

LAMPIRAN

Lampiran 1: Kuesioner Penelitian

DAMPAK MEDIA SOSIAL TERHADAP NIAT PEMBELIAN DAN LOYALITAS MEREK : STUDI PADA BLU BY BCA DIGITAL

B I U ↺ ↻

Halo!

Saya Selly Wijyantie, mahasiswa Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta yang sedang melakukan penelitian skripsi tentang "Dampak Pemasaran Media Sosial terhadap Niat Pembelian dan Loyalitas Merek: Studi pada Blu BCA Digital."

Kuesioner ini bertujuan untuk memahami pengalaman dan persepsi pengguna terkait pemasaran Blu BCA di media sosial. Dengan ini saya memohon waktu dan kesediaan Anda untuk mengisi kuesioner ini.

Kriteria pengisi kuisiomer:

1. Pengguna Aktif Blu by BCA Digital
2. Aktif di media sosial TikTok dan Instagram
3. Pernah melihat atau berinteraksi dengan konten pemasaran Blu by BCA Digital di media sosial

Jika anda sesuai dengan kreteria pengisi kuisiomer diatas mohon untuk dapat berpartisipasi dalam pengisian kuisiomer berikut. Jawaban yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik. Kuesioner ini hanya memerlukan waktu sekitar 3-5 menit untuk diisi maka saya harap untuk dapat menjawab dengan jujur sesuai dengan pengalaman dan pendapat pribadi Anda

Terima kasih atas partisipasi dan waktunya! Jika ada pertanyaan, silakan hubungi saya melalui Instagram saya @sellywijyantie

🙏 Salam hormat,
Selly Wijyantie
Universitas Atma Jaya Yogyakarta

Apakah anda pengguna aktif Blu by BCA Digital? *

- ☐ Ya
- ☐ Tidak

Apakah anda aktif di media sosial TikTok dan Instagram? *

- ☐ Ya
- ☐ Tidak

Apakah anda pernah melihat atau berinteraksi dengan konten pemasaran Blu by BCA Digital di media sosial? *

- ☐ Ya
- ☐ Tidak

Setelah bagian 1 Buka bagian 2 (Maaf, Jawaban harus "YA")

Bagian 2 dari 7

Maaf, Jawaban harus "YA"

mohon diulang yaa

Setelah bagian 2 Buka bagian 1 (DAMPAK MEDIA SOSIA...LU BY BCA DIGITAL) ▼

Bagian 3 dari 7

Profil Pengisi Kuesioner

Deskripsi (opsional)

Jenis Kelamin *

- ☐ Laki-Laki
- ☐ Perempuan

Tahun Kelahiran (Generasi) *

- ☐ Generasi Milenial (1981-1996)
- ☐ Gen Z (1997 - 2012)

Pendapatan Per-Bulan *

- ☐ < Rp 1.000.000
- ☐ Rp. 1.000.000 - Rp 3.000.000
- ☐ > Rp 3.000.000

Berapa lama anda menggunakan Blu by BCA Digital? *

- ☐ < 1 tahun
- ☐ 1 tahun - 2 tahun
- ☐ > 2 tahun

Apakah anda pernah atau sedang menjadi nasabah Bank BCA? *

- ☐ Ya
- ☐ Tidak

Setelah bagian 3 Lanjutkan ke bagian berikut ▼

Bagian 4 dari 7

KUESIONER



Jawab berdasarkan pengalaman pribadi anda, dengan arahan sebagai berikut:

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Setelah bagian 4 Lanjutkan ke bagian berikut

Bagian 5 dari 7

Social Media Marketing



Strategi pemasaran menggunakan platform media sosial untuk meningkatkan visibilitas produk dan membangun interaksi dua arah dengan konsumen guna memperkuat hubungan dan mempromosikan merek

Menggunakan media sosial Blu by BCA Digital itu menyenangkan *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Konten yang ditampilkan di media sosial Blu by BCA Digital menarik bagi saya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya bisa membagikan informasi dari media sosial Blu by BCA Digital kepada orang lain dengan mudah *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya dapat berdiskusi atau bertukar pendapat dengan orang lain melalui media sosial Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya merasa mudah untuk menyampaikan pendapat saya melalui media sosial Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Konten yang ditampilkan di media sosial Blu by BCA Digital adalah informasi terbaru *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Menggunakan media sosial Blu by BCA Digital terasa kekinian dan bisa disesuaikan dengan kebutuhan saya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya dapat dengan mudah mencari informasi yang sesuai dengan kebutuhan saya di media sosial Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Media sosial Blu by BCA Digital menyediakan layanan yang sesuai dengan preferensi saya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya ingin membagikan informasi tentang produk atau layanan Blu by BCA Digital kepada teman-teman saya. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya tertarik untuk mengunggah konten dari Blu by BCA Digital ke media sosial saya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Setelah bagian 5 Lanjutkan ke bagian berikut

Bagian 6 dari 7

Purchase Intention



Keinginan atau kecenderungan konsumen untuk membeli suatu produk atau layanan setelah terpapar informasi dari berbagai sumber, termasuk media sosial

Saya berniat menjadi nasabah Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Keinginan saya untuk menjadi nasabah Blu by BCA Digital cukup tinggi *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya merasa memiliki peluang besar untuk menjadi nasabah Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya memiliki niat yang tinggi untuk menjadi nasabah Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Jika saya membutuhkan produk perbankan, saya berencana memilih Blu by BCA Digital *
(Tabungan/Deposito/Investasi/Asuransi)

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Setelah bagian 6 Lanjutkan ke bagian berikut

Bagian 7 dari 7

Brand Loyalty



Kesetiaan konsumen terhadap suatu merek yang ditunjukkan dengan pembelian berulang dan komitmen kuat untuk terus menggunakan serta merekomendasikan merek tersebut di masa depan

Saya berniat untuk terus menggunakan layanan produk dari Blu by BCA Digital di masa mendatang *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya merasa berkomitmen untuk tetap menggunakan Blu by BCA Digital *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Jika saya membeli produk perbankan lagi, saya bersedia membayar lebih untuk Blu by BCA Digital dibandingkan bank lain *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Lampiran 2: Filter Kuesioner dan Profil Responden

[illegible]

Apakah anda pengguna aktif Blu by BCA Digital?	Apakah anda aktif di media sosial TikTok dan Instagram?	Apakah anda pernah melihat atau berinteraksi dengan konten pemasaran Blu by BCA Digital di media sosial?
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Tidak
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Tidak
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Tidak
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Tidak
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Tidak
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Tidak
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Tidak
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Tidak
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Tidak
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Tidak
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Tidak
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	< Rp 1.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	< Rp 1.000.000	< 1 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	> 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	> Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	< 1 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya

Jenis Kelamin	Tahun Kelahiran (Generasi)	Pendapatan Per-Bulan	Berapa lama anda menggunakan Blu by BCA Digital?	Apakah anda pernah atau sedang menjadi nasabah Bank BCA?
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	< 1 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	< 1 tahun	Ya
Laki-Laki	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya
Perempuan	Generasi Milenial (1981-1996)	> Rp 3.000.000	> 2 tahun	Ya
Perempuan	Gen Z (1997 - 2012)	Rp. 1.000.000 - Rp 3.000.000	1 tahun - 2 tahun	Ya

Lampiran 3: Jawaban Indikator (Google Forms)

1. Jawaban Indikator (Pemasaran Media Sosial)

PMS 1	PMS 2	PMS 3	PMS 4	PMS 5	PMS 6	PMS 7	PMS 8	PMS 9	PMS 10	PMS 11
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4	4	4	4	3	3	4	4	4	4	3
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4	3	3	3	4	4	4	3	4	4	3
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5	4	3	3	4	4	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4	3

PMS 1	PMS 2	PMS 3	PMS 4	PMS 5	PMS 6	PMS 7	PMS 8	PMS 9	PMS 10	PMS 11
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PMS 1	PMS 2	PMS 3	PMS 4	PMS 5	PMS 6	PMS 7	PMS 8	PMS 9	PMS 10	PMS 11
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PMS 1	PMS 2	PMS 3	PMS 4	PMS 5	PMS 6	PMS 7	PMS 8	PMS 9	PMS 10	PMS 11
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2. Jawaban Indikator (Niat Beli dan Loyalitas Merek)

NB1	NB2	NB3	NB4	NB5	LM1	LM2	LM3
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5	5	5	5	4	4	4	3
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5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	2	4	2	2
4	4	4	4	4	4	4	4
4	5	5	5	5	5	5	4
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4	4	4	4	4	4	4	3
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4	5	4	5	5	5	5	4
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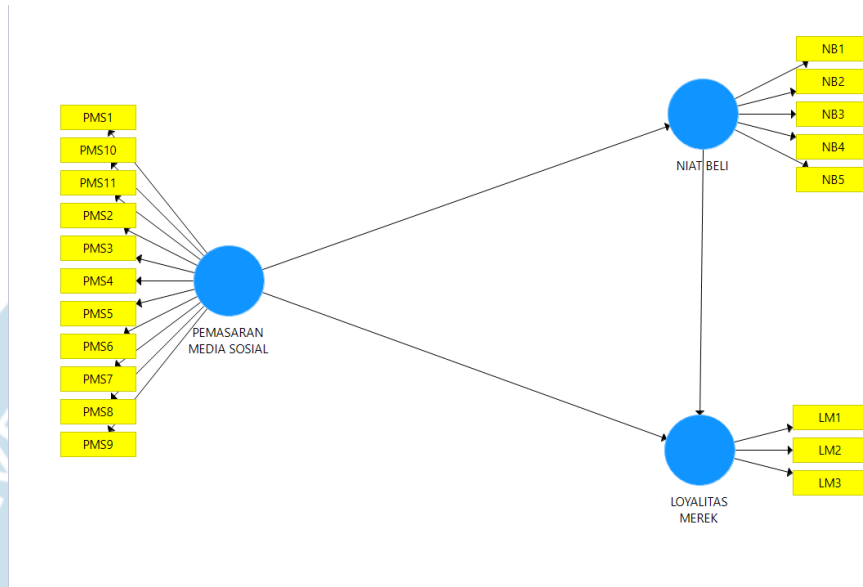
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5	5	5	5	5	5	5	5

NB1	NB2	NB3	NB4	NB5	LM1	LM2	LM3
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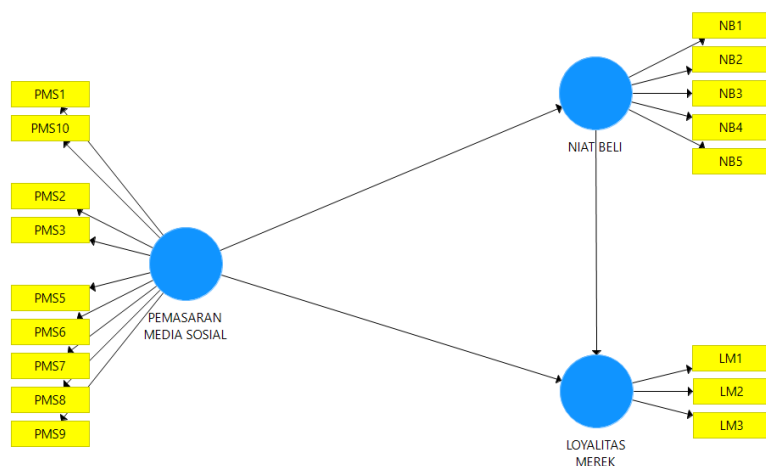
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5	5	4	5	5	4	5	3
4	5	5	4	3	4	4	5
5	5	5	5	5	5	5	5

Lampiran 4: Struktur Penelitian

1. Gambar Struktur Penelitian Sebelum di Drop



2. Gambar Struktur Penelitian Setelah di Drop



Lampiran 5: Uji Validitas dan Uji Reliabilitas

1. Uji Validitas (Outer Loadings)

Outer Loadings

Matrix	LOYALITAS ...	NIAT BELI	PEMASARA...
LM1	0.862		
LM2	0.824		
LM3	0.821		
NB1		0.823	
NB2		0.776	
NB3		0.751	
NB4		0.796	
NB5		0.692	
PMS1			0.741
PMS10			0.711
PMS2			0.648
PMS3			0.660
PMS5			0.717
PMS6			0.698
PMS7			0.687

2. Cross Loadings

Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotra
	LOYALITAS MEREK	NIAT BELI	PEMASARAN MEDIA SOSIAL_	
LM1	0.862	0.657	0.650	
LM2	0.824	0.515	0.562	
LM3	0.821	0.605	0.614	
NB1	0.504	0.823	0.640	
NB2	0.535	0.776	0.615	
NB3	0.576	0.751	0.633	
NB4	0.549	0.796	0.572	
NB5	0.570	0.692	0.595	
PMS1	0.535	0.543	0.741	
PMS10	0.542	0.575	0.711	
PMS2	0.512	0.458	0.648	
PMS3	0.422	0.520	0.660	
PMS5	0.457	0.552	0.717	
PMS6	0.499	0.502	0.698	
PMS7	0.516	0.603	0.687	

Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio
	LOYALITAS MEREK	NIAT BELI	PEMASARAN MEDIA SOSIAL	
LM3	0.821	0.605	0.614	
NB1	0.504	0.823	0.640	
NB2	0.535	0.776	0.615	
NB3	0.576	0.751	0.633	
NB4	0.549	0.796	0.572	
NB5	0.570	0.692	0.595	
PMS1	0.535	0.543	0.741	
PMS10	0.542	0.575	0.711	
PMS2	0.512	0.458	0.648	
PMS3	0.422	0.520	0.660	
PMS5	0.457	0.552	0.717	
PMS6	0.499	0.502	0.698	
PMS7	0.516	0.603	0.687	
PMS8	0.579	0.697	0.782	
PMS9	0.583	0.606	0.736	

3. R-Square dan Adjusted R-Square

R Square

Matrix	R Square	R Square Adjusted
LOYALITAS MEREK	0.581	0.575
NIAT BELI	0.636	0.633

4. Uji Reliabilitas (Cronbach's Alpha, Composite Reliability) dan AVE

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
LOYALITAS ...	0.785	0.791	0.874	0.699
NIAT BELI	0.826	0.825	0.878	0.591
PEMASARA...	0.876	0.880	0.901	0.504

5. Bootstrapping (Path Coefficient dan Specific Indirect Effect)

Path Coefficients

Mean, STDEV, T-Values, P-Values		Confidence Intervals		Confidence Intervals Bias Corrected		Samples	
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values		
NIAT BELI - ...	0.359	0.362	0.107	3.342	0.001		
PEMASARA...	0.445	0.436	0.112	3.979	0.000		
PEMASARA...	0.797	0.791	0.066	12.166	0.000		

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values		Confidence Intervals		Confidence Intervals Bias Corrected		Samples	
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values		
PEMASARA...	0.286	0.287	0.092	3.099	0.002		

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Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry

Patria Laksamana*

Perbanas Institute, Indonesia. *Email: patria.laksamana@perbanas.id

ABSTRACT

The purpose of the study is to explore the impact of social media marketing towards purchase intention and brand loyalty. The context of the study was retail banking in Indonesia and a questionnaire was developed with 286 respondents. It has been found that social media marketing leads to purchase intention and brand loyalty. Hence, brand loyalty affected by purchase intention. The implications for marketing managerial and future research are discussed.

Keywords: Social Media Marketing, Purchase Intention, Brand Loyalty

JEL Classification: M31

1. INTRODUCTION

As the social media continues to grow and becoming part of daily activities for customer, business entities have integrated their marketing activities into social media marketing. This relatively new form of communication demonstrates new challenges and opportunities for brands.

It is a must for retail banking using the latest technology for engaging with customer (Peng, 2006). This includes social media that could be accessed 24 h in mobile devices. Consequently, as part of future marketing effort and one-to-one relationship building, social media is not only selling products but also develop brand loyalty (Hennig-Thurau et al., 2010). The context of the research is retail banking in Indonesia.

Thus, as the largest country in the Southeast Asia, Indonesia has an active social media users for about 79 million (30%) out of total population 259.1 million (Kemp, 2016). Interestingly, Indonesia is ranked 7th along with Saudi Arabia and Thailand in the world in terms of daily time spent on social media. This means Indonesian spend more hours on social media than people in developed countries such as USA (1.7 h), United Kingdom (1.5 h), Australia (1.2 h) and Japan (0.3 h). Additionally, with the average daily use of social media in Indonesia is 2 h and

51 min, only 27% have purchased a product or service online in the past 30 days (Kemp, 2016). Given these statistics and information, Indonesia provides a valid platform on social media marketing study.

However, despite popular use of social media in marketing, the lack of understanding on the impact of social media marketing in various products and services is need to be explored (Ahmed and Zahid, 2014). Hence, more comprehensive study on multi-various social media sites is needed (Vries et al., 2012). Therefore, this study is to respond from those previous research.

1.1. Research Questions

For the purpose of the study, the question arise:

1. Does social media marketing have an influence to purchase intention and brand loyalty?
2. Does purchase intention have an influence to brand loyalty?

1.2. Research Objectives

The objectives of this study are:

1. To determine the impact of social media marketing on purchase intention and brand loyalty.
2. To determine the impact of purchase intention on brand loyalty.

1.3. Research Contributions

There are two significance of the study. First, theoretical contribution. The study integrates the model that incorporates a full range of stimulus and individual level variables along with multiple outcomes in social media marketing in retail banking. And second, managerial implication. The findings are useful in identifying better strategy for social media marketing efforts, enhancing the impact for purchase intention and brand loyalty in the retail banking industry.

2. LITERATURE REVIEW

2.1. Ground Theory

One of the well-known framework for decision-making process is "hierarchy of effects" (HOE) models from Lavidge and Steiner (1961). The model involves consumers perceive, process, and use of advertising and other marketing communication efforts for engagement between consumers and a specific brand. It starts from attaining awareness and knowledge about a product, developing positive or negative feelings towards a product and finally whether buying or rejecting the product (Kotler and Bliemel, 2001).

Further, the technological acceptance model by Davis (1989) explained the possibility of user's behavioral intention in using innovative technology. This belief-attitude-intention-behavior causal relationship in anticipating technological acceptance derived from theory of reason action (Ajzen and Fishbein, 1980) and theory of planned behavior (Ajzen, 1985).

2.2. Social Media Marketing

Social media defined as "a group of internet based applications that build on ideological and technological foundations of web 2.0, and allow the creation and exchange of user generated content" (Kaplan and Haenlein, 2010, p. 61). It has been studied in various contexts, such as public relations (Andzulis et al., 2012; He et al., 2013), engagement (Kumar et al., 2013; Mangold and Smith, 2012; Parent et al., 2011), networking (Hsu, 2012; Pentina and Koh, 2012), promotion and sales (Curran et al., 2011; Phan et al., 2011) and branding (Gensler et al., 2013). There are four types of social media, they are weblogs, social networks micro-blogs, photo and video sharing sites. Further, the advantages of using social media are no restrictions on time, place, media and cost (Kim and Ko, 2012).

Retail banking actively utilizes social media for advertising and marketing. This two-way communication platform is ideal for increasing customer's value by interacting with relevant information, media, events and entertainment (Kim and Ko, 2010).

2.3. Purchase Intention

With the constant buying decisions every day and numerous options in the market, consumers have to cope with information overload. Purchase intention is defined as the possibility of consumer in purchasing product or service in the near future (Ajzen and Fishbein, 1980). One of the most well-known HOE model in purchase decision is attention, interest, desire, action (AIDA) that consists of AIDA (Hutter et al., 2013).

2.4. Brand Loyalty

Brand loyalty is defined as customer's consistent repurchase one brand out of a set of alternative brands (Aaker, 1991). Brand loyalty is important because it could generates entry barriers to competitors, avoid competitive threats from competitors, increasing sales and revenue (Delgado-Ballester and Munuera-Aleman, 2001) and lowering customer price sensitivity (Rowley, 2005).

3. HYPOTHESES DEVELOPMENT AND RESEARCH MODEL

3.1. Hypotheses Development

As a means to provide communication, selling and relationship to their customers, banks have now turn to social media. This two-way communications platform is perfect for sharing information and opinions. Social media is considered more sincere to consumers because it communicates what the brand is instead of try to control its image. This type of interaction enhanced positive attitudes towards the brands, affects stronger commitment and purchase-decision making process Hutter et al. (2013). Further, it has been found that social media affects brand's sales performance Zhu and Zhang (2010). Accordingly, purchase intention influenced by social media marketing (Kim and Ko, 2010) therefore:

H₁: There is a positive relationship between social media marketing and purchase intention.

With its practical and flexibility characteristics, social media has been widely used for marketing communication effort. The advantages of using social media include no restrictions on time, place, media and cost (Kim and Ko, 2012). Therefore, it has been widely used for communicating and promoting products and services (see for examples, Karimi and Naghibi, 2015; Pentina and Koh, 2012; Phan et al., 2011; Vries et al., 2012). Finally, it has been found that it could increase brand loyalty (Laroche et al., 2013) thus:

H₂: There is a positive relationship between social media marketing and brand loyalty.

The likelihood of a consumer purchasing a product or service to one particular brand depends on its attributes, features, quality, image and price. Regardless the outcome of consumers' past purchasing experience, it has been found that the experience of purchasing remains in consumers' mindset for a long time (Keller, 2008). Consequently, it has been found that brand loyalty affected by purchase intention (Keller, 2008; Macintosh and Lockshin, 1997) therefore:

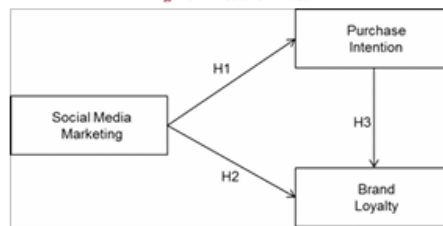
H₃: There is a positive relationship between purchase intention and brand loyalty.

Research model for the study is presented in Figure 1.

4. METHODOLOGY

This study is an empirical research with cross-sectional approach. It was conducted in Jakarta with 286 respondents. A

Figure 1: Research model



self-administered survey was conducted and a non-probability convenience used for accomplish a great deal of respondents inexpensively and in a short period of time and in (Swartz and Iacobucci, 2000). Further, a five-point Likert scale was used, where 1 = "strongly disagree" and 5 = "strongly agree." The questions from the survey was derived from previous studies.

The measurement was come from past studies. The social media marketing was measured from the study of Kim and Ko (2012). Whilst purchase intention was adopted from Bolton and Drew (1991), brand loyalty was adopted from Aaker (1991) and Yoo et al. (2000).

The inferential statistics and several statistical analysis were conducted for the study. First, for factor loading significance, exploratory factor analysis (EFA) was employed. Only factor loading with values over .50 were accepted. Consequently, items with loading <.50 were eliminated for further statistical analysis (Hair et al., 2006). Second, reliability test was used for consistency, stability and credibility of the presented findings (Hair et al., 2006). In other words, the higher the construct, the higher the reliability is. Accordingly, values below .60 considered unacceptable (DeVellis, 2003). Lastly, for testing hypotheses ANOVA was used for testing a dependent variable with two or more independent variables (Zikmund et al., 2011).

5. RESULTS

Out of the total sample of 286 respondents, 144 (49.7%) were men and 142 (50.3%) were women. The majority of respondents were aged between 21 and 30 (59.4%), professionals in the private sectors (40.9%). Further, the majority were high school education background (43.7%) with monthly income in less than Rp.5.000.000, - (52.8%). The respondents were also asked what type of bank do they associated with. Not surprisingly, most of the respondents have bank account(s) in national commercial bank (57.7%), followed by state owned bank (33.9%), foreign bank (5.6%) and sharia bank (2.8%).

As for the social media that being used, out of total 286 respondents, many of them have more than one social media for their daily used. The majority has Line (191), followed by Facebook (135), Path (121), Twitter (87), Instagram (61), Snapchat (47), and others (1).

For the purpose of the study EFA was conducted to study the factor structure. Out of 19 items, 3 items had factor loading <.50. They

are Social Media Marketing Social Media Marketing 1.5, Social Media Marketing 1.9, and Brand Loyalty 3.4 (Table 1). Therefore, they need to be terminated for further statistical analysis (Hair et al., 2006).

As for the reliability test, the results provided decent confirmation of measurement choice. Cronbach's alpha for the four constructs ranged between .786 and .820. The lowest is purchase intention and the highest is Social Media Marketing (Table 1).

As H_1 stated that there is a positive relationship between social media marketing and purchase intention, it has been demonstrated that the correlation is weak as indicates by the multiple correlation coefficient (R) 42% and only 18% (R^2) of purchase intention can be explained or predicted by social media marketing. Hence, with a significance level of almost 100% (significance = 0.000) it indicates a significant relationship. Therefore, H_1 is supported.

Similarly, H_2 posited that there is a positive relationship between social media marketing and brand loyalty. It has been shown that the correlation between the two latter is weak with R values 38% and R^2 values 14%. That means only 14% of brand loyalty is explained by social media marketing. Further, it affirms that social media marketing creates brand loyalty with significance level of almost 100% (significance = 0.000). Consequently, H_2 is supported.

Finally, the findings also support the hypothesis that there is a positive relationship between purchase intention and brand loyalty (H_3). It has been demonstrated that there is a very strong significance value at 0.000 with correlation at 56% (R) and 32% (R^2) of brand loyalty was explained by purchase intention.

In sum, Table 2 indicates that all of the hypotheses were supported with statistically significant well above the conventional 95% confidence level.

6. DISCUSSION AND CONCLUSION

Results indicate that social media marketing is significantly impacts both purchase intention and brand loyalty. It also reveals that purchase intention affects brand loyalty. These findings offer new insights for both research and managerial implications.

First, social media marketing was found affects purchase intention. This is in support with previous studies from Kim and Ko (2010) and Hutter et al. (2013). The social media allows two-way communications between consumers and the banks. Consequently, its interaction has a positive impact on product evaluations and financial performance (Zhu and Zhang, 2010).

Second, similarly, the research has shown that social media marketing indeed affect brand loyalty. The overload information on the internet has been a challenge for communicating and engaging with consumers. Therefore, for a positive impact on brand the communication efforts must be interactive, customized and yet entertaining. These findings is consistent with past research from Hutter et al. (2013) and Zhu and Zhang (2010).

Table 1: EFA and inferential statistics

Construct	Items in the questionnaire	Factor loading	Mean	Cronbach's alpha
Social media marketing	Entertainment			0.820
	1.1 Using bank X social media is fun	0.750	3.496	
	1.2 Content shown in bank X's social media seem interesting	0.726	3.472	
	Interaction			
	1.3 bank X social media enables information sharing with others	0.523	3.468	
	1.4 Conversation or opinion exchange with others is possible through bank X social media	0.877	3.328	
	1.5 It is easy to deliver my opinion through bank X's social media	0.426	3.521	
	Trendiness			
	1.6 Contents shown in bank X's social media is the newest information	0.623	3.769	
	1.7 Using bank X's social media is very trendy	0.514	3.615	
	Customization			
	1.8 Bank X's social media offers customized information search	0.638	3.514	
	1.9 Bank X's social media provides customized service	0.125	3.769	
	Electronic word of mouth			
Purchase intention	1.10 I would like to pass along information on brand, product, or services from bank X's social media to my friends	0.592	3.335	
	1.11 I would like to upload content from bank X's social media on my blog or micro blog	0.852	3.171	
	2.1 I would intend to become bank X customer	0.570	3.569	0.786
	2.2 My willingness to become bank X customer is high	0.696	3.468	
	2.3 I am likely to become bank X customer	0.600	3.489	
Brand loyalty	2.4 I have a high intention to become bank X customers	0.668	3.507	
	3.1 The next time I am in the market for banking products, I plan to buy from bank X	0.754	3.741	0.811
	3.2 I intend to keep buying from bank X's for the foreseeable future	0.618	3.608	
	3.3 I am committed to bank X	0.690	3.517	
	3.4 Next time I buy a banking product, I would be willing to pay more from bank X than other banks	0.333	3.132	

EFA: Exploratory factor analysis

Table 2: Results of model tests

Hypotheses	R	R ²	Significant	Results
H ₁ There is a positive relationship between social media marketing and purchase intention	0.427	0.182	0.000*	Supported
H ₂ There is a positive relationship between social media marketing and brand loyalty	0.382	0.146	0.000*	Supported
H ₃ There is a positive relationship between purchase intention and brand loyalty	0.565	0.320	0.000*	Supported

*Significant at 0.01

Finally, the study has demonstrated that purchase intention has positive impact on brand loyalty. This is in accordance with previous study that purchase intention affects brand loyalty (Macintosh and Lockshin, 1997) and they were found to have direct correlation one to another (Malik et al., 2013).

In conclusion, the results indicate that the study was successful. All of the hypotheses were supported. Overall, the study has demonstrated that social media marketing has a positive impact

on purchase intention and brand loyalty. Hence, brand loyalty also affected by purchase intention.

7. LIMITATIONS AND FUTURE RESEARCH

Although the study has demonstrated the impact of social media marketing on purchase intention and brand loyalty, the study still presents some limitations.

First, one limitation is that the current study only based on cross-sectional data. Consequently, longitudinal studies would be adequate for a new understanding.

Second, other factors influencing purchase intention or brand loyalty could be included to refine the model and further understanding of social media marketing's influence on those two variables.

Third, caution should be noted in generalizing the results for all industries. Consequently, it is recommended that empirical research in various industries are needed to further understand social media marketing in the various contexts.

Finally, only social media users from Indonesia were recruited for the study, therefore generalizations for the entire population of social media users are inappropriate. Therefore, research with various nationalities would be a value for having a better understanding in social media users.

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