

THE POWER OF INSTAGRAM COMMUNICATION BETWEEN FIRM AND ENDORSED CELEBRITIES TOWARDS BRAND AWARENESS AND PURCHASE INTENTION AMONGST MILLENIALS

(Study of VIVO Smartphone Instagram Communication in Indonesia)

UNDERGRADUATE THESIS

**Proposed to Pursue Undergraduate Thesis Examination
at Faculty of Administrative Science of Brawijaya University**

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Intention Amongst Millenials (The Case of Instagram
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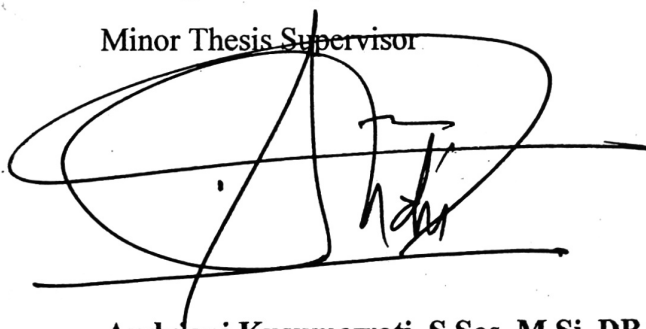
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PREFACE

Al-hamdu lillahi rabil ‘alamin.

Upon the completion of my minor thesis, I would like to present my deepest gratitude to Allah for blessing and strength that have been given to me in finishing my minor thesis entitled **“The Power of Instagram Communication Between Firm and Endorsed Celebrities Towards Brand Awareness and Purchase Intention Amongst Millenials”**. This minor thesis is appealed to complete the eligibility to be a Bachelor of Business Administration in Faculty of Administrative Science of Brawijaya University.

I am aware that this paper is still imperfect, and I do realize that this minor thesis could be well completed because of supports by many persons. Therefore, I would like to deliver my sincere thanks to those honorable persons. Their uncompromising quest for excellence has significantly shaped me in the learning process. Thus, my deepest thanks for:

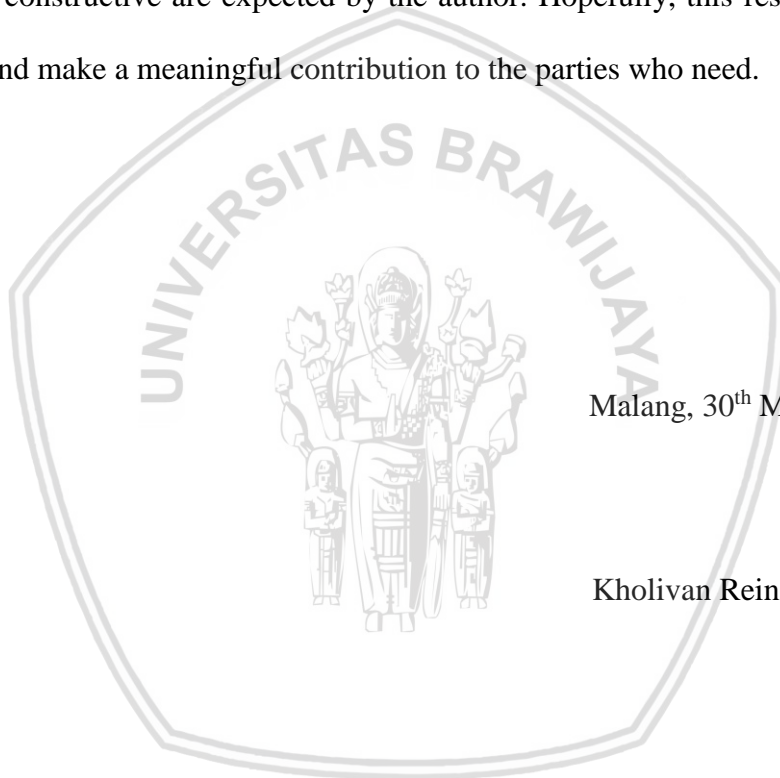
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For the sake of the perfection of this minor thesis, criticism, and suggestions that are constructive are expected by the author. Hopefully, this research can be useful and make a meaningful contribution to the parties who need.



Malang, 30th May 2018

Kholivan Reinaldi Wijaya

SUMMARY

Kholivan Reinaldi Wijaya, 2018, **The power of Instagram Communication Between Firm and Endorsed Celebrities Towards Brand Awareness and Purchase Intention Amongst Millenials** (Study of VIVO Smartphone Instagram Communication in Indonesia). Andriani Kusumawati, S.Sos.,M.Si., DBA. 177 Pag + xviii

This research has purposes to (1) identify and explain influence firm-created social media communication to brand awareness, (2) identify and explain influence firm-created social media communication to purchase intention, (3) to identify and explain influence of celebrities-created social media communication against brand awareness (4) identify and explain the influence of celebrities-created social media communication to purchase intention (5) identify and explain influence brand awareness to purchase intention.

This research is explanatory or explanative research with quantitative approach. A sample of 116 respondents who are followers of @vivo_indonesia account. The sampling technique in this research used non-probability sampling by taking samples by purposive sampling. Data were collected by distributing questionnaires. The analysis used is descriptive analysis and path (path analysis).

This research indicates celebrity-created social media communication has bigger influence compared to firm-created social media communication even though both of them significantly influence brand awareness and purchase intention. The result also indicates in celebrity-created social media communication the point of endorsed celebrity attractiveness has biggest role. For the firm-created social media communication the attractiveness of social media communication also became the biggest point.

The recommendation for the company is to keep uses celebrity-created social media communication and firm-created social communication and always improve its attractiveness. Keeping price of the product competitive also important point because based on the result price becoming main concern of Millenials in this research for purchasing smartphones.

Keywords: Firm-created Social Media Communication, Celebrities-created Social Media Communication, Brand Awareness, Purchase Intention

RINGKASAN

Kholivan Reinaldi Wijaya, 2018, **Kekuatan Komunikasi Melalui Instagram Oleh Perusahaan dan Selebriti Endorser terhadap *Brand Awareness* dan *Purchase Intention* pada Generasi Millenial** (Studi pada Komunikasi Instagram VIVO Smartphone di Indonesia). Andriani Kusumawati, S.Sos.,M.Si., DBA. 177 Hal + xviii

Penelitian ini memiliki tujuan untuk (1) mengetahui dan menjelaskan pengaruh *firm-created social media communication* terhadap *brand awareness*, (2) mengetahui dan menjelaskan pengaruh *firm-created social media communication* terhadap *purchase intention*, (3) mengetahui dan menjelaskan pengaruh *celebrities-created social media communication* terhadap *brand awareness*, (4) mengetahui dan menjelaskan pengaruh *celebrities-created social media communication* terhadap *purchase intention* (5) pengaruh *brand awareness* terhadap *purchase intention*.

Jenis penelitian yang digunakan adalah penelitian *explanatory* atau *explanative* dengan pendekatan kuantitatif. Sampel sebanyak 116 orang responden yang merupakan pengikut dari akun @vivo_indonesia. Teknik pengambilan sampel menggunakan Teknik *non-probability* sampling dengan cara pengambilan sampel menggunakan *purposive sampling*. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menyebarkan kuisioner. Analisis yang digunakan yaitu analisis deskriptif dan jalur (*path analysis*).

Penelitian ini menunjukkan *celebrities-created social media communication* memiliki pengaruh yang lebih besar dibanding dengan *firm-created social media communication* meskipun keduanya secara signifikan mempengaruhi *brand awareness* dan niat *purchase intention*. Hasil penelitian ini juga menunjukkan dalam *celebrities-created social media communication*, *attractiveness* dari selebriti menjadi peran terbesar. Sedangkan pada *firm-created social media communication* *attractiveness* dari media sosial juga nilai terbesar.

Rekomendasi untuk perusahaan adalah untuk tetap menggunakan *firm-created social media communication* dan *celebrities-created social media communication* serta selalu meningkatkan daya tariknya. Menjaga harga produk yang kompetitif juga penting karena berdasarkan harga hasil yang menjadi perhatian utama Millenial dalam penelitian ini untuk membeli smartphone.

Kata kunci: Firm-created Social Media Communication, Celebrities-created Social Media Communication, Brand Awareness, Purchase Intention

TABLE OF CONTENTS

	Pages
MOTTO	ii
APPROVAL SHEET	iii
VALIDATION SHEET	iv
STATEMENT OF ORIGINALITY	v
SUMMARY	vi
RINGKASAN	vii
LIST OF TABLES	xvi
LIST OF FIGURES	xviii
LIST OF APPENDIXES	xix
 CHAPTER 1 INTRODUCTION	 1
A. Background	1
B. Research Problem.....	6
C. Research Objective.....	6
D. Research Contributions	7
1. Academic Contribution.....	7
2. Practical Contribution.....	7
E. Minor Thesis Proposal Structure.....	8
 CHAPTER II LITERATURE REVIEW	 10
A. Empirical Review	10
1. Jha and Balaji (2015)	10
2. Schivinski and Dąbrowski (2013)	11
3. Soewandi (2015).....	11
4. Kim and Ko (2012).....	12
5. Kutthakaphan and Chokesamritpol (2013).....	13
6. Totoatmojo (2015).....	14

7. Emma and Matilde (2017)	14
8. Rachmat, Ariyanti and Zuliestiana (2016)	15
9. Lestari and Aldianto (2016).....	16
10. Wei and Wu. (2013)	17
11. Hutter, Hautz and Dennhardt (2013).....	17
12. Kosarizadeh and Hamdi (2015).....	18
13. Mao, Zhu and Sang. (2014).....	19
14. Balakrishnan, Dahnil and Yi (2014)	19
15. Pate and Adams (2013)	20
B. Theoretical Review	34
1. Social Media	34
2. Celebrities Endorsement.....	36
3. Brand Awareness.....	39
4. Purchase Intention	40
C. Relationships between Variables	41
1. Firm-created Social Media (FCSM) and Brand Awareness	41
2. Celebrities-created Social Media (CCSM) and Brand Awareness	42
3. Firm-created Social Media (FCSM) and Purchase Intention	42
4. Celebrities-created Social Media (CCSM) and Purchase Intention	43
5. Brand Awareness and Purchase Intention	43
D. Research Model and Hypothesis	44
 CHAPTER III RESEARCH METHOD	 46
A. Type of Research.....	46
B. Research Location	46
C. Variable, Definition of Operation Variable and Measurement Scale	47
1. Variable	47
2. Definition of Operational Variable.....	47
3. Measurement Scale.....	57
D. Population and Sample.....	57
1. Population.....	57
2. Sample	58

3. Sampling Technique	60
E. Data Collection Techniques	60
1. Source of Data	60
2. Data Collection Method.....	61
3. Research Instrument	61
F. Validity and Reliability Testing	62
1. Validity Test	62
2. Reliability Test	63
3. The result of Validity test	64
4. The result of Reliability test	66
G. Data Analysis	66
1. Descriptive Statistic Method	67
2. Path Analysis	67
CHAPTER IV RESULT AND DISCUSSION	70
A. General Description of Location	70
B. General Description of Respondents.....	75
1. Respondent's Profile based on Domicile (Province).....	75
2. Respondent's Profile based on Gender.....	76
3. Respondent's Profile based on Ages	77
4. Respondent's Profile based on Job	78
5. Respondent's Profile based on Monthly Income.....	79
7. Respondent's Profile based on type of purchased VIVO smartphone	81
8. Respondent's Profile based on main reason in purchasing VIVO smartphone.....	82
9. Respondent's Profile were following @vivo_indonesia	83
10.Respondents had ever seen Instagram account @vivo_indonesia before they make a purchase of VIVO smartphone.....	83
11.Respondents had ever seen Instagram account of a celebrity promoting VIVO smartphone.....	83
12.Instagram account of the celebrity who known promoting VIVO smartphone.....	83
C. Descriptive Analysis Result	84

1. Frequency Distribution of Firm-created Social Media Communication Variable (X_1).....	85
2. Frequency Distribution of Celebrities-created Social Media Communication Variable (X_2).....	90
3. Frequency Distribution of Brand Awareness Variable (Y_1).....	94
4. Frequency Distribution of Purchase Intention Variable (Y_2)	98
D. Path Analysis Test Result.....	101
1. Path Coefficient of Firm-created Social Media Communication (FCSMC) on Brand Awareness	101
2. Path Coefficient of Firm-created Social Media Communication (FCSMC) on Purchase Intention	102
3. Path Coefficient of Celebrities-created Social Media Communication (CCSMC) on Brand Awareness	103
4. Path Coefficient of Celebrities-created Social Media Communication (CCSMC) on Purchase Intention	104
5. Path Coefficient of Brand Awareness on Purchase Intention.....	105
6. Direct and Indirect Influence Between Variables.....	106
7. Path coefficient between variables	107
8. Assessment Model.....	108
E. Discussion of the Research	109
1. The Influence of Firm-created Social Media Communication toward Brand Awareness	110
2. The Influence of Firm-created Social Media Communication toward Purchase Intention	111
3. The Influence of Celebrities-created Social Media Communication toward Brand Awareness.....	112
4. The Influence of Celebrities-created Social Media Communication toward Purchase Intention	114
5. The Influence of Brand Awareness toward Purchase Intention	114
CHAPTER V CONCLUSION AND RECOMMENDATION.....	116
A. Conclusion.....	116
B. Recommendation.....	117
1. Practical Recommendation	117
2. Academical Recommendation	118

REFERENCES.....	119
APPENDIX.....	124



LIST OF TABLES

No	Title	Pages
1	Most Visited Social Media by Indonesian in 2017.....	3
2	Previous Research Mapping.....	22
3	Definition of Operational Variable.....	50
4	Validity Test Result.....	63
5	Reliability Test Result.....	65
6	Frequency of Distribution Based on Province.....	73
7	Frequency of Distribution Based on Gender.....	74
8	Frequency of Distribution Based on Age.....	77
9	Frequency of Distribution Based on Job.....	78
10	Frequency of Distribution Based on Monthly Income or Allowance.....	79
11	Frequency of Distribution Based on VIVO Smartphone Types.....	80
12	Frequency of Distribution Based on Main Reason in Purchasing VIVO Smartphone.....	81
13	Frequency of Distribution Based on known endorsed celebrities.....	83
14	Criteria of Mean Score.....	84
15	Frequency Distribution Table of Firm-created Social Media Communication.....	85
16	Frequency Distribution Table of Celebrity-created Social Media Communication.....	89
17	Frequency Distribution Table of Brand Awareness.....	94
18	Frequency Distribution Table of Purchase Intention.....	98
19	The Result of Path Coefficient Testing on Firm-created Social Media Communication to Brand Awareness.....	101
20	The Result of Path Coefficient Testing of Firm-created Social	

	Media Communication to Purchase Intention.....	102
21	The Result of Path Coefficient Testing on Celebrity-created Social Media Communication to Brand Awareness.....	103
22	The Result of Path Coefficient Testing of Celebrity-created Social Media Communication to Purchase Intention.....	104
23	The Result of Path Coefficient Testing on Brand Awareness to Purchase Intention.....	105

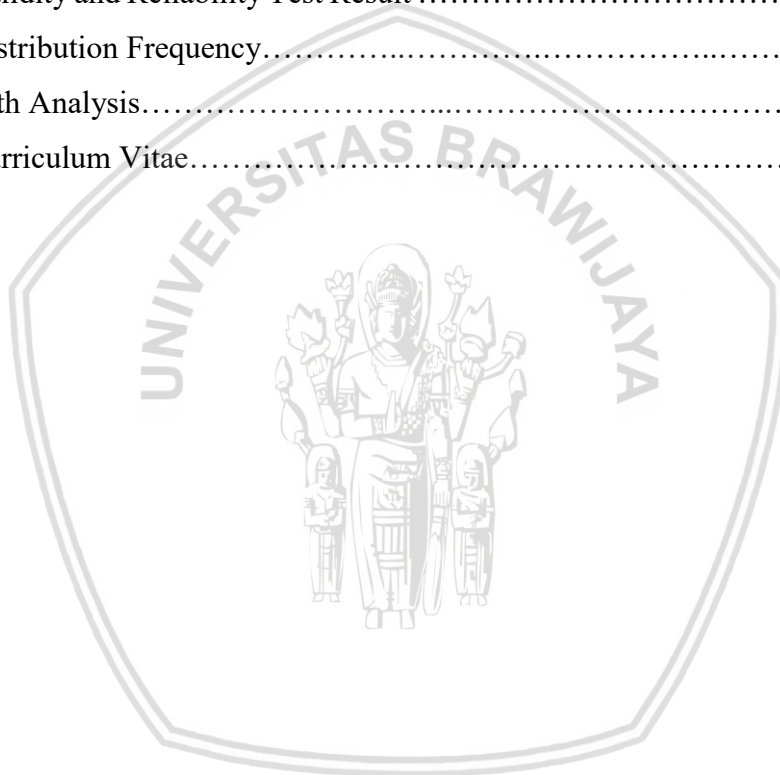


LIST OF FIGURES

No	Title	Pages
1	Research Model.....	43
2	Path Diagram.....	66
3	Logo of VIVO Smartphone.....	69
4	Top 5 Indonesia Smartphone Market Share 2017 Q3.....	70
5	Instagram Account of VIVO Smartphone Indonesia.....	71
6	Endorsed Celebrities on a post of VIVO Smartphone Indonesia.....	72
7	Endorsed Celebrities Instagram Account.....	73
8	Diagram of Path Analysis Result of Firm-created Social Media Communication and Celebrity-created Social Media Communication Through Brand Awareness and Purchase Intention.....	108

LIST OF APPENDIXES

No	Title	Pages
1	Calculation of the sample.....	124
2	Research Questionnaires.....	125
3	Tabulation of Respondent Data.....	135
4	Tabulation of Respondents Answer	149
5	Validity and Reliability Test Result	161
6	Distribution Frequency.....	169
7	Path Analysis.....	175
8	Curriculum Vitae.....	177



CHAPTER I

INTRODUCTION

A. Background

Smartphone have emerged in the market and currently represent the fastest growing market segment in the telecoms industry (Cecere, Corrocher and Battaglia, 2015:1). In Indonesia smartphone becoming as primary needs especially in urban areas (Hutasoit, 2017). Cheah (2017) stated that now Indonesians are making smartphone as a part of their everyday routines. By 2018 the number of active smartphone users in Indonesia more than 100 million people, with that number Indonesia will be the fourth largest smartphone active users in the world after China, India, and America (Emarketer, 2017).

Those potential conditions triggered smartphone companies to enter Indonesia Market. According to International Data Cooperation or IDC (2017) smartphone shipments to Indonesia in the first quarter of 2017 reached 7.3 million units, grew up 13 percent over the same period last year. The number, 7.3 million units contains from many smartphone brands that penetrate in Indonesia market. IDC (2017) stated that the top five smartphone brand in Indonesia in 2nd quarter 2017 was leaded by Samsung, followed by OPPO, Advan, Asus and Xiaomi.

Besides that, there are several smartphone brands in Indonesia market like Apple, Nokia, VIVO, LG, Lenovo, Sony, Acer and many more. With these many smartphone brands, or could be said as multi-competitor market, the

competition in smartphone industries are tight. Armstrong, cited in Kutthakaphan and Chokesamritpol (2013:1) stated in competitive market every company tries to establish the brand by using a different sign, symbol, and attribute to create a differentiation with the others. Even if the company has quality products or services, it does not mean the company will succeed in this competitive market. One of the most important things is that each company needs to understand their target customers and select the suitable marketing communication tools for the products and services to reach the target customers (Kutthakaphan and Chokesamritpol, 2013).

Based on the number in Indonesia millennials are the biggest market potential for smartphone industries. Badan Pusat Statistik or BPS (2017) stated Indonesia's population aged 20 to 40 years in 2020 approximately will amount to 83 million people or 34% of the total population of Indonesia that reached 271 million, the proportion is greater than the proportion of generation X which amounted to 53 million people (20%) as well as the baby boomer generation who only left 35 million people (13%). Millennial generation is unique and different from the other generations, it is heavily influenced by the rise of smartphone, the spread of the internet and the rise of social networking media or social media (Ali and Purwandi, 2016:15).

Millennials generation go online to purchase, get informed, be entertained and also to communicate (Capelo, 2014:32). Their use of online media and digital marketing transforms these tools into effective ways of reaching millennials generation. This why digital marketing is considered one of the best

way to reach Millennials (Okzazaki, Katsukura, and Nishiyama, 2007 cited in Smith, 2011:3). Social networks, websites and other interactive tools give these generation the opportunity to become more active when promoting products and brands (Capelo, 2014:33).

Asosiasi Penyelenggara Internet Indonesia or APJII revealed that on 2017 there are 143.26 M internet users from total of 262 M population of Indonesia or it's about 54.68%. Millenials generation in the age range 19-34 years old have penetration rate up to 49.52% internet users in Indonesia. From that numbers, 124.8 M or 87.13% uses Internet for accessing social media. A research from JAKPAT in 2017 with 1969 respondents across Indonesia revealed several social media that accessed by Indonesian. Facebook was the most social media in Indonesia followed by Instagram, Path and Twitter. It can be seen at Table 1.

Table 1 Most Visited Social Media by Indonesia in 2017

Rank	Social Media	Users (percent)
1	Facebook	92.37
2	Instagram	89.88
3	Path	71.61
4	Twitter	67.36
5	LinkedIn	51.88

Source: JAKPAT (2017)

The usage of Internet eventually shifts companies' marketing strategy from traditional into digital one (Soewandi, 2015:1). Social media, as one of digital

marketing tools, can help companies in strengthening their brand. Then, many companies realized the importance of using the celebrities' endorsement and also have taken this opportunity to use this advertising tool to gain a high brand exposure, interest, attention, desire, and action among generation Y consumers (Belch and Belch, 2001 as cited in Lazarevic, 2012:2).

VIVO is one of many smartphone companies that tries to grab opportunities and penetrate their product to Indonesia market since 2014. The business of VIVO experienced a good development. Based on data from IDC in Q3 2017 VIVO became the 5th market leader in Indonesia smartphone market with the amount about 7.5%. Thus, condition indicates that VIVO have a good marketing strategy. Setijono (2017) stated that Millennials were becoming the main target market of VIVO smartphone product. To reach their target market, VIVO also used social media as their marketing communication tools. In the implementation VIVO create a firm social media communication or FCSMC on Instagram namely, @vivo_indonesia to share information about their product and brand. FCSMC refer to the messages and content posted by firms on their official social media (Kumar, Bezawada, Rishika, Janakiraman and Kannan, 2016:3).

Beside of that, VIVO also used celebrities' endorsement strategy, differ with traditional celebrities' endorsement that shows those celebrities on traditional media like TV advertisement, newspaper and billboard, VIVO used several personal celebrities' social media account. Celebrities-created social media communication or CCSMC refers to social media account that created

and owned by endorsed celebrities, in this study Instagram was selected as kind of social media to communicate about VIVO product features. Those communication strategies are to increase millennials brand awareness and affecting purchase intention.

Smith (2011) indicated that Millennials prefer certain forms of digital advertising, while avoiding others. Several researches have been taken related this topic. A research conducted by Jha and Balaji (2015) entitled “Purchase Intention of Apparel Brand: Influence of Social Media and Learning Style” showed the social media communication influence brand attitude and image leading to purchase intention. Soewandi (2015) in his research “The impact of Social Media Communication Forms on Brand Equity Dimensions and Purchase Intention” implies social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention.

From pre-research that conducted by researcher, the previous research focused on firm-created social media communication only or just celebrities-created social media communication in building brand awareness and triggering purchase intention. This study tries to fill the gap by combining and comparing firm-created social media communication and celebrities-created social media in building brand awareness and triggering purchase intention.

B. Research Problem

Based on the description of the background, the research problem are as follows:

1. Does 'Firm-created Social Media Communication' has a significant impact on Brand Awareness?
2. Does 'Firm-created Social Media Communication' has a significant impact on millennials Purchase Intention
3. Does 'Celebrities-created Social Media Communication' has a significant impact on Brand Awareness?
4. Does 'Celebrities-created Social Media Communication' has a significant impact on millennials Purchase Intention?
5. Does 'brand awareness' has a significant impact on millennials purchase intention?

C. Research Objective

Based on the problem formulation that has been describe above, the purpose of this research are as follows:

1. Identifying and explaining that 'Firm-created Social Media Communication' has a significant impact on Brand Awareness.
2. Identifying and explaining that 'Firm-created Social Media Communication' has a significant impact on millennials Purchase Intention.
3. Identifying and explaining that 'Celebrities-created Social Media communication' has a significant impact on Brand Awareness.

4. Identifying and explaining that 'Celebrities-created Social Media Communication' has a significant impact on millennials Purchase Intention.
5. Identifying and explaining that 'Brand Awareness' has a significant impact on millennials Purchase Intention.

D. Research Contributions

This research intends to have following contributions:

1. Academic Contribution

- a. The result of this research hopefully could be reference to the marketing studies related the use of social media and celebrities' endorsement as strategy to attract consumers in making smartphone purchasing decisions.
- b. This research complements the previous research that still lack of discussion regarding firm-created social media communication and celebrities-created social media communication comparatively.

2. Practical Contribution

- a. This research expected can be taken into consideration both directly and indirectly in improving marketing performance to attract consumers in marking smartphone purchasing decision, enabling the management to find and apply the best way of managing social media communication and celebrities' endorsement in Indonesia smartphone industries.

E. Minor Thesis Proposal Structure

To clarify this study, then formulated a systematic writing is a general overview of the discussion and research chapter as the outline. The structure is as follows:

CHAPTER I INTRODUCTION

This chapter will consist of background, problem, objective, contribution, and research structure.

CHAPTER II LITERATURE REVIEW

This chapter will explain literature that related to the concept and research discussion, and previous research that related to the concepts.

CHAPTER III RESEARCH METHODS

This chapter will explain about research methods, population and sample, sampling techniques, data collection, research instrument, validity and reliability, and data analysis.

CHAPTER IV RESEARCH RESULT AND DISUCSSION

This chapter will explain about general description of research location, general description of respondent, descriptive analysis result, path analysis result and discussion.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter consists of conclusion and recommendation of this result that will be helpful for further research.



CHAPTER II

LITERATURE REVIEW

A. Empirical Review

To give empirical review of this research, there are several studies discussed in this chapter. Below are some of the previous sorted by the similarities, previous research by:

1. Jha and Balaji (2015)

The title of this research is “Purchase Intention of Apparel Brand: Influence of Social Media and Learning Style in India”. The main aim of the study is to investigate the relations between the communication on the social media network platforms and its effect on the purchase intentions of the consumer and more specifically the young adolescents. Utilizing a quantitative research design, questionnaires were distributed to 301 respondents from Mumbai and Bangalore.

The variable consists of firm-created social media communication, user-generated social media communication, brand equity, brand attitude and purchase intention. To analyze the data the author was used confirmatory factor analysis (CFA) and Structural Equation Model (SEM) with AMOS 21 software and basic calculations in statistic performed using SPSS 21. The study showed that the social media communication influence brand attitude and image leading to purchase intention.

2. Schivinski and Dąbrowski (2013)

The title of this research is The Effect of Social Media Communication on Consumer Perception of Brand. This study aimed to reveal the effect of firm-created and user-generated social media communication on brand equity, brand attitude, and purchase intention. 60 brands across different industries: non-alcoholic beverages, clothing and mobile operators across Poland were analyzed. Questioners were used to gather data from 504 respondent of Facebook users across Poland.

The variable of this study consists of firm-created, user-generated social media, brand equity, brand attitude and purchase decision. The analysis indicated that firm-created social media communication affected only brand attitude. Both brand equity and brand attitude showed a positive influence on purchase intention. Moreover, measurement invariance was assessed using a multi-group structural modelling equation. The findings revealed that the proposed model was invariant across the researched industries.

3. Soewandi (2015)

The title of this study is “The impact of Social Media Communication Forms on Brand Equity and Consumer Purchase Intention”. In this research, the Soewandi want to know the impact of social media communication forms on brand equity dimensions and consumer purchase intention.

Lareia Cake and Co’s Instagram account’s (@lareiacakerie) are used as this research’s object. There are 250 samples collected using simple random

sampling, and Structural Equation Modeling is used to analyze the data. The variable in this study consist of firm-created content, user-generated content, brand awareness, brand loyalty, perceived quality and purchase intention.

The result of this research implies that both user-generated and firm-created content, as part of social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention. However, social media communication forms have negative impact toward consumer purchase intention, when the influence of brand equity dimensions is removed.

4. Kim and Ko (2012)

The tittle of this study is “Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand”. This study set out to identify attributes of social media marketing activities and examine the relationships among those perceived activities, value equity, relationship equity, brand equity, customer equity and purchase intention through a structural equation model (SEM). Using quantitative method, 362 respondent data were collected using questionnaires.

The sample of this study consumer in Seoul, Korea who had purchased any luxury fashion item within the previous two years and who had precious experience with Louis Vuitton’s social media sites. The variable of this

study consists of: Perceived social marketing activities, Values Equity, Relationship Equity, Brand Equity, Customer Equity and Purchase Intention.

The result shows value equity, relationship equity, and brand equity are significantly positive. For the relationship between customer equity drivers and customer equity, brand equity has significant negative effect on customer equity while value equity and relationship equity had significant positive effects while relationship equity had no significant influence.

5. Kutthakaphan and Chokesamritpol (2013)

The title of this study is : “The Use of Celebrities Endorsement with the help of Electronic Communication Channel (Instagram): Case study of Magnum Ice Cream in Thailand”. The purposes of this study is to describe buying behavior of generation Y consumer in Thailand with regards to the use of celebrities endorsement through the electronic communication channel (Instagram). This study used quantitative method. This study used the sample size of 436 respondents who are in the age range of 19-33 years old and lived in Bangkok. The data analyzed using descriptive statistic method.

The variable of this study consists of: Celebrities Effectiveness, Credibility, Attractiveness, Fit and Buying Behavior of Generation Y. The result showed that the use of celebrity’s endorsement through Instagram has a low effect on buying behavior of generation Y in Thailand. However, the

result shows that this advertising technique easily react to consumers and help them to know the product.

6. Totoatmojo (2015)

The title of this research is The Celebrities Endorser (Selebgram) Effect Towards Purchase Intention on Instagram Social Media. The study aimed to determine the effect of celebrities' endorser to purchase intention on Instagram social media. Using quantitative research design, questionnaires was used to collect data in this research. The sample of this research are 74 followers of @indahkus_ Instagram account and processed using multiple regression method.

The variable consists of celebrities' visibility, credibility, attractiveness, power and purchase intention. The result showed that @indahkus_ account cannot be celebrities endorser which can increase sales of a product. That is relevant to the research that showed that there was no significant effect in increasing buying interest. However, on the whole celebrities' endorser by Instagram has an influence on consumer buying.

7. Emma and Matilde (2017)

This study title is "Celebrities of Instagram- What type of content influences followers purchase intention and engagement rate?". The purpose of this study is two- fold. Firstly, how does social media celebrities Instagram content effect on purchase intentions and what is the relation of sponsored content accordingly.

Secondly, the determinants of engagement rate (likes divided by followers), so on other terms the determinants of popularity of social media celebrities' Instagram content and how does commercial content affect their popularity. The respondents of this study are 45 Celebrities Instagram Influencer Agency Monochrome's influencer network and 541 randomly selected followers of each 45-social media celebrities.

Variable in this study consist of: Trustworthiness, Expertise, Attractiveness, Congruence, Sponsored content with collaboration hashtag, Sponsored content without collaboration hashtag, Purchase Intention and Engagement Rate. The result showed sponsored pictures had a positive relation to purchase intentions. The most critical factor for success is finding and selecting the most suitable social media celebrities. In the selection process, the most important criteria should be congruence and fit between the social media celebrities and the sponsored content. Social media celebrities follower amount was not related to purchase intentions nor to engagement rate.

8. Rachmat, Ariyanti and Zuliestiana (2016)

The study title is "Influence of Instagram celebrities endorsement on consumer buying intention for hijab products (a case study of @zahratuljannah and @joyagh Instagram account). This research purposed to elaborate the influence of celebrities' endorsements on consumer buying interest in the product hijab. 800 respondents drawn from followers Instagram account @zahratuljannah and @joyagh.

The variable consists of: visibility, credibility, attractiveness, power, product match and purchase intention. It is concluded that from these two research object variables, the factor which significantly influenced consumer purchase interest is visibility, product match up, credibility, and power.

9. Lestari and Aldianto (2016)

The study title is “Effect of Using Hashtag, Celebrities Endorsement, And Paid Promote to Achieve Promotion Objective in Instagram; Case Study: Women Fashion Brand”. The objective of the research is to estimate the effect of using hashtag, celebrities’ endorsement, and paid promote in Instagram women fashion brand to promotion objective achievement. 100 people, 18-30 years old active women Instagram users who like to search for information about women fashion brands becoming respondents of this research. The variable of this research consists of: hashtag, endorsement, paid promote, short-term objective and long-term objective.

Analyzed using path analysis the result showed that the use of hashtag and celebrities endorsement significantly affect short promotion objective achievement, then the use of paid promote minimally affect short promotion objective. Hashtag, Celebrities Endorsement and Paid Promote significantly affect long promotion objective achievement.

10. Wei and Wu. (2013)

The study title is “Measuring the impact of celebrities’ endorsement on consumer behavioral intentions: a study of Malaysia Consumers”. This study examines the impact of celebrities’ endorsement on Malaysian consumers’ behavioral intentions. Quantitative method has been used in this study. The sample of this study are 180 respondents in 11 shopping malls in King Valey, data were collected using questionnaires’ and analyzed using SPSS.

The variable in this study consist of: Attractiveness, Trustworthiness, Expertise, Fit and Behavioral Intention. The findings indicated that source attractiveness and credibility are essential for celebrities’ endorsement effectiveness. However, the fit between the endorser and the product is not found to be significant. Nonetheless, this fit has an indirect effect on consumers’ behavioral intention, via the shared variances with source attractive and credibility.

11. Hutter, Hautz and Dennhardt (2013)

The title of this study is “The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook”. The purpose of this study is to analyze how social media activities, in specifically the Facebook page of a car manufacturer, and user interactions with these brand related activities affect the perceptions of brands and ultimately influence consumers purchase decision. Used

quantitative method, the sample in this study are 311 respondent visitors of the German speaking Facebook brand page. Data were collected using questionnaires and analyzed using structural equation modeling (SEM) with AMOS 18.

The variable of this study consists of: Brand Page Commitment, Annoyance, WOM, Brand Awareness and Purchase Intention. The findings demonstrate that engagement with a Facebook fan page has positive effect on consumer's brand awareness, WOM activities and purchase intention. The purpose of this study is to analyze how social media activities, in specifically the Facebook page of a car manufacturer, and user interactions with these brand related activities affect the perceptions of brands and ultimately influence consumers purchase decision.

12. Kosarizadeh and Hamdi (2015)

The title of this research is "Studying the Effect of Social Media on Consumer Purchase Intention with case study: Leather Product" in Iran. This study aimed to reveal the effect of social media on purchase intention. The statistical society of this study consist of all consumer of leather product to distribute the questionnaire sampling method was used. The sample of volume of consumer was estimated 384 respondents. Structural Equation Model (SEM), SPSS, and LISTEL soft waves were used.

The variable consists of marketing activities of social media, value equity, relationship equity, brand equity and purchase intention. According

to study hypotheses, the variables of social media marketing activities is effective on the variables of value equity and these variables themselves affect the purchase intention variable.

13. Mao, Zhu and Sang. (2014)

The title of this research is Consumer Purchase Intention Research Based on Social Media Marketing. This study discusses the characteristics of consumer purchase intention on social media marketing environment, analyses the main factor of Social Media Marketing affecting consumer purchase intention, that is, the external factors and internal factors perception.

Using quantitative method, a total of 283 respondent's data were collected using questionnaires. College student and white-collar workers in China becoming the sample of this study. Variables in this study consist of: Social Media Marketing Placement, Marketing activities, Experiential Marketing, Interaction, Perceived Value, Perceived Risk and Purchase Intention. The result show that social media marketing stimulates external factors and then influence the consumer's inner perception factors, at last, it will affect consumer's purchase intention.

14. Balakrishnan, Dahnil and Yi (2014)

The title of this study is "The Impact of Social Media Marketing Towards Purchase Intention and Brand Loyalty among Generation Y". This study attempts to identify the impact of social media marketing medium

toward brand loyalty and purchase intention in Generation Y. Using quantitative method, surveys are conducted randomly, and questionnaire distribute to 200 respondent that are undergraduate students of Malaysian Universities. Multiple regression was selected to analyzed data.

The variable in this study consist of: E-WOM, Online Communities, Online Advertisement, Brand Loyalty and Purchase Intention. The result indicated that the online marketing communication, specifically, E-WOM, online communities and online advertisement are effective in promoting brand loyalty and product purchase intention through company website and social media platform.

15. Pate and Adams (2013)

This study entitled “The Influence of Social Networking Sites on Buying Behaviors of Millennials”. The purpose of this research was to determine the influence of social networking sites on buying behaviors of millennials. Specifically, researchers were interested in whether “friends “, family, and/or celebrities influenced buying behaviors of this Millennial generation. Additionally, the researcher was interested in whether advertisements on social networking sites motivated the millennial’s decision to purchase. Using quantitative method, 246 respondent’s students in Louisiana and Texas data were collected using questionnaires and analyzed using SPSS. Variable in this study consist of: Celebrities Endorsement, TV infomercial, Email Blog, “Liked” by Friend, Other and Purchase Decision. The researchers found that the respondents in this study between the ages

of 18 and 24 had strong ties to social networking sites and the opinions expressed by their “friends” on these sites. Participants indicated that they would be more likely to purchase items “liked” by “friends” in social networking sites.

All previous research is only focusing on one topic, firm-created social media communication or just celebrities’ endorsement. This study tries to combine both firm-created social media communication and celebrities’ endorsement to brand awareness and purchase intention to be seen a comparison. However, prior research may support this research on determining measurements and variables used. There are similarities and differences between this study and prior research. The results of prior studies and models may have different with current conditions in Indonesia. Prior research differs in location, object, subject, time, method, or analysis, and are generally conducted abroad with different economic, legal and cultural environments from Indonesia. Prior research has tested the firm-created firm of social media communication against brand awareness and purchase intention or simply celebrities’ endorsement of brand awareness and purchase intention.

This research would like to see the overall differences between firm-created social media communication to brand awareness and purchase intention with celebrities’ endorsement on brand awareness and purchase intention. This research object is VIVO smartphone in Indonesia where the topic raised in this research is in accordance with the marketing strategy being done by PT VIVO

mobile Indonesia. For more details, the prior research mapping can be found in the Table 2 in the next page.



Table 2 Mapping of Prior Research

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
1	Jha and Balaji (2015). Purchase Intention of Apparel Brand: Influence of Social Media and Learning Style	The main aim of the study is to investigate the relations between the communication on the social media network platforms and its effect on the purchase intentions of the consumer and more specifically the young adolescents	301 Students presently pursuing business education from Mumbai and Bangalore used Non-probability Sampling	Independent Variable: Firm-Created Social Media User-Generated Social Media Dependent Variable: Brand Equity Brand Attitude Brand Equity Purchase Intention	Quantitative Confirmatory Factor Analysis (CFA) Structural Equation Model (SEM) AMOS 21 SPSS 21	The study shows that the social media communication influence brand attitude and image leading to purchase intention.
2	Schivinski, and Dąbrowski (2013) The Effect of Social Media	This study aimed to reveal the effect of firm-created and user-generated social media communication on brand equity, brand attitude, and purchase intention	504 respondent of Facebook users across Poland Aged 15-55 Years Old	Independent Variable: Firm-Created Social Media User-Generated Social Media	Quantitative Structural Equation Model (SEM)	The analysis indicated that firm-created social media communication affected only brand attitude. Both brand equity and brand attitude showed a positive

Continued from Table 2

No	Authors		Sample	Variables	Analyze Methods	Results
	Communication on Consumer Perception of Brand			Dependent Variable: Purchase Intention Brand Equity Brand Attitude Brand Equity		influence on purchase intention
3	Soewandi (2015) The impact of Social Media Communication Forms on Brand Equity Dimensions and Purchase Intention	This study tries to analyze the impact of social media communication forms on brand equity dimensions and consumer purchase intention	250 Respondents who have Instagram account, know about the existence of Lareia Cake & Co's Instagram account (@lareiacakerie), and ever tried Lareia Cake & Co's product used simple	Independent Variable: Firm-Created Content User-Generated Content Dependent Variable: Brand Awareness Brand Loyalty Perceived Quality Purchase Intention	Quantitative CFA SEM Path Analysis	The result of this research implies that both user-generated and firm-created content, as part of social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention.

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
			random sampling			
4	Kim and Ko (2012) Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand	This study aims to identify attributes of social media marketing activities and examine relationships among variables	362 Respondent consumers who had experience with Louis Vuitton's social media site in Korea	Independent Variable: Entertainment Interaction Trendiness Customization Word of Mouth Dependent Variable: Value Equity Relationship Equity Brand Equity Purchase Intention Customer Equity	Quantitative AMOS 18 SPSS 17 Structural Equation Model (SEM)	The result shows value equity, relationship equity, and brand equity are significantly positive. For the relationship between customer equity drivers and customer equity.

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
5	Kutthakaphan, and Chokesamritpol (2013) The Use of Celebrities Endorsement with the help of Electronic Communication Channel (Instagram) : Case study of Magnum Ice Cream in Thailand	The purposes of this study is to describe buying behavior of generation Y consumer in Thailand with regards to the use of celebrities endorsement through the electronic communication channel (Instagram)	436 Respondents society in Bangkok. Aged 19-33 Years Old	Independent Variable: Effectiveness Credibility Attractiveness Fit Dependent Variable: Buying Behavior of Generation Y	Quantitative Statistic Descriptive	The result showed that the use of celebrities endorsement through Instagram has a low effect on buying behavior of generation Y in Thailand. However, the result shows that this advertising technique easily react to consumers and help them to know the product.
6	Totoatmojo (2015) The Celebrities Endorser	The study aimed to determine the effect of celebrities endorser to	74 Followers of @indahkus_	Independent Variable: Visibility Credibility	Quantitative Multiple Regression	The result showed that @indahkus_ account cannot be celebrities endorser which can increase sales of a product.

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
	(Selebgram) Effect Towards Purchase Intention on Instagram Social Media	purchase intention on Instagram social media	Instagram account Aged 16-30 Years Old used Non-Probability Sampling	Attractiveness Product Dependent Variable: Purchase Intention		That is relevant to the research that showed that there was no significant effect in increasing buying interest.
7	Emma and Matilde (2017) Celebrities of Instagram - What Type of Content Influences Followers' Purchase Intentions and Engagement Rate?	The purpose of this study is two- fold. Firstly, how does social media celebrities Instagram content effect on purchase intentions and what is the relation of sponsored content accordingly. Secondly, the determinants of engagement rate (likes divided by followers), so on other terms the determinants of popularity of social media celebrities' Instagram content and how	45 Celebrities Instagram Influencer Agency Monochrome 's influencer network and 541 randomly selected followers of each 45- social media celebrities	Independent Variable: Trustworthines s Expertise Attractiveness Congruence Sponsored content with collaboration hashtag Sponsored content without	Objectivist Approach Hierarchical regression analyses	Sponsored pictures had a positive relation to purchase intentions. The most critical factor for success is finding and selecting the most suitable social media celebrities. In the selection process, the most important criteria should be congruence and fit between the social media celebrities and the sponsored content. Social media celebrities follower amount was not related to purchase intentions nor to engagement rate.

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
		does commercial content affect their popularity.		collaboration hashtag Dependent Variable: Purchase Intention Engagement Rate		
8	Rachmat et al (2016) Influence of Instagram Celebrities Endorsement on Consumer Buying Intention for Hijab Products	The research will elaborate the influence of celebrities endorsements on consumer buying interest in the product hijab	800 respondents drawn from followers instagram account @zahratuljanah and @joyagh	Independent Variable: Visibility Credibility Attractiveness Power Product Match Up Dependent Variable Purchase Intention	Multiple Regression	It is concluded that from these two research object variables, the factor which significantly influenced consumer purchase interest is visibility, product match up, credibility, and power

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
	(A Case Study of @zahratuljannah and @joyagh Instagram Accounts					
9	Lestari and Aldianto (2016) Effect of Using Hashtag, Celebrities Endorsement, And Paid Promote to Achieve Promotion Objective In Instagram; Case	The objective of the research is to estimate the effect of using hashtag, celebrities endorsement, and paid promote in Instagram women fashion brand to promotion objective achievement.	100 Respondents 18-30 years old active women Instagram users who like to search for information about women fashion brands through Instagram used Probability Sampling	Independent Variable: Hashtag Endorsement Paid Promote Dependent Variable: Short-term Objective Long-term Objective	Path Analysis	The result showed that the use of hashtag and celebrities endorsement significantly affect short promotion objective achievement, then the use of paid promote minimally affect short promotion objective. Hashtag, Celebrities Endorsement and Paid Promote significantly affect long promotion objective achievement.

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
	Study: Women Fashion Brand					
10	Wei and Wu (2013) Measuring the impact of celebrities endorsement on consumer behavioral intention: a study of Malaysia Consumer	This study examines the impact of celebrities endorsement on Malaysian consumers' behavioral intentions	180 Respondent in 11 shopping malls in King Valey	Independent Variable: Attractiveness Trustworthiness Expertise Fit Dependent Variable: Behavioral Intention	Quantitative SPSS	The findings indicated that source attractiveness and credibility are essential for celebrities endorsement effectiveness. However, the fit between the endorser and the product is not found to be significant. Nonetheless, this fit has an indirect effect on consumers' behavioral intention, via the shared variances with source attractive and credibility.
11	Hutter et al. (2013). The Impact of user interaction in social	This study analyzed how social media activities and user interactions with these brand related activities affect the perceptions of brands and ultimately		Independent Variable: Brand Page Commitment, Annoyance	Quantitative Structural Equation Modeling (SEM) AMOS 18	The purpose of this study is to analyze how social media activities, in specifically the Facebook page of a car manufacturer, and user interactions with these brand

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
	media on brand awareness and purchase intention: the case of MINI on Facebook”	influence consumers purchase decision	311 Respondents visitor of the German speaking Facebook brand page	Dependent Variable: WOM Brand Awareness Purchase Intention		related activities affect the perceptions of brands and ultimately influence consumers purchase decision
12	Kosarizade and Hamdi (2015). Studying the Effect of Social Media on Consumer Purchase Intention with case study: Leather Product	This study aimed to reveal the effect of social media on purchase intention	384 respondents presently Iran society	Independent Variable: Social Media Marketing Value Equity Relationship Equity Brand Equity Dependent Variable: Purchase Intention	Quantitative Structural Equation Model (SEM) Confirmatory Factor Analysis (CFA) SPSS LISTEL	According to study hypotheses, the variables of social media marketing activities is effective on the variables of value equity and these variables themselves affect the purchase intention variable.

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
13	Mao et al. (2014). Consumer Purchase Intention Research Based on Social Media Marketing	Discusses the characteristics of consumer purchase intention on Social Media Marketing environment.	283 Respondents of China society	Independent Variable: Placement Marketing Activities Experiential Marketing Interaction Dependent Variable: Perceived Value Perceived Risk Purchase Intention	Quantitative Regression SPSS 17 AMOS 17	The result show that social media marketing stimulates external factors and then influence the consumer's inner perception factors, at last, it will affect consumer's purchase intention
14	Balakrishnan et al. (2014). The Impact of Social Media Marketing Towards	This study attempts to identify the impact of social media marketing medium toward brand loyalty and purchase intention in Generation Y	200 Respondents undergraduate students of Malaysian University	Independent Variable: E-WOM Online Communities Online Advertisement	Quantitative Multiple Regression	The result indicated that the online marketing communication, specifically, E-WOM, online communities and online advertisement are effective in promoting brand loyalty and product purchase intention through company

Continued from Table 2

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
	Purchase Intention and Brand Loyalty among Generation Y			Dependent Variable: Brand Loyalty Purchase Intention		website and social media platform.
15	Pate and Adams. (2013). The Influence of Social Networking Sites on Buying Behaviors of Millennials	The purpose of this research was to determine the influence of social networking sites on buying behaviors of millennials.	246 respondent's students in Louisiana and Texas data. Aged 18-24 Years old	Independent Variable: Celebrities Endorsement TV infomercial Email Blog Liked by Friend Dependent Variable: Purchase Decision	Quantitative SPSS	The researchers found that the respondents in this study between the ages of 18 and 24 had strong ties to social networking sites and the opinions expressed by their "friends" on these sites. Participants indicated that they would be more likely to purchase items "liked" by "friends" in social networking sites.

B. Theoretical Review

1. Social Media

According to Kaplan and Haenlein (2010:3) social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content. Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information (The Social Media Guys, 2010:3). With the help of social media, companies wish that it can enable them to engage with loyal consumers and stimulate people's perceptions toward their product, then to share information, and to understand more about the consumer (Soewandi, 2015:205).

Social media as a form of new media consist of many types and categories including search engine (Yahoo, Google, Msn, Gigablast, Ask, etc.), social network (Facebook, Twitter, LinkedIn, Kaskus, Path, Pinterest, Blog, Tumblr, Myspace, Skype, etc.), photo-sharing (Instagram, Flickr, Foursquare, etc.), video-sharing (YouTube, Vine, Instagram, etc.), e-mail (Gmail, Hotmail, Yahoo, etc.), instant messaging (WhatsApp, Line, Bee talk, etc.), magazine-sharing (Flipboard),etc. (Lattimore et al in Totoadmojo

(2015:71). This study is focused into an electronic communication channel which is social media (Instagram).

a. Instagram

Instagram is an American company founded in 2010. Instagram is a mobile application for smartphone, available on App Store and Google Play free of charge. Instagram is a social network that offers its users the opportunity to share their lives through a series of pictures. Since 2010, Instagram has obtained 100 million active monthly users (Bergström and Bäckman, 2013:11). In Indonesia the users of Instagram already reach no less than 45 million users, Indonesia is the social media's biggest market in the Asia Pacific region (<https://en.tempo.co> accessed 18th Nov 2017).

1) Firm-created Social Media Communication

Since its launch, many companies have recognized the possibilities of using Instagram for marketing purposes (Bergström and Bäckman, 2013:7). On Instagram, a company can share content that would perhaps be unfitting for any other medium (Bergström and Bäckman, 2013:2). FCSMC refer to the messages and content posted by firms on their official social media (Kumar *et al*, 2016:3). Indicator of Firm-created Social Media Communication, according to (Schivinski and Dabrowski, 2013:19) there are four indicators that used to measure firm-created social media communication, namely:

a) Satisfaction of Social Media Account

Satisfaction level with firm's social media communications

b) Expectation of Social Media Account

Expectation meets level with firm's social media communications

c) Attractiveness of Social Media Account

Attractiveness level of firm's media communication

d) Performance of Social Media Account

Performance of firm's media communication when compared with the social media communications of other companies

2. Celebrities Endorsement

a. Definition of celebrities' endorsement

Celebrities endorsement is a type of a brand promotion where a famous person is used in the marketing campaign to advertise the product or service by using his or her fame and place in society (Kotler and Keller, 2012). According to Shimp (2003: 460) celebrities endorser are ads that use well-known figures in the community to support a product ad. So a celebrities endorser as well as an ad star, who appeared in introducing the product on advertising in print and electronic media. The right endorser or ad star as an attraction that matches the character of the product is needed to create a product identity.

b. Celebrities-created Social Media Communication

CCSMC refers to social media account that created and owned by endorsed celebrities, in this study Instagram was selected as kind of social media. So CCSMC here refers to endorsed celebrities Instagram account. Measurement of celebrities-created social media communication According to Shimp (2010:251) there are five attributes:

1) Trustworthiness

The property of being perceived as believable, dependable—as someone who can be trusted. An endorser's trustworthiness rests on the audience's perception of his or her endorsement motivations. If consumers believe that an endorser is motivated purely by self-interest, that endorser will be less persuasive than someone regarded as having nothing to gain by endorsing the brand. In general, endorsers must establish that they are not attempting to manipulate the audience and that they are objective in their presentations. By doing so, they establish themselves as trustworthy and, therefore, credible.

2) Expertise

The characteristic of having specific skills, knowledge, or abilities with respect to the endorsed brand. Expertise is a perceived rather than an absolute phenomenon. Whether an endorser is indeed

an expert is unimportant; all that matters is how the target audience perceives the endorser. An endorser who is perceived as an expert on a given subject is more persuasive in changing audience opinions pertaining to his or her area of expertise than an endorser who is not perceived as an expert.

3) Physical Attractiveness

The trait of being regarded as pleasant to look at in terms of a particular group's concept of attractiveness. When consumers find something in an endorser that they consider attractive, persuasion occurs through identification. That is, when consumers perceive a celebrities endorser to be attractive, they identify with the endorser and are likely to adopt the endorser's attitudes, behaviors, interests, or preferences.

4) Respect

The quality of being admired or even esteemed due to one's personal qualities and accomplishments. Celebrities are respected for their acting ability, athletic prowess, appealing personalities, their stands on important societal issues (the environment, political issues, war and peace, etc.), and any number of other qualities. Individuals who are respected also generally are liked, and it is this likeability factor that can serve to enhance a brand's equity when a celebrities endorser enters into an endorsement relationship with the brand. In sum, when a respected or liked celebrities enters into an

extended endorser relationship with a brand, the respect for and liking of the celebrities may extend to the brand with which he or she is linked, thus enhancing a brand's equity via the positive effect on consumers' brand-related beliefs and attitudes.

5) Similarity

The extent to which an endorser matches an audience in terms of characteristics pertinent to the endorsement relationship (age, gender, ethnicity, etc.). Similarity is an important attribute because people tend to prefer individuals who share with them common features or traits. As it applies to the domain of brand-celebrities relationships, the importance of similarity implies that it typically is desirable for a celebrities to match his or her endorsed brand's target audience in terms of pertinent demographic and psychographic characteristics. There is some evidence that a matchup between endorser and audience similarity is especially important when the product or service in question is one where audience members are heterogeneous in terms of their taste and attribute preferences.

3. Brand Awareness

Brand awareness is an issue of whether a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked (Shimp, 2010:37). Achieving brand awareness is the initial challenge for new brands. Maintaining high levels of brand awareness is the task faced by all established brands. According to Shimp

(2010) there are two levels of awareness: brand recognition and recall. Brand recognition reflects a relatively superficial level of awareness, whereas brand recall indicates a deeper form. Consumers may be able to identify a brand if it is presented to them on a list or if hints/cues are provided. However, fewer consumers are able to retrieve a brand name from memory without any reminders. It is this deeper level of awareness—brand recall—to which marketers aspire.

The marketer's imperative is to move brands from a state of unawareness, to recognition, on to recall, and ultimately to top-of-mind awareness (TOMA). This pinnacle of brand-name awareness (i.e., TOMA status) exists when company's brand is the first brand that consumers recall when thinking about brands in a particular product category.

4. Purchase Intention

Purchase intention refers to “the possibility that consumers will plan or be willing to purchase a certain product or service in the future” (Wu, Yeh, and Hsiao, 2011 in Soewandi, 2015:206). According to Kim and Ko (2012:1481) purchase intention is an attitudinal variable for measuring customers' future contributions to a brand, whereas customer equity is a behavioral variable accounting for actual purchasing record. Purchase intentions refer to the degree of perceptual conviction of a customer to purchase a particular product or service (Balakharismsan 2014:2).

C. Relationships between Variables

1. Firm-created Social Media (FCSM) and Brand Awareness

Brand always aim at presenting their company in a positive direction, communication through traditional media and firm-created social media communication – both fully organized by the marketer – will always lead to positive brand-based communication content and positive review. Thus, it is anticipated that a positive assessment of the traditional tools of marketing communications and firm-created communication will positively influence brand consciousness, awareness, functional, and to brand image (Jha and Balaji, 2015:49).

A study conducted by Schivinski and Dabrowski (2013:14) entitled “The effect of social media communication on consumer perception of brand” indicate that firm-created communication positively influenced only brand attitude. Thus, firm-created social media content only serves to build awareness of and positive associations with a brand but does not affect consumer perceptions of brand value. According to Soewandi (2015:204) in his study entitled “The impact of Social Media Communication forms on brand equity dimension and purchase intention” implies that both user-generated and firm-created content, as part of social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality).

These findings are in line with Soewandi (2015) in their journal, saying that Both firm-created and user generated social media communication have

a significant positive relationship toward brand equity dimensions, such as brand awareness or brand association, brand loyalty, and perceived quality.

2. Celebrities-created Social Media (CCSM) and Brand Awareness

CCSM refer to the messages posted by endorsed celebrities on their social media. Endorsed celebrities is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in advertisement (Cecep, 2013 in Totoatmojo, 2015:73). In a recent study, (Nugroho, 2013:7) said the power of celebrities endorser has positive effect to brand awareness.

Kutthakaphan and Chokesamrtip (2013) in their study “The use of celebrities endorsement with the help of electronic communication channel Instagram: case study of Magnum ice cream in Thailand” showed that advertising with celebrities easily react to consumers and help them to know or aware the product.

3. Firm-created Social Media (FCSM) and Purchase Intention

The study from Jha and Balaji (2015) reported firm-created social media communication and user generated social media communication on brand attitude which in turn influence brand equity and subsequently purchase intention by making explicit the mediating/moderating role of learning style on the antecedents of brand attitude.

Mao et al. (2014) in their study “Consumer purchase intention research based on social media marketing showed that social media marketing

stimulates external factors and then influence the consumer's inner perception factors, at last, it will affect consumer's purchase intention. Balakharisnan et al. (2014) in their study "The impact of social media marketing towards purchase intention and brand loyalty among generation Y" indicated that e-wom and online communities from company website and company social media platform effective promoting brand loyalty and product purchase intention.

4. Celebrities-created Social Media (CCSM) and Purchase Intention

According to study conducted by Johansson and Bozan (2017:3) shown that attributes such as familiarity, likability and similarity in a celebrities endorser affects consumers' purchase intention. Rachmat et al (2016) in their study "Influence of Instagram celebrities endorsement on consumer buying intention for hijab products" concluded that visibility and product match of the celebrities significantly influenced consumer purchase intention. According to Kim (2013) in his study "Measuring the impact of celebrities endorsement on consumer behavioral intention" indicated that source attractiveness and credibility are essential for celebrities endorsement in influencing behavioral intention.

5. Brand Awareness and Purchase Intention

Brand awareness is a basic goal communication for every promotion category. With creating brand awareness, marketers hope that whenever needs are come, those brands will come out from memory and made it as consideration to create purchase decision (Peter and Olson, 2000: 190 in

Nugroho, 2013:32). Previous research by Hutter et al. (2013:22) entitled “The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook” showed Brand awareness has a positive effect on purchase intention.

According to Soewandi (2015:204) in his study entitled “The impact of Social Media Communication forms on brand equity dimension and purchase intention” implies that both user-generated and firm-created content, as part of social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention. However, social media communication forms have negative impact toward consumer purchase intention when the influence of brand equity dimensions is removed.

D. Research Model and Hypothesis

Figure 1 shows the research model in this research.

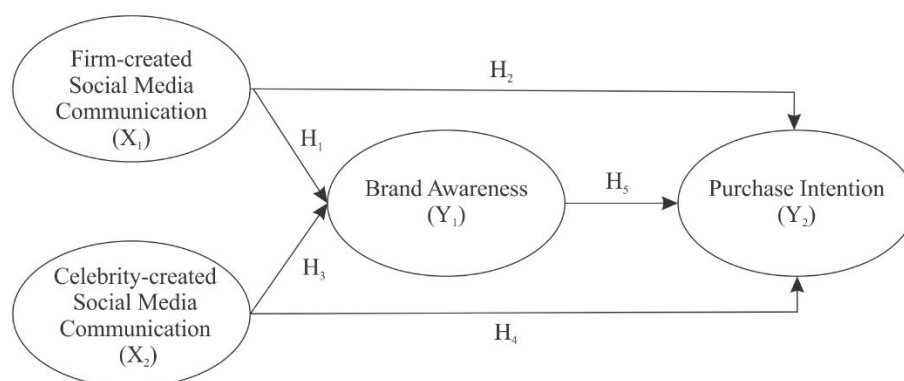


Figure 1 Research Model Hypothesis

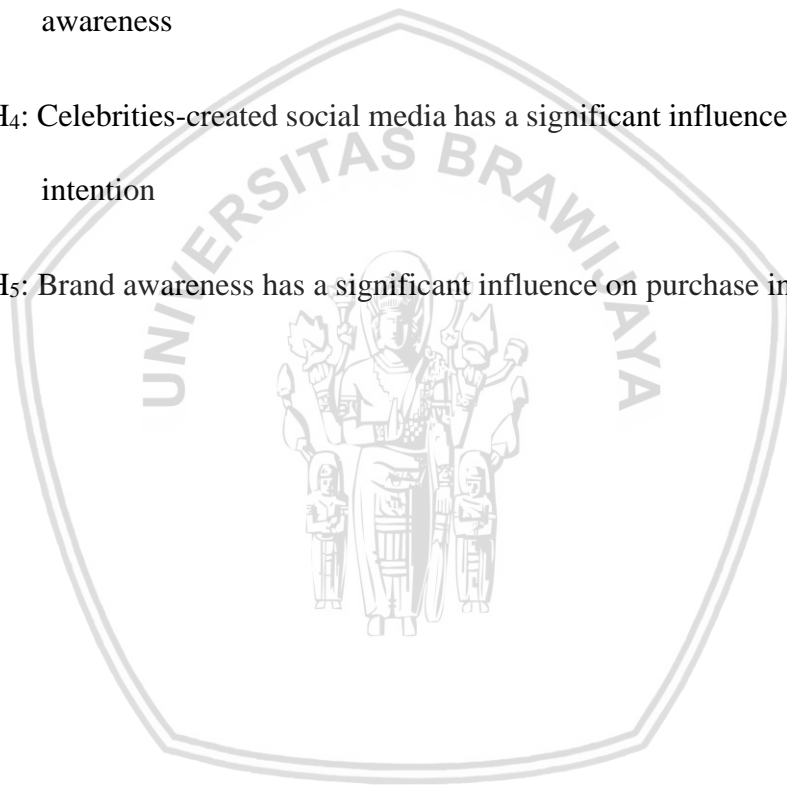
H₁: Firm-created social media has a significant influence on brand awareness

H₂: Firm-created social media has a significant influence on purchase intention

H₃: Celebrities-created social media has a significant influence on brand awareness

H₄: Celebrities-created social media has a significant influence on purchase intention

H₅: Brand awareness has a significant influence on purchase intention



CHAPTER III

RESEARCH METHOD

A. Type of Research

This research uses explanatory research type with quantitative approach. According to Zulganef (2008: 11) explanatory research is a study that aims to examine causality between variables that explain a phenomenon. Explanatory research is the research that find an explanation of why an event or symptoms occur. (Prasetyo and Miftahul, 2005: 43).

Quantitative research tests a theory by detailing specific hypothesis, then collect data to support or deny the hypotheses (Creswell, 2013: 27). Quantitative research used to answer the problem formulation using the concepts and theories so that it can be formulated hypotheses. The withdrawal of the hypothesis can be done to make the researcher was able to make a conclusion accurately.

B. Research Location

The main target of this research is examining the power of Instagram communication, so the respondents should be the user of Instagram and knowing official Instagram account @vivo_indonesia. To makes data collection more efficient, the research location conducted at official Instagram of VIVO Indonesia @vivo_indonesia,

C. Variable, Definition of Operation Variable and Measurement Scale

1. Variable

a. Independent Variable

According to Sugiyono (2012), independent variables is variables that affect or be on changes or the emergence of the dependent variable. Independent variables used in this study are firm-created social media and celebrities-created social media.

b. Intervening Variable

Intervening Variable is an intermediate variable which lies between independent and dependent variables, so the independent variables do not directly affect the change or the emergence of the dependent variable (Sugiyono, 2012). The intervening variable that used in this study is the brand awareness.

c. Dependent Variable

According to Sugiyono (2012) the dependent variable is a variable affected or as a result, because of the independent variables. Dependent variables used in this research is purchase intention.

2. Definition of Operational Variable

According to Azwar (2012: 74) the definition of operational variable is a definition of the variables formulated by the characteristics that become variables that can be measured. The definition of operational function is to

give limitation and measure variables that used in this study. Operational definition in this study are as follows:

a. Firm-created social media communication (X_1)

FCSMC can be defined as social media account that created and owned by firm officially. In this study Instagram was selected as kind of the social media, so FCSMC here refers to firm official Instagram account (@vivo_indonesia). FCSMC is measured by four items namely:

- 1) Satisfaction of Social Media Account ($X_{1.1}$ and $X_{1.2}$), is the level how firm's official Instagram account (@vivo_indonesia) meet or surpass a customer's expectation.
- 2) Expectation of Social Media Account ($X_{1.3}$ and $X_{1.4}$), is the total perceived benefits a customer expects from firm official Instagram account (@vivo_indonesia).
- 3) Attractiveness of Social Media Account ($X_{1.5}$ and $X_{1.6}$), is the level of customer interest to the firm official Instagram account (@vivo_indonesia).
- 4) Performance of Social Media Account ($X_{1.7}$ and $X_{1.8}$), is the level of quality and performance of firm official Instagram account (@vivo_indonesia) compared with the social media communication of competitors.

b. Celebrities-created social media communication (X_2)

CCSMC refers to social media account that created and owned by endorsed celebrities, in this study Instagram was selected as kind of social media. So CCSMC here refers to endorsed celebrities Instagram account namely. There are four items to measure CCSMC, namely:

- 1) Attractiveness of Endorsed Celebrities ($X_{2.1}$ and $X_{2.2}$), is the level of customer interest with physical and personality of endorsed celebrities when promoting VIVO's product.
- 2) Trustworthiness of Endorsed Celebrities ($X_{2.3}$ and $X_{2.4}$), is the level of customer trust with endorsed celebrities when promoting VIVO's product.
- 3) Expertise of Endorsed Celebrities ($X_{2.5}$ and $X_{2.6}$), is the level of endorsed celebrities experience, knowledge, skill towards VIVO's product.
- 4) Fit of Endorsed Celebrities ($X_{2.7}$ and $X_{2.8}$), is the level of congruence between the endorsed celebrities with VIVO's product.

c. Brand Awareness (Y_1)

Brand Awareness refers to the ability of consumers to recall the brand under different situation. There are three indicators in brand awareness, namely:

- 1) Brand Recognition ($Y_{1.1}$ and $Y_{1.2}$), is extent to which a consumer can correctly identify a VIVO's brand just by viewing the brand logo, tag line, packaging or advertising campaign.
- 2) Brand Recall ($Y_{1.3}$ and $Y_{1.4}$), is refers to the ability of the consumers to correctly elicit a VIVO's brand form memory when prompted by a product category.
- 3) Recognition among competition ($Y_{1.5}$ and $Y_{1.6}$), is the ability to distinguish the different VIVO's brand product.

d. Purchase Intention (Y_2)

Purchase intention refers to the willingness of a customer to buy a certain product in the future. There are three indicators used to measure purchase intention, namely:

- 1) Intention to buy compared to competitors ($Y_{2.1}$ and $Y_{2.2}$), is willingness to buying VIVO's product rather than any product available.
- 2) Recommendation ($Y_{2.3}$ and $Y_{2.4}$), is willingness to recommend others to use the VIVO's product/ brand.
- 3) Intention to buy in the future ($Y_{2.5}$ and $Y_{2.6}$), is intention to purchase VIVO's product in the future.

The indicators used in this study are described in question items. The operational definition of the variables in this study can be seen in Table 3.

Table 3 Definition of Operational Variable

Variable	Definition	Indicator	Definition	Item
Firm-created Social Media Communication (X₁) (Kumar <i>et al</i> , 2016:3)	FCSM refer to the messages posted by firms on their official social media.	Satisfaction of Social Media Account (X_{1.1} and X_{1.2})	Satisfaction of Social Media Account (X _{1.1} and X _{1.2}), is the level how firm's official Instagram account(@vivo_indonesia) meet or surpass a customer's expectation.	1. I am satisfied with content of official Instagram account (@vivo_indonesia) 2. I am satisfied with way of communication official Instagram account (@vivo_indonesia)
		Expectation of Social Media Account (X_{1.3} and X_{1.4})	Expectation of Social Media Account (X _{1.3} and X _{1.4}), is the total perceived benefits a customer expects from firm official Instagram account (@vivo_indonesia).	1. (@vivo_indonesia) content surpass my expectation 2. (@vivo_indonesia) way of communication surpass my expectation

Continued from Table 3

Variable	Definition	Indicator	Definition	Item
		Attractiveness of Social Media Account (X_{1.5} and X_{1.6})	Attractiveness of Social Media Account (X _{1.5} and X _{1.6}), is the level of customer interest to the firm official Instagram account (@vivo_indonesia).	1. I am attracted with content of (@vivo_indonesia) 2. I am attracted with way of communication (@vivo_indonesia)
		Performance of Social Media Account (X_{1.7} and X_{1.8})	Performance of Social Media Account (X _{1.7} and X _{1.8}), is the level of quality and performance of firm official Instagram account (@vivo_indonesia) compared with official instagram account of competitors	1. (@vivo_indonesia) content on their Instagram perform well compared with official Instagram account of competitors 2. (@vivo_indonesia) way of communication perform well compared with official Instagram

Continued from Table 3

Variable	Definition	Indicator	Definition	Item
				account of competitors
Celebrities-created Social Media Communication (X2) (Cecep, 2013 in Totoatmojo 2015:73)	CCSM refer to the messages posted by endorsed celebrities on their social media. Endorsed celebrities is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in advertisement.	Attractiveness (X_{2.1} and X_{2.2})	Attractiveness of Endorsed Celebrities (X _{2.1} and X _{2.2}), is the level of customer interest with physical and personality of endorsed celebrities when promoting VIVO's product	1. I am interest with the physical looks of VIVO endorsed celebrities when promoting VIVO's product 2. I am interest with the personality of VIVO endorsed celebrities
		Trustworthiness (X_{2.3} and X_{2.4})	Trustworthiness of Endorsed Celebrities (X _{2.3} and X _{2.4}), is the level of customer trust with endorsed celebrities when promoting VIVO's product.	1. I trust with VIVO endorsed celebrities when they are promoting VIVO's product 2. I trust with VIVO endorsed celebrities that they are used VIVO

Continued from Table 3

Variable	Definition	Indicator	Definition	Item
		Expertise (X_{2.5} and X_{2.6})	Expertise of Endorsed Celebrities (X _{2.5} and X _{2.6}), is the level of endorsed celebrities knowledge towards VIVO's product	<ol style="list-style-type: none"> 1. VIVO endorsed celebrities are knowledgeable about VIVO's product 2. VIVO endorsed celebrities are expert about VIVO's product
		Fit (X_{2.7} and X_{2.8})	Fit of Endorsed Celebrities (X _{2.7} and X _{2.8}), is the level of congruence between the endorsed celebrities with VIVO's product	<ol style="list-style-type: none"> 1. Personality of VIVO's endorsed celebrities are congruence with VIVO's brand 2. Image of VIVO's endorsed celebrities are congruence with VIVO's brand

Continued from Table 3

Variable	Definition	Indicator	Definition	Item
Brand Awareness (Y1) (Kotler and Keller, 2012 in Soewandi, 2013:206)	Brand awareness refers to the ability of consumers to recall the brand under different situations.	Brand Recognition (Y_{1.1} and Y_{1.2})	Brand Recognition (Y _{1.1} and Y _{1.2}), is extent to which a consumer can correctly identify a VIVO's brand just by viewing the brand logo, tag line, packaging or advertising campaign.	1. I am recognized with VIVO's logo 2. I am recognized with VIVO's tagline
		Brand Recall (Y_{1.3} and Y_{1.4})	Brand Recall (Y _{1.3} and Y _{1.4}), is refers to the ability of the consumers to correctly elicit a VIVO's brand form memory when prompted by a product category.	1. I recall brand VIVO when prompted smartphone 2. I recall VIVO's product when I prompted smartphone
		Recognition among competition (Y_{1.5} and Y_{1.6})	Recognition among competition (Y _{1.5} and Y _{1.6}), is the ability to distinguish the different VIVO's brand product.	1. I recognize VIVO's brand among another competitor brand 2. I recognize VIVO's product among

Continued from Table 3

Variable	Definition	Indicator	Definition	Item
				another competitor product
Purchase Intention (Y2) (Hassan and Jamil, 2014:8)	Refers to plan to buy something in future for use but prior to this a cognitive process works behind where several factors consumer perception about product or source person really matters	Intention to Buy compared to competitors (Y2.1 and Y2.2)	Intention to buy compared to competitors (Y _{2.1} and Y _{2.2}), is willingness to buying VIVO's product rather than any product available.	1. I willing to buy VIVO's product as secondary phones (first phone has different brand) 2. I willing to buy VIVO's product as my only smartphone
		Recommendation (Y2.3 and Y2.4)	Recommendation (Y _{2.3} and Y _{2.4}), is willingness to recommend others to use the VIVO's product/ brand	1. I am willing to suggest others for use VIVO's product 2. I am willing to provoke others for use VIVO's product
		Intention to Buy in the future (Y2.5 and Y2.6)	Intention to buy in the future (Y _{2.5} and Y _{2.6}), is intention to purchase VIVO's product in the future	1. I will buy VIVO's product in the future 2. I will re-buy VIVO's product in the future

3. Measurement Scale

The measurement scale used in this research is Likert Scale. Churchill (2005: 464) suggests that Likert scale as well called the summated-rank scale, is a self-reporting technique for a measurement of the attitude in which the subject is asked to indicate the level their agreement or disapproval of each statement. The Likert scale is the scale used to measure attitudes, opinions, and respondent's perception of an object (Usman and Akbar, 2009: 69). Each answer option has different weights, and all the answers the respondent is summed by weight so as to produce a single score on a particular topic (Morissan, 2012: 88). As for scale used in this research is as follows:

- SA : Strongly Agree
- A : Agree
- N : Neutral
- DS : Disagree
- SDA : Strongly Disagree

D. Population and Sample

1. Population

Population is a subject group to be subjected to generalization the results of the study and should have shared characteristics distinguish it from other subject groups (Azwar, 2013: 77). According to Zulganef (2008: 11) population is a group of people, events, or things which is interesting to

research that has been limited by the researchers themselves. The population in this study are:

- a. Respondents were millennials generation born between the years 1981-2000, or is currently aged 18 years to 34 (Hasanuddin and Purwandi, 2016:13), Those millennial generation was selected because as stated before in the background of study, Millennials becoming target of VIVO's product and marketing strategy.
- b. Respondent were the millennials that ever purchase VIVO's smartphone product in last 2 years.
- c. Respondent were user of Instagram and following VIVO's' Instagram account @vivo_indonesia.
- d. Respondent were ever known VIVO's endorsed celebrities Instagram account.

2. Sample

According Sugiyono (2012) Sample is part of the number and characteristics possessed by the population. When the population is large, and researchers are not likely to study everything in the population, researchers can use samples taken from that population. What is learned from the sample, the conclusion will be applicable to population. Due to the number of population in this research is unknown then the determination of the number of samples using the formula of Machin and Campbell (1997:168-169), as follows:

$$U^1\rho = \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right)$$

$$U^2\rho = \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right) + \frac{\rho}{2(n-1)}$$

$$n = \frac{(Z_{1-\alpha} + Z_{1-\beta})^2}{(U^2\rho)^2} + 3$$

Explanation:

$U\rho$ = Standard normal random variable corresponding to particular value of the correlation coefficient ρ

$U\rho'$ = initial estimate of $U\rho$

N = sample size

$Z_{1-\alpha}$ = Price obtained from the standard normal distribution Table with the specified α

$Z_{1-\beta}$ = Price obtained from the standard normal distribution table with the specified β

\ln = Natural logarithm

ρ The correlation coefficient of the smallest which is expected to be detected significantly

The note relationship between variables is close relationship, with $\rho = 0,03$ (two-sided). The level of trust is 95%, so $\alpha = 0,05$ and the power of the test is 95 % ($\beta = 1 - 0,95 = 0,05$). Therefore, the amount of $Z\alpha$ (for the $\alpha = 0,05$) is 1,645 (linear interpolation results), and the amount of $Z\beta$ (for the $\beta = 0,05$) is 1,645 (linear interpolation results). The results of the second and third iteration show the same unit number that is 116 (the result of rounding up), so the specified minimum of the sample size is 116.

3. Sampling Technique

Sampling technique used in this study is non-probability sampling. According to Sugiyono (2012), nonprobability sampling is a sampling technique that does not give equal opportunity for each element or member of the population to be selected into the sample. These techniques include systematic sampling, quotas, accidental, purposive sampling, saturated and snowball. Non-probability technique selected in this research is purposive sampling technique. According to Arikunto (2010:183) This technique is usually done due to several considerations, for example, due to limited time, effort, and funds that cannot take a large sample and far.

E. Data Collection Techniques

1. Source of Data

Source of data used in this research can be broadly grouped into two primary data and secondary data. Sources of data in this study are as follows:

a. Primary Data

Primary data is data obtained directly from the source/respondent. The data comes from the original source and is collected specifically to answer the research question. With primary data, researchers can thoroughly collect the information they want (Cooper and C. William Emory, 1996: 256). Primary data used by researchers is documentation and questionnaire.

b. Secondary Data

According to Cooper and C. William (1996: 256), Secondary Data is data obtained from documents/publications/research reports from offices/agencies and other data sources that support. Cooper and C. William also added that secondary data is a study done by others for their own goals. Secondary data used by researchers is books, journals, and articles online that can support the primary data as a supporter.

2. Data Collection Method

Data collection techniques in this research using an online questionnaire. The questionnaire in this study was made in a paperless with the help of Google Form. Through the help of Google form can save time as well and can increase the accuracy of the appropriate sample. Google form is a useful tool to help planning the event, send surveys, and collect information in an easy efficient way. Online questionnaire will be distributed through social media such as Line, WhatsApp. The researchers also distribute questionnaires to follower of Instagram account PT VIVO mobile Indonesia (@vivo_indonesia) who qualified, through direct messages on Instagram.

3. Research Instrument

The instrument used in this study is using online questionnaire. The questionnaire is a structured questionnaire with alternative (option) answers that have been available so that the respondents live choose answers

according to aspirations, perceptions, attitudes, circumstances, or his personal opinion (Suyanto and Sutinah, 2007: 60).

The online questionnaire will then be distributed to respondents whose criteria in accordance with the purpose of research which serves to collect information from respondents. Usman and Akbar (2006: 62) dividing the questionnaire into 2 types; (1) closed-end and (2) open-end.

F. Validity and Reliability Testing

1. Validity Test

Ghozali (2011: 45) states that the validity of the test is used to measure whether legitimate or valid questionnaires. A questionnaire considered valid if the questions in the questionnaire were able to reveal something that will measure the questionnaire. According to Arikunto (2010: 213) is that a size that was shows the levels of validity of an instrument. An instrument is valid or invalid have high validity.

In contrast, the less valid instrument means having a low validity. The correlation formula that can be used is that proposed by Pearson, known as product moment correlation formula as follows:

$$r_{xy} = \frac{n(\sum xy) - (\sum x \cdot \sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Source: (Arikunto, 2010:2013)

Explanation:

r = Pearson product moment correlation coefficient

n = sample amount

x = amount of item score

y = amount total score

After the r value is obtained, the next step is comparing between the calculations of r with the r critical value table at significance level ($\alpha = 0.05$). If the value of r equal and greater than 0.3494 then as valid, but if r is less than 0.349 then it is said to be invalid.

2. Reliability Test

According to Arikunto (2010: 221) reliability refers to the definition that an instrument sufficiently reliable to be used as a data collection for the instrument has been good. An instrument, which either will not be tendentious directing the respondents to select certain answers. Instruments that have been reliable, which will reliably produce reliable data as well. If the data is correct in accordance with reality, then how many times it takes the result will still the same.

An instrument is said to be reliable if a value greater than or equal to the critical value that is equal to 0.6. How to find the reliability of the overall indicator of which can be done by using Cronbach Alpha coefficients were formulated as follows:

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Source: (Arikunto, 2010:231)

Explanation:

α = Reliability Instrument
 k = Amount of question items
 $\sum \sigma_b^2$ = Amount of variance items
 σ_t^2 = Total variance

3. The result of Validity test

The validity test results from 116 respondents for each of the item variable in this study shown in Table 4, as follows:

Table 4 Validity Test Result

Variable	Indicator	Product Moment Correlation	Notes
Firm-created Social Media Communication (X₁)	X _{1.1}	0.726	Valid
	X _{1.2}	0.711	Valid
	X _{1.3}	0.745	Valid
	X _{1.4}	0.776	Valid
	X _{1.5}	0.672	Valid
	X _{1.6}	0.645	Valid
	X _{1.7}	0.773	Valid
	X _{1.8}	0.757	Valid

Continued from Table 4

Variable	Indicator	Product Moment Correlation	Notes
Celebrities-created Social Media Communication (X₂)	X _{2.1}	0.698	Valid
	X _{2.2}	0.786	Valid
	X _{2.3}	0.650	Valid
	X _{2.4}	0.518	Valid
	X _{2.5}	0.753	Valid
	X _{2.6}	0.686	Valid
	X _{2.7}	0.698	Valid
	X _{2.8}	0.712	Valid
Brand Awareness (Y₁)	Y _{1.1}	0.680	Valid
	Y _{1.2}	0.736	Valid
	Y _{1.3}	0.812	Valid
	Y _{1.4}	0.784	Valid
	Y _{1.5}	0.814	Valid
	Y _{1.6}	0.830	Valid
Purchase Intention (Y₂)	Y _{2.1}	0.704	Valid
	Y _{2.2}	0.779	Valid
	Y _{2.3}	0.775	Valid
	Y _{2.4}	0.787	Valid
	Y _{2.5}	0.765	Valid
	Y _{2.6}	0.779	Valid

Source: Appendix 5

Table 4 showed the number of the result of product moment correlation indicator more than 0.349, which means all these variables are valid, thus it can be concluded that these indicators can be used to measure the research variables.

4. The result of Reliability test

The reliability test results from 116 respondents, testing on variable FCSMC, CCSMC, brand awareness and purchase intention shown in Table 5:

Table 5 Reliability Test Result

Variable	Cronbach's Alpha	Notes
Firm-created Social Media Communication (X₁)	0.777	Reliable
Celebrities-created Social Media Communication (X₂)	0.768	Reliable
Brand Awareness (Y₁)	0.794	Reliable
Purchase Intention (Y₂)	0.790	Reliable

Source: Appendix 5

Based on Table 5 all variables that are FCSMC, CCSMC, brand awareness and purchase intention have the value of Cronbach's Alpha coefficient more than 0.6 therefore, it can be conclude that the research instrument used for the four variables is reliable and can be used for further research.

G. Data Analysis

The activity of data analyzing is conducted when all the data from the respondents is collected. In this activity, the researcher is directed to do grouping and proceeding the data based on the variables and the type of respondents, later to be presented with the calculation and the answer of the

research problems and calculate the proposed hypothesis (Sugiyono, 2012). The method used in this research is descriptive and path analysis.

1. Descriptive Statistic Method

Martaleni (2011: 108) suggests that descriptive statistical analysis techniques are used for describes each respondent in the study. Data that has been collected and then tabulated in a table and performed descriptive discussion. Descriptive size is the provision of numbers, either in the number of respondents or in percentage form.

2. Path Analysis

This study used path analysis to analyze the data. Path analysis is used to analyze the patterns of relationships between variables to determine the effect of directly or indirectly, a set of independent variables on the dependent variable. Path coefficients show how big the influence of changes in one variable against another. In the path analysis, there are several steps as follows (Solimun, 2002: 47):

1. Designing a model based on the concepts and theories

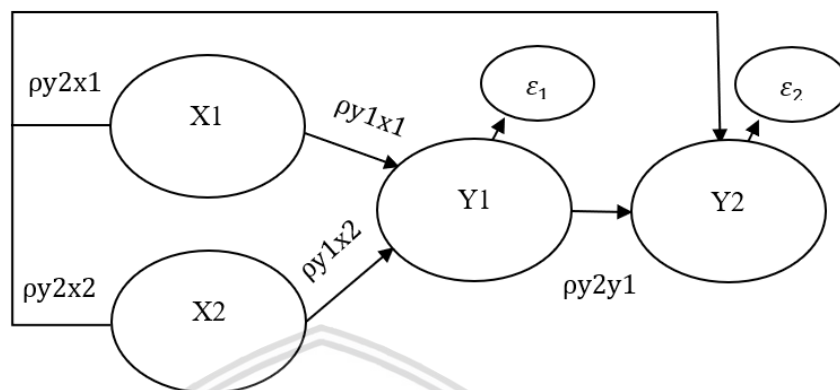


Figure 2 Path Diagram

Equation:

$$Y_1 = \rho_{y1x1} X_1 + \rho_{y1x2} X_2 + \varepsilon_1$$

$$Y_2 = \rho_{y2x1} X_1 + \rho_{y2x2} X_2 + \rho_{y2y1} Y_1 + \varepsilon_2$$

Explanation:

X_1 = Firm-created Social Media
 X_2 = Celebrities-created Social Media
 Y_1 = Brand Awareness
 Y_2 = Purchase Intention
 ρ = Coefficient
 $\varepsilon_1 \varepsilon_2$ = Residual

2. Examination of the underlying assumptions. Assumptions that underlying the path analysis are:
 - a. In path analysis model, the relationship between variables is linear and additive
 - b. Only recursive models that can considered, which only causal system flow in one direction.

- c. The dependent variable at least a measuring scale interval.
 - d. Valid and reliable measurement instrument.
 - e. The model that specified analyzed (identified) correctly based on relevant theories and concepts.
3. Parameter estimation or calculation of path coefficients

For one-way arrows \longrightarrow used standardized regression calculation, partially in each equation. From this calculation path coefficient obtained direct influence. Parameter estimation performed using SPSS software and calculated through regression analysis, which is carried out on each partial equation.

3. Examination of the validity model.

There are two indicators of validity model in path analysis, the coefficient of determination of total and trimming theory. This research model validation checks using total indicators coefficient of determination.

4. Interpretation of analytical results.

The last step in the path analysis is to interpret the results. First, about the outcome validity of the model. Both calculate the total effect of each variable that has a causal influence on the dependent variable.

CHAPTER IV

RESULT AND DISCUSSION

A. General Description of Location

VIVO is a global smartphone brand from China, founded in 2009, VIVO is rapidly expanding into markets in India and Southeast Asia since 2014. The focus is on introducing excellent sound quality and photography with cutting-edge technology. VIVO develops a dynamic and youthful and passionate product. Beside of smartphone VIVO also develops and manufactures smartphone accessories, software and online services.



Figure 3 VIVO Smartphone Logo

Source: vivo.com/id

In Indonesia, VIVO is operated by PT. VIVO Mobile Indonesia. Several smartphone have been launched are V7+, V7, V5S, V5, Y69, Y65, Y55s and Y53. Millenials is the main target of VIVO product in Indonesia. The business of VIVO

experienced a good development. Based on data from IDC in Q3 2017 VIVO became the 5th market leader with the amount about 7.5%.



Figure 4 Top 5 Indonesia Smartphone Market Share 2017Q3
Source: IDC (2018)

Despite creating product that suitable for Millennials, VIVO also used marketing communication channels through social media that most of the users are Millenials. Instagram is one of several social media used by VIVO, Instagram is a social media platform which is focusing on pictures and short caption. According to the Instagram internal data that revealed on 2017, Indonesia has topped Asia Pacific's list of Instagram's biggest markets with 45 million active users per month.

In the implementation, @vivo_indonesia is official Instagram account of PT. VIVO Mobile Indonesia. Since August 2015, PT. VIVO Mobile Indonesia utilized Instagram as their marketing communication channel. Currently, it has 185.000 followers. Through this account PT. VIVO Mobile Indonesia shares many contents about their products information, features and event. In this research it is becomes variable named Firm-created communication channel.

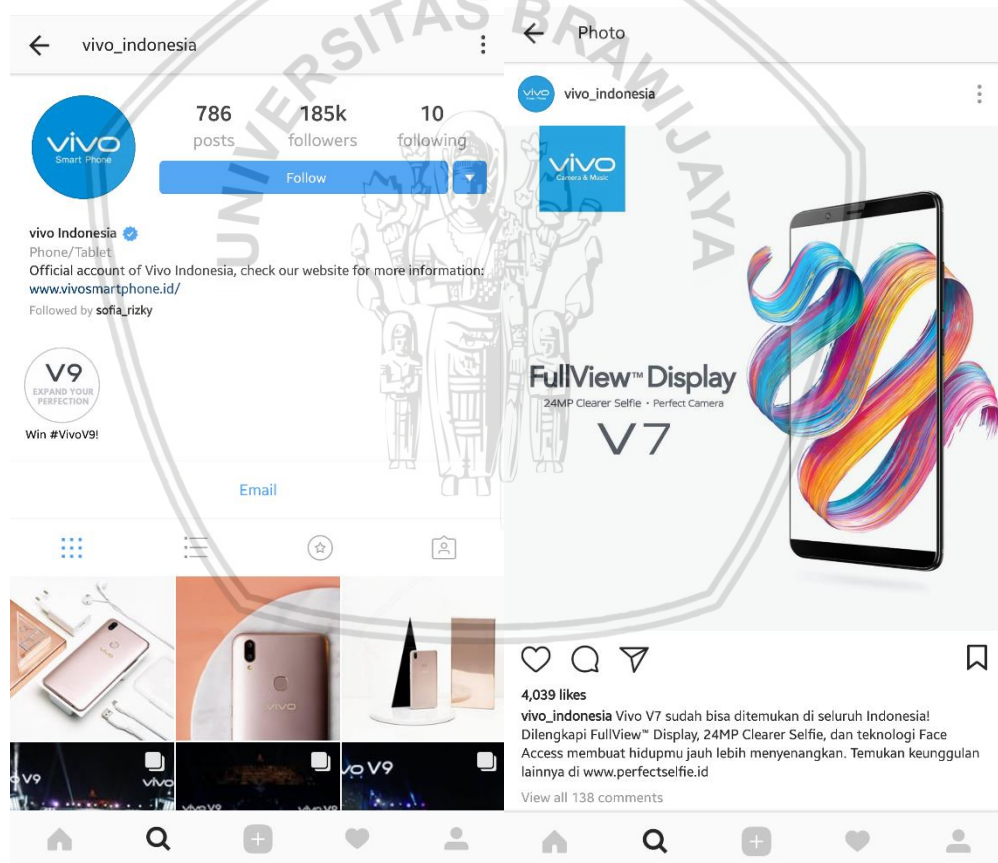


Figure 5 Instagram account of VIVO Smartphone Indonesia

Source: Instagram.com/vivo_indonesia (2018)

Despite shares about product information, @vivo_indonesia also shows several endorsed celebrities who represent their brand. It can be seen at Figure 6.

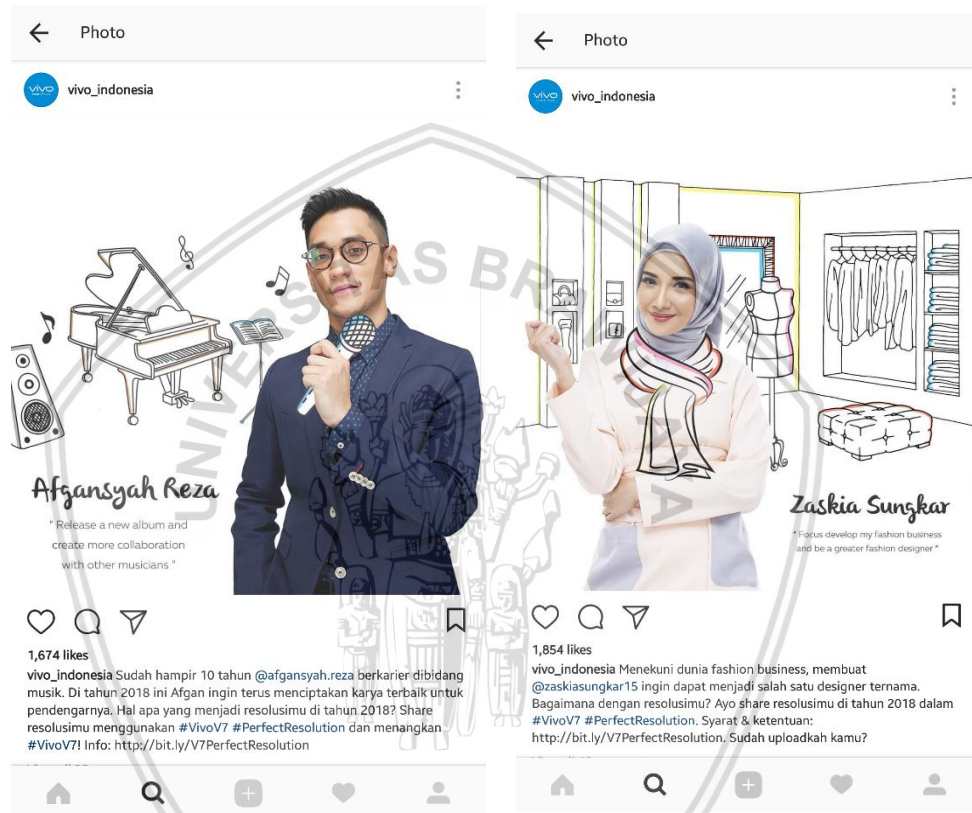


Figure 6 Endorsed Celebrities on @vivo_indonesia's post

Source: Instagram.com/vivo_indonesia (2018)

Not only from @vivo_indonesia itself, the endorsed celebrities also share in their personal account about vivo products. It makes Instagram communication channels of @vivo_indonesia different from another social media like Twitter or Facebook. In this research it is become variable namely Celebrities-created social media communication. It can be seen at Figure 7.

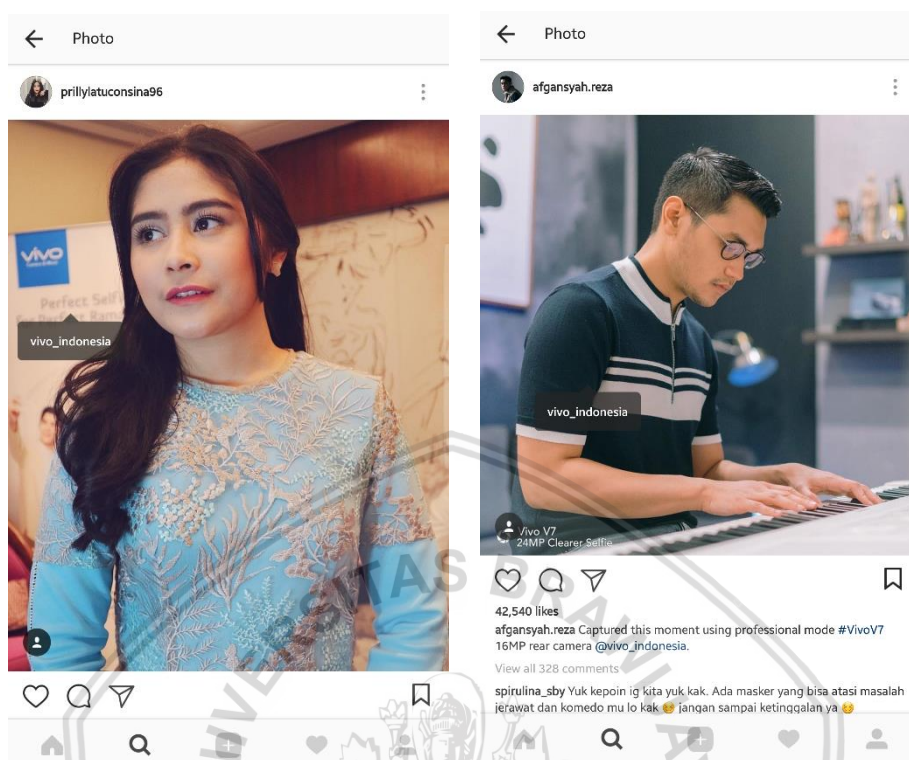


Figure 7 A post about VIVO smartphone from personal account of the endorsed celebrities

Source: Instagram.com/prillylatuconsina96 and Instagram.com/afgansyah_reza (2018)

The reason selecting @vivo_indonesia as research location is because the research objective to know and understand the influence of firm-created social media communication and celebrities-created social media communication through brand awareness to Millennials purchase intention. While one of several respondent criteria is Millennials followers of @vivo_indonesia so the researcher decided @vivo_indonesia became research location to makes data collection more effective and efficient.

B. General Description of Respondents

1. Respondent's Profile based on Domicile (Province)

This research was conducted at Instagram account @vivo_indonesia, so the respondents could be anywhere as long in Indonesia. The researcher categorized respondent based on their domicile (province). The result can be seen at Table 6:

Table 6 Frequency Distribution of Respondent's Domicile

No	Province	Number of Respondents (People)	Percentage (%)
1	Aceh	1	0.86
2	Bali	6	5.17
3	Banten	0	0.00
4	Bengkulu	2	1.72
5	Gorontalo	0	0.00
6	Jakarta	18	15.52
7	Jambi	2	1.72
8	Jawa Barat	20	17.24
9	Jawa Timur	12	10.34
10	Jawa Tengah	17	14.66
11	Kalimantan Barat	1	0.86
12	Kalimantan Selatan	2	1.72
13	Kalimantan Tengah	6	5.17
14	Kalimantan Timur	2	1.72
15	Kepulauan Bangka Belitung	0	0.00
16	Kepulauan Riau	0	0.00
17	Lampung	7	6.03
18	Maluku	0	0.00
19	Maluku Utara	0	0.00
20	NTB	1	0.86

Continued from Table 6

No	Province	Number of Respondents (People)	Percentage (%)
21	NTT	0	0.00
22	Papua	0	0.00
23	Papua Barat	0	0.00
24	Riau	2	1.72
25	Sulawesi Barat	2	1.72
26	Sulawesi Selatan	2	1.72
27	Sulawesi Tengah	2	1.72
28	Sulawesi Tenggara	3	2.59
30	Sumatera Barat	0	0.00
31	Sumatera Utara	1	0.86
32	Sumatra Selatan	1	0.86
33	Yogyakarta	3	2.59
Total		116	100

Source: Appendix 3

Table 6 shows that Jawa Barat, DKI Jakarta and Jawa Tengah province becoming top three from thirty-three provinces in Indonesia. If these three provinces be summed the total was 47.42 percent, it can be concluded that the market of VIVO smartphone concentrated in Jawa Island. Since, the requirement to become respondents in this research were not only ever purchased VIVO smartphone but also an active Instagram user, it is indicating that most active Instagram user were domicile in Jawa Island.

2. Respondent's Profile based on Gender

Table 7 shows there are 50 people (43.1%) were male and 66 (56.9%) were female. Even female respondents higher but the gap is not wide, it is indicated that VIVO smartphone not segmented for a specific gender.

Table 7 Frequency Distribution of Respondent's Gender

No	Gender Type	Number of Respondents (People)	Percentage (%)
1	Male	50	43.1
2	Female	66	56.9
Total		116	100

Source: Appendix 3

3. Respondent's Profile based on Ages

Millenials between 18 – 32 years old were becoming respondents in this study. Based on the calculation the researcher divides it into eight sections. research. The equation and overview of respondent based on age can be seen in Table 8 as follows:

$$K = 1 + 3.3 \log n$$

Source: Supranto (2000:61)

Explanation

K : Total interval class

n : Total Sample

log : Logarithm

Equation

$$K = 1 + 3.3 \log 116$$

$$K = 7.81 \text{ rounded up to } 8$$

Choosing of interval length

$$C = \text{Interval length} / K$$

$$C = (32-18)/8$$

$$C = 1.75 \text{ rounded up to } 2$$

Based on the calculation, the class divided into eight section and interval about two. Distribution of respondent age showed in Table 8:

Table 8 Frequency Distribution of Respondent's Age

No	Age	Respondent	Percentage
1	18-19	10	8.62
2	20-21	14	12.07
3	22-23	29	25.00
4	24-25	28	24.14
5	26-27	18	15.52
6	28-29	13	11.21
7	30-31	3	2.59
8	32	1	0.86
Total		116	100

Source: Appendix 3

The reason selecting Millennials as respondents because the main target of VIVO smartphones were Millennials. From Table 8 it shows that category ages between 22-23 years old and 24-25 years old becoming the top two, if it be summed the total was (45.14%) or almost a half of the total. It's indicate that VIVO's smartphone product and communication strategy fit for Millennials aged 22-25 years old.

4. Respondent's Profile based on Job

Table 9 shows that mostly millennials in this research currently unemployed as a student (48.28%) and works as private employee (42.24%).

If this result combined with the previous data about respondent ages, it demonstrated that Millenials aged between 22-25 years old in this research commonly a student or private employee.

Table 9 Frequency Distribution of Respondent's Job

No	Job	Number of Respondents (People)	Percentage (%)
1	Civil Servant	2	1.72
2	Private Employee	49	42.24
3	Entrepreneur	8	6.90
4	Police/Soldier	0	0.00
Unemployed			
1	Housewife	1	0.86
2	Student	56	48.28
Total		116	100.00

Source: Appendix 3

5. Respondent's Profile based on Monthly Income

This table is used to determine the amount of income of respondents who have worked in the form of salary or allowance for those who unemployed.

The answer option is open. To determine the interval class is calculated by the formula Sturges, following its calculation:

$$C = \text{Interval length} / \text{Class}$$

$$C = (\text{Rp.8.000.000} - \text{Rp.500.000}) / 8$$

$$C = \text{Rp.937.500,-}$$

Based on the calculation there are eight categories with interval of Rp. 937.500,-

Table 10 Frequency Distribution of Respondent's Monthly Income

No	Monthly Income/Allowance	Number of Respondents (People)	Percentage (%)
1	Rp.500.000 – Rp.1.437.500	13	11.21
2	>Rp.1.437.500 – Rp.2.375.000	22	18.97
3	>Rp.2.375.000 – Rp.3.312.500	26	22.41
4	>Rp.3.312.500 – Rp.4.250.000	20	17.24
5	>Rp.4.250.000 – Rp.5.187.500	11	9.48
6	>Rp.5.187.500 – Rp.6.125.000	11	9.48
7	>Rp.6.125.000 – Rp.7.062.500	8	6.90
8	>Rp.7.062.500	5	4.31
Total		116	100.00

Source: Appendix 3

The top three in monthly income or allowance coming from second, third, and fourth category, simply it's between Rp.1.437.500,- - Rp.4.250.000,- or about (58.62%) if it be summed. Its indicate that product of VIVO smartphone fit with Millenials who have monthly income or allowance between Rp.1.437.500,- - Rp.4.250.000,- .

6. Respondents bought VIVO smartphone in last 2 years

All respondent in this research were ever purchased VIVO smartphone in last 2 years.

7. Respondent's Profile based on type of purchased VIVO smartphone

Ever purchased VIVO smartphone in last 2 years (2016-2018) became one of respondent criteria. To make sure it, researcher asks the type of VIVO smartphone of every respondents. Then the result can be seen at Table 11 as follows:

Table 11 Frequency Distribution of Respondent's VIVO Types

No	VIVO Smartphone Types	Number of Respondents (People)	Percentage (%)
1	Y55s	1	0.86
2	Y65	14	12.07
3	Y69	17	14.66
4	V5	48	41.38
5	V5S	26	22.41
6	V7	9	7.76
7	V7+	1	0.86
	Total	116	100

Source: Appendix 3

VIVO V5, V5s and Y69 becoming the top three purchased VIVO smartphone types in this research. The VIVO V5 dominated with (41.38%). It's indicated that product, price and promotion of VIVO V5, V5s and Y69 were fit with Millenials.

8. Respondent's Profile based on main reason in purchasing VIVO smartphone

Table 12 shows the respondent's main reason in purchasing VIVO smartphone.

Table 12 Frequency Distribution of Respondent's Main reason in purchasing VIVO smartphone

No	Main Reason	Number of Respondents (People)	Percentage (%)
1	Features	24	20.68
2	Price	27	23.28
3	Advertisement	18	15.52
4	Quality	26	22.41
5	Brand	21	18.10
Total		116	100

Source: Appendix 3

Every respondents asked to choose their main reason in purchasing VIVO smartphone. Based on Table 12 there are top 3 the most answer that dominated in this question, Price (23.28%), Quality (22.41%) and Features (20.68%) Respondents were followers of Instagram account @vivo_indonesia. From those result it can indicate that for Millenials who aged between 22-25 years old and has monthly income or allowance between more than Rp.1.437.500, - - Rp.4.250.000,- tend to purchase a smartphone by the product price, quality and features.

9. Respondent's Profile were following @vivo_indonesia

All of respondents were following Instagram account of VIVO smartphone Indonesia.

10. Respondents had ever seen Instagram account @vivo_indonesia before they make a purchase of VIVO smartphone

Firm-created social media communication becoming variable in this research, so the respondent are Millenials who ever purchased VIVO smartphone and ever seen Instagram account @vivo_indonesia. The result was 100 % of the respondents were ever seen Instagram account @vivo_indonesia

11. Respondents had ever seen Instagram account of a celebrity promoting VIVO smartphone

Celebrity-created social media communication becoming variable in this research, so the respondent are Millenials who ever purchased VIVO smartphone and ever seen a celebrity Instagram account promoting VIVO Smartphone. The result was 100% of the respondents were ever seen Instagram account of several celebrity who promote VIVO smartphone.

12. Instagram account of the celebrity who known promoting VIVO smartphone

Table 13 shows the celebrity who known promoting VIVO smartphone in their personal Instagram account

Table 13 Frequency Distribution of Endorsed Celebrities known by respondents

No	Endorsed Celebrities	Number of Respondents (People)	Percentage (%)
1	Afgan	25	21.55
2	Agnes Monica	27	23.27
3	Al Ghazali	23	19.82
4	Omar Daniel	10	8.62
5	Prilly Latuconsina	21	18.10
6	Varrel Bramanstya	6	5.17
7	Zaskia Sungkar	4	3.44
Total		116	100

Source: Appendix 3

Based on Table 13 there are three Instagram account of celebrity account that most known promoting VIVO smartphone, Agnes Monica or @agnezmo (23.27%), Afgan or @afgansyah.reza (21.55%) and Al Gahazali or alghazali7 (19.82%). All endorsed celebrities were also categorized as Millenials.

C. Descriptive Analysis Result

In this research, descriptive analysis consists of item distribution from each variable. Grouped data is tabulated and followed with a descriptive discussion. Descriptive analysis that is used, gives information about variables' characteristics in this research; FCSMC (X_1) and CCSCMC (X_2) as independent variable towards Brand Awareness (Y_1) and Purchase Intention (Y_2) as the dependent variables.

After data is tabulated then the frequency and percentage of statements in the given questionnaire. Researcher also calculate the mean score from each item of the questionnaire followed by interpretation to categorize each item. The criteria

mean score interpretation of respondents' answer is based on Table 14. To figure out each item's mean score, it is necessary to determine the interval of each score first (Supranto, 2000). It can be calculated by the following formula:

$$R = X_n - X_1$$

$$C = R / K$$

$$C = \{(5-1)/5\} = 0,8$$

Explanation:

C = predicted interval class

K = classes

X_n = highest score value

X₁ = lowest score value

Therefore, the interpretation criteria are specifically explained in Table 14 below:

Table 14 Criteria of Mean Score

Score Value	Interpretation
>4.2-5.0	Very High
>3.4-4.2	High
>2.6-3.4	Neutral
>1.8-2.6	Low
1.0 – 1.8	Very Low

Source: Supranto (2000)

1. Frequency Distribution of Firm-created Social Media Communication

Variable (X₁)

Variable of Firm-created Social Media Communication (FCSMC) consist of eight items of question spread to respondents to be answered. The answers are shown in Table 15.

Table 15 Frequency Distribution Table of Firm-created social media communication (X₁)

Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1.1	0	0.00	1	0.86	3	2.59	70	60.34	42	36.21	116	100	4.32
X1.2	0	0.00	0	0.00	11	9.48	69	59.48	36	31.03	116	100	4.22
Mean Indicator													4.27
X1.3	0	0.00	2	1.72	16	13.79	59	50.86	39	33.62	116	100	4.16
X1.4	0	0.00	2	1.72	13	11.21	73	62.93	28	24.14	116	100	4.09
Mean Indicator													4.13
X1.5	0	0.00	1	0.86	2	1.72	70	60.34	43	37.07	116	100	4.34
X1.6	0	0.00	2	1.72	6	5.17	71	61.21	37	31.90	116	100	4.32
Mean Indicator													4.33
X1.7	0	0.00	2	1.72	28	24.14	60	51.72	26	22.41	116	100	3.98
X1.8	0	0.00	2	1.72	37	31.90	57	49.14	20	17.24	116	100	3.82
Mean Indicator													3.90
Mean Variable													4.16

Source: Appendix 6

Note:

SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency Indicator of "Satisfaction"

X1.1 = Satisfaction of social media content

X1.2 = Satisfaction of social media communication style

Indicator of "Expectation"

X1.3 = Expectation of social media content

X1.4 = Expectation of social media communication style

Indicator of "Attractiveness"

X1.5 = Attractiveness of social media content

X1.6 = Attractiveness of social media communication style

Indicator of "Performance"

X1.7 = Performance of social media content compared to competitors

X1.8 = Performance of social media communication style compared to competitors

a. Indicator of "Satisfaction" (X_{1.1} and X_{1.2})

The item of X_{1.1} with the statement of "I am satisfied with content of (@vivo_indonesia)", 42 respondents (36.21%) were known to choose "Strongly Agree", the 70 respondents (60.34%) choose "Agree", the 3 respondents (2.59%) choose "Neutral", the 1 respondent (0.86%) choose "Disagree". Mean score of item X_{1.1} is 4.32 which means the most of respondents very highly satisfied with social media content of (@vivo_indonesia)".

The item of $X_{1.2}$ with the statement of “I am satisfied with communication style of (@vivo_indonesia)”, 36 respondents (31.03%) were known to choose “Strongly Agree”, the 69 respondents (59.58%) choose “Agree”, the 11 respondents (9.48%) choose “Neutral”. Mean score of item $X_{1.1}$ is 4.22 which means the most of respondents very highly satisfied with social media communication style of (@vivo_indonesia). Based on the Table 15 mean score of indicator “Attractiveness” ($X_{1.1}$) and ($X_{1.2}$) is 4.27 which is still in the “Very High” category (4.2 – 5). It shows that respondents very highly satisfied with the social media content and communication style of @vivo_indonesia.

b. Indicators of “Expectation” ($X_{1.3}$ and $X_{1.4}$)

The item of $X_{1.3}$ with the statement of “content of (@vivo_indonesia) meets my expectation”, 39 respondents (33.62%) were known to choose “Strongly Agree”, the 59 respondents (50.86%) choose “Agree”, the 16 respondents (13.79%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $X_{1.3}$ is 4.16 which means the content of (@vivo_indonesia) highly meets respondent’s expectation.

The item of $X_{1.4}$ with the statement of “communication style of (@vivo_indonesia) meets my expectation”, 28 respondents (24.14%) were known to choose “Strongly Agree”, the 73 respondents (62.93%) choose “Agree”, the 13 respondents (11.21%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. which means the communication style of (@vivo_indonesia) highly meets respondent’s

expectation. Based on the Table 15 mean score of indicator “Expectation” ($X_{1.3}$) and ($X_{1.4}$) is 4.13 which is still in the “High” category (3.8 – 4.2). It means the content and communication style of (@vivo_indonesia) highly meets respondent’s expectation.

c. Indicators of “Attractiveness” ($X_{1.5}$ and $X_{1.6}$)

The item of $X_{1.5}$ with the statement of “I attracted with content of @vivo_indonesia”, 43 respondents (37.07%) were known to choose “Strongly Agree”, the 70 respondents (60.34%) choose “Agree”, the 2 respondents (1.72%) choose “Neutral”, the 1 respondents (0.86%) choose “Disagree”. Mean score of item $X_{1.5}$ is 4.34 which means the most of respondents very highly attracted with content of @vivo_indonesia”.

The item of $X_{1.6}$ with the statement of “I attracted with communication style of @vivo_indonesia”, 37 respondents (31.90%) were known to choose “Strongly Agree”, the 71 respondents (61.21%) choose “Agree”, the 6 respondents (5.17%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $X_{1.6}$ is 4.32 which means the most of respondents very highly attracted with communication style of @vivo_indonesia”.

Based on the Table 15 mean score of indicator “Attractiveness” ($X_{1.5}$) and ($X_{1.6}$) is 4.33 which is still in the “Very High” category (4.2 – 5). It shows that respondents very highly attracted with content and communication style of @vivo_indonesia.

d. Indicators of “Performance” ($X_{1.7}$ and $X_{1.8}$)

The item of $X_{1.7}$ with the statement of “content of @vivo_indonesia has a good performance compared to competitors”, 26 respondents (22.41%) were known to choose “Strongly Agree”, the 60 respondents (51.72%) choose “Agree”, the 28 respondents (24.14%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $X_{1.7}$ is 3.98 which means the most of respondents highly agreed if the content of @vivo_indonesia has a good performance compared to competitors”.

The item of $X_{1.8}$ with the statement of “communication style of @vivo_indonesia has a good performance compared to competitors”, 20 respondents (17.24%) were known to choose “Strongly Agree”, the 57 respondents (49.14%) choose “Agree”, the 37 respondents (31.90%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $X_{1.8}$ is 3.82 highly agreed if the communication style of @vivo_indonesia has a good performance compared to competitors”.

Based on the Table 15 mean score of indicator “Performance” ($X_{1.7}$) and ($X_{1.8}$) is 3.90 which is still in the “High” category (3.4 – 4.2). It shows that highly agreed if the content and communication style of @vivo_indonesia has a good performance compared to competitors.

Mean score of the variable of Firm-created Social Media Communication (X_1) is 4.16 which is still in the “High” category (3.4 - 4.2). Based on

calculated data, it means the Firm-created Social Media Communication gives a positive impact in order communicating brand.

2. Frequency Distribution of Celebrities-created Social Media Communication Variable (X₂)

Variable of Celebrities-created Social Media Communication (CCSMC) consist of eight items of question spread to respondents to be answered. The answers are shown in Table 16:

Table 16 Frequency Distribution Table of Celebrities-created social media communication (X₂)

Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X2.1	0	0.00	1	0.86	8	6.90	43	37.07	64	55.17	116	100	4.47
X2.2	0	0.00	3	2.59	11	9.48	64	55.17	38	32.76	116	100	4.18
Mean Indicator													4.33
X2.3	0	0.00	2	1.72	5	4.31	72	62.07	37	31.90	116	100	4.24
X2.4	0	0.00	9	7.76	27	23.28	66	56.90	14	12.07	116	100	3.73
Mean Indicator													3.99
X2.5	0	0.00	2	1.72	10	8.62	74	63.79	30	25.86	116	100	4.14
X2.6	0	0.00	0	0.00	17	14.66	77	66.38	22	18.97	116	100	4.04
Mean Indicator													4.09
X2.7	0	0.00	1	0.86	5	4.31	76	65.52	34	29.31	116	100	4.23
X2.8	0	0.00	1	0.86	7	6.03	78	67.24	30	25.86	116	100	4.18
Mean Indicator													4.21
Mean Variable													4.15

Source: Appendix 6

Note:

SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency
Indicator of "Attractiveness"

X2.1 = Attractiveness of endorsed celebrities appearance

X2.2 = Attractiveness of endorsed celebrities personality

Indicator of "Trustworthiness"

X2.3 = Trustworthiness of endorsed celebrities statement related product

X2.4 = Trustworthiness if endorsed celebrities use the product in daily life

Indicator of "Expertise"

X2.5 = Knowledge level of endorsed celebrities about the product

X2.6 = Expertise level of endorsed celebrities about the product

Indicator of "Fit"

X2.7 = Congruence of endorsed celebrities personality with the brand

X2.8 = Congruence of endorsed celebrities image with the brand

a. Indicators of “Attractiveness” ($X_{2.1}$ and $X_{2.2}$)

The item of $X_{2.1}$ with the statement of “I attracted with endorsed celebrities’ appearance while promoting the product”, 64 respondents (55.17%) were known to choose “Strongly Agree”, the 43 respondents (37.07%) choose “Agree”, the 8 respondents (6.90%) choose “Neutral”, the 1 respondents (0.86%) choose “Disagree”. Mean score of item $X_{2.1}$ is 4.47 which means the most of respondents highly attracted with endorsed celebrities appearance”.

The item of $X_{2.2}$ with the statement of “I attracted with endorsed celebrities’ personality while promoting the product”, 38 respondents (32.76%) were known to choose “Strongly Agree”, the 64 respondents (55.17%) choose “Agree”, the 11 respondents (9.48%) choose “Neutral”, the 3 respondents (2.59%) choose “Disagree”. Mean score of item $X_{2.2}$ is 4.18 which means the most of respondents highly attracted with endorsed celebrities personality”

Based on the Table 16 mean score of indicator “Attractiveness” ($X_{2.1}$) and ($X_{2.2}$) is 4.33 which is still in the “Very High” category (4.2 – 5). It shows that respondents highly attracted with endorsed celebrities’ appearance and personality.

b. Indicators of “Trustworthiness” ($X_{2.3}$ and $X_{2.4}$)

The item of $X_{2.3}$ with the statement of “I trust with endorsed celebrities statement about the product”, 37 respondents (31.90%) were

known to choose “Strongly Agree”, the 72 respondents (62.07%) choose “Agree”, the 5 respondents (4.31%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $X_{2.3}$ is 4.24 which means the most of respondents very highly trust with the statement of endorsed celebrities related the product”.

The item of $X_{2.4}$ with the statement of “I trust if endorsed celebrities used the product in daily life”, 14 respondents (12.07%) were known to choose “Strongly Agree”, the 66 respondents (56.90%) choose “Agree”, the 27 respondents (23.28%) choose “Neutral”, the 9 respondents (7.76%) choose “Disagree”. Mean score of item $X_{2.4}$ is 3.73 which means the most of respondents highly trust if endorsed celebrities used the product in daily life”.

Based on the Table 16 mean score of indicator “Trustworthiness” ($X_{2.3}$) and ($X_{2.4}$) is 3.99 which is still in the “High” category (3.8 – 4.2). It shows that respondents highly trust with endorsed celebrities.

c. Indicators of “Expertise” ($X_{2.5}$ and $X_{2.6}$)

The item of $X_{2.5}$ with the statement of “VIVO endorsed celebrities has a good knowledge about the product”, 30 respondents (25.86%) were known to choose “Strongly Agree”, the 74 respondents (63.79%) choose “Agree”, the 10 respondents (8.62%) choose “Neutral”, the 1 respondents (0.86%) choose “Disagree”. Mean score of item $X_{2.5}$ is 4.14 which means

the most of respondents highly agreed if VIVO endorsed celebrities have a good knowledge about the product”.

The item of $X_{2.6}$ with the statement of “VIVO endorsed celebrities expert about the product”, 22 respondents (18.97%) were known to choose “Strongly Agree”, the 77 respondents (66.38%) choose “Agree”, the 17 respondents (14.66%) choose “Neutral”. Mean score of item $X_{2.6}$ is 4.04 which means the most of respondents highly agreed if VIVO endorsed celebrities expert about the product”.

Based on the Table 16 mean score of indicator “Expertise” ($X_{2.5}$) and ($X_{2.6}$) is 4.09 which is still in the “High” category (3.8 – 4.2). It shows that respondents tend to agree with all statements given on expertise indicators.

d. Indicators of “Fit” ($X_{2.7}$ and $X_{2.8}$)

The item of $X_{2.7}$ with the statement of “Personality of VIVO endorsed celebrities fit with the product”, 34 respondents (29.31%) were known to choose “Strongly Agree”, the 76 respondents (65.52%) choose “Agree”, the 5 respondents (4.31%) choose “Neutral”, the 1 respondents (0.86%) choose “Disagree”. Mean score of item $X_{2.7}$ is 4.31 which means the most of respondents gives very highly agreed if personality of VIVO endorsed celebrities fit with the product.

The item of $X_{2.8}$ with the statement of “Image of VIVO endorsed celebrities fit with the product”, 30 respondents (25.86%) were known to

choose “Strongly Agree”, the 76 respondents (67.24%) choose “Agree”, the 7 respondents (6.03%) choose “Neutral”, the 1 respondents (0.86%) choose “Disagree”. Mean score of item $X_{2.8}$ is 4.18 which means the most of respondents gives high-scored response and supports the statement “Image of VIVO endorsed celebrities fit with the product”

Based on the Table 16 mean score of indicator “Fit” ($X_{2.7}$) and ($X_{2.8}$) is 4.21 which is still in the “Very High” category (3.8 – 4.2). It shows that respondents tend to agree with all statements given on fit indicators.

Mean score of the variable of Celebrities-created Social Media Communication (X_2) is 4.15 which is still in the “High” category (3.4 - 4.2). Based on calculated data, it means the Celebrities-created Social Media Communication gives a positive impact in order communicating brand.

3. Frequency Distribution of Brand Awareness Variable (Y_1)

Variable of Brand Awareness consist of six items of question spread to respondents to be answered. The answers are shown in Table 17.

Table 17 Frequency Distribution Table of Brand Awareness (Y_1)

Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1.1	0	0.00	1	0.86	1	0.86	49	42.24	65	56.03	116	100	4.53
Y1.2	0	0.00	0	0.00	6	5.17	67	57.76	43	37.07	116	100	4.32
Mean Indicator													4.43
Y1.3	0	0.00	2	1.72	2	1.72	69	59.48	43	37.07	116	100	4.32
Y1.4	0	0.00	3	2.59	4	3.45	67	57.76	42	36.21	116	100	4.28
Mean Indicator													4.30
Y1.5	0	0.00	2	1.72	5	4.31	64	55.17	45	38.79	116	100	4.31
Y1.6	0	0.00	2	1.72	8	6.90	76	65.52	30	25.86	116	100	4.16
Mean Indicator													4.24
Mean Variable													4.32

Source: Appendix 6

Note:

SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency

Indicator of “Recognize”

Y1.1 = Instagram communication helped recognizing VIVO logo

Y1.2 = Instagram communication helped recognizing VIVO tagline

Indicator of “Brand Recall”

Y1.3 = Instagram communication helped brand recall

Y1.4 = Instagram communication helped products recall

Indicator of “Recognition among Competitor”

Y1.5 = Instagram communication helped to recall VIVO brand among competitors

Y1.6 = Instagram communication helped to aware VIVO product among competitor

a. Indicators of “Brand Recognition” (Y_{1.1} and Y_{1.2})

The item of Y_{1.1} with the statement of “Instagram communication helps me to recognizing VIVO’s logo”, 65 respondents (56.03%) were known to choose “Strongly Agree”, the 49 respondents (42.24%) choose “Agree”, the 1 respondents (0.86%) choose “Neutral”, the 1 respondents (0.86%) choose “Disagree”. Mean score of item Y_{1.1} is 4.53 which means the Instagram communication highly helps respondents to recognizing VIVO’s logo”.

The item of Y_{1.2} with the statement of “Instagram communication helps me to recognizing VIVO’s tagline”, 43 respondents (37.07%) were known to choose “Strongly Agree”, the 67 respondents (57.76%) choose “Agree”, the 6 respondents (0.86%) choose “Neutral”. Mean score of item Y_{1.2} is 4.32 which means the Instagram communication highly helps respondents to recognizing VIVO’s tagline”.

Based on the Table 17 mean score of indicator “Recognition” (Y_{1.1}) and (Y_{1.2}) is 4.43 which is still in the “Very High” category (4.2 – 5). It

shows that respondents tend to agree with all statements given on brand recognize indicators.

b. Indicators of “Brand Recall” ($Y_{1.3}$ and $Y_{1.4}$)

The item of $Y_{1.3}$ with the statement of “Instagram communication helps me to recall VIVO as smartphone brand”, 43 respondents (37.03%) were known to choose “Strongly Agree”, the 69 respondents (59.48%) choose “Agree”, the 2 respondents (1.72%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $Y_{1.3}$ is 4.32 which means Instagram communication very highly helps respondents to recall VIVO as smartphone brand”.

The item of $Y_{1.4}$ with the statement of “Instagram communication helps me to recall VIVO’s products”, 42 respondents (36.21%) were known to choose “Strongly Agree”, the 67 respondents (57.76%) choose “Agree”, the 4 respondents (3.45%) choose “Neutral”, the 3 respondents (2.59%) choose “Neutral”. Mean score of item $Y_{1.4}$ is 4.28 which means Instagram communication very highly helps respondents to recall VIVO’s products”.

Based on the Table 17 mean score of indicator “Brand Recall” ($Y_{1.3}$) and ($Y_{1.4}$) is 4.30 which is still in the “Very High” category (4.2 – 5). It shows that respondents tend to agree with all statements given on brand recall indicators.

c. Indicators of “Recognition Among Competitor’s” ($Y_{1.5}$ and $Y_{1.6}$)

The item of $Y_{1.5}$ with the statement of “Instagram communication helps me to recognize VIVO’s brand among competitors”, 45 respondents (38.79%) were known to choose “Strongly Agree”, the 64 respondents (55.17%) choose “Agree”, the 5 respondents (4.31%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $Y_{1.5}$ is 4.31 which means the Instagram communication very highly helps respondents to recognize VIVO’s brand among competitors.

The item of $Y_{1.6}$ with the statement of “Instagram communication helps me to recognizing VIVO’s products”, 30 respondents (25.86%) were known to choose “Strongly Agree”, the 76 respondents (65.52%) choose “Agree”, the 8 respondents (6.90%) choose “Neutral”, the 2 respondents (1.72%) choose “Neutral”. Mean score of item $Y_{1.6}$ is 4.16 which means Instagram communication highly helps respondents to recognizing VIVO’s products”.

Based on the Table 17 mean score of indicator “Recognition among competitors” ($Y_{1.5}$) and ($Y_{1.4}$) is 4.24 which is still in the “Very High” category (4.2 – 5). It shows that respondents tent to agree with all statements given on recognition among competitor’s indicators.

Mean score of the variable of Brand Awareness (Y_1) is 4.32 which is still in the “Very High” category (4.2 - 5). Based on calculated data, it means the respondents has a positive respond about brand awareness

4. Frequency Distribution of Purchase Intention Variable (Y₂)

Variable of Brand Awareness consist of six items of question spread to respondents to be answered. The answers are shown in Table 18.

Table 18 Frequency Distribution Table of Purchase Intention (Y₂)

Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y2.1	0	0.00	2	1.72	2	1.72	44	37.93	68	58.62	116	100	4.53
Y2.2	0	0.00	2	1.72	7	6.03	63	54.31	44	37.93	116	100	4.28
Mean Indicator													4.41
Y2.3	0	0.00	2	1.72	13	11.21	59	50.86	42	36.21	116	100	4.22
Y2.4	0	0.00	9	7.76	30	25.86	57	49.14	20	17.24	116	100	3.76
Mean Indicator													3.99
Y2.5	0	0.00	0	0.00	9	7.76	78	67.24	29	25.00	116	100	4.17
Y2.6	0	0.00	0	0.00	10	8.62	81	69.83	25	21.55	116	100	4.13
Mean Indicator													4.15
Mean Variable													4.18

Source: Appendix 6

Note:

SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency
Indicator of "Intention to buy compared competitors"

Y2.1 = Intention to buy while there's no competitors with similar specification

Y2.2 = Intention to buy even there are competitors with similar specification

Indicator of "Recommendation"

Y2.3 = Willingness to recommend others to use the product

Y2.4 = Willingness to provoke others to use the product

Indicator of "Intention to buy in the future"

Y2.5 = Intention to buy the product in the future

Y2.6 = Intention to do repurchase

- a. Indicators of "Intention to Buy Compared to Competitors" (Y_{2.1} and Y_{2.2})

The item of Y_{2.1} with the statement of "I intent to buy while there's no competitor with similar specification", 68 respondents (58.62%) were known to choose "Strongly Agree", the 44 respondents (37.93%) choose "Agree", the 2 respondents (1.72%) choose "Neutral", the 2 respondents (1.72%) choose "Disagree". Mean score of item Y_{2.1} is 4.53 which means

the most of respondents gives very high-scored response and supports the statement “Intent to buy while there’s no competitor with similar specification”.

The item of $Y_{2.2}$ with the statement of “Intent to buy even there are competitor with similar specification”, 44 respondents (37.93%) were known to choose “Strongly Agree”, the 63 respondents (54.31%) choose “Agree”, the 7 respondents (6.03%) choose “Neutral”, the 2 respondents (1.72%) choose “Neutral”. Mean score of item $Y_{2.2}$ is 4.28 which means the most of respondents gives high-scored response and supports the statement “Intent to buy even there are competitor with similar specification”.

Based on the Table 18 mean score of indicator “Intention to Buy Compared to Competitor” ($Y_{2.1}$) and ($Y_{2.2}$) is 4.41 which is still in the “Very High” category (4.2 – 5). It shows that respondents tend to agree with all statements given on intention to buy compared to competitor’s indicators.

b. Indicators of “Recommendation” ($Y_{2.3}$ and $Y_{2.4}$)

The item of $Y_{2.3}$ with the statement of “I will recommend others to use VIVO smartphone”, 42 respondents (36.21%) were known to choose “Strongly Agree”, the 59 respondents (50.86%) choose “Agree”, the 13 respondents (11.2%) choose “Neutral”, the 2 respondents (1.72%) choose “Disagree”. Mean score of item $Y_{2.3}$ is 4.22 which means the most of

respondents gives very high-scored response and supports the statement “willing to recommend other to use VIVO smartphone”.

The item of $Y_{2.4}$ with the statement of “I will provoke others to use VIVO smartphone”, 20 respondents (17.24%) were known to choose “Strongly Agree”, the 57 respondents (49.14%) choose “Agree”, the 30 respondents (25.86%) choose “Neutral”, the 9 respondents (7.76%) choose “Neutral”. Mean score of item $Y_{2.4}$ is 3.76 which means the most of respondents gives high-scored response and supports the statement “Willing to provoke others to use VIVO smartphone”.

Based on the Table 18 mean score of indicator “Recommendation” ($Y_{2.3}$) and ($Y_{2.4}$) is 3.99 which is still in the “High” category (4.2 – 5). It shows that respondents tend to agree with all statements given on recommendation indicators.

c. Indicators of “Intention to Buy in The Future” ($Y_{2.5}$ and $Y_{2.6}$)

The item of $Y_{2.5}$ with the statement of “I intent to buy VIVO smartphone in the future”, 29 respondents (25.00%) were known to choose “Strongly Agree”, the 78 respondents (67.24%) choose “Agree”, the 9 respondents (7.76%) choose “Neutral”. Mean score of item $Y_{2.5}$ is 4.17 which means the most of respondents gives high-scored response and supports the statement “intent to buy VIVO smartphone in the future”.

The item of $Y_{2.6}$ with the statement of “I will do repurchase VIVO smartphone”, 25 respondents (21.55%) were known to choose “Strongly

Agree”, the 81 respondents (69.83%) choose “Agree”, the 10 respondents (8.62%) choose “Neutral”. Mean score of item $Y_{2.6}$ is 4.13 which means the most of respondents high-scored response and supports the statement “will do repurchase VIVO smartphone”.

Based on the Table 18 mean score of indicator “Intention to buy in the future” ($Y_{2.5}$) and ($Y_{2.6}$) is 4.15 which is still in the “High” category (4.2 – 5). It shows that respondents tend to agree with all statements given intention to buy in the future indicators.

Mean score of the variable of Purchase Intention (Y_2) is 4.18 which is still in the “High” category (3.8 – 4.2). Based on calculated data, it means the respondents has a positive respond about purchase intention.

D. Path Analysis Test Result

1. Path Coefficient of Firm-created Social Media Communication (FCSMC) on Brand Awareness

Path coefficient on this research is about analysis of Firm-created Social Media Communication and on Brand Awareness.

Table 19 The result of Path Coefficient Testing on FCSMC (X_1) to Brand Awareness (Y_1)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
FCSMC (X_1)	Brand Awareness (Y_1)	0.372	4.197	0.000	Significant
R Square (R^2) = 0.531					
N = 116					

Source: Appendix 7

Based on Table 19, partial test result was obtained from the path coefficients of the FCSMC on Brand Awareness. The hypothesis used are as follow:

H₁: Firm-created Social Media Communication has a significant influence on brand awareness

The calculation result of the influence of Firm-created Social Media Communication (X₁) on Brand Awareness (Y₁) shows the significant influence. This can be proved by beta coefficient of 0.372 and the probability of (0.000<0.05), then partially Firm-created Social Media Communication (X₁) has significant on Brand Awareness (Y₁).

2. Path Coefficient of Firm-created Social Media Communication (FCSMC) on Purchase Intention

Path coefficient on this research is about analysis of FCSMC and on Purchase Intention.

Table 20 The result of Path Coefficient Testing on FCSMC (X₁) to Purchase Intention (Y₂)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
FCSMC (X ₁)	Purchase Intention (Y ₂)	0.221	2.479	0.015	Significant
R Square (R ²) = 0.591					
N = 116					

Source: Appendix 7

Based on Table 20, partial test result was obtained from the path coefficients of the FCSMC on Purchase Intention. The hypothesis used are as follow:

H₂: Firm-created Social Media Communication has a significant influence on Purchase Intention

The calculation result of the influence of Firm-created Social Media Communication (X₁) on Purchase Intention (Y₂) shows the significant influence. This can be proved by beta coefficient of 0.221 and the probability of (0.0150<0.05), then partially Firm-created Social Media Communication (X₁) has significant on Purchase Intention (Y₂).

3. Path Coefficient of Celebrities-created Social Media Communication (CCSMC) on Brand Awareness

Path coefficient on this research is about analysis of CCSMC and on Brand Awareness.

Table 21 The result of Path Coefficient Testing on CCSMC (X₂) to Brand Awareness (Y₁)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
CCSMC (X ₂)	Brand Awareness (Y ₁)	0.421	4.752	0.000	Significant
R Square (R ²) = 0.531					
N = 116					

Source: Appendix 7

Based on Table 21, partial test result was obtained from the path coefficients of the CCSMC on Brand Awareness. The hypothesis used are as follow:

H₃: Celebrities -created Social Media Communication has a significant influence on Brand Awareness

The calculation result of the influence of Celebrities-created Social Media Communication (X₂) on Brand Awareness (Y₁) shows the significant influence. This can be proved by beta coefficient of 0.421 and the probability of (0.000<0.05), then partially Celebrities-created Social Media Communication (X₁) has significant on Brand Awareness (Y₁).

4. Path Coefficient of Celebrities-created Social Media Communication (CCSMC) on Purchase Intention

Path coefficient on this research is about analysis of CCSMC and on Purchase Intention.

Table 22 The result of Path Coefficient Testing on CCSMC (X₂) to Purchase Intention (Y₂)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
CCSMC (X ₂)	Purchase Intention (Y ₂)	0.223	2.447	0.016	Significant
R Square (R ²) = 0.591					
N = 116					

Source: Appendix 7

Based on Table 22, partial test result was obtained from the path coefficients of the CCSMC on Purchase Intention. The hypothesis used are as follow:

H₄: Celebrities-created Social Media Communication has a significant influence on Purchase Intention

The calculation result of the influence of Celebrities-created Social Media Communication (X_2) on Purchase Intention (Y_2) shows the significant influence. This can be proved by beta coefficient of 0.223 and the probability of ($0.016 < 0.05$), then partially Celebrities-created Social Media Communication (X_2) has significant on Purchase Intention (Y_2).

5. Path Coefficient of Brand Awareness on Purchase Intention

Path coefficient on this research is about analysis of Brand Awareness and on Purchase Intention.

Table 23 The result of Path Coefficient Testing on Brand Awareness (Y_1) to Purchase Intention (Y_2)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
Brand Awareness (Y_1)	Purchase Intention (Y_2)	0.419	4.752	0.000	Significant
R Square (R^2) = 0.591					
N = 116					

Source: Appendix 7

Based on Table 23, partial test result was obtained from the path coefficients of the Brand Awareness on Purchase Intention. The hypothesis used are as follow:

H₅: Brand Awareness has a significant influence on Purchase Intention

The calculation result of the influence of Brand Awareness (Y_1) on Purchase Intention (Y_2) shows the significant influence. This can be proved by beta coefficient of 0.419 and the probability of ($0.000 < 0.05$), then partially Brand Awareness (Y_1) has significant on Purchase Intention (Y_2).

6. Direct and Indirect Influence Between Variables

a. Firm-created Social Media Communication

$$\text{Direct Effect (DE)} = PY_2X_1$$

$$= 0.221$$

$$\text{Indirect Effect (IE)} = PY_1X_1 \times PY_1Y_2$$

$$= 0.372 \times 0.419$$

$$= 0.156$$

$$\text{Total Effect (TE)} = PY_2X_1 + (PY_1Y_2 \times PY_1X_1)$$

$$= 0.221 + 0.156$$

$$= 0.337$$

Based on the calculation above, the direct effect of Firm-created Social Media Communication through Brand Awareness to Purchase Intention is 0.221. The indirect effect is 0.156, therefore, the total effect is 0.377. It concluded the direct influence is greater than indirect

influence then brand awareness (Y_1) couldn't be said as intervening variable

b. Celebrities-created Social Media Communication

$$\text{Direct Effect (DE)} = PY_2X_2$$

$$= 0.223$$

$$\text{Indirect Effect (IE)} = PY_1X_2 \times PY_1Y_2$$

$$= 0.421 \times 0.419$$

$$= 0.117$$

$$\text{Total Effect (TE)} = PY_2X_2 + (PY_1Y_2 \times PY_1Y_2)$$

$$= 0.223 + 0.117$$

$$= 0.400$$

Based on the calculation above, the direct effect of Celebrities-created Social Media Communication through Brand Awareness to Purchase Intention is 0.223. The indirect effect is 0.117, therefore, the total effect is 0.400. It concluded the direct influence is greater than indirect influence then brand awareness (Y_1) couldn't be said as intervening variable

7. Path coefficient between variables

The result of path coefficient calculation obtained in this research resulted coefficient path between variables as described in Figure 8

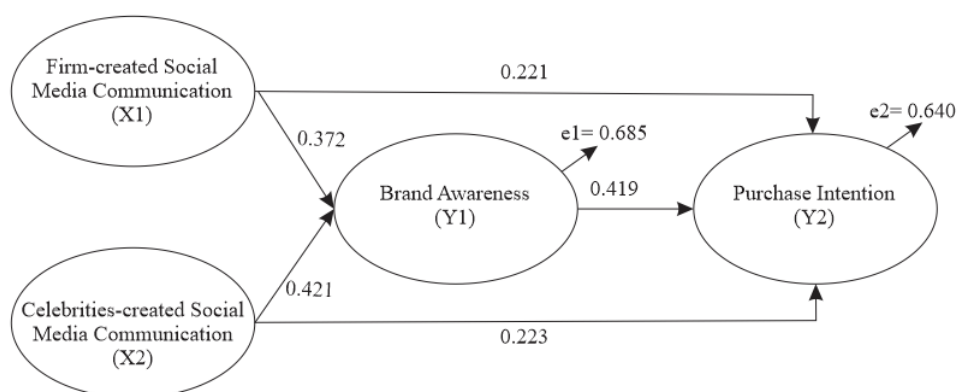


Figure 8 Diagram of Path Analysis Result of FCSMC and CCSMC through Brand Awareness on Purchase Intention

Based on the calculation, this study yields the path coefficient between the variables showed in Figure 8. The coefficient of FCSMC on Brand Awareness is 0.372 (0.000) and to Purchase Intention is 0,221 (0.015). Coefficient of CCSMC on Brand Awareness is 0.421 (0.000) and to Purchase Intention is 0.223 (0.016). The coefficient of Brand Awareness to Purchase Intention is 0.419 (0.000). The result of path analysis diagram in Figure 10 has the following equation:

a. $Y_1 = 0.372 X_1 + 0.421 X_2$

b. $Y_2 = 0.221 X_1 + 0.223 X_2 + 0.419 Y_1$

8. Assessment Model

Assessment model hypothesis in this research was measured using the coefficient of determinants (R^2) in the second equation. Calculating of Assessment model hypothesis as follows:

$$\begin{aligned} R^2 \text{ model} &= 1 - (1 - R^2_1) (1 - R^2_2) \\ &= 1 - (1 - 0.531) (1 - 0.591) \\ &= 1 - (0.439) (0.409) \\ &= 1 - 0.1918 \\ &= 0.8082 \text{ or } 80.82\% \end{aligned}$$

The calculation of assessment model hypothesis showed the result about 80.82%. It means the contribution of the structural model to describe the relation of the four model is 80.82%. While the rest of 19.18% explained by other variables excluded in this research model. Based on the result of the data that has been obtained through calculation of the overall path analysis, it can be conclude that the model of path analysis in this research is valid or feasible.

E. Discussion of the Research

In this research there are five hypotheses to be tested: firm-created social media communication has significant influence to millennials brand awareness, firm-created social media communication has significant influence to millennials purchase intention, celebrities-created social media communication has significant influence to millennials brand awareness, celebrities-created social media communication has significant influence to Millennials purchase intention, and brand awareness has significant influence to millennials purchase intention. The result of this five hypothesis tests can be seen below:

1. The Influence of Firm-created Social Media Communication toward Brand Awareness

Based on the Table 19, the result of the path analysis shown a positive effect in firm-created social media communication to millennials brand awareness. It was indicated by the path coefficient 0.372 and the result show a significant effect with a probability of 0.000 ($p < 0.05$). Based on test result, the hypothesis states that firm-created social media communication has a significant influence and a positive sign on millennials brand awareness. The positive sign means that higher firm-created social media communication the higher Millennials brand awareness.

Firm-created social media itself consist of four indicators and eight item statements. The first indicator is satisfaction that relates to satisfaction of content ($X_{1.1}$) and satisfaction of communication style ($X_{1.2}$). Second indicator is expectation that relates to expectation of content ($X_{1.3}$) and expectation of communication style ($X_{1.4}$). Third indicator is attractiveness relates to content attractiveness ($X_{1.5}$) and communication style attractiveness ($X_{1.6}$). The last indicator is performance relates to performance of content compared to competitors ($X_{1.7}$) and performance of communication style compared to competitors ($X_{1.8}$). From eight items there are three biggest mean value: content attractiveness with the mean score about 4.34, satisfaction of content ($X_{1.1}$) and communication style attractiveness ($X_{1.6}$) with equal mean score about 4.32. From four indicators used in firm-created

social media communication, attractiveness gives greatest value with the mean score about 4.33.

The samples in this research are followers of @vivo_indonesia that categorized as millennials generation. Based on Table 12, price become the main reason of respondent in purchased VIVO smartphone with the amount of 23.27% but despite of product price, quality becoming the second with the amount of 22.41%. This result indicates that the respondents not only purchasing product only from product price but also from quality.

These finding relevance with the previous study conducted by Jha and Balaji (2015) who stated firm-created social media communication will positive influence to brand consciousness, awareness, function and to brand image. Study conducted by Schivinski and Dabrowski (2013) also revealed that firm-created social media content serves to build brand awareness. Soewandi (2015) on his study also stated that firm-created social media communication has a significant relationship toward brand equity dimension such as brand awareness, brand association, brand loyalty and perceived quality.

2. The Influence of Firm-created Social Media Communication toward Purchase Intention

Based on the Table 20, the result of the path analysis shown a positive effect in firm-created social media communication to millennials purchase intention. It was indicated by the path coefficient 0.221 and the result show a

significant effect with a probability of 0.015 ($p < 0.05$). Based on test result, the hypothesis states that firm-created social media communication has a significant influence and a positive sign on millennials purchase intention. The positive sign means that higher firm-created social media communication the higher Millennials purchase intention.

These finding relevance with the previous study conducted by Jha and Balaji (2015) who stated firm-created social media communication will positive influence to brand consciousness, awareness, function and to brand image which in turn influence brand equity and subsequently purchase intention. Study conducted by Mo et al. (2014) also revealed that social media marketing stimulates external factors and then influence the consumer's inner perception factors, at last it will affect consumer's purchase intention. Balakharisnan et al. (2014) on his study also stated that company social media platform effective promoting brand loyalty and product purchase intention.

3. The Influence of Celebrities-created Social Media Communication toward Brand Awareness

Based on the Table 21, the result of the path analysis shown a positive effect in celebrities-created social media communication to millennials brand awareness. It was indicated by the path coefficient 0.421 and the result show a significant effect with a probability of 0.000 ($p < 0.05$). Based on test result, the hypothesis states that celebrities-created social media communication has a significant influence and a positive sign on millennials brand awareness.

The positive sign means that higher celebrities-created social media communication the higher Millennials brand awareness.

Celebrities-created social media itself consist of four indicators and eight item statements. The first indicator is attractiveness that relates to appearance attractiveness ($X_{2.1}$) and personality attractiveness ($X_{2.2}$). Second indicator is trustworthiness that related to trustworthiness of endorsed celebrities statement ($X_{2.3}$) and trustworthiness if endorsed celebrities used the product in daily life ($X_{2.4}$). Third indicator is expertise relates to knowledge level of endorsed celebrities ($X_{2.5}$) and expertise level of endorsed celebrities ($X_{2.6}$). The last indicator is fit relates to congruence of endorsed celebrities personality with the brand ($X_{2.7}$) and congruence of endorsed celebrities image with the brand ($X_{2.8}$). From eight items there are three biggest mean value: appearance attractiveness with the mean score about 4.47 ($X_{2.1}$), trustworthiness of endorsed celebrities statement related product ($X_{2.3}$) and congruence of endorsed celebrities personality with the brand ($X_{2.7}$) with equal mean score about 4.23. From four indicators used in celebrities-created social media communication, attractiveness gives greatest value with the mean score about 4.33.

These finding relevance with the previous study, Nugroho (2013) stated the power of celebrities' endorser has positive effect to brand awareness. Kutthakaphan and Chokesamrtip (2013) in their study showed that advertising with celebrities easily react to consumers and help them to know or aware the product.

4. The Influence of Celebrities-created Social Media Communication toward Purchase Intention

Based on the Table 22, the result of the path analysis shown a positive effect in celebrities-created social media communication to millennials purchase intention. It was indicated by the path coefficient 0.223 and the result show a significant effect with a probability of 0.016 ($p < 0.05$). Based on test result, the hypothesis states that celebrities-created social media communication has a significant influence and a positive sign on millennials purchase intention. The positive sign means that higher celebrities-created social media communication the higher Millennials purchase intention.

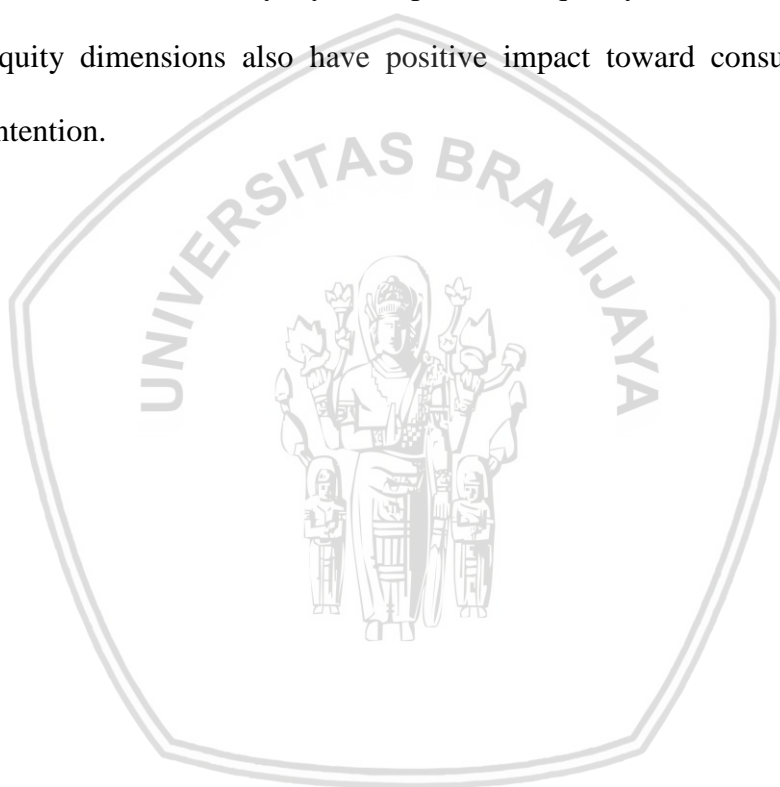
These finding relevance with the previous study by Johansson and Bozan (2017) showed that attributes such as familiarity, likability and similarity in a celebrities endorser affects consumers' purchase intention. Rachmat et al (2016) concluded that visibility and product match of the celebrities significantly influenced consumer purchase intention. Kim (2013) in his study indicated that source attractiveness and credibility are essential for celebrities endorsement in influencing behavioral intention

5. The Influence of Brand Awareness toward Purchase Intention

Based on the Table 23, the result of the path analysis shown a positive effect in brand awareness to millennials purchase intention. It was indicated by the path coefficient 0.419 and the result show a significant effect with a probability of 0.000 ($p < 0.05$). Based on test result, the hypothesis states that brand awareness has a significant influence and a positive sign on millennials

purchase intention. The positive sign means that higher brand awareness the higher Millennials purchase intention.

These finding relevance with the previous study by Hutter et al. (2013) showed Brand awareness has a positive effect on purchase intention. Soewandi (2015) implies brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention.



CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the result and discussion of this research, it can be concluded into several conclusions as follows:

1. The result shown that firm-created social media communication has significant effect on brand awareness, this result indicates that firm-created social media communication is capable to create brand awareness amongst Millenials.
2. The result shown that firm-created social media communication has significant effect on purchase intention, this result indicates that firm-created social media communication is capable to build purchase intention amongst Millenials
3. The result shown that celebrities-created social media communication has significant effect on brand awareness, this result indicates that celebrities-created social media communication is capable to create brand awareness amongst Millenials
4. The result shown that celebrities-created social media communication has significant effect on purchase intention, this result indicates that celebrities-created social media communication is capable to build purchase intention amongst Millenials.

5. The result shown that brand awareness has significant effect on purchase intention, this result indicates brand awareness is capable to build purchase intention amongst Millenials.

B. Recommendation

Based on the conclusions in this study, here are some suggestions that can be taken into consideration or input for the company and further research:

1. Practical Recommendation

- a. There are several misdistributions of respondent domicile that indicates if the communication strategy using Instagram has different result in every province. Many factors caused this result could be from population amount, economic condition, education levels, etc. The company is recommended to do a market research about differences market condition in every province in Indonesia and do a market penetration with another communication approach that more fit for particular area.
- b. Highest respondents aged between for VIVO smartphones 22-25 years old. With this result the company recommended to strengthen their approach for a Millenials below 22 years old and above 25 years old by using fitter marketing communication approach based on the ages and behavior.
- c. Most of Millenials of this research has income for about Rp. 1.437.500 until Rp. 4.250.000. In this level there are three most dominant main reason in purchasing a smartphone which are price,

quality and features. The company recommend concerning in these three factors in designing their products.

- d. Indicator social media attractiveness that contains of social media content attractiveness and social media communication style attractiveness has highest mean which is indicates Millenials are concern with attractiveness firm-created social media communication attractiveness. The company recommend to always giving an update and find an insight to create more attractive social media.
- e. Indicator of endorsed celebrities' attractiveness that contains of attractiveness of appearance and personality has highest mean score. It is indicating if the Millenials more concern to attractiveness of an endorsed celebrities. The company recommend to more choose endorsed celebrities that more attractive for Millenials.

2. Academical Recommendation

- a. Further research is recommended to increase research sample for making the research result more representative.
- b. Adding user-generated social media communication as one more variable could be better for the research result.

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