of engagement, compared to informative content (Cvijikj & Michahelles, 2013; Dolan et al., 2016). In contrast, Cvijikj & Michahelles (2013) opined that social media content that is remunerative is a significant predictor of commenting behaviour of users. From the above description, it is hypothesized that

H₃: Remuneration has a significant positive relationship with brand equity.

2.6.5. Information sharing and brand equity

Use for information is the third "consumer motivations" for using social media that were identified by a researcher (Nyland & Near, 2007). This dimension describes the information resource use of social media. That is to say, how users can find information they want or need on social media. These uses were compiled and adapted from diverse studies on general internet uses and social network uses (Shao, 2009; Nyland & Near, 2007; Ruggiero, 2000; Recchiuti, 2003). Further, achieving numerous forms of information has been recommended as the most significant motive consumers use the internet (Maddox, 1998) and levels of information and attitude to the website have been found to be positively related (Chen et al., 2002). Whilst the importance of delivering information via advertisements has been recognized for traditional media (Rubin, 2002), the role of informational content in the online, social domain has only lately received attention. Probing for and receiving information about a brand is one of the main gratifications of consumer participation in online brand communities (Muntinga et al., 2011; Raacke & Bonds-Raacke, 2008). Hence, the researchers hypothesized that

H₄: Information sharing has a significant positive relationship with brand equity.

2.6.6. Entertainment and brand equity

Entertainment is the feeling of being sociable, cheerful, and happy, and referred to the way social media serves as a means for entertaining and escaping pressure (Lee, 2012; Kim, 2004). Lee and Ma (2012) believed the value of media entertainment was attributed to the ability to satisfy users' needs for escapism, enjoyment, emotional release, and anxiety relief. Ducoffe (1996) found that entertainment directly affects user attitudes towards advertising: A favourable advertising message not only positively affects user attitude towards the advertising but also increases user brand attitude. Users seeing advertising to be sociable show more engagement behaviour and display positive attitudes towards the brand (Mir, 2011; Ünal et al., 2011). Hence, it hypothesized that

H₅: Entertainment has a significant positive relationship with brand equity.

2.7. Brand equity and purchase intention

Communications on social media contribute to enhancing customer attitude toward the brand, brand equity and increase WoM (Cambria et al., 2012). Chi Yeh and Yang (2009) showed that

Figure 1. Conceptual model of the study.

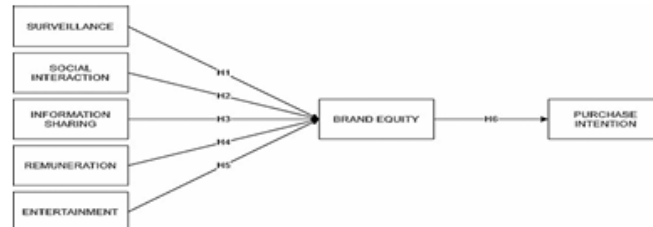
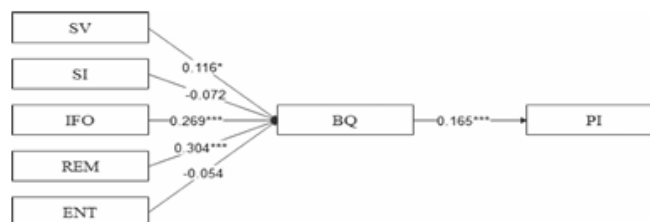


Figure 2. The structural model of the study.



perceived brand quality mediates between perceived value and consumer purchase intention. Products that are associated with a famous brand name have influence of consumers viewing the brand as high quality, hence relating value altogether, which impacts on purchase intentions (Chi et al., 2009). In Halim and Hameed (2005), it was observed that consumers' value perception will affect their purchase intention, indicating that, the higher the value, the higher the purchase decision. In another study, purchase decisions are influenced by brand involvement, brand image, product quality, brand loyalty, product attributes, brand awareness, and product quality (Chen & Change, 2010). Finally, using social media platforms to design, increase post and managing different sites to engage customers leads to increase awareness, product interest and likely influence purchase intention (Batra & Keller, 2016) Figure 1 and 2. From the discussions above it is hypothesized that

H₆: Brand equity has a significant positive relationship on purchase intention.

2.8. Social media, brand equity and purchase intention

Ashley and Tuten (2015) said branded social campaigns offer more touchpoints to influence ongoing communication between the brand story and consumers during the day which can increase brand relationship, persuade online customers to engage on social media content and assists managers to uncover common themes within customers' feedback. Both UGC and FCC via social media have positive relationship with behaviour intentions. For instance, several researchers have found social media communication to be a positive influencer of consumer purchase intentions (Aaker, 1991, ; Goodrich, 2011; Keller & Lehmann, 2003; Martin et al., 2003; Shivinski & Dabrowski, 2013, 2015, 2016; Yoo et al., 2001). Khadim, Zafar, Younis and Nadeem (2014)

postulated that FCC and UGC and positive feedback about the brand on network sites positively influence the perception of consumers and intention to buy. Hence, it hypothesized that

H₃: Social media has a significant positive influence on purchase intention through brand equity.

3. Methodology

3.1. Research strategy

According to Preibusch (2013), investigator uses a survey as a tool to collect data from institutions or individuals. The survey is suitable for a study that measures both the independent variables and the dependent variables and is a helpful way to collect participants' information rapidly (Amin & Ahmad, 2012; Lee et al., 2014b; Nagengast et al., 2014). A survey is a method of gathering data about people to describe, compare, or explain their knowledge, attitudes, and behavior. Survey is a data collection strategy where data are collected from individuals, called respondents, by having them respond to questions (Monette et al., 2005). The approach enables the establishment of extensive opinions under natural situations (Auka, Bosire & Matem, 2013). Chandra (2004) noted that surveys are comparatively economical (especially self-administered surveys); surveys are valuable in describing the characteristics of an outsized population and no other method of observation can give this universal capability. In addition, when considering the limited time period of data collecting and the cost it is reasonable to apply the survey method for a study (Sekaran, 2000; Malhotra, 2007; Sekaran & Bougie, 2016).

3.2. Research design and research choice

This study used quantitative design. The goal of this research entails testing of hypothesis and is a systematic and scientific approach to quantify data (Sarma, 2015). The reason for using quantitative is based on research goal and research precedence. The study intended to establish the relationship between social media, brand equity and purchase intentions via regression analysis. It also provided avenue for testing the six hypotheses. We used quantitative correlational design to determine the relationship between social media, brand equity (CBBE) to in the current study. Cross-sectional was used in study by collecting data ones off (Sekaran & Bougie, 2016). Survey data will be collected from one organization at one point in time. Cross-sectional research typically uses diverse survey techniques to gather data and also uses various quantitative or multiple methods (Saunders, Lewis & Thornhill, 2012).

3.3. Population, sampling and sample size

The participants of this study were both men and women who follow, like and share information about brands on Instagram (online). These respondents took part in the study by completing online question via Qualtrics (qualtrics.com). The population was limited to only social media users on Instagram and those who follow fashion and related brands. Respondents must have the strategies and knowledge required provide adequate responses to the research questions (Marshall & Rossman, 2016; Yin, 2018). After all, the goal of selecting respondents is to acquire an in-depth understanding of the study phenomenon (Yin, 2018). A sample size greater than 30 and less than 500 is suitable for many studies (Abranovic, 1997; Ahmad, 2017; Roscoe, 1975; Sekaran, 2003). We used convenience sampling. Consequently, to improve generalization, the study was conducted in a natural situation, where the respondents may be honest in their answers (Polit & Beck, 2019). The researcher found convenient sampling technique useful in this study in order to increase the possibility of number of respondents. Finally, it was selected because of its objective of easy accessibility of 500 participants whilst overcoming time constraints and cost reduction (Zikmund, 2013).

3.4. Data collection

Structured online questions were used for this quantitative research, since it is a preferred method for finding out the different aspect of participants' behaviour. Questionnaire method increases speed of data collection, cost effectiveness, and higher levels of objectivity compared to other data

collection methods (Dudovskiy, 2013). The researcher used internet-based (online) questionnaire by distributing it through short message service (SMS) or/and over the email in the form hyperlink (weblink) (Saunders et al., 2016). Many research papers and researches have stressed the increasing popularity of online questionnaire (Dillman et al., 2014; Saunders, 2012), whilst most of them have used it (Schivinski & Dabrowski, 2016; Schivinski et al., 2019). The various literature reviews became the foundation for developing the instrument (Ai & Wu, 2018; Moore, 2016; Newton & Sundin, 2016). It provides adequate time to the respondents (1–3 weeks) and enables respondents to respond to the questionnaires with their ease and comfort. All items in the instrument using Likert, nominal, ordinal and ratio scales were considered closed. Close-ended questions help the research to code easily and allow the participants to make quick choice decisions amongst the alternative provided (Sekaran & Bougie, 2016). The instrument used sought behavioural questions that check purchase intentions and reason for using social media. The questionnaire was divided into two sections. Section A sought demography data such as sex, age, education and occupation. Section B sought information pertaining to the research matter (uses and gratification variables, brand equity and purchase intentions), where closed-ended questions were used. Likert scaling was adopted in studies because it has been commonly used by investigators as a tool for measuring beliefs, opinions, and attitudes. It also makes easy the analysis of data (Coleman, 2011).

Table 1. Demographic profile of respondents

Group	Indicator	Frequency	%
Gender	Male	190	38
	Female	310	62
Age	20–29	170	34
	30–39	190	38
	40–49	120	24
	50–59	20	4
	60 and over	5	1
Occupation	A student	154	30.8
	Retired	5	1.0
	Employed for wages	295	59.0
	Self-employed	24	4.8
	Out of work but not currently looking for work	4	.8
	Out of work and looking for work	18	3.6
Education	SHS	7	1.4
	Diploma	25	5.0
	Degree/HND	233	46.6
	Masters	190	38.0
	PhD	45	9.0
Marital Status	Single, never married	141	28.2
	Married	347	69.4
	Widowed	11	2.2
	Separated	1	.2
Total		500	100

3.5. Measurement instrument

Surveillance and social interaction items were adapted from Sung et al. (2016), information sharing (Kim and Johnson, 2012), remuneration and entertainment (Fuller, 2006). The dependent variable (PI) was measured using three items adapted from Yoo, Donthu and Lee (2001). In this study, the mediator is brand equity comprising brand awareness, brand loyalty, brand association and perceived quality. It is measured by adapting four items from (Schivinski et al., 2016). We used 5-point Likert scale: strongly disagree = 1 to strongly agree = 5 (Meyer, Gracey, Irlbeck & Akers, 2015).

3.6. Data analysis

As a requirement for SEM, confirmatory factor analysis was conducted, discriminant validity analyses were done. Reliability test was done via Cronbach's alpha to understand the internal consistency of the instrument. In this study, result estimation will be produced by testing hypotheses. The mediator (brand equity) provides more evidence about why or how social and purchase intentions are interrelated. The research tested brand equity mediation impact by following Baron and Kenny (1986) in order to justify the link between the independent variables and the dependent variable. (a) social media (IV) should significantly affect brand equity (mediating variable), (b) brand equity should significantly affect purchase intention (dependent variable), (c) social media should significantly affect purchase intention and (d) the effect of social media on purchase intentions should no longer be significant (full mediation) or weaken (partial mediation) after the researcher controls for brand equity.

4. Results

4.1. Demographic profile of respondents

According to Pallant (2011), it's advisable to include such demographic indicators such as age, gender, educational level and income when conducting studies involving human respondents. The demographic profile of respondents required for the study is outlined in Table 1. Respondents were profiled according to gender, marital status, age, academic qualifications and state of jobs. Table 1 includes the demographic profile of those respondents engaged in the study. Amongst the respondents, 310 females representing 62% and 190 males of 38% were engaged in the study with respect to the gender distribution of the respondents. And the total number of respondents was 190 (38%) were between the ages of 30–39. This was followed by the age range of 20–29 with 170 responses totaling 34%. The age ranges from 40 to 49, and the study revealed that, there were 120 responses resulting in 24% and at least 20 people representing 4% of the respondents were between the ages of 50 and 59. Five respondents were 60 and above years of age distribution, totaling 1%. The last demographic indicator to be identified has been the respondent's job status. There were 295 constituting 59% respondents were employed with wages and salaries, whilst 154 (30.8%) were student who use Instagram. Those Instagram users who are out of work but not currently looking for work were 4 (0.8%) respondents, whilst those who are out of work and looking for work were 18 respondents representing 3.8%. Eventually, 24 respondents representing 4.8% were self-employed.

The respondents' marital status was equally well captured and at face value, it is evident that (141) 28.2% singles were involved in the study belonged to the youthful group, in other words, they are referred to as the "Generation Y," the working class and mostly urban dwellers who usually spend a great deal of time and resources on social media for new items including clothing, and this has a positive thesis reflection. The findings were in consistent with the research by Kemp (2020), who observed an upwards increase of users in Ghana to have increased by 629 thousand—representing 12% between April 2019 and January 2020. Three hundred forty-seven (347) were married, comprising 69.4%. Whereas 11 respondents were widows, totaling 2.2% and finally, 1 person representing 0.2% was separated from the spouse. As regards the respondents' educational level, those with SHS as their highest level of education were 7, representing 1.4%. The educational average of the Diploma was 25, 5%. Holders of HND/

degree combined were 233 respondents totaling 46.6%. Postgraduate stage had 190 master's holders, representing 38%, and finally 45 respondents representing 9% holds PhD.

4.2. Assessing model fit

The confirmatory factor analysis was utilized in measuring the Goodness-of-fit (GOF) indices. The measurement model was given as $\chi^2/df = 2$, CFI = 0.942, TLI = 0.972, RMSEA = 0.001". Furthermore, the structural model was estimated and has been captured in table 4.8. This clearly posit that the GOF of the model met the stated cut-off points. That is, the factors of the independent variables fit for predictions on the dependent variable.

4.3. Reliability and validity test

Reliability test was performed to ensure accuracy level for measuring the intended latent build. The Cronbach's alpha technique was utilized in testing the reliability of the instruments. To enhance the statistical level of confidence in quantitative study, reliability testing for answering of the formulated hypotheses is necessary. Cronbach's alpha of reliability of the factors should exceed the minimum required level of 0.70 (George & Mallery, 2016) and this can be found in Table 2. Additionally, the factors loadings and composite reliability values provide evidence of convergent validity (Bagozzi & Yi, 1988). Further, if the average variance extracted (AVE) of the factors is greater than 0.5 then, thus, the revelation of convergent validity (Babin & Zikmund, 2016). Hence, this applied this analysis to show the present of convergent validity and reliability which can be found in Table 3.

Notes: SV, social media surveillance; SI, social interaction; IFO, information sharing; REM, remuneration; ENT, entertainment; BQ, brand equity; PI, purchase intention.

Inferable from Table 2 shows the reliability of the Cronbach's alpha of the instruments and factor loadings. The values range from 0.911 to 0.917 indicating internal consistency within the data set. Also, this shows that all the variables have met the minimum threshold of 0.70 and above (Hair, Babin, Anderson, & Tatham, 2010). It is also evident from Table 2 that the loadings of the AVE were above the threshold 0.5, which fell between 0.625 and 0.859. That is an evidence of convergent validity (Fornell & Larcker, 1981). Additionally, the factors recorded a composite reliability of 0.92–0.98 which exceeded the minimum cut-off point of 0.70 (Hair et al., 2010).

Several studies have indicated that factor loading should be greater than 0.5 for better results (Truong & McColl, 2011; Hulland, 1999), whilst Chen & Tsai (2007) were also considered as a cut-off for appropriate loadings in the tourism context. Furthermore, Ertz, Karakas & Sarigollu (2016) found the factor loadings of 0.4 and above for their Confirmatory factor analysis when investigating pro-environmental consumer behaviour. So, we have not only chosen this criterion on the above ground but also as 0.6 is higher than the cut-offs for factor loading studies. In line with this, the standardized factor loading of all ranges of items was above the threshold limit of 0.6 and above also suggested by Chin, Gopal & Salisbury (1997) and Hair et al. (2006). Given these arguments, the lambda values (Factor Loadings) have exceeded all the thresholds.

4.4. Discriminant validity

To fulfil the requirement of discriminant validity, the square root of the factors of AVE should be greater than inter-factor correlation (Fornell & Larcker, 1981).

Notes: SV, social media surveillance; SI, social interaction; IFO, information sharing; REM, remuneration; ENT, entertainment; BQ, brand equity; PI, purchase intention.

The result in Table 3 shows that the result of the square root of AVE was more than the correlation numbers. Hence, discriminant validity is evidential within the constructs of the study which shows that the factors are distinct from each other. Again, the values of the correlation were not above 0.80, indicating no multicollinearity within the data set (Hair et al., 2010).

Table 2. Reliability and validity

Items	Loadings	AVE	CR	Cronbach's alpha
Surveillance		0.54	0.93	
SV1	.705			.815
SV2	.779			.911
SV3	.738			.812
SV4	.741			.913
SV5	.686			.912
Social interaction		0.61	0.95	
SI1	.787			.811
SI2	.760			.922
SI3	.794			.712
SI4	.779			.911
SI5	.781			.810
Information sharing		0.53	0.92	
IFO1	.765			.711
IFO2	.785			.921
IFO3	.723			.952
IFO4	.625			.912
IFO5	.767			.913
Remuneration		0.60	0.98	
REM1	.752			.913
REM2	.785			.912
REM3	.791			.942
REM4	.770			.912
Entertainment		0.59	0.94	
ENT1	.752			.919
ENT2	.818			.918
ENT3	.791			.916
ENT4	.709			.917
ENT5	.767			.917
Brand equity		0.59	0.98	
BQ1	.859			.915
BQ2	.735			.918
BQ3	.764			.912
BQ4	.700			.917
Purchase intention		0.62	0.95	
PI1	.856			.912
PI2	.786			.913
PI3	.794			.961
PI4	.707			.912
PI5	.716			.914

Table 3. Discriminant validity

Constructs	AVE	1	2	3	4	5	6	7
SV	.540	.735						
SI	.610	.589**	.781					
IFO	.530	.663**	.695**	.728				
REM	.600	.288**	.577**	.493**	.774			
ENT	.590	.277	.011	.026	.087	.768		
BQ	.590	.359**	.392**	.471**	.506**	-.003	.768	
PI	.590	.340**	.436**	.475**	.495**	-.010	.729**	.768

Table 4 provides the summary of hypotheses tested in study. The beta values, t and p values, and the hypotheses decisions were all captured. Also, the threshold of accepting or rejecting hypotheses was provided a footnote.

The measurement model obtained through CFA shows the GOF of the measurement and structural model. All the indices met threshold as indicated in the Tables 4 and 5. This makes the data usable for further analysis. The results revealed that SV has a significant positive effect on BQ ($\beta = 0.116, p < 0.05$) supported H_1 , SI negatively and insignificantly affect BQ ($\beta = -0.072, p > 0.05$) rejected H_2 , IFO has a significant positive effect on BQ ($\beta = 0.269, p < 0.05$) supported H_3 , and REM ($\beta = 0.304, p < 0.05$) has a significant positive effect on BQ supported H_4 , ENT ($\beta = -0.054, p < 0.05$) has a insignificant negative effect on BQ rejected H_5 . Finally, BQ is statistically significant to PI (confirmed H_6).

4.5. The indirect effect

The AMOS software was applied to estimate direct and indirect effects with involved mediator in order to understand the mediation effect. The model was used to investigate the mediating effects of gratification dimensions on output variable. As illustrated in Table 4, the indirect effect of gratification of social media through brand equity to purchase intention were evaluated.

Surveillance and purchase intention through brand equity: The effect of surveillance on purchase intention through brand equity was significantly positive ($\beta = 0.844$ and $p = 0.000$).

Social interaction and purchase intention through brand equity: The effect of social interaction and purchase intention through brand equity was insignificant and as well as pose a negative relationship ($\beta = -0.035$ and $p = 0.265$).

Information and purchase intention through brand equity: The effect of information and purchase intention through brand equity was significant and as well as pose a positive relationship ($\beta = 0.939$ and $p = 0.010$).

Remuneration and purchase intention through brand equity: The effect of entertainment and purchase intention through brand equity was significant and as well as pose a positive relationship ($\beta = 0.031$ and $p = 0.001$).

Entertainment and purchase intention through brand equity: The effect of remuneration and purchase intention through brand equity was insignificant and as well as pose a negative relationship ($\beta = -0.021$ and $p = 0.060$).

4.6. Discussions of study

The purpose of this quantitative, cross-sectional and survey study was to investigate the influence of social media communication on purchase intention of consumers in Ghana through brand

Table 4. Hypotheses test

Hypotheses path		Beta	t Values	p Value	Decision
H1	SV → BQ	0.116*	2.530	0.011	Accepted
H2	SI → BQ	-0.072	-1.550	0.121	Rejected
H3	IFO → BQ	0.269***	4.340	0.000	Accepted
H4	REM → BQ	0.304***	8.680	0.000	Accepted
H5	ENT → BQ	-0.054	-1.140	0.254	Rejected
H6	BQ → PI	0.165***	11.620	0.000	Accepted
Indirect paths					
	SV → BQ → PI	0.844	5.582	0.000	
	SI → BQ → PI	-0.035	-0.057	0.265	
H7	IFO → BQ → PI	0.939	12.620	0.010	
	REM → BQ → PI	0.031	11.110	0.001	
	ENT → BQ → PI	-0.021	-0.211	0.060	

Note: Social media surveillance = SV; Social interaction = SI; Information Sharing = IFO; Remuneration = REM; Entertainment = ENT; Brand Equity = BQ; Purchase Intention = PI; ***P < 0.01, **P < 0.05, *P < 0.10

Table 5. Measurement and structural model

GOF	Measured Level	Structural	Accepted Value	References
RMSEA	0.001	0.042	<0.10	Bentler (1990)
CFI	0.942	0.942	>0.90	Byrne (2010)
GFI	0.955	0.954	>0.90	Hu & Bentler (1999)
NFI	0.960	0.958	>0.90	Hu & Bentler (1999)
RFI	0.952	0.952		
TLI	0.972	0.982	>0.90	Bentler (1990)
χ^2/df	2	3	>0.05	Schumaker & Lomax (2001)

equity. Whereas many of the previous research examined these constructs as single indications, this study compared all the gratification component and brand equity on the intention to buy. The study made use of six assumptions by way of hypotheses. Out of the five antecedence of the uses and gratification model (social media), only three have positive and significant effects on brand equity.

The study findings revealed that surveillance has a significant and positive effect on brand equity ($\beta = 0.116, p < 0.05$) supported H₁. This finding is in line with the works of Majeed et al. (2020), who found a positive and significant association between surveillance and customer engagement with the brand. Also, the relationship between social interaction and brand equity is negatively and insignificantly ($\beta = -0.072, p > 0.05$), hence, rejected H₂. However, Abu-Rumman and Alhadid (2014) found positive effect of social media social interaction on brand value in an empirical research on mobile service providers in Jordan

Information sharing has a significant positive effect on brand equity ($\beta = 0.269, p < 0.05$), which supported H₃. Tresna and Wijaya's (2015) study conforms with the current study, since they also found conversation and information sharing to have both positive and significant relationship with brand equity in an organization in the retail industry. The relationship between remuneration and brand equity is significantly positive ($\beta = 0.304, p < 0.05$) and hence supported H₄. This study is

contrary to Cvijikj & Michahelles (2013), who found that remuneration has positive but insignificant relationship with contribution to buyer intentions. Social media entertainment ($\beta = -0.054, p < 0.05$) has an insignificant negative effect on brand equity rejected H_3 . This is contrary to the study of Angela, Kim and Ko (2014), who found that social media marketing activities such as entertainment and social interaction and brand equity are positive and significant.

Finally, the relationship between brand equity and purchase intention is statistically positive and significant to ($\beta = 0.1652, p < 0.05$) confirmed H_6 . This study is in line with Halim and Hameed (2005), who observed that consumers value perception will affect their purchase intention, indicating that, the higher the value, the higher the purchase decision. In another research, brand involvement, brand identity, product quality, brand loyalty, product attributes, brand recognition, and product quality influence purchasing decisions (Chen & Alter, 2010).

In social media, advertising appeal leads to positive brand association, which eventually leads to favourable behaviour intention (Adetunji et al., 2018). Abu-Rumman and Alhadid (2014) and Gadey et al. (2016) found a significant relationship between social media entertainment and social interaction on brand equity and buyer purchase intention. This the reverse case for this study, where both social media entertainment and social interaction have negative and insignificant relationship with brand equity and buyer purchase intention. Overall, not all the components of social media communication lead to brand equity but brand equity definitely leads to customer purchase intention.

4.7. Conclusion

In this quantitative survey study, the researcher investigated the effect of social media on buyer purchase intention through brand equity to participate in social media activity at the different levels of social media participation for users. The current research established hypotheses from Katz (1959) based on the "UGT" and TRB. In the present study, too, the theory has helped explain the role of social media marketing strategies and tendency to online interaction as motivators for user engagement on social media with brand-related content. Building on the results of numerous studies based on the UGT system, the present study found a significant and positive impact of social media marketing strategies and tendency to online interaction on social media engagement of users. As a result, a strong emphasis on how businesses connect their customers online produces positive or negative interactions that further affect their brand equity. Domestic brands must also express their principles clearly to consumers in order to achieve a fair return on their investment. Given that it has never been easier to meet the target audiences at lower cost levels, domestic marketers need to participate in social media contact and embrace it as part of their marketing strategy. This can be done by tailoring digital promotion activities to match and meet the heart of their target audience, to which they can express their beliefs in order to boost sales and move up the marketing funnel. The attitude towards buying by customers can never be overlooked. Whether positive or negative, it impacts their intention to buy. The results showed that remuneration-to-brand equity was the best of all.

5. Implication for management

The findings of this research underscore the degree to which the social media behavior outcome indicators contribute to brand equity. In addition, the findings show that companies need to target related social media network activity outcomes and then build tailored strategies that can increase brand equity. Results can help companies realize that Instagram's social media activity outcomes favor their brands more and can be used more efficiently in managing social media by considering the essence and direction of the influence of different social media network activity outcomes. Social networking is an essential source of knowledge that affects customer decision-making. Companies can use social media and other online applications to provide customers with up-to-date, appropriate and fresh information. Management of social media marketing would promote the brand community on which consumers rely as a significant source of knowledge in decision-making. In the end, this motivational system would establish the engagement between users.

6. Theoretical and managerial implications

A number of research in the previous literature validating the five dimensions of social media have accepted the used scale of measures of SMC behaviors enshrined in usage and gratification theory. The holistic effect of these dimensions determines the behaviors that inspire people to use social media. From a customer point of view, consumers engage on-line sites to access personalized resources and to receive the latest knowledge when sharing their insights and other tips. Second, SMC enhances brand equity, whilst the five established attributes of SMC are amongst the drivers of brand equity in the online context (Srinivasan et al., 2002).

Our results offer hands-on insights to practitioners. First, the greatest vital luxury fashion marketing strategy is to ensure that social media offer information and learning opportunities to customers. The study underscores the importance of providing up-to-date and pertinent information about the brand and its products in social media activities (SMA) to satisfy customer needs. Social media activities should be judiciously planned to provide mental and knowledge experiences, social communications, and personal integrative assistances that is likely to improve social status and reputation. By positioning SMA activities with visuals, thoughts, bodily experiences, problem-solving, and inquisitiveness, managers could rely on them by building and maintaining strong brand-consumer associations in social media environments (Brakus et al., 2009; Morgan-Thomas & Veloutsou, 2013).

7. Limitations and future studies

The first weakness was that, the researcher used relatively, a small number of items to calculate each of the structural model constructs discussed in this article. When replicating this study, researchers should consider the inclusion of objects in the measuring model. A potential investigator may consider conducting a mixed-method study to collect information-rich data through interviews whilst checking the meaning of variables through quantitative analysis. Finally, this study used a Ghanaian sample, making it impossible to generalize the findings to other countries. The majority of social media users in Ghana are still young people; thus, when replicating this research, one should take into consideration social, economic and cultural differences. A stronger confirmation and generalization of the results should be performed in different countries in future research in this area.

Section B: Questionnaire

SOCIAL MEDIA

Surveillance (SV)

I receive good information on brand X producers

Brand X producers keep me-up-to date with latest information.

Brand X producers offer customized information search.

Knowledge on the latest promotional information is always available

Brand X producers help me to learn about valuable products.

Social Interaction (SI)

Brand X producers give me opportunity to know other customers.

Producers reply to customer posted feedback/inquiries.

Producers use social media to allow me to interact easily with other customers.

Preferred brand social media allow me to share my opinion with others about products.

I use brand X producers Social media platform to easily connect to friends/others.

Information Sharing (IS)

I can easily share information with others via Brand X makers Social media page.

Provided latest Brand X promotional information.

I always get quick access to information on the brand X phone.

Remuneration (RM)

Brand X makers Social media page content is useful.

Social media offers me economic incentive (monetary incentives, giveaways)

Social media offer me prize drawings

Social media offer me job-related benefit

Social media offer me personal wants

Entertainment (ENT)

To pass time when I am bored

To entertain my self

Because is a habit just something to do

To occupy my free time

BRAND EQUITY

I can easily recognize this brand amongst other competing brands.

I trust the company who make this particular brand.

This brand would be my first choice.

In comparison to alternative brands, the likely quality of this brand is extremely high.

BRAND PURCHASE INTENTION

I would buy this product/brand rather than any other brands available

I am willing to recommend that brand to others to buy

I intend to purchase this product/brand in the future

No matter what I will buy this brand

This brand attracts my attention quickly

This quickly comes to mind when I have to make purchase

Funding

The authors received no direct funding for this research.

Author details

Mohammed Majeed¹

E-mail: tuntanya14june@gmail.com

ORCID ID: <http://orcid.org/0000-0001-9804-5335>

Martin Owusu-Ansah²

ORCID ID: <http://orcid.org/0000-0002-5005-5670>

Adu-Ansere Ashmond³

¹ Department of Marketing, Tamale Technical University, Tamale.

² Department of Marketing and Corporate Strategy, Kwame Nkrumah University of Science and Technology, Private Mail Bag, NNUST-Kumasi.

³ Department of Management Studies Education, Akenten Appiah-Mensah University of Skills Training and Entrepreneurial Development, 1277, Kumasi.

Citation information

Cite this article as: The influence of social media on purchase intention: The mediating role of brand equity. Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond, Cogent Business & Management (2021), 8: 1944008.

References

- Aaker, D. A. (1991). *Managing Brand Equity: The Free Press*. New York, NY, USA.
- Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry. *Journal of Marketing Communications*, 34(1), 1–19.
- Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. (2016). Social Media: Influencing customer satisfaction in B2B sales. *Industrial Marketing Management*, 53(1), 172–180. <https://doi.org/10.1016/j.indmaman.2015.09.003>
- Alhabash, S., & Ma, M. (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students? *Social Media+ Society*, 3(1), 205630511769154. <https://doi.org/10.1177/2056305117691544>
- Al-Jabri, I. M., Sahail, M. S., & Ndubisi, N. O. (2015). Understanding the usage of global networking sites by Arabs through the lens of uses and gratifications theory. *Journal of Service Management*, 26(4), 662–720. <https://doi.org/10.1108/JOSM-01-2015-0037>
- Arker, D. A. (1991). *Managing Brand Equity*. Free press, NY
- Asemah, E. S. (2011). *Selected mass media themes*. Jos University Press.
- Bryman, A. (2017). Quantitative and qualitative research: Further reflections on their integration. In *Mixing methods: Qualitative and quantitative research* (pp. 57–78). Routledge.
- Colicev, A., Malishe, A., & Pauwels, K. (2018). Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. *Administrative Sciences*, 8(55), 55. <https://doi.org/10.3390/admsci8030055>
- Couto, M., & Ferreira, J. (2017). Brand management as an internationalization strategy for SME: A multiple case study. *Journal of Global Marketing*, 30(1), 192–206. <https://doi.org/10.1080/08911762.2017.1307477>
- Dessaert, L. (2017). Social media engagement: A model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5/6), 375–399.
- Dudovskiy, J. (2018). *The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance*.
- Edwards, P. K., O'Mahoney, J., & Vincent, S. (2014). *Studying Organizations Using Critical Realism: A Practical Guide* (17). Oxford University Press.
- Ekinci, Y. (2015). *Designing Research Questionnaires*. Sage.
- Eras, A., Ünal, S., Candan, F. B., & Yildirim, H. (2012). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia-Social and Behavioural Sciences*, 58, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- Ershad, Z. S., & Aghajani, T. (2017). Prediction of Instagram social network addiction based on the personality, alexithymia and attachment styles. *Sociological Studies of Youth*, 8(26), 21–34.
- Esch, F. R., Tobias, L., Schmitt, B. H., & Geus, P. (2006). Are Brands Forever? How Brand Knowledge and Relationships Affect Current and Future Purchases. *Journal of Product and Brand Management*, 15(2), 98–105. <https://doi.org/10.1108/10610420610658938>
- Ethridge, D. E. (2004). *Research Methodology in Applied Economics*. John Wiley & Sons, 24.
- Khan, M. L. (2017). Social media engagement: What Motivates User Participation and Consumption on YouTube? *Computers in Human Behaviour*, 66, 236–247.
- Kircaburun, K., Alhabash, S., Tosun, S., & Griffith, M. D. (2018). Uses and Gratifications of Problematic Social Media Use Among University Students: A Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives. *International Journal of Mental Health Addiction*. <https://doi.org/10.1007/s11469-018-9940-6>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Monette, D. R., Sullivan, T. J., & DeJong, C. R. (2005). *Applied Social Research: A Tool for the Human Services* (6th ed.).
- Papaola, M. (2014). *New Media Usage for Communication and Self Concept among Journalism and Mass Communication Students in Oyo State, Nigeria*. New Media and Mass Communication, 26, 22–34.
- Sasmitha, J., & Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management*, 43(3), 276. <https://doi.org/10.1108/IJRD-02-2014-0024>
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students* (6th ed.). Pearson Education Limited.
- Sheldan, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89–97. <https://doi.org/10.1016/j.chb.2015.12.059>
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369.
- Yin, R. K. (2018). *Case Study Research and Applications* (5th Ed.). Sage.



© 2021 The Author(s). This open access article is distributed under a Creative Commons Attribution (CC-BY) 4.0 license.

You are free to:

- Share — copy and redistribute the material in any medium or format.
- Adapt — remix, transform, and build upon the material for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made.

You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

No additional restrictions

You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

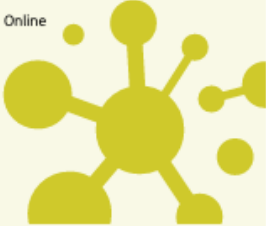


Cogent Business & Management (ISSN: 2331-1975) is published by Cogent OA, part of Taylor & Francis Group.

Publishing with Cogent OA ensures:

- Immediate, universal access to your article on publication
- High visibility and discoverability via the Cogent OA website as well as Taylor & Francis Online
- Download and citation statistics for your article
- Rapid online publication
- Input from, and dialog with, expert editors and editorial boards
- Retention of full copyright of your article
- Guaranteed legacy preservation of your article
- Discounts and waivers for authors in developing regions

Submit your manuscript to a Cogent OA journal at www.CogentOA.com





Lampiran 9 Hasil Turnitin

SKRIPSI.docx

ORIGINALITY REPORT

22%

SIMILARITY INDEX

22%

INTERNET SOURCES

8%

PUBLICATIONS

5%

STUDENT PAPERS

PRIMARY SOURCES

1	e-journal.uajy.ac.id Internet Source	13%
2	dspace.uui.ac.id Internet Source	1%
3	www.tandfonline.com Internet Source	1%
4	journal.unilak.ac.id Internet Source	1%
5	etheses.uin-malang.ac.id Internet Source	<1%
6	Submitted to Universitas Diponegoro Student Paper	<1%
7	proceedings.ums.ac.id Internet Source	<1%
8	eprints.undip.ac.id Internet Source	<1%
9	Submitted to Universitas Putera Batam Student Paper	<1%