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THE ROLE OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER REPURCHASE INTENTION FOR Universitas BrawiFASHION APPAREL WITH BRAND IMAGE rsitas Brawijaya AS MEDIATING VARIABLE (A STUDY IN LEVI STRAUSS & CO.) Universitas Brawijaya Universitas Brawijaya Universitas Brawijava BY iversitas Brawijava **KANA OCTAFIKRI MARPHY** NIM 175020207141005

MINOR THESIS Brawijaya

Universities Presented in Partial Fulfillment of the Requirements of the Degree of Bachelor of Economics and Business of Management

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Malang, June 1st 2021



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for Fashion Apparel With Brand Image As Mediating Variable (A Study in Levi Strauss & Co.) By: Kana Octafikri Marphy Faculty of Economics and Business Universitas Brawijaya Universit kanaocta@student.ub.ac.id Sri Palupi Prabandari, SE., MM., Ph. D Faculty of Economics and Business Universitas Brawijaya palupi@ub.ac.id

Abstract ssitas Brawijaya

Unive The use of social media in this globalization era is increasing rapidly. Social media University is not only used as a communication tool between the user, but also it becomes a platform to purchase, especially for the Gen Z, who tends to shop online. Therefore, many companies use social media marketing to promote their brand and sell their java products, including Levi's. This study aimed to investigate the effect of social media marketing (X) towards repurchase intention (Y) through the brand image (Z) of Levi's. This study used a quantitative method to analyze the effect between independent, dependent, and mediating variables. The samples were taken from Java purposive sampling, consisting of 150 Gen Z who live in Malang, have followed or opened Levi's social media and ever purchased Levi Strauss & Co. Statistical software Smart-PLS was used to analyze the data. The result of this research indicated that social media marketing and brand image positively influence repurchase intention. The other findings showed that brand image has no significant Unive influence in bridging social media marketing on repurchase intention. ersitas Brawlava

Keywords: Social Media Marketing, Brand Image, Repurchase Intention

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Pakaian Fashion dengan Brand Image sebagai Variabel Mediasi (Studi terhadap Levi Strauss & Co.) Universitas Bra Universitas Brawijaya Universitas Brawijaya

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Abstrak

Penggunaan media sosial di era globalisasi ini meningkat pesat. Media sosial tidak hanya digunakan sebagai alat komunikasi antar pengguna, tetapi juga menjadi platform untuk membeli terutama bagi Gen Z yang memiliki kecenderungan untuk berbelanja secara online. Oleh karena itu, banyak sekali perusahaan yang menggunakan pemasaran media sosial untuk mempromosikan merek dan menjual produknya termasuk Levi's. Penelitian ini bertujuan untuk mengetahui pengaruh Social Media Marketing (X) terhadap Repurchase Intention (Y) melalui Brand Image (Z) Levi's. Penelitian ini menggunakan metode kuantitatif untuk menganalisis pengaruh antara variabel independen, dependen, dan mediasi. Sampel diambil dari purposive sampling, terdiri dari 150 Gen Z yang berdomisili di Malang, pernah mengikuti atau membuka media sosial Levi's dan pernah membeli Levi Strauss & Co. Software statistik Smart-PLS digunakan untuk menganalisis data Unive dalam penelitian ini. penelitian. Hasil penelitian ini menunjukkan bahwa Social Media Marketing dan Brand Image berpengaruh positif terhadap Repurchase Intention. Temuan lain menunjukkan bahwa Brand Image tidak berpengaruh Universignifikan dalam menjembatani Social Media Marketing terhadap Repurchase Unive Intention.

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Kata Kunci: Social Media Marketing, Brand Image, Repurchase Intention
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Bravenaprice sitas Brawijaya awijaya **INTRODUCTION** Universitas Brawijaya Universitas Brawijaya **Background of the Study** Universitas Universitas Brawijaya Nowadays, in the era of globalization, social media has a massive impact on awijaya awijaya our daily and social lives. Many people use social media to socialize and awijaya awijaya communicate with friends, family, colleagues, and even many companies use social awijaya awijaya media to share information and promote their products or services. Due to social awijaya awijaya media advantages that allow faster and easier information distribution to their awijaya awijaya customer, social media can be defined as "consumer-generated media that covers a awijaya awijaya wide variety of new sources of online information, created and used by consumers Univ awijaya awijaya intent on sharing information with others regarding any topic of interest" (Kholi, awijaya awijaya Suri, & Kapoor, 2014, p. 1). awijaya awijaya The internet user in Indonesia has increased up to 73,3% of the population, awijaya awijaya

equal to 169,7 million users in the second quartal in this year (Irawan, Yusufianto, awijaya awijaya Agustina, & Dean, 2020) with 160 million social media users in January 2020 awijaya

(Kemp, 2020). The data is shown in Figure 1.1.

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Universitas Brawijaya Universitas Brawij Figure 1.1. Social Media Overview in Indonesia 2020 ersitas Brawijaya



Source: DATAREPORTAL.COM, 2020 ras Bi

As shown in Figure 1.2, YouTube is the first-place social media used in

Indonesia, followed by WhatsApp, Facebook, and Instagram. Lately, due to the

effectiveness of social media, many companies use social media as their main

platform to promote their product and services. Companies start using social media iversitas Brawijaya

as their marketing platform because social media marketing is more cost-effective

than any other form of marketing, as easy as creating a profile in the most used

social media platform without spending too much cost.

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija Figure 1.2. Most Used Social Media Platform 2020



Source: DATAREPORTAL.COM, 2020

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awijaya awijaya Brand is considered as one of the important factors for the company after the awijaya awijaya awijaya awijaya awijaya awijava awijaya awijaya awiiava

customer. A good and strong brand will give many advantages to the company, such as getting recognition and giving a more secure feeling to buy the product. In addition, social media can facilitate a lot of advantages to the brand, for instance,

securing the reputation of the brand, expanding sales, engaging with the customers, involving customers in the brand creation process, and so on.

Universitas Intention can be dectribe as a situation when someone before doing an action java University of the determination to act in a certain way. Repurchase intention is a consumer Unive desire to repurchase a product or service within a certain period based on consumer java

Unive experience in the past (Survana & Daisuki, 2013). Having a product or services that Java attract customer repurchase intention is every company wants because with the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya unive repurchase activity it will gain the company sales and profit. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitians According to William and Auchil (as cited in Arifin, et al, 2016) repurchase Universitas Brawijaya 4

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awiiava intention is an individual assessment on repeating buying with the same company. With the presence of good social media marketing and brand image it will facilitate the interaction between the company to customer which will have a function on giving the information to the customer and sense of security to repurchasing its product. Levi Strauss & Co. or known as Levi's, is an American clothing company brand of denim jeans established in 1853 and became one of the famous clothing brands in the world. Since Levi's was established, the company is still growing and making a lot of revenue. It means, for almost 168 years Levi's stays consistent and innovative to sell its product. It would be impossible to achieve without innovation awijaya awijaya on the marketing strategy and product development. awijava As time passes, the behavior of consumers also changes. Like nowadays, especially for the Gen Z group of people aged 11-26 years old, their behavior to awijaya purchase is different from the older people. With the help of technology and the internet, many people start to use e-commerce to shop. Therefore, Levi's created Unive social media to make repurchase intention and keep the brand image memorable for A. Unive their customer. Universities This study aimed to explore how repurchase intention affected by the social lave media marketing and brand image. For furthermore, this study analyzed on how social media marketing will affect repurchase intention to buy fashion apparel Unive mediated by brand image. The findings of this study can be beneficial to the fashion awiiava industry that use social media as its marketing strategy. Therefore, the author Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya proposed a study entitled "The Role of Social Media Marketing Towards versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Customer Repurchase Intention for Fashion Apparel with Brand Image as ersitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Mediating Variable (A Study in Levi Strauss & Co.)." Universitas Brawijaya Universitas awijaya Universitas Brawijaya **Problems of the Study** This study examined the following problems: Does social media marketing have a significant positive influence on the repurchase intention to buy fashion apparel? awijaya Universitas Universitas Does social media marketing have a significant positive influence on the brand image? Universitas Universitas Does the brand image has a significant positive influence on repurchase intention to buy fashion apparel? awijaya Does social media marketing have a significant positive influence on awijava repurchase intention mediated by brand image? **Objective of the Study** 1.3. The objectives of this study are: To find out and analyze the influence of social media marketing towards customer repurchase intention to buy fashion apparel Universite 2. To find out and analyze the influence of social media marketing towards brand image Universit 3. To find out and analyze the influence of brand image towards repurchase University Universitas Bintention to buy fashion apparela Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universit 4. To find out and analyze the influence of social media marketing towards lava awijaya Universitas Prepurchase intention mediated by brand image to buy fashion apparel Brawlaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava **University Bray Significance of the study University Brawijaya** tas Brawilava Universitian Bra The results of this study aim to contribute to: sitas Brawijaya Universitas Brawijaya Academic: In academic, the methodology and the results of this study can be used for other studies that correlate with social media effect, brand image, and repurchase awijaya intention, also the findings of this study can develop a theoretical approach to issues awijaya awijaya of the effect of all variables which can be beneficial in supporting future research. awijaya awijaya Through this study, the relation between the role of social media towards customer awijaya repurchase intention to purchase fashion apparel with the brand image as mediating awijaya 4h1 awijaya Unive variable is analyzed in depth. awijaya awijaya

For company:

The findings of this study can be beneficial to the company to explore more of the role of social media marketing to generate customers' repurchase intention through brand image, especially for the fashion industry. The fashion industry can improve their marketing strategy and gain better understanding in the University social media marketing strategy to a result in a rise of repurchase intention and unive assists on how the important of brand image able to make customer have intention

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawijaya awijaya **REVIEW OF RELATED LITERATURE** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B 2.1. Universitas B tas B **Review of Theory and Previous Research** Universitas Braw **Social Media Marketing** sitas Brawijaya awijaya According to (Dollarhide, 2020), social media is a technology-based awijaya computer that facilitates sharing opinions, notions, and information through awijaya awijaya awijaya communities and virtual networks. With the current technology, there are so many awijaya awijaya people equipped with mobile technologies such as laptop and mobile phone that can awijaya awijaya connect to the internet. The use of social media is extremely increasing and it is awijaya awijaya used for various functions due to its affordability and convenience for awijaya awijaya communication, sharing personal information, and business promotion. awijaya awijaya Social media also can be used as marketing tools for a company or awijaya awijaya individual, and it is called social media marketing (SMM) that is defined as a form awijaya awijaya of internet utilization like social media and website as a marketing tool (Rohit, awijaya awijaya Rana, & Varsha, 2020). According to Watson et al. (cited by Sheth & Sharma awijaya awijaya 1,2005), due to the popularity of digital marketing, many businesses are investigating awijaya Unive how social media can help them promote their products and services to be potential lava Unive and exist. Social media such as Instagram and Facebook have changed the way of awijaya University awijaya advertising is viewed from a business perspective. In addition, compared to the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya company's official website, many companies direct customers to their social media. awijaya awijaya awijaya awijaya 8

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava There are many benefits that company can get by using social media as a marketing tool; social media marketing is cheaper compared with the conventional promotion tools such as billboard, TV, middlemen or distributor, and social media can create a condition where communication between customer and company is easier to reach. Universitas Brawle **Brand Image** According to (Kotler, 2007), brand image is the customer's point of view and trust consumer as reflected in the associations that come in consumer's memory. A good brand image will create a form of repurchase intention for the products or awijaya services (Ferrinadewi, 2008, p. 165) describe that symbol, special font, color awijaya awijaya design, or customer perception of a product or services represented by its brand is awijaya awijaya defined as a brand image because brand image is a part of recognizable but unspeakable. It can be interpreted as a trust held and perception by the consumer, which Unive is inherent in the memory and mind of the consumer themselves. This perception Unive can be made from the consumer experience by using the product or service and the Unive consumer's information regarding the brand. Universitas E(Kotler & Keller, 2012) said that all companies strive to build a brand image laya with as many strong, favorable, and unique brand associations as possible. It can be Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya interpreted as all companies have to create a strong and good brand image by awijaya Unive creating the brand as unique as possible that will lead to a beneficial impact to the awiiava company. (Setyaningsih & Darmawan, 2004) mentions that there are several types of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive indicator that can create the brand image to the company, they are: niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya



Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava 1. Corporate Image Brawijaya Universitas Brawijaya sitas Braw Corporate image is an image that occurs in company itself. The company as an organization build their image to build up a good company's name, and it will affect everything that the company has been done. Product/Consumer Image Consumer image on a product will positively or negatively impact the desire, need, and expectations of the consumer. The product image will support the creation of a brand image Jniversitas E Universitas B Universitas B User Image It can be made from a direct contact with the user of the brand. The benefit awijaya is the personal value of the consumer laid against the product's attribute that is what the consumer thinks they will get from the product. The connection between a consumer in a brand will be stronger along the way with the consumer's experience towards the brand, so that is where a brand image will be created. A good brand image will increase the sales or users for the company Unive because the consumer will always consider the company's brand when they want Unive to make a purchase decision. Universitas 2.1.3 **Repurchase Intention** Universital Repurchase intention is a behavior that appear as a response towards object. According to (Ardhanari, 2008) repurchase intention is a purchase intention that shows customer desire to make a repeat purchase. Repurchase is describe as a awiiava customer real action on using or purchasing the product again. Once customer Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya purchase a certain product, then it will has potential to repeat purchase. This means Universitas Brawijaya Universitas Brawijaya consumer repeating to consume or using the same product from the same sellers. versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 10

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Universitas Brawijaya awiiava While repurchase is an actuall action, repurchase intention shows decision of the consumer to engage in future activites with sellers. (Pham et al, 2018). According to (Prastyaningsih, Suyadi, & Yulianto, 2004) repurchase intention is a desire that appear from the consumer to buy the product or service that he love and previously has every purchased based on the evaluation that fulfil the expectation on the product benefits or performance. It means the repurchase intention occur due to the fulfillment of the customer expectation towards the experience on purchasing the product. This statement also supported from (Anggraeni, Farida, & Listyorini, 2015) said that repurchase intention is Universitas Brawijaya consumers' wants to do future purchases based on the experienced that they got. awijaya The repurchase intention usually happened due to the satisfaction towards the

product.

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Previous Research

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The table above shows the previous research related to social media marketing, brand image, and repurchase intention fashion apparel. The current study used social media, brand image, and repurchase intention as the variable. The reason to use those variables is because social media marketing has a huge role as a Universe marketing tool in this digital era and can affect brand image and repurchase University intention directly and seek the indirect effect of brand image as a mediating available Universita Unive variable. Not only that, the study of those variables is still limited in Indonesia. awijava Unive 2.2. Research Model and Hypothesis A hypothesis can be defined as a prediction that is expected in a particular circumstance. Frequently, the hypothesis is a tentative statement about a connection Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya between two or more variables. This study has three type of variables which are ^{ve} independent variable, mediating variable, and dependent variable. The independent niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya variable is the role of social media, and the mediating variable is brand image, and

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya proposed below: As a medium to communicate, sale, create, and maintain a connection to the customer, there are many business start to use social media as their marketing strategy. This platform is really suitable due to it is flexible and cheap for the cost for promotion. it is supported from the statement by (Kim & Ko, 2012) who said social media also create more flexible time and cost for sharing the information to the customer. With more information towards the brand and update on its product, customer will be able to have an intention to repurchase. According to (Kotler & Amstrong, 2012) repurchase intention influenced awijaya positively by a promotion. if the purpose of the promotion is to remind the customer awijaya awijaya towards the company's brand, there are many promotion that can be done from the awijaya awiiava social media marketing. An important factor to influence repurchase intention is to make the customer recalling the brand or product. Thus the first hypothesis is awijaya proposed as bellow: H1: Social media marketing has a significant positive influence on the repurchase intention to buy fashion apparel Lately, businesses use social media as their platform to promote products or Universervices because of its ability to be the most effective way to communicate and lava encourage consumer. Thus, social media has become one of the marketing strategies for a company to build up and increase brand image. For instance, (Belgin, 1999) Unive 2018) found that social media is a significant marketing tool industry that positively lava awiiava Universitas Brawijaya Universitian B Brand image is the position of the brand in the consumer's mind or Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya perception. According to (Keller, 2009), brand image is the way consumer's attitude ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 15

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya and choices for a brand, as reflected in several types of brand associations kept in consumer's mind. (Winarso, 2012) explains that brand image is considered as a representation of the company, including symbolic meaning associated with the consumer through particular attributes on the products or services. Building a good brand image is important for a company, not only for the company identity but also for its potential consumer and sales. Thus, the ultimate purpose of social media marketing activity is to get new customers, raise sales, reinforce the word of mouth (WOM), and earn customer loyalty (Tsimonis & Dimitriadis, 2014). Therefore, the second hypothesis is proposed as below: H2: Social media marketing has significant positive influence on brand image awijaya awiiava Brand image occurs when the consumer has already established perception, idea, and feelings towards the brand. According to (Razy & Lajevardi, 2015), when the consumer is considering to purchase a certain product, their intention will be affected by the perception of the value the brand offers. Then, when the consumer unive received more value than the price paid, they are more likely to purchase. A well-known brand with a good image will create customer's feeling of safety to purchase their product. (Peter, Paul & Olson, 2009) also support this University statement and said when comes a decision on repurchase, customer tend to choose brand first. The result of research conductd by (Adhi, 2009) shows that brand image Unive has a significant effect on repurchase intention. sitas Brawijaya Universitas Brawijaya Universitian A good image brand will benefit the company like creating repurchase intention for the new potential consumer, improving consumer's loyalty, trust, and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya providing a safe perception when purchasing the product or service. Thus, the brand Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya image becomes an important aspect for the business. Therefore, the third hypothesis ersitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya H3: Brand image has a significant positive influence on repurchase intention as Brawijaya Universitas Brawijaya to buy fashion apparel In this digital era, there are many companies sell their product or services from social media. Social media is used to persuade potential customer to have an awijaya intention for transaction. The social media will carry the brand image of the awijaya awijaya company. By recognizing the brand image, customer will evaluate and consider the awijaya awijaya product to make the purchase. Thus, the company will improve its social media awijaya awijaya marketing activities along with improving its brand image. awijaya awijaya According to (Haixin & Yali, 2019), the brand image can directly and awijaya awijaya indirectly affect customer's repurchase intentions. Their research results shows that awijaya niversitas Brawijaya awijaya brand image reinforces the influence of social media marketing activities on awijaya awijaya customer repurchase intention. The activities from social media marketing mediated awijaya awijaya with brand image are assumed to have positive influence on repurchase intention. awijaya awijaya Therefore, the fourth hypothesis is proposed as below: awijaya awijaya H4: Social media marketing has a significant positive influence on repurchase awijaya Unive intention mediated by brand image awijaya awijaya awijaya

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Universitas Brawijaya Universitas Brawijaya awijaya awijaya Figure 2.1. Description of Hypothesis Universitas Brawijaya Universitas Brawijaya Brand Image Universitas Brawijaya rsita44Brawijaya Universitas Brawijaya H3 muersitas Brawijaya Universitas Brawijaya Jniversitas Brawijaya Universitas Brawija ersitas Brawijaya awijaya H1 awijaya Social Media Repurchase Marketing Intention awijaya awijaya UniverNote: Brawijay awijaya Indirect effect Universitas E awijaya Direct effect awijaya awijaya awijaya H1: Social media marketing has a significant positive influence on the awijaya awijaya repurchase intention to buy fashion apparel awijaya awijaya H2: Social media marketing has a significant positive influence on brand awijaya image awijaya awijaya H3: Brand image has a significant positive influence on repurchase intention awijaya awijaya to buy fashion apparel awijaya H4: Social media marketing has a significant positive influence on repurchase awijaya intention mediated by brand image awijaya awijaya awijaya awijaya awijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Figure 2.2. Theoretical Framework 1 Previous Research: Theory Literature: rawij Research isitas 1. Social Media: Bravijaya1. Thomas Kevin Background Brawijaya Putrasitas Brav Maya Univer Bawono,Harto Dollarhide itas Brawijaya Universitas Brawijaya rsitas E Univer no Subajo (2020), Sheth Brawijaya (2017) itas Brav Social Media and Sharma Universitas B Brawijaya2 Rahmad Et. Bravijaya Marketing (X) (2005)sitas Bravijaya UAI (2018) as Bravijaya Brand Image: sitas E Brawijaya Universitas Brawijaya3. UHavan Dib, Brawijaya Kotler (2007), niversitas Bravijaya Uet al (2015) Bravijaya Sulistyari Univer sitas Brawijaya4. UMichael Putter awijaya (2012)Brand Image (Z) Brawijava U(2017)sitas Brawijava (2017)sitas B Repurchase intention Kotler & Amstrong, Repurchase awijaya (2012) awijaya Intention (Y) awijaya Univ awijaya awijaya awijaya awijaya Descriptive Statistical awijaya awijaya Research Result and Discussion awijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya niversitas Brawijava Unive awijaya Universita Implication and Findings raw ava Universitas Brawijaya niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya, Universitas Brawijaya Conclusion and Suggestion 19

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awijaya awijaya Universitas Bravijaya Universita RESEARCH METHOD Universitas Bra Universitas Brawijaya Universitas Brawijaya sitas Brawijaya Universitas Brawijaya **Type of Research** Based on the background and purposes aforementioned, this study is a descriptive study that used a quantitative approach. According to (Sekaran, 2003), awijaya a descriptive study has a sense of describing and confirm the characteristic of the variable interest in a situation. A study with quantitative approach investigates a social problem, phenomena explanation by obtaining numerical data analyzed using mathematical method (Aliaga & Gunderson, 2002). awijaya awijaya This study used a quantitative approach since it examined hypotheses or awijaya awijaya specific problems, and it is commonly used for explanatory or descriptive research. awijaya awijaya The purpose is to describe phenomenon and explain the connection between the awijaya variables in this study. The researcher also proposed hypotheses as initial awijaya assumption to elaborate the connection between the variable studied. **Research Location** Univer3.2 awijava The research location is a place where the study takes place. The research ava Universitas Brawijaya Universit location should provide an overview representing the measured variables lave Universit through data obtained. The research location is in Malang city, East Java, Java universitas Brawijaya Universitas Brawijaya awijaya Indonesia. Malang city is the second largest population in East Java, after awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Surabaya. According to Badan Pusat Statistik Kota Malang in 2020, the total awiiava Universit population in Malang City is 843.810 people and with 70.168 come from Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya outside of Malang City. Therefore, the population in Malang City represents Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Indonesia people from different cities, cultures, and backgrounds. It allows the Universitas Brawijaya Universitas Brawijaya erst data obtained in this study to become more valid. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 20

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awijaya 3.3. Population and Sampling versitas Brawijava Universitas Bravijaya **Population** Universitas Bra Population is a generalization area including objects or subjects that have certain characteristics and quantities determined by researchers to study and conclude. From the previous definition, the population for this study is Gen Z in Malang City who are Levi's potential customers. According to (Dorsey & Villa, 2020), Gen Z are born in 1995 and before 2010 3.3.2 Sample According to (Sugiyono, 2017), a sample is the part of the number and characteristics possessed by the population. Moreover, (Sekaran, 2003) argues that a sample is a part of a population consisting of selected members from the population. Therefore, sample can be referred to as a part of the population. The sample size can be determined by 5 to 10 observations for every item (Hair et al., 2014). Thus, with total of 20 question items, the minimum sample size is 100, and the maximum is 200. To prevent invalid data, the B sample size was more than the minimum number. This study not use the Inversitas B maximum number of sample due to the time limitation to gather the information. Universities B Thus, the sample size is 150 samples. It is supported by Roscoe (as cited in lave awiiava Universitas B Sekaran, 2003) who proposes the rule of thumb for determining the sample lava Universitian B size, which are the minimum sample size is 30 and maximum 500 and the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian B sample size could be determined by minimum 30 for each sub-samples. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya tas Brawijaya This study has five sub-samples consist of two gender and three age Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijava category. Therefore, making 150 is appropriate sample for this study. Universitas Bravijaya **Sampling Technique** Universitas Brawijaya Universitas Brawijaya This study used non-probability sampling because of the unknown amount of population. The sample is determined by purposive sampling. According to to (Sugiyono, 2018), purposive sampling can be defined as a sample determination's technique with specific considerations. Another definition of purposive sampling, according to (Zikmund et al, 2012), is a process where the researcher determines a sample based on knowledge or experience of the group to be sampled due to a determination of a population and allow data examination to be more detailed and specific. Iversitas Brawijaya awijaya In order to determine the characteristics and area of questionnaire distribution, and the sample would be sought. Here are the several criteria: Respondent is at least 17 years old Respondent lives in Malang 2. Respondent is active in social media 3. 4. Respondent follows or has opened Levi's social media Has ever purchased Levi Strauss & Co. 5. Validity is crucial in which accurate information and data must be obtained. The respondent should be at least 17-years old, legal age in Universities Indonesia (Omondi, 2017). People who already of legal age are considered to ave Universitas Bbe able to give responsible information. sitas Brawijaya Universitas Brawijaya awiiava Universitas Brawi Gen Z are potential customers of Levi's. The population in Malang Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas ^BCity is dominated by Gen Z and Millennials in their young adult category ^{Java} Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universities Since there are many universities and high education institutions. Not only as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that, Malang City is also seen as a good prospect city due to the growth of Universities Btourism destination and business. This study focuses for people who are active in social media such as Twitter, Facebook, Instagram, as well as people who find information of Levi's in the official website. The other criterion is the person must have the experience on opening or following Levi's social media. This study investigated the role of social media on customer repurchase intention. Thus, the respondent must have experience on purchasing Levi's products or at least have the intention to buy Levi's products. By doing so, they can give relevant data to this study.

Source of Data

1. Primary Data

According to (Sekaran, 2003), primary data is information obtained firsthand by the researcher for a specific purpose of the study. Data can be obtained from the survey, interview, experiment, and observation. The primary data in this study were gathered from questionnaires. rsitas Brawijava

Secondary Data

2.

According to (Hasan, 2002), secondary data is obtained by people Universities B who research sources already exist such as books, government publications, ave

Universities B database, and many more. Secondary data is used in this study to support lave Universitas B the primary data sitas Brawijaya Universitas Brawijaya Universitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Bata Collection Method awijaya Brawijaya Universitas Brawijaya This study used a questionnaire as data collection method. A questionnaire is a pre-formulated written set of questions that aim to collect respondents answers (Sekaran, 2003). Therefore, this study used questionnaire due to the limitation of versitas Brawijaya time. Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya The questionnaire was distributed online to the respondent using Google awijaya awijaya Form. The online questionnaire is the modern way to share questions and get a safer awijaya awijaya and more efficient answers. To obtain the actual data set, the questionnaire was awijaya distributed on social media and online messaging platforms such as Instagram, awijaya awijaya WhatsApp, Line, and Twitter to spread the link of the online questionnaires. awijaya awijaya **Scales of Measurement** 3.6. awijaya awijaya The questionnaire in this study used an interval scale to allow awijaya awijaya respondents to choose from a five-point scale to measure a variable awijaya (Sekaran, 2003). The scale that was used to measure the question items is awijaya shown below: awijaya awijaya **Table 3.1. Scales of Measurement** awijaya Information No. 1. Strongly Disagree (SD) 2. Disagree (D) 3. Neutral (N) 4niv sita Agree (A) Universitas Br

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya 3.7. Operational Definition and Variable Measurement Universitas Brawijaya Universitas Br**3.7.1**aya Social Media Marketing (X) Universitas Brawijaya The independent variable in this study is social media marketing. Social media marketing variable is measured through respondents' response about Levi's social media marketing activites. The response are from how Levi's social media marketing is promoting and share its product information thorugh social media. The indicators for this variable based on the previous study from (Solis, 2010) are context, communication, collaboration, and connection 3.7.2 **Brand Image** (Z) awijaya The intervening variable for this study is the brand image. awijava According to (Kotler, 2007), brand image is the perception and trust of the consumer as reflected in the associations that come in the consumer's memory. The followings are the indicators of the brand image according to Shimp (as cited in Rizan et al ,2012) are attributes, benefit, and attitude 3.7.3 **Repurchase Intention (Y)** The dependent variable for this study is repurchase intention. Universitas BAccording to (Suryana & Daisuki, 2013) Repurchase intention is a laya Universitas Econsumer desire to repurchase a product or service within a certain period awijaya Universities based on consumer experience in the past. The measurement's indicators for lave awijaya awiiava Universitian this variable was taken from a previous study by Ferdinand (as cited in lave Shanti, 2015) and (Anggraeni, Farida, & Listyorini, 2015), which are Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Bexplorative interest, preferential interest, referential, and transactional Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Binteresta

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RAWIJAYA	awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	Univ Univ Unive Universit Universit Universita Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas	Brawasea Brawasea Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Explorative interest	others1. I try to search information before buying Levi's products2. I don't search many information after the first time purchasing Levi's1. I prefer to buy Levi's compare with another brand1. I prefer to buy Levi's product quality1. I share Levi's as a purchasing reference fashion apparel	hiversitas Brawijaya hiversitas Brawijaya
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awijaya	Universitas Brawijaya U	iniversitas Brawijay	1 I Have an intention to	Universitas Brawijaya		
awijaya	Universitas Brawijaya U	Ir iversitas Brawijay	nurchase again after	Universitas Brawijaya		
awijaya	Universitas Brawijaya U	Iniversitas Brawijay		Universitas Brawijaya		
awijaya	Universitas Brawijaya U	Transactional	see Levi's social	Universitas Brawijaya		
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awijaya	Universitas Brawijaya U	Iniversitas Brawijay	makes it a reason to	Universitas Brawijaya		
awijaya	Universitas Brawijaya U	Iniversitas Brawijay	a Universitas Brawijaya buy Levi's	Universitas Brawijaya		
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awijaya	Universitas Brawijaya U	niversitas Brawijay artial Least Square	(PLS)	Universitas Brawijaya		
awijaya	Universitas Brawijaya	in that Deast Square	A Childrensitas Brawijaya	Universitas Brawijaya		
awijaya	Universitas Brawijaya U	is study used Partia	Least Square (PLS) as	the data analysis		
awijaya	Universitas Brawijaya	is study used I artia	i Least Square (i LS) as	the data talary sis ijaya		
awijaya	Universitas Braw	cording to Wold (as	cited in Ghozali, 2016), Pl	S is a substantial		
awijaya	Universitas Billetiloa. He	cording to word (us	ened in Onozan, 2010), 1			
awijaya	analysis me	thod since it is not h	pased on many assumption	ns. The data must		
awijaya	University undrysits inc		used on many assumption	Universitas Brawijava		
awijaya	not distribut	te normal multivariat	e and have a big sample.	Not only that PLS		
awijaya	Uni			niversitas Brawijaya		
awijaya	is also able	to show the relations	ship between variables.	niversitas Brawijaya		
awijaya	Uni			niversitas Brawijava		
awijava	Uni	e steps to analyze th	e data for this research u	sed the mediation		
awijaya	Univ			niversitas Brawijava		
awijaya	Univ effect like E	Baron and Kenn (as	cited in Ghozali & Latan,	2012). The three jaya		
awijaya	Unive		E.	Universitas Brawijaya		
awijaya	Univer steps to ana	lyze the mediation e	ffect are:	Universitas Brawijaya		
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awijaya	Universit 1. First r	nodel, examine the e	effect of exogenous variab	le (x) on variable jaya		
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awijaya	Universitas endog	genous (y) and must	be significant on t-statistic	cs ≥1,96 tas Brawijaya		
awijaya	Universitas B		wijaya	Universitas Brawijaya		
awijaya	Universitas B2. Secon	d model, examine th	e effect exogenous variab	ole (x) on tas Brawijaya		
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awijaya	Universitas Brawli media	tion variable (z) and	must be significant on t-s	statistic > 1,96		
awijaya	Universitas Brawijaya U	Iniversitas Brawijay	a Universitas Brawijaya	Universitas Brawijaya		
awijaya	Universitas B3awijaThird	model, examine sim	ultaneously the effect of ex	kogenous variable		
awijaya	Universitas Brawijaya U	Iniversitas Brawijay	a Universitas Brawijaya	Universitas Brawijaya		
awijaya	Universitas Brawijava	d mediation (z) of ei	ndogenous variable (y)	Universitas Brawijaya		
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Outer Model Brawijaya Universitas Brawijaya Universitas Bravilaya Universitas Brawijaya Universitas Brawijaya Outer model analyzes the specific relationship between variables with those indicators. Outer model assigns how each indicator is related to its variable (Hussein, 2015). The two tests in outer model are as follows: Validity test Universitas Brawiiava awijaya awiiava (Sekaran & Bougie, 2010) explain that validity test is related to how good the instrument can measure certain concepts which targeted to measure. A questionnaire will be valid if the questions on the questionnaire can reveal something that will be measured (Ghozali, 2016). The two awijaya awijaya indicators of validity test for this study are as follows: awijaya Convergent validity. The principle measuring of a construct should be highly correlated (Abdillah, 2009). The value of convergent validity is the value of the loading factor on a variable with its indicators. When the value of the loading is more than 0.7 then it is considered as good valid in this study (Ghozali, 2016). Discriminant validity. According to (Ghozali, 2016), discriminative 2 validity is a cross-loading value used to understand whether the variable has sufficient discriminative power. The loading value of the University Universitas Brawij research variable must be higher than the loading value of the other laya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawij variables. Another way to measure the effectiveness of discrimination lava awiiava Universitas Brawli is to use the relationship between one variable and other variables in Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawli the model. When the average variance extraction (AVE) root value in Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawile each variable is greater than the relationship between the variables in Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija_{th}a model, it can be assumed that the model has obvious awijaya

awijaya discriminative validity. The valid value must be greater than 0.5. Universitas Brawijaya awijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Reliability test Universitas Brawijaya measurement that shows how far the a A reliability test is measurement without bias or error-free. Due to that, it will guarantee a measurement that consistent across time and item in the instrument (Sekaran & Bougie, 2010). In this study, the reliability test consists of (Hussein, 2015): Universit Composite reliability. Where the data with composite reliability > Universitas Brawija 0.7 can be stated reliable (Ghozali, 2016). awijaya Average Variance Extracted (AVE). Model can be said good if 2. awijaya AVE's construct is bigger than 0.5 (Ghozali, 2016). awijaya Cronbach Alpha. Data can be stated reliable where it > 0.7 (Ghozali, 2016). awijaya **Inner Model** 3.8.3 Inner model analysis or structural model analysis was done to ensure the structural model is robust and accurate (F. Hair Jr et al., 2014). This analysis displays the relationship between the previous study and the Universitas Efollowing theories. The indicators for inner model evaluation are: tas Brawijaya Universitas B1. W Determination Coefficient/R² (R-Square). The size of R² determines Java awijaya awijaya Universities Brawl the effect of exogenous latent variables on the endogenous latent awijaya awiiava Universitian Brawle variable. According to (F. Hair Jr et al, 2014), if the result of \mathbb{R}^2 is 0.75, lave Universitas Brawi 0.50, and 0.25, it can be presumed that the model is substantial, lava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Brawli moderate, and weak levels of predictive accuracy. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities B_2 . Predictive Relevance (Q^2). Q^2 measures the correctness of the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava observations produced by the research model. The value of Q^2 is Inversities Brawle estimated between 0 and 1. When the value of Q^2 close to 1, it means the observation value produced a better model. On the other hand, Q^2 is close to 0 means the observation value produces a weak model. Thus, if the value of Q^2 is 0.35, 0.15, and 0.02, it means that the model is substantial, moderate, and weak. According to (Hussein, 2015), The formula for this model is: $Q^2 = 1 - (1 - R1^2)(1$ $-Rp^{2}$) sitas Brawijava Goodness of Fit (GoF). The value range of GoF coefficient is from 0 to 1. When the value is close to 1, it means the accuracy level of the model is higher. In contrast, if the value is close to 0, it means the model's accuracy is lower. Therefore, if the GoF value is 0.36, 0.25, 0.10, it means the model is substantial, moderate, and weak. The formula to measure GoF is: $GoF = \sqrt{AVE \times R^2}$ (Tenenhaus, 2004) niversitas Brawijaya Hypothesis Test Univer3.9a The hypothesis test for this study used PLS analysis by using Bootstrapping. The hypothesis can be examined in two ways: ersitas Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Diversitian B1. Determine the significant level or critical value (α) 5% Versitian Brawleya Universitas Brawijaya Universitas Universitas Brawijaya awijaya 2. Comparing the value of t-statistic value on the Bootstrapping output awijaya in smartPLS program with t-table value. If the value of the t-statistic is higher than the t-table, then, the hypothesis is supported. PLS also displays the value of the path coefficient from each variable used Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya in this study. To know whether the relationship between variables matches with the hypothesis or not. 3.10. **Sobel Method** The mediating variable is a variable that affects the independent and dependent variable into an indirect relationship that can be measured and observed theoretically (Tuckman, 2012). In this study, the mediating test is conducted to know awijaya whether the intervening/mediating variable has a mediating role or not. The mediating test is conducted to determine whether the brand image has a mediating role in social media marketing towards repurchase intention. By looking at the awijaya specific indirect effect from the PLS program, the mediation role can be measured awijaya awijaya with the Sobel test with the following formula. awijaya

 $Se_{12} = \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2}$

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If the arithmetic value of t is greater than the t table, it can be inferred that lave

there is an indirect influence between the independent variable and the dependent lave Universitas Brawijaya

universable passing the intermediate variable. In addition, when the value of the t

^{ve} algorithm is less than t table, there is no indirect influence between the independent as Brawijava variable and the dependent variable passed through the intermediary.

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawijaya awijaya UniverRESULT AND DISCUSSION wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 4.1. Description of Research Object Universities Brawlava Universitian B 4.1.1 Overview of Research Object Brawiewa awijaya Universitas Brawijava Levi Strauss & Co., known as Levi's, was established in 1853 in lava awijaya Universities Brawieve awiiava awijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava awiiava observing people who do rough work and need clothes that able to endure awijaya Universitas anything. Then, Levi Strauss and tailor Jacob Davis created a copper rivet awijaya awijaya reinforcement with tough denim. In 1873, Levi's received a U.S. patent for awijaya awijaya "waist overalls." awijaya awijava Hard-wearing pants have become a trend worldwide since a long awijaya awijaya time ago. There are several supporting factors that made jeans become a awijaya worldwide trend, such as in World War II, blue jeans were become an awijaya essential commodity and only sold for people who engaged in defense work. awijaya awijaya awijaya Between the 1950s and 1980s, the trend arose for rocker, youth, and hippies awijava wearing jeans, and the trends of shrinking jeans that Levi's created for their line up 501 products. awijaya Until now, the denim trend is still happening, and Levi's company Universitas Brawijaya niversitas Brawijava awijaya is still growing and sustainable. Based on the annual report of Levi's in awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 2019, the net revenue of Levi's was \$5.8 billion, with more than 50,000 awijaya Universities Pretail locations and approximately 15,800 employees. Universitas Brawlay With the growth of internet users in this digital era and the behaviour changes of humans that spend more time on the internet to do their activities like browsing for entertainment, shopping, and so on, Levi' Universitas Bra

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya tries to keep up with the trends. In 2009, Levi's launched their first social media marketing campaign on Facebook and Twitter. Since then, Levi's has been successful in getting their millennials market to sell their product. The core social media marketing strategy is to be stay relevant for their segmentation. Because of that, Levi's keeps innovating on the social awijaya media to create Universitas Brawijava Universi create interesting content for awijaya awijaya awijaya Universitas Bra awijaya **Universitas Bra** awijaya be awijaya 101 awijaya Total Visits to levi.com ① Growth & total visits to levi.com over time □ □ On desktop & mobile web, in the last 6 months Universitas Br[™] Universitas Br awijaya Universitas Br. Universitas Brange Oct '20 Nov '20 Dec 20 awijaya awijaya Universitas Brawijaya awijaya

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edia to create intere	sting content for its	customer,	understand	Brawijaya their Brawijaya
dience, and suit the tre	ends. All of that strategie	es are targe	eting consum	Brawijaya ers to
come conscious, lister	n, and relevant to Levi's	s marketin	Universitas ^g Universitas	Brawijaya Brawijaya
Table 4.1 L	evi's Social Media Fol	lowers	Universitas Universitas	Brawijaya Brawijaya
Social Media	Username	va	Followers	Brawijaya Brawijaya
Instagram	Levi's		7,300,000	Brawijaya Brawijaya
Instagram	Levi's_Indonesia		237,000	Brawijaya
T	LEVIS	y	757,000 as	Brawijaya
I witter	LevisID		24,400	Brawijaya Brawijaya
Facebook	Levis.indonesia		26,073 tas	Brawijaya
Figure 4.1	Lovi's Wobsite Engag	omont	Universitas Universitas	Brawijaya Brawijaya

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Engagement

Total Visits	9.98M
🛈 Avg. Visit Duration	00:03:26
🖶 Pages per Visit	4.58
✤ Bounce Rate	45.60%

Jan '21 Feb 21 Universitas B Source: similarweb.com

repository.ub.ac.id

awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya	Based on the table and figure above. Levi's has massive number of followers
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya	and good reach on their social media. It can be used to deliver updates, promote
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya	their product, and engage with the customer to increase their intention to buy Levi's
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya awiiaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya	4.2 The Characteristic of Respondents
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awiiava	The characteristic of the respondent is used to find out the variety of
awiiava	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava
awijava	respondents based on their age, gender, latest education, and income. These
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
awijaya	characteristics are expected to be able to provide a general overview of the
awijaya	Universitas Brawijaya Universitas Brawijaya
awijaya	respondents and their relationship with the problem and purpose of this study.
awijaya	Universitas 121 Characteristics C Based on Ciava Universitas Brawijaya
awijaya	University 4.2.1 Characteristic of Respondents Based on Gender Universitas Brawijaya
awijaya	Universitas Brawijaya
awijaya	The results of data tabulation on the general overview of the jaya
awijaya	Un inversitas Brawijaya
awijaya	respondents based on gender is show in rable 4.2 as follows.
awijaya	Table 4.2. Respondents Characteristic Based on Gender
awijaya	Table 4.2. Respondents characteristic based on Gender erstas Brawijaya
3517110370	
awijaya	Gender Frequency
awijaya awijaya awijaya	Gender Frequency Percentage (%)
awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5
awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5
awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100
awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021
awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 202148.5
awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021Table 4.2 presents the characteristics based on the gender of the
awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021Table 4.2 presents the characteristics based on the gender of the
awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021Table 4.2 presents the characteristics based on the gender of the respondents. It is shown that the number of male respondents who fill the
awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021Table 4.2 presents the characteristics based on the gender of the respondents. It is shown that the number of male respondents who fill the
awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021Table 4.2 presents the characteristics based on the gender of the respondents. It is shown that the number of male respondents who fill the questionnaires are 73 people with a percentage of 48.5%, and the number of
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awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	GenderFrequencyPercentage (%)Male7348.5Female7751.5Total150100Source: Primary Data processed in 2021Source: Primary Data processed in 2021Table 4.2 presents the characteristics based on the gender of the respondents. It is shown that the number of male respondents who fill the questionnaires are 73 people with a percentage of 48.5%, and the number of female respondents are 77 people with 51.5%. The ratio between male and
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J	awijaya	Universitas Bravija	Characteristic of Respondents B	ased on Age	Universitas Brawijaya
	awijaya	Universitas Brawija	aya Universitas Brawijaya Universi	tas Brawijaya	Universitas Brawijaya
qn	awijaya	Universitas Brawija	Table 4.3 Respondents Characteri	istic Based on	Age Brawijaya
l.	awijaya	Universitas Brawija	aya Universitas Brawijaya Universi	tas Brawijaya	Universitas Brawijaya
20	awijaya	Universitas Brawija	Age	Frequency	Percentage (%)
Ξ.	awijaya	Universitas Brawija	17-20 years old	22	14.%
OS	awijaya	Universitas Brawija	21-23 years old	as Brawijaya	78%
d	awijaya	Universitas Brawija	24 - 26 years old	- 12	8%
Le la	awijaya	Universitas Brawija	Total	as Bratvijava	100 -
	awijaya	Universitas Brawija	aya Universitas Brawijaya Universi	las Brawijaya	Universitas Brawijaya
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	awijaya	Universitas Brawija	Based on Table 4.3 , respondents wh	no fulfil the au	estionnaire are the
	awijaya	Universitas Brawija	aya Universitas Browijaya Universi	tas Brawijaya	Universitas Brawijaya
	awijaya	Gen Z	between 17-26 years old. The da	ata shows that	at the majority of
	awijaya	Universitas Brawija	ava	tas Brawijaya	Universitas Brawijaya
	awijaya	liniversitas respond	dents are within the age range of	21 up to 23	years old, with a
	awijaya	Universitas Bra		awijaya	Universitas Brawijaya
	awiiava	Universitas percent	tage of 78% or 116 people who fille	d the question	nnaire. The second
	awijaya	Universit	25 AL	va	Universitas Brawijaya
	awijaya	Univer highest	is the respondents within the age ra	nge 17 until 2	20 years old with a jaya
	awijaya	Univ			Universitas Brawijaya
	awijaya	Uni percent	tage of 14%. Finally, the fewest resp	ondents are w	ith in age range 24 Java
	awijaya	Uni	S. Stabul	1	niversitas Brawijaya
	awijaya	Uni up to 2	6 years old by only 12 people with th	e percentage o	of 8%versitas Brawijaya
	awijaya	Unit	R SHARN BERT		hiversitas Brawijaya
	awijaya	Univ	It might happen because the respond	lents with age	range 21-23 years
	awijaya	Univ			Universitas Brawijaya
	awijaya	Unive old are	the people who have more time to s	pend in social	media. At the age
	awijaya	Univer		//	Universitas Brawijaya
	awijaya	Univers 21-23 y	years old majority of the respondents	in Malang cit	y is at the end year
	awijaya	Universit		a a a	Universitas Brawijaya
	awijaya	of their	r university or just graduate from bac	chelor degree	who is not as busy
	awijaya	Universitas		ijaya	Universitas Brawijaya
	awijaya	Universitas Br	r age, the people at this age have more	e time to be act	tive in social media
	awijaya	Universitas Brave	wibility to spand their manay such as	nurahaga Lau	, Universitas Brawijava
	awilava	Universitas Brawija	xionity to spend their money such as	purchase Lev	Universitas Brawijava
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Universitas Brawijaya 4.2.3 Characteristic of Respondent Based on the Latest Education The results of data tabulation the general overview of the respondents by the latest education are shown in the following table. Universitas Brawijaya as Brawijaya Table 4.4. Respondent Characteristic Based on Latest Education Latest Education Frequency **Percentage** (%) **High School** 82 54% Diploma (D3) 7 5.5% Bachelor Degree (S1) 61 40.5% Total 150 100 Based on the table above, the high school graduates were the majority

of respondents with 82 people or 54%. The second highest was the inversities Brawijaya respondents of bachelor degree graduates with the percentage of 40.5% or 61 people. The diploma (D3) graduates were only seven respondents or 5.5%.

people. The diploma (D3) graduates were only seven respondents or 5.5%.

The data above show that the majority of the respondent's latest java

education is high school. It happened because the questionnaire were spread

out to the campus society who are majority graduates from high school and

considered as Gen Z.

Universitas Brawijaya luates from high school and a Universitas Bray Jaya Universitas Bray

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Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya Brawijaya Universitas Brawijaya Descriptive analysis is used to give empirical data on the data collected for this study. Descriptive analysis of 150 respondents is studied in which the result has to be concluded. Through this calculation, an overview of the sample can be seen that represents the population is presented in Table 4.6. Based on the questionnaires collected from 150 respondents, most of the answer on each item can be found through the equation below: Class Interval (c) = $(X_n - X_1)$: k Information: c = class intervalNURL Unive k = number of classes $X_n =$ highest score X_1 = lowest score

c = (5-1): 5c = 4:5 = 0.8

Table 4.6. Interpretation of Respondent Average Answer Sitas Brawijaya

Average Interval	Category
1.0 - 1.79	Very weak
1.8 - 2.59	Weak
2.6 - 3.39	Moderate
3.4 - 4.19	Good
4.2 - 5.00	Very Good

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awijaya	Universitas I	4.3.1	Freq	uenc	y Distril	outio	n Varial	ble S	ocial M	Iedia M	arketin	g (X)	vijaya
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awijaya	Universitas I	Brawij	The v	ariab	le of Soc	ial M	ledia Ma	ırketi	ing in th	nis study	consist	s of siz	vijaya
awijaya	Universitas I	Brawij	aya Un	ivers	itas Bra	wijay	a Univer	rsita	s Brawi	jaya Ur	niversita	s Brav	vijaya
awijaya	Universitas I	mestic	ons that	ivers mu	st be a	nswe	red by	the	respon	dents.	The free	ulency	vijaya
awijaya	Universitas I	Brawij	aya Un	ivers	itas Bra	wijay	a Univer	rsitas	s Brawi	jaya Ur	iversita	s Bra	wijaya
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awijaya	Universitas i	Brawij	aya" Uh	ivers	itas Bra	wijay	a Univer	rsita	s Brawi	aya" U	iversita	s Brav	Nijaya
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awijaya	Universitas I	Brawij	aya Un	ivers	itas Bra	wijay	a Univer	rsita	s Brawi	jaya ur	iversite	S Brav	vijaya
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awijaya	Universitas	f	%	f	%	f	%	f	%	%	Total	%	vijaya
awijaya	SMM1	59	38.50	77	52.00	11	7.25	3	2.25	0.00	150	100	4.280
awijaya	SMM2	86	57.00	62	42.00	2	1.00	0	0.00	0.00	150	100	4.560
awijaya	SMM3	71	46.50	64	43.00	13	9.50	2	1.00	0.00	150	100	4.360
awijaya	SMM4	62	41.00	49	33.50	33	22.50	6	4.00	0.00	150	100	4.113
awijaya	SMM5	77	50.50	66	44.00	7	5.50	0	0.00	0.00	150	100	4.467
awijaya	SMM6	78	52.45	43	28.50	16	10.00	12	8.00	0.50	150	100	4.233
awijaya	Univer	1		-in	A 44		NF.	<u> </u>		01	liversite	S Dia	4.335
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awijaya	Universitas I	Braw,		-					Brawi	jaya Ur	niversita	s Brav	wijaya
awijaya	Universitas ^ŋ	narket	ing varia	ble,	it is four	nd th	at the it	em v	with the	highest	average	e score	vijaya
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	awijaya	Univer	· .	Table	4.8. F	requen	cy Di	istribut	ion F	Brand	Ima	ge (Z)	niversit	as Bra	awijaya
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	awijaya awijaya	Uni	f	%	f	4 %	f	3	F	2 %	f	%	Total	%	awijaya
	awijaya awijaya awijaya	Uni UBI1	f 70	% 46.00	f 66	% % 44.00	f 11	3 % 7.50	F 3	2 9% 2.50	f 0	% 0.00	Total	% 100	4.353
	awijaya awijaya awijaya awijaya	BI1 BI2	f 70 78	% 46.00 52.00	f 66 60	% 44.00 40.00	f 11 9	% 7.50 5.50	F 3 3	% 2.50 2.50	f 0 0	% 0.00 0.00	Total 150 150	% 100 100	4.353 4.420
	awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3	f 70 78 79	% 46.00 52.00 53.50	f 66 60 58	% 44.00 40.00 38.00	f 11 9 10	% 7.50 5.50 6.00	F 3 3 3	% 2.50 2.50 2.50	f 0 0	% 0.00 0.00 0.00	Total 150 150 150	% 100 100 100	4.353 4.420 4.420
	awijaya awijaya awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3 BI4	f 70 78 79 63	% 46.00 52.00 53.50 41.50	f 66 60 58 71	% 44.00 40.00 38.00 47.25	f 11 9 10 11	% 7.50 5.50 6.00 7.75	F 3 3 3 5	% 2.50 2.50 2.50 3.50	f 0 0 0	% 0.00 0.00 0.00 0.00 0.00	Total 150 150 150 150	% 100 100 100 100 100	4.353 4.420 4.420 4.280
	awijaya awijaya awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3 BI4 BI5	f 70 78 79 63 60	% 46.00 52.00 53.50 41.50 40.00	f 66 60 58 71 62	% 44.00 40.00 38.00 47.25 42.00	f 11 9 10 11 23	% 7.50 5.50 6.00 7.75 14.50	F 3 3 3 5 5 5	% 2.50 2.50 2.50 3.50 3.50	f 0 0 0 0	% 0.00 0.00 0.00 0.00 0.00 0.00 0.00	Total 150 150 150 150 150	% 100 100 100 100 100 100 100	4.353 4.420 4.420 4.280 4.180
	awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3 BI4 BI5 BI6	f 70 78 79 63 60 58	% 46.00 52.00 53.50 41.50 40.00 38.00	f 66 60 58 71 62 51	% 44.00 40.00 38.00 47.25 42.00 35.50	f 11 9 10 11 23 27	% 7.50 5.50 6.00 7.75 14.50 17.50	F 3 3 5 5 13	2 9% 2.50 2.50 3.50 3.50 8.50	f 0 0 0 0 1	% 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	Total 150 150 150 150 150 150 150 150	% 100 100 100 100 100 100 100 100 100	4.353 4.420 4.420 4.280 4.180 4.013
	awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3 BI4 BI5 BI6 BI6 Si	f 70 78 79 63 60 58	% 46.00 52.00 53.50 41.50 40.00 38.00	f 66 60 58 71 62 51	% 44.00 40.00 38.00 47.25 42.00 35.50	f 11 9 10 11 23 27	% 7.50 5.50 6.00 7.75 14.50 17.50	F 3 3 5 5 13	2 9% 2.50 2.50 3.50 3.50 8.50	f 0 0 0 0 1	% 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.50	Total 150 150 150 150 150 150 150 150 150 150	 % 100 100 100 100 100 100 as Britishing 	4.353 4.420 4.420 4.280 4.180 4.013 4.277
	awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3 BI4 BI5 BI6 Southerstee	f 70 78 79 63 60 58 	% 46.00 52.00 53.50 41.50 40.00 38.00	f 66 60 58 71 62 51	% 44.00 40.00 38.00 47.25 42.00 35.50	f 11 9 10 11 23 27 in 20	% 7.50 5.50 6.00 7.75 14.50 17.50 21	F 3 3 5 5 13	2 9% 2.50 2.50 3.50 3.50 8.50	f 0 0 0 0 1	% 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.50 value	Total 150 150 150 150 150 150 150 150	% 100 100 100 100 100 100 100 100 100 100 100 100 100 100 100	4.353 4.420 4.420 4.280 4.180 4.013 4.277
	awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya awijaya	BI1 BI2 BI3 BI3 BI4 BI5 BI6 BI6 Sou Universit	f 70 78 79 63 60 58 urce: Pr	% 46.00 52.00 53.50 41.50 40.00 38.00	f 66 60 58 71 62 51	4 % 44.00 40.00 38.00 47.25 42.00 35.50 ocessed	f 11 9 10 11 23 27 in 20	% 7.50 5.50 6.00 7.75 14.50 17.50 21	F 3 3 5 5 13	2 9% 2.50 2.50 3.50 3.50 8.50	f 0 0 0 0 1	% 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.50 ya ya	Total 150 150 150 150 150 150 150 150 150 150 150 150 150 150 150 150 150	% 100 <t< th=""><th>4.353 4.420 4.420 4.280 4.180 4.013 4.277</th></t<>	4.353 4.420 4.420 4.280 4.180 4.013 4.277
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awijaya	PI1	76	51.00	53	34.50	18	12.00	3	2.50	0	0.00	150	100	4.347
awijaya	PI2	79	53.75	54	36.00	9	5.50	2	4.25	1	0.50	150	100	4.353
awijaya	PI3	59	40.50	57	38.50	26	16.00	8	5.00	0	0.00	150	100	4.113
awijaya	PI4	79	51.50	59	37.50	10	9.00	2	2.00	0	0.00	150	100	4.433
awijaya	PI5	67	44.50	52	35.00	23	15.50	8	5.00	0	0.00	150	100	4.187
awijaya	PI6	62	41.00	59	39.50	23	14.50	4	4.00	2	1.00	150	100	4.167
awijaya	PI7	83	55.50	55	37.50	11	6.50	1	0.50	0	0.00	150	100	4.467
awijaya	Unive			1.1		11		4				Univ	orolto	4.295
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awijaya	Universita				11 44	14						va Univ	ersita	s Brawijava
awijava	Universitas	ntenti	on vari	able.	The av	erage	e mean	of v	variabl	e re	purcha	se inten	tion is	4.295.
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awijaya	Universitat	nenti	ion vari	adle	SHOWS	inat t	me maj	orit	y of re	spo	ondents	s nave a	n repu	cnase/jaya
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Universitas Brawijaya awijaya awijaya a good brand image that Levi's has can make their potential customer has an intention to purchase their product and make it a reason to buy the product. 4.4. Partial Least Square Analysis This study used the SEM method based on Partial Least Square as the data analysis technique. The PLS software was developed at the University of Hamburg, awijaya Germany, named SMART PLS version 3.0. The PLS method consists of two stages, awijaya and the first stage is the outer model, which measures the item question model on its variable. Second is the evaluation of the inner model or structural model to know awijaya the result of hypothesis tests used in this study. Additionally, this test used estimated awijaya coefficients or path coefficient which identifies the connection between the awijaya awijaya exogenous latent variable and the endogenous latent variable. awijaya awijaya

4.4.1 Outer Model Analysis

This study uses smartPLS software to examine the outer model that aims inversitas Bravijaya to determine the validity and reliability of a research instrument (Hair, 2014), jaya inversitas Bravijaya The result of the outer model is displayed in Figure 4.2. The individual jaya inversitas reflexives sizes can be said to be high if they correlate more than 0.70 with jaya inversitas the measured construct. However, according to (Ghozali, 2006), the jaya inversitas the measured construct. However, according a value of 0.50 to 0.60 is jaya inversitas Bravijaya in

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Source: Primary Data Processed in 2021

4.4.1.1 Testing Validity

Universitation of the measured variable. Universitation of the measured variable of the measured variable. Universitation of the measured variable of the measured variable of the measured variable. Universitation of the measured variable of the measured variable of the measured variable of the measured variable. Universitation of the measured variable of th awijaya

Universitas Braula Convergent Validity Universitas Brawijaya awijaya Universitas Brawijaya tas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The convergent validity is seen through the value of the loading factor. A questionnaire is declared valid by looking at the result of convergent validity for every indicator construct with the value of loading awijaya factor greater than 0.7. However, a loading factor value of 0.5-0.6 is still awijaya awijaya acceptable in explanatory research (Hengk & Ghazali, 2012). This study awijaya awijaya used a loading factor with a critical value of 0.7. The following table shows awijaya the result of outer loading for each indicator owned by each exogenous and awijaya awijaya endogenous latent variable obtained from data processing using smart PLS. awijaya awijaya INATA CI awijaya 45

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awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universi Table 4.10, Or	iter Loading Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Univers itas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	University Social Media	Brand Image	Repurchase awijaya
awijaya	Universitas Brawijaya	UniversitMarketing/a	Universitas Brawijaya	UnintentionBrawijaya
awijaya	SMM1	0.832	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	SMM2	0.713 Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijayo	Universitas Brawijaya
awijaya	SMM3	0.833	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Pow ijava	Universitas Brawijaya	Universitas Brawijaya
awijaya	SMM4	0.823	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya		rsitas Brawijaya	Universitas Brawijaya
awijaya	Univers SMM5	0.756	s Brawijaya	Universitas Brawijava
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awijaya	Universitas Brawijaya	Universities strangeyer	universitas Brawijaya	Universitas Brawijaya
awijaya	Universite Brawijaya	Universitas Brawijaya	Universitas Brawijaya	0.808
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	0.864
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universite prawijaya	Universitas Brawijaya	Universitas Brawijaye	0.734
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universite Brawijaya	Universitas Brawijaya	Ilniversitas Brawijays	0.805
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awiiava	Source: Primary	Data Processed in 2021	Universitas Brawijaya	Universitas Brawijava
awiiava	Universitas Brawijava	Universitas Brawijava	Universitas Brawijaya	Universitas Brawijava
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Universitas Brawijaya awijaya awijaya Based on Table 4.10 above, all the values of outer loading are greater than Universitas Brawijaya 0.7, then it could be concluded that all the indicators in this study are valid. The indicators which valid are able for the next evaluation model process. **Discriminant Validity** Universitas Brawijava U as Brawijaya Validity testing with discriminant validity can be tested by cross as Brawijaya awijaya awijaya loading to know whether a variable has an adequate discriminant by comparing awiiava awijaya the loading value on the target variable must be greater than the loading value of awijaya other variables. awijaya awijaya awijaya Table 4.11. Validity Testing Using Cross Loading inversitas Brawijaya awijaya awijaya **Social Media** Repurchasesitas Brawijaya awijaya **Brand Image** Intention_{rsita}s Brawijaya Marketing awijaya SMM1 0.325 0.832 0.430 niversitas Brawijaya awijaya Univ SMM2 0.713 0.290 0.361 awijaya iversitas Brawijaya awijaya SMM3 0.291 0.383 iversitas Brawijaya 0.833 awijaya iversitas Brawijava SMM4 0.823 0.367 0.377 awijaya s Brawijaya SMM5 0.324 0.756 0.317 awijaya SMM8 0.7480.243 0.393 awijaya s Brawijaya BI1 0.252 0.769 0.238 s Brawijaya awijaya BI₂ 0.268 0.791 0.289 Universitas Brawijaya awijaya BI3 0.288 0.268 0.791 awijaya Universita 0.285 BI4 0.278 0.845 awijaya Universitas Brawijava Universitas Brawijava BI5 0.337 0.424 0.866 27 11 awijaya Universitas Brawijaya BI6 0.395 0.751 0.468 PI1 0.443 0.299 0.819 PI2 0.363 0.2420.733 awijaya PI3 0.405 0.403 0.816 PI4 java 0.315 0.482 0.808 awijaya awijaya PI5 ava 0.456 sitas 0.368 0.864 awijaya PI6 aya 0.343 0.734 0.160 awijaya PI7 Jaya 0.361 0.391 0.805 s Brawijaya Source: Primary Data Processed in 2021

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Based on Table 4.11 above, all the value of cross loadings from each

intended indicator has a higher correlation with each of variable compared to

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awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Pravijava	les. It means all the ind	icators above is valid	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	4 Reliability Test	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	liability is the level	Universitas Brawijava.	Universitas Brawijaya
awijaya	Universitas Brawijaya	chability is the level	of accuracy, precisi	universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijava	Universitas Brawijaya
awijaya	Universitas Branday	of an instrument. A que	estionnaire can be said t	o de remadie il the
awijaya	Universitas Brawijaya	Universitas Brawijava	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	r composite renadinty	is more than 0.7 al	id the results of
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brandach's	alpha are above 0.6. I	ne following are the re	suits of reliability
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitasting throu	gn composite reliabilit	y, Cronbach's alpha and	average variance
awijaya	Universitas Brawijaya	Univ DL C 2 0	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas extracted fro	m Smart PLS 3.0:	sitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawii		s Brawijaya	Universitas Brawijaya
awijaya	Universitas Bra	Table 4.12. Result	of Reliability test	Universitas Brawijaya
awijaya	Universitas	TAS BA	iiaya	Universitas Brawijaya
awijaya	Universit	Cronbach's	Composite	UnAverage Brawijaya
awijaya	Univer	Alnha	Reliability	U Variance Bravijaya
awijaya	Univ	Anpin	Kendbinty	Extracted Bravijaya
awijaya	Uni Social Media	0.075		niversitas Brawijaya
awijaya	Un Marketing	0.875	0.879	nivers 0.61 Brawijaya
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awijaya	Uni Dranu Illage	0.892	0.911	hivers0.645 ravijaya
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awijaya	Unive Source: Primary I	Data Processed in 2021		Universitas Brawijaya
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awijaya	Universita Base	d on Table 4.12, Cronb	ach's alpha value of var	iable social media
awijaya	Universitas		jaya	Universitas Brawijaya
awijaya	Universitasmarketing (S	MM), brand image (BI), and repurchase intenti	on (PI) are greater
awijaya	Universitas Bra		awijaya	Universitas Brawijaya
awijaya	Universita than 0.6. The	us, all the indicators ca	n be said to have high r	eliability based on
awijaya	Universitas Brawijaya	Universitiesjeyer	universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Cronbach's	alpha calculation. The	composite reliability of	SMM. BI. and PI
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas shows a valu	e more than 0.7. There	fore, all the indicators c	an be said to have
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitashigh reliabil	ity based on composite	reliability. The value of	f average variance
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas extracted on	SMM, BL and PL displa	vs the value result greate	r than 0.5. It means
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas all the indic	ators show high reliab	ility based on average	variance extracted
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
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awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya



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UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA awiiava Universities media marketing (X) variable and brand image (Z) variable. Universitas Brawijaya Univers Table 4.13. R-Square Value Universitas Brawijaya Universit Irawijava Variable **R** Square Ζ 0.152 0.303 Y Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Table 4.13 shows the R-square value for the brand image variable awijaya obtained at 0.152, or it can be said as 15.2% of the variable brand image (Z) Universitas Brawijaya Universitas can be influenced by the social media marketing (X) variable. At the same Universities time, the remaining 84.8% is influenced by other variables outside the study. According to (Hair. 2014), the effect of social media marketing on brand image awijaya is weak in which the value of \mathbb{R}^2 is below 0.25 The R-square value of repurchase intention is 0.303. The repurchase intention (Y) variable is influenced by the social media marketing (X) and brand image (Z) value by 30.3%, while the remaining 69.7% is influenced by other variables outside the study. Since the value of R-square is more than 0.25, the effect of the exogenous latent variable on the endogenous latent variable is moderate. Universitas 4.4.2.2 Predictive Relevance (Q^2) Universitian Braviss The goodness of fit model is measured using R-square dependent Java latent variable with the same interpretation as regression. However, Q-square Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya is predictive relevance for the structural model. Predictive relevance is used as Brawijava Universitas Brawijava Universitas Brawijava awiiava as a measurement of how well the conservation value generated by the model and also its parameter estimation. The range of Q^2 to scale is in a range of 0 < 1 $Q^2 < 1$. The closer to 1 means the better the model. This quantity of Q^2 is equivalent to the coefficient of the total determine in the path analysis.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitian Brawijay The formula to calculate Q^2 as follow as: Universitas Brawijaya awijaya Universitas $P^2 = 1 - (1 - R_1^2) \times (1 - R_2^2)^2$ Universitas Bra $Q^2 = 1 - (1 - 0.152) \times (1 - 0.303)$ Universitas Brawijaya = 0.409Universitas Brawijaya Iniversitas Brawijaya Universitas Brawijaya Universitas Brazelanation: awijaya awijaya Q² : *Predictive Relevance* value awijaya Universitas Brawijaya 2Uni R1²Uni *R-Square* value of Brand Image variable awijaya awijaya Universitas Brawijava : *R-Square* value of Repurchase Intention variable awijaya R_2^2 awijaya awijaya The result above shows that the Q^2 value is 0.409. It means the awijaya awijaya amount of data diversity from this study that can be explained by the awijaya awijaya designed structural model is 40.9%, while the remaining 59.1% is explained awijaya awijaya by other factors outside the model. From the result above, and according to awijaya awijaya (Hussein, 2015), it can be said that the structural model in this study is awijaya substantial because it is closer to 1 and greater than 0.35. awijaya 4.4.2.3 **Goodness of Fit Evaluation (GoF)** awijaya awijaya Goodness of Fit (GoF) is a measurement of overall model awijaya accuracy that can be used to know the amount of contribution given by the Universitas Brexogenous latent variable to endogenous latent variable. In PLS analysis, java awijaya Universities Brithe result of the goodness of fit can be obtained through Q-square where the lave awijaya Universities Br result is considered to have a good predictive value if the result is exceeding java awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universities Br 0 and closer to 1. The calculation of predictive value as follows: sites Brawijaya awijaya awijaya awijaya

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awijaya awijaya Table 4.14. Goodness of Fit Model Universi Variable AVE **R** Square Х 0.617 Zawi 0.645 0.152 Yaw 0.637 0.303 0.227 Average 0.633 awijaya $GoF = \sqrt{AVE \times R^2}$ Universitas Br Gof = $\sqrt{0.633x0.227}$ Universitas Brawijaya Un Universitas Br Gof = 0.379 = 37.9%Based on Table 4.14, the result shows that GoF calculation is 0.397 or equal to 37.9%. It means that the data diversity explained by awijaya the model is 37.9%, while the remaining 62.1% is explained by outside awijava iversitas Brawijaya factors and other variables. Therefore, based on the result of GoF, which is closer to 1. The research model is already accurate in making the prediction. Meaning the model has a high ability in explaining the empirical data. 4.4.3 **Hypothesis Testing** Based on the result of the outer model and inner model that the study java has done, all the hypotheses examined already fulfil the requirement. It can Universitas Brawijaya be used as an analysis model in this study. The hypothesis test in this study Universitas Brawijaya awijaya used t-table 1.96 at p-value of 0.05. The limit of 0.05 implies that the awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya probability of deviation is only 5%, and the remaining 95% indicated to s Brawijaya Universitas Brawijaya accept the hypothesis. Brawijaya Universitas Brawijaya Universitas Brawijaya Universities Brawing Hypothesis testing in this study is divided into two parts, namely direct effect testing and indirect effect testing (mediation). Direct impact

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Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	testing used bootstrapping on Smart PLS 3.0 software	while indirect							
Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	influence testing used the Sobel test	Universitas Brawijaya							
Universitas	Brawijaya Brawijaya	Universitas Brawijaya							
Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	Direct effect testing used to explain the hypot	ulesis 1, 2, alia 3							
Universitas	through the value of noth coefficients. The value of noth as	Universitas Brawijaya							
Universitas	unough the value of pair coefficients. The value of pair co	bennerents can be							
Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	seen through the t-statistic value, which has to be greater th	ian t-table, which							
Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	is 1.96. It means that there is an effect of exogenous	variables on the							
Universitas	Brawijaya Universitas Brawijaya	Universitas Brawijaya							
Universitas	endogenous variable in each hypothesis that has been determined. To make								
Universitas	Brawije s Brawijaya	Universitas Brawijaya							
Universitas	the hypothesis is accepted, the value of t-statistics has to be	more than t-table							
Universitas	HAD LETTAS BROOT L III I Nava	Universitas Brawijaya							
Universit	(1.96), and the p-value is less than 0.05. It will show the sig	gnificant positive							
Univer		Universitas Brawijaya							
Univ	effect between the tested variable. In this case, the bootstra	p method is used jaya							
Uni	S ENGINE V.	niversitas Brawijaya							
Uni	in the sample. The result of the bootstrapping from PLS analysis are as								
Uni		hiversitas Brawijaya							
Unit	follows:	hiversitas Brawijaya							
I I too In		Iniversites Provileus							

Table 4.15. Hypothesis Testing Result

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Unive		32. 18	1 ALIO			Universitas Brawijaya
Univer	Hypothesis	E E	Origi	Standard	Т	Universitas Brawijaya
Univers		Variable	nal	Deviation	Statistics	Unip-value Brawijaya
Universi			Samp	(STDEV)	(O/STER	R niversitas Brawijaya
Universita		54 15	le (O)) / Aya	Universitas Brawijaya
Universita	H1	X -> Y	0.370	0.085	4.333	Univ0.000s Brawijaya
Universita	H2	X -> Z	0.390	0.055	7.121 a	Univ0.000s Brawijaya
Universita	BH3	Z -> Y	0.288	0.100	2.887	Univ0.004s Brawijaya
Universita	s Braw,				Brawijaya	Universitas Brawijaya
Universita	s Brawijaya	Universites	nannjaya	universitas	Brawijaya	Universitas Brawijaya
Universita	B Hypoth	esis 1ersitas E	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas I	Brawijaya	Universitas Brawijaya
Universita	BH1: Soc	ial media ma	arketing	has a signifi	icant posit	ive influence on lava
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas I	Brawijaya	Universitas Brawijaya
Universita	Brepurch	ase intention	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universita	B The res	ult of the hy	pothesis 1	test for socia	1 media m	arketing variable
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universitation fow?	rds repurcha	use intention v	variable is	obtained pat	h coefficie	nt of 0.370 and t-
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universita cour Universita	t of 4.333. S	ince the t-cou	nt is great	er than t-table	e (1.960) or	$p (0.000) \le 0.05,$
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universita	s Brawijaya	Universitas E	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
Universita	s Rrawiiava	Elniversitas P	Rrawiiava	Ilniversitas	Rrawiiava	Ilniversitas Rrawilava



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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava H1 is accepted. So, social media marketing has a significant positive influence on repurchase intention. It means that the first hypothesis is accepted. Universitas **Hypothesis 2** H2: Social media marketing has a significant positive influence on brand image The result of the hypothesis test for social media marketing variable towards brand image variable is obtained path coefficient of 0.390 and t-count of 7.121. Because the t-count is greater than t-table (1.960) or p (0.000) \leq 0.05, H2 is accepted. Therefore, social media marketing has significant positive influence on brand image. It means that the second hypothesis is accepted. awijaya **Hypothesis 3** C Univ H3: Brand image has a significant positive influence on repurchase

intention

The result of the hypothesis test for the brand image variable towards the repurchase intention variable obtained a path coefficient of 0.288 and t-count Univer of 2.887. Since the t- count is greater than t-table (1.960) or p $(0.000) \le 0.05$, H0 we are University rejected, and H1 is accepted. Thus, brand image has significant positive Univerinfluence on repurchase intention. It means that the first hypothesis is accepted.awilaya Iniversitas E4.4.3.2/a Indirect Effect Testing Inversitas Brawijaya Universitas Brawijaya Universitas Brawijaya The mediation hypothesis is carried out by the developed available procedure by (Sobel, 1982) known as the Sobel test. Sobel test was carried awiiava Universitas Bout by testing the strength of the indirect effect of exogenous variables to lava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Bendogenous variable through mediating variable with the condition where Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the value of t-statistic > 1.96. The indirect effect can be declared significant as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya awijaya Universitian Bif both effects direct shape is significant. awijaya Universitas Brawley In this relationship between social media marketing and repurchase intention, there is an alleged brand image variable as an intervening variable. To measure the indirect influence between social media marketing variable and repurchase intention variable, the calculation of the influence of brand awijaya image as an intervening variable is as follows: awijaya awijaya **Structural Equation:** awijaya awijaya $\mathbf{Y} = \mathbf{P}\mathbf{X}\mathbf{Y} + (\mathbf{P}\mathbf{X}\mathbf{Z} \times \mathbf{P}\mathbf{Z}\mathbf{Y})$ awijaya awijaya The direct Effect of social media marketing toward Repurchase Intention is awijaya awijaya MURIT 0.370.awijaya awijaya *Indirect Effect* (IE) $= PXZ \times PZY$ awijaya awijaya $= 0.390 \times 0.288$ awijaya awijaya = 0.112awijaya awijaya $= PXY + (PXZ \times PZY)$ *Total Effect* (TE) awijaya awijaya = 0.370 + 0.112awijaya awijaya = 0.482awijaya The influence of indirect effects and the total effect of the relationship between awijaya Universative variables using Sobel formula has been presented to summarize the results. The java awijaya awijaya Universitas Brawijaya awijaya awijaya Universitas Brawijaya UniversCalculation of Indirect Effect wijaya awijaya awijaya t count as Brawijaya Univer Variable Directniversitas Standard Indirect s.e Univer Coefficient Star error ava Univ Jniversitas Brawijaya Coefficie Sobel neitas Bra Jniversitas Brawijaya Universitas Brav $X \rightarrow Z$ $Z \rightarrow Y$ X→Z $Z \rightarrow Y$ s Brawijaya 0.100 $X \rightarrow ZEY$ 0.390 0.288 0.055 0.965 0.112 0.116

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya The indirect standard error or standard error can be obtained by using Sobel formula, so it Universitas Brawijaya Univ $Se_{12} = \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2}$ Universitas Brawijaya Universitas Brawijaya $(0.288)^2$ $\sqrt{(0.390)}$ $1.00)^2$ awijaya versitas=0.116 va awijaya The t counts can be obtained as follows: *P*₁₂ 0.112 T-counts = 0.965 Universitas Brawii Se12 awijaya **Hypothesis** 4 Univerdi awijaya awijaya H4: Social media marketing has an indirect influence on repurchase awijaya awijaya awijaya intention through brand image Based on the Sobel test method, the result of the fourth hypothesis shows awijaya that the relationship between social media marketing variable and repurchase awijaya Unive intention through brand image display the value of the indirect path coefficient of wilaya awiiava awijaya Unive 0.112 with a statistical t-count of 0.965. T-count value is smaller than t-table awiiava awijava Unive (1.960). This result means that the brand image has no significant influence in lava Unive bridging social media marketing on repurchase intention, and the brand image does Universitas Universitas Brawijaya not take a role as mediating variable. Thus, the H4 is rejected. awijaya 4.5. Discussion of Research Result awijaya awijaya Based on the results of hypothesis testing that has been done, the next stage awiiava is an explanation of the relationship between the variables in this study, then linked it to consumer behaviour, previous studies, and management science so that it can support existing statements previous. The explanation is as follows: awijaya

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awijava 4.5.1 The Influence of Social Media Marketing on Repurchase niversitas Brawijaya Universitas Brawijaya Intention of Levi's Universitas Brawijaya Universitas Brawijaya Social media marketing is really important to make Levi's brand sustainable on the market and still follow the market competition because most of the brand competitors nowadays use social media to promote and sell their product. With social media as a marketing tool, it will help Gen Z to have an intention to purchase due to the accessibility to gain information about the product. Social media also create more flexible time and cost for sharing the information with the customer. This statement is supported by Kim & Ko, 2012), who said that social media had been widely used for awijaya marketing communication effort due to its practical and flexible characteristics and have advantages to creating no restrictions on time, place, media, and cost. The result of significant and positive influence that the study has done between social media marketing towards repurchase intention interpret that Levi's social media has the ability to make customer intent to buy the product again. As well as the indicator of Levi's social media Universitas B marketing which are context, collaboration, communication, and lava Inversitas B connection worked for the customer to give the repurchase intention to buy lava Universities B Levi's product. Not only that, but also the social media marketing success lave awijaya Universitian B to become a reminder and connect the customer to keep memorize the brand awiiava Universitiant to make repurchase intention. This result is similar with the previous Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya research conducted by (Kim & Ko, 2010) (Kotler & Amstrong, 2012) and itas Brawijaya Universitas Brawijaya Universitas Brawijaya (Hutter et al. 2013), which found that social media marketing affects Universitas Brawijaya 57

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA awijaya sitas Brepurchase intention. Brawijaya Universitas Brawijaya versitian Brawley In this case, this analysis is supported from the previous research by (Putter, 2017), where the result of his research states that companies which adapt on integrating strategic of social media platform most likely succeed in reach, engage, and maintain consumer. By using social media as marketing tool, it will lead to creating customer engagement and repurchase intention to purchase a product. 4.5.2 The Influence of Social Media Marketing on Brand Image Levi's is the oldest company that produces denim and jeans existed for 167 years and still become the top of the market in the fashion industry, awijaya where everyone knows the brand all over the world. This could not happen if Levi's does not have a good brand image. According to (Razy & Lajevardi, 2015), a well-known brand with a good image will create customer's feeling of safety to purchase their product. In this case, to help Levi's brand image stays in the market competition, Levi's is using social media technology as one of their marketing strategies. It is also supported by the previous research by ^B (Yusuf, 2018) who said that social media is a significant marketing tool industry that affects brand awareness and brand image positively. The Universities B social media of Levi's able to influence of Levi's brand image because the awijaya awiiava Universitian B target of Levi's consumer is youth generation, where many of them using lave Universitias B social media to looking for an information. Brand image will get more Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian B exposure due to the marketing activites of Levi's social media. Therefore, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya social media marketing is affecting the brand image of Levi's products. s Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya

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4.5.3 The Influence Brand Image on Repurchase Intention Overall, Levi's has a huge advantage on the company brand image because of the first denim brand annd the campaign and their promotion to become a sustainable brand and innovative promotion for their customer. (Kotler & Armstrong, 2012) said that a brand is a valuable asset for a awijaya company; hence it represents product and services to the consumer. With the awijaya age of 167 years old brand, it can represent the quality of Levi's product. awijaya awijaya Even more, in Indonesia, Levi's has become the top-of-mind awijaya product on denim, and many tailors use Levi's name as a symbol of repair awijaya tailor. With this popularity and famous brand image, it significantly awijaya awijaya influences customers to purchase Levi's product. It means brand image is awijaya awijaya considered as a representative of the company like symbolic meaning awijaya awijaya associated with consumers through particular attributes on the product or awijaya services. In this case, the brand image influenced repurchase intention awijaya hypothesis, and this study result is positive. It is also supported by the statement from (Razy & Lajevardi, 2015) that a famous brand with a good Universitas B image will create customer's feeling of safety to repurchase their product. Java Universities B Thus, with the well-known of Levi's brand image, it influenced the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B customer repurchase intention/a Universitas Brawijaya awijaya awijaya 59

Universitas Brawijaya awijava 4.5.4 The Influence of Social Media Marketing on Repurchase Universitas Brawijaya Intention of Levi's Through Brand Image as Intervening Variable (Indirect Effect) Based on the data collected, the repurchase intention of Levi's is negatively influenced by the social media marketing variable through brand image variable as mediating variable. This study found that social media is not successful in raising the brand image to make the customer repurchase Levi's product. Even though social media marketing and brand image influence repurchase intention with a direct effect, the result will be different if it influences repurchase intention with an indirect effect. Brawijaya awijaya This result of data analysis is in contrast with the result from Haixin & Yali, 2019), where they found that social media marketing activity indirectly influenced customers' repurchase intention, mediated by brand image, perceived value, and trust. Then, brand image has a direct and indirect effect on repurchase intention, and the indirect influence of brand image on repurchase intention is mediated by perceived value and trust. The differentiation that happened from the previous study could Universitas B happen due to the different industrial object research, variables that java contribute to the research, and measurement requirement. For pratically, Universities B this could be happened due to Levi's brand image is already well-known Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian B since long time ago, so with or without social media marketing the rise awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya brand image of Levi's currently has no significant difference. Thus, the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B conclusion is social media marketing has no influence on repurchase Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya erstas B intention variable through brand image as mediating variable for Levi's Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya s Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava company. 4.6. Research Implications The implication of this study is divided into two parts: theoretical implications and practical implications. Theoretical implication is related to the development of research results for the next researcher related to social media marketing, brand image, and repurchase intention. On the other hand, practical implications contribute directly to marketers or a company marketing activity related to social media marketing, brand image, and repurchase intention based on the result of the research. 4.7. **Theoretical Implications** awijaya Based on the results, it gives an additional reference to understand the study related to social media marketing, brand image as the mediating variable, and repurchase intention on fashion brand Levi's. First of all, this study gives a theoretical contribution by disclosing that Levi's social media marketing is positively significant affecting the repurchase intention on Levi's product. It is supported by the previous research that concludes social media marketing was found to affect repurchase intention (Kim & Ko, 2012). Second, this study gives theoretical contribution by revealing that social media marketing has significant positive influence on brand image. This results support previous research which found that social media is a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava universities significant industry marketing tools which affect the and brand image Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya positively (Bilgin, 2018). Third, this study found that brand image has a positively (Bilgin, 2018). significant positive influence on repurchase intention on Levi's product. It is Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersites supported the previous research by (Razy & Lajevardi, 2015) stated that a is Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya



Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya famous brand with a good image will create customer's feeling of safety to purchase their product. Brawijaya Universitas Brawijaya Lastly, the finding of social media marketing towards repurchase intention through brand image as the indirect effect has no significant influence on repurchase intention. It shows that the social media marketing of Levi's is not successful to raise the brand image to make the customer repurchase Levi's product. versitas 4.8. **Practical Implications** This study gives practical implications for the marketer to develop awijaya repurchase intention for their product, especially in the fashion industry. First, to develop repurchase intention for Levi's products, it can focus on keeping the product interesting to the customer. Because by making the product interesting for the customer, it will affect the intention to repeat buy the product where the intention of customer to purchase is built from their needs and wants. One of the ways is by following the trends and what the world needs currently, such as Levi's create sustainable denim that

Universitas Levi's products.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Second, social media marketing and brand image are the key aspects Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya of the development of repurchase intention. In the era of globalization, where awiiava Universitian everything is easily accessible, social media becomes an enormous advantage Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya for Levi's to promote its product because it is cheap and flexible. Moreover, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya with the good brand image that Levi's has, it becomes very important for the Universitas Brawijaya Universitas Brawijaya universities marketer to engage the customer and persuade them on their social media to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava

environmentally friendly. Then, it will persuade many people to purchase

Universitas Brawijaya awijaya awijaya keep updated on Levi's product, especially for the generation Z who is active on social media to seek information or even purchase something. Levi's also needs to create attractive content on social media to make the customer keep interested in the brand and product as well as consistent with reaching the potential customer. awijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Br Limitation awijaya sitas Brawijaya awijaya This study is far from perfect, and there are several limitations that the awijaya awijaya Universita researcher experienced, such as: awijaya awijaya The primary data gathering was conducted by only using questionnaires, so Universitas awijaya awijaya there are possibilities of limited data and subjectivity. Moreover, the awijaya awijaya interview method is able to add to make the research result more complete awijaya awijaya and objective.s awijaya This study only investigated three variables which are social media 2. awijaya marketing, brand image, and repurchase intention. For that, it is necessary awijaya awijaya to explore the linkages of other variables that can also affect repurchase available awijaya awijaya intention. awijaya The questionnaire of this study is not anticipate for multiple submission, available Universita3. awijaya Universitas B for that the prevention is matter. awijaya awijaya awijaya awijaya awijaya Universitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brachapter Vsitas Brawijaya Universitas Brawijaya Universitas Brawijaya **CONCLUSIONS AND SUGGESTIONS** Universitas Brawijaya Universitas Brawijaya 1 Conclusions In conclusion, the purpose of this study is to analyze the effect of social awijaya media marketing on repurchase intention on Levi's through brand image as the awijaya awijaya mediating variable. Based on the study that has been done to 150 respondents, four awijaya awijaya main findings are concluded: awijaya It is known that social media marketing has a significant positive influence Universitas B awijaya awijaya on repurchase intention. It can be interpreted that Levi's social media is able awijaya awijaya to attract the customer to purchase. Thus, social media becomes a significant awijaya awijava marketing activity for Levi's to promote and sell its product. awijaya awijaya It is known that social media marketing has a significant positive influence awijaya on brand image. Therefore, it can be interpreted that better social media awijaya marketing that Levi's provide will increase Levi's brand image. Stas Brawlava It is known that brand image has a significant positive influence on 3. awijava repurchase intention. It can be interpreted that with the Levi'sre well-known and a good brand image, it can increase the repurchase intention of Levi's awijaya Universitas Bproduct. awijaya 4. It is known that the effect of social media marketing towards repurchase Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universities Bintention through brand image as a mediating variable is not significant. It lave awiiava can be interpreted that social media marketing is not successful in raising Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Brand image to make the customer make a repurchase intention. Sitian Brand available Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya

ve 5.2. Bravijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Jniversitas Brawijaya Based on the result of this study, there are several suggestions that are expected to benefit some parties. The suggestions are as follows: Universitas Brawijaya Universitas Brawijaya 1. For Levi's company: Universitas Braw Levi's has to maintain and increase the use of its social media marketing activities. Because it has a significant influence on the repurchase intention of Levi's product. Based on what this study found, Levi's need to improve on responding the customer question fast and properly. It can be seen on Levi's Instagram where there is a customer who asks in the comment section, but rarely get a response from Levi's. Iversitas Brawijava awijaya B. The quality of Levi's product and service already meet the customer expectation. However, there is a lack of customer review about their experience on Levi's product. To handle this deficiency, Levi's can make a bonus or discount on their next purchase if their customer writes a review or shares experience on their purchase experience on social media or e-commerce. Levi's has many competitors in the denim fashion industry. Due to that, there are many options for the customer to choose what brand is perfect lava Inversitial Braw to suit their needs. Levi's has to make a competitive advantage on their Universities Braw product to make their brand ahead compare with another brand. S Brawijaya awijaya Universita2. BFor the next researcher: rawijaya Universitas Brawijaya Universitas Brawijaya awiiava Universitian BA. Considering that the mediating variable in this study is not significantly lave Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawinfluencing the effect of social media marketing on repurchase intention, Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawit is expected the future studies input other variable aspects such as price, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava

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word of mouth, and customer trust. Future research is expected to be able to expand the type and increase the number of samples used to obtain comprehensive results. Not only that, the researcher can further improve limitations in the study.
B. Use moderation variable analysis as the option to analyze the variables
C. To prevent multiple submission use one email for one respondent to fill the questionnaire
D. Maximize the sample size to make stronger valid data.

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Penelitian ini merupakan salah satu syarat kelulusan pada jenjang yang sedang saya tempuh. Berkaitan dengan hal tersebut, saya mohon kesediaan s Brawijaya Saudara/Saudari untuk meluangkan waktu melengkapi kuesioner ini, sehingga dapat membantu melengkapi data yang saya perlukan

Kuesioner ini ditujukan untuk responden masyarakat Malang berusia University minimal 17 tahun. Responden pada penelitian ini terbatas pada responden yang lava memiliki akun social media (Instagram, Twitter, Facebook, Youtube) dan pernah unive membuka social media Levi's atau mengikuti. Atas bantuan dan kerjasama Saudara/Saudari, saya ucapkan terima kasih.

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J	awijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
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	awijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas Brawijaya
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		102	4	5	5	4	4	5	5	5	4	5	5	4	5	5	5	5	4	5	5	4	5
awijaya	Univer	103	4	4	2	4	5	2	1	4	5	5	5	5	5	5	3	4	5	5	3	1	5
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awijaya	Unive	105	4	4	4	3	4	3	5	4	5	5	5	4	4	3	4	4	3	4	4	3	5
and lines	Linivo	107	4	4	4	3	4	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3
awijaya	Univer	108	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
awiiawa	Univer	109	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
awijaya	Univer	110	4	4	4	4	4	4	4	4	5	5	5	5	5	3	3	3	3	3	3	3	3
eveliwe	Unive	111	4	4	4	3	4	3	4	5	4	4	4	4	3	4	4	2	3	4	3	4	4
awijaya	Univer	112	4	5	4	5	4	4	3	2	5	4	4	5	5	2	4	3	2	4		5	4
awijava	Unive	114	4	5	4	4	5	5	5	5	5	5	5	4	4	5	5	5		5	5	5	5
avvijaya	Univer	115	4	5	4	4	5	5	5	5	5	5	5	4	4	5	5	5	4	5	5	5	5
awiiava	Unive	116	4	4	4	5	4	4	5	4	5	5	4	4	5	5	5	5	3	4	3	3	4
amjaya	omitor	117	4	4	4	4	4	4	4	4	5	5	5	5	4	3	3	4	3	4	4	3	3
awiiava	Univer	118	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5
		119	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
awiiava	Unive	120	4	4	4	4	4	4	4	4	2	2	2	2	2	2	5	5	5	5	5	5	5
		122	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
awiiava	Univer	123	4	4	4	4	4	4	4	4	2	2	2	2	2	2	5	5	5	5	5	5	5
		124	4	5	5	4	4	5	4	4	4	4	5	5	5	5	5	5	4	5	5	4	5
awijaya	Univer	125	4	4	5	4	5	2	5	5	5	5	5	5	4	4	4	5	4	5	4	2	4
		126	3	4	5	2	5	4	5	2	4	5	4	4	5	2	3	5	3	4	4	5	5
awijaya	Univer	127	3	3	4	5	5	5	5	5	4	4	4	4	4	4	3	5	3	3	2	3	
	I La Sana	129	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
awijaya	Univer	130	4	4	5	4	5	2	5	5	3	5	5	5	4	2	3	5	3	5	4	5	4
		101	E	E	E	4	4	E	4	E	E	4	4	4	4	E	4	4	E	4	4	4	F

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Appendix 5: Cross Loading Brawijaya Universitas Brawijaya

Fornell-Larcker Criterio...

Universitas Brawijaya Discriminant Validity

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Universitas B	rawijaya	BI1	0.252	0.238	0.769	Universitas	Brawijaya
Universitas B	rawijaya	BI2	0.268	0.289	0.791	Universitas	Brawijaya
Universitas B	rawijaya	BI3	0.288	0.268	0.791	Universitas	Brawijaya
Universitas B	rawijaya	BI4	0.278	0.285	0.845	Universitas	Brawijaya
Universitas B	rawijaya	BIS	0.395	0.468	0.751	Universitas	Brawijaya
Universitas B	rawijaya	PI1	0.443	0.819	0.299	Universitas	Brawijaya
Universitas B	rawijaya	PI2	0.363	0.733	0.242	Universitas	Brawijaya
Universitas B	rawijaya	PI3	0.405	0.816	0.403	Universitas	Brawijaya
Universitas B	rawijaya	PI4	0.315	0.808	0.482	Universitas	Brawijaya
Universitas B	rawijaya	PI5	0.456	0.864	0.368	Universitas	Brawijaya
Universitas B	Irawii	PI6	0.343	0.734	0.160	Universitas	Brawijaya
Universitas B	17	PI7	0.361	0.805	0.391	Universitas	Brawijaya
Universitas		SMM1	0.832	0.430	0.325	Universitas	Brawijaya
Universit	1	SMM2	0.713	0.361	0.290	Universitas	Brawijaya
Univer	.0	SMM4	0.823	0.377	0.367	Universitas	Brawijaya
Univ	ZV	SMM5	0.756	0.324	0.317	Universitas	Brawijaya
Uni	5	SMM6	0.748	0.393	0.243	niversitas	Brawijaya
Uni	~	JA Star	1100	1. 5 -	-	iversitas	Brawijaya
Uni)	Social	1		Repurch	a hiversitas	Brawijaya
Uni		Media	-	Brand Image	se	hiversitas	Brawijaya
Univ		Marketing	R P		Intention	niversitas	Brawijaya
Univ	SMM1	0.832		0.325	0.430	Universitas	Brawijaya
Unive	SMM2	0.713		0.290	0.361	Universitas	Brawijaya
Univer	SMM3	0.833		0.291	0.383	Universitas	Brawijaya
Univers	SMM4	0.823		0.367	0.377	Universitas	Brawijaya
Universit	SMM5	0.756		0.317	0.324	Universitas	Brawijaya
Universita	SMM8	0.748		0.243	0.393	Universitas	Brawijaya
Universitas	DI	0.740		0.243	0.373	Universitas	Brawijaya
Universitas E	DII	0.232		0.709	0.230	Universitas	Brawijaya
Universitas E	BIZ	0.268		0.791	0.289	Universitas	Brawijaya
Universitas E	BI3	0.288		0.791	0.268	Universitas	Brawijaya
Universitas E	BI4 aya	0.278	ijaya 	0.845	0.285	Universitas	Brawijaya
Universitas E	BI5	0.337 SILAS Braw	ijaya	0.866	0.424	Universitas	Brawijaya
Universitas E	BI6	0.395	ijaya	0.751	0.468	Universitas	Brawijaya
Universitas E	PI1	0.443	ijaya ilovo	0.299	0.819	Universitas	Brawijaya
Universites E	PI2	0.363	ilaya	0.242	0.733	5	Brawijaya
Universitas B	PI3		ijaya	0.403	0.816	5	Brawijaya
Universitas D	DI	0.105 Sitas Braw	ijaya		0.010	5	Brawijaya
Universitas D	r 14 jaya	0.313 Sitas Braw	ijaya Ilaya	0.402	0.000	3	Brawijaya
Universitae P	PISiava	0.456 Silas Braw	ijaya Ilava	0.368	0.864	5	Brawijaya
Universitas P	PI6	0.343	ilava	0.160	0.734	0	Brawijaya
Universitas P	PI7	0.361	ilava	0.391	0.805	5	Brawijava
Universitas B	rawijava	Universitas Braw	ijava	Universitas Bra	wijava	Universitas	Brawijaya
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Universitas Brawijaya awijaya Appendix 6: Path Coefficients awijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Univer Path Coefficients Excel Fc awijaya Copy to Clipboard Mean, STDEV, T-Values, P-Val... Confidence Intervals Confidence Intervals Bias Cor., Samples P Values Original Sample (O) Sample Mean (M) Standard Deviation (STDEV) T Statistics (|O/STDEV|) awijaya X -> Y 0.370 0.375 4.259 0.000 0.087 awijaya X -> Z 0.390 0.401 6.870 0.000 0.057 Univer: z-> y 0.288 0.292 0.101 2.853 0.005 Path Coefficients Histogram awijaya Copy to Clipboard: 1 X->Y 1 X->Z 1 Z->Y Chart awijaya wijaya Z -> Y awijaya 5.00 awijaya wijaya 4.75 4.50 awijaya 4.25 awijaya 4.00 wijaya 3.75 awijaya 3.50 3.25 awijaya wijaya 3.00 Frequency 2.75 awijaya wijaya 2.50 awijaya 2.25 wijaya 2.00 awijaya wijaya 1.75 1.50 awijaya wijaya 1.25 1.00 awijaya wijaya 0.75 awijaya 0.50 wijaya 0.25 awijaya 0.00 0 65 Path Coefficients awijaya wijaya awijaya Path Coefficients Histogram awijaya wijaya 1 X -> Y 1 X -> Z 1 Z -> Y Copy to Clipboard: Chart awijaya X -> Y awijaya wijaya 8.0 7.5 awijaya wijaya 7.0 awijaya wijaya 6.5 6.0 awijaya wijaya 5.5 awijava wijaya 5.0 awijaya Frequency wijaya 4.5 4.0 3.5 awijaya 3.0 awijaya 2.5 wijaya 2.0 awijaya 1.5 awijaya wijaya 1.0 0.5 awijaya wijaya 0.0 awijaya Path Coefficients awijaya Universitas prawijaya universitas prawijaya universitas prawijaya awijaya awijaya awijaya awijaya

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