

Influence of E-wom Toward Brand Awareness and Brand Preferences

(Study on Social Media Followers of Cinepolis Indonesia)

THESIS

**Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department**



BY:

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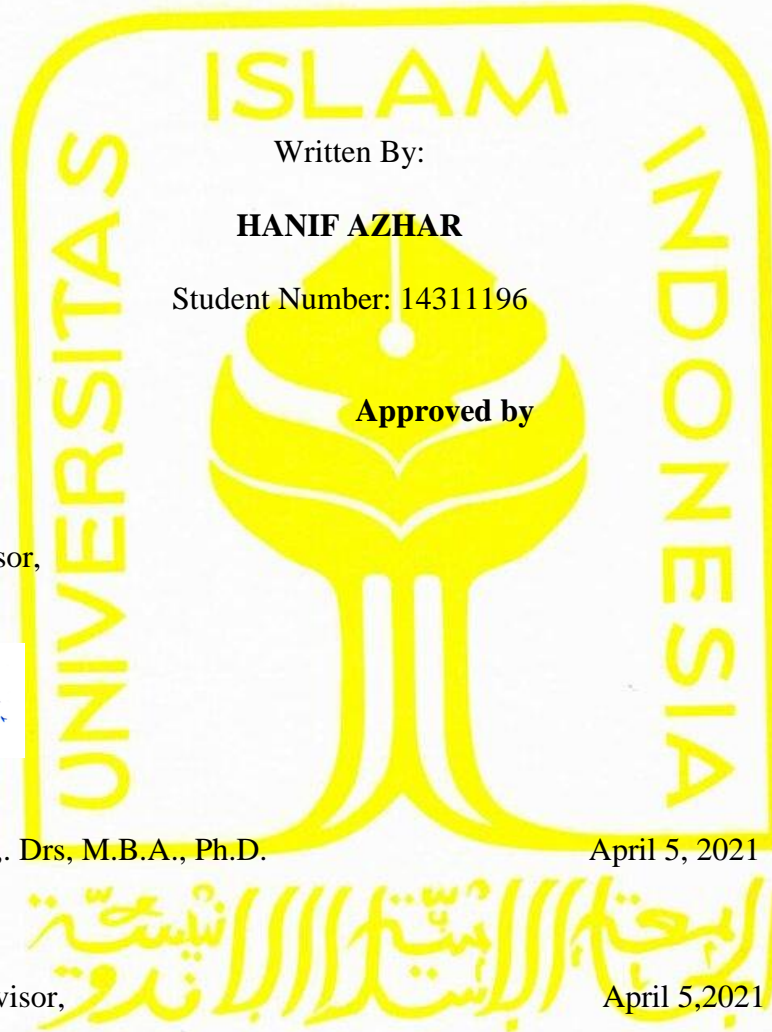
UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2021

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(Study on Social Media Followers of Cinepolis Indonesia)



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A BACHELOR DEGREE THESIS

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, April 9, 2021



HANIF AZHAR

ACKNOWLEDGEMENTS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Asslamuallaikum Wr. Wb.

There is a lot of encouragement, sacrifice, and supports for making this thesis happen. On this occasion, the researcher wants to give thanks to:

1. Allah Subhana Wa ta' ala for all his grace and his way that gave me the energy to finish this thesis.
2. Prophet Muhammad Shallallahu 'Allaihi Wassalam, the Last Prophet that gives his life for Islam and his Ummah.
3. Mr. Anas Hidayat, Drs., M.B.A., Ph.D.. as the content advisor. I want to say thank you very much for her effort, time, and for always direct me to the right path.
4. Mrs. Nihlah Ilhami, S.Pd. as language advisor who has to provide

time, energy, and thought in helping the researcher finish the structural language of this thesis.

5. My Father, my Mother, brother, and sister for their support, faith, and opportunity for supporting me to finish this thesis.
6. Hanna Afifah for her support and pressure.
7. All of the students under the supervision of Mr. Anas Hidayat,. Drs, M.B.A., Ph.D.
8. All of IP Management 2014 students.
9. IP FE Family, Mbak Alfi, Pak Ahmad, and Mas Kandri for always providing me with supports and helps.
10. All parties who have supported this thesis, which cannot mention one by one. Thank you very much.

This research is far from perfect but, the researcher hopes that this will be useful for management study, especially in marketing.

Wassalamualaikum Wr. Wb.

Yogyakarta, 2 Maret 2021

Hanif Azhar

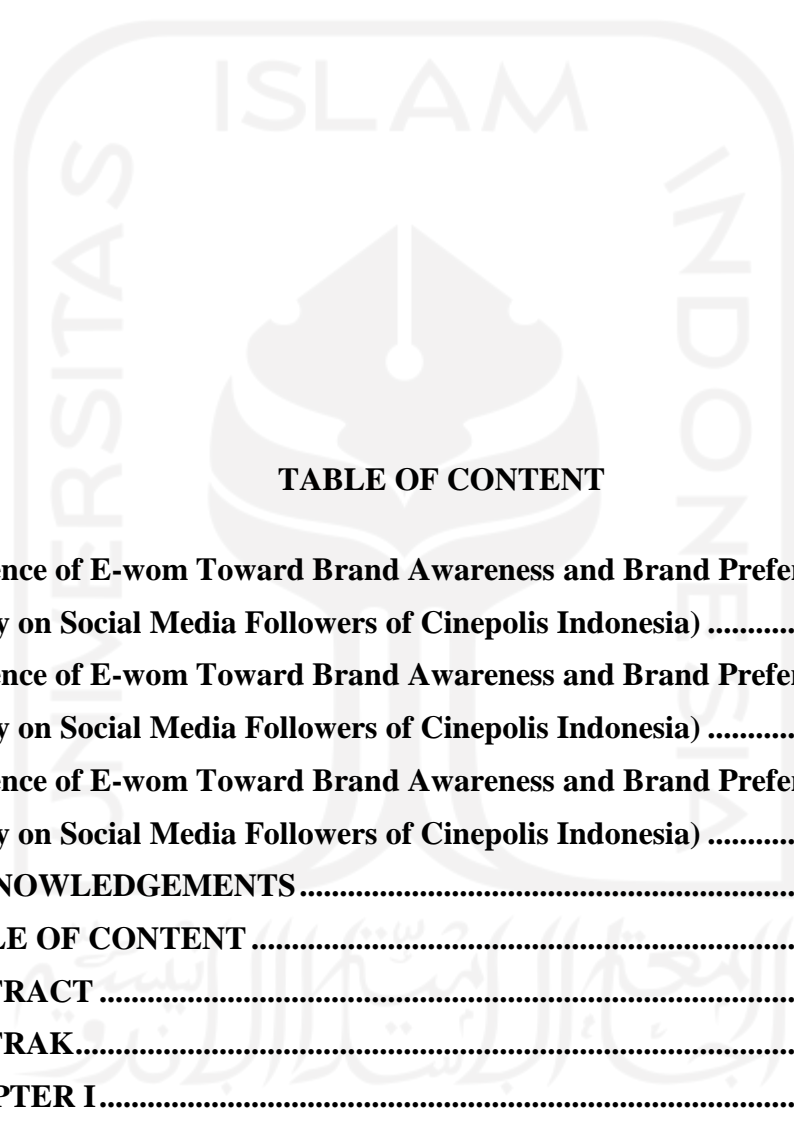


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**Influence of E-wom Toward Brand Equity and Brand Preferences
(Study on Social Media Followers of Cinepolis Indonesia)**

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ABSTRACT

The increasing use of social media in Indonesia indicates that consumer behavior is changing from conventional to digital technology, namely social media. Social media has now been used as a marketing tool. This study aims to measure the effect of electronic word of mouth, brand awareness, and brand preference on Indonesian Cinepolis. The research method used is quantitative research. The sample selection using non-probability sampling technique type purposive sampling. By distributing electronic-based questionnaires, data were collected from 250 respondents in Yogyakarta. The analysis technique used the Amos software program. The results obtained that electronic word of mouth has a positive effect

on brand awareness and brand preference.

Keyword: *Brand awareness, brand preference, electronic word of mouth, Cinepolis*

**Influence of E-WOM Toward Brand Equity and Brand Preferences
(Study on Social Media Followers of Cinepolis Indonesia)**

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ABSTRAK

Meningkatnya penggunaan media sosial di Indonesia mengindikasikan bahwa perilaku konsumen mulai berubah dari konvensional ke teknologi digital yaitu media sosial. Media sosial kini telah digunakan sebagai alat pemasaran. Penelitian ini bertujuan untuk mengukur pengaruh *electronic word of mouth*, *brand awareness* dan *brand preference* terhadap *Cinepolis Indonesia*. Metode penelitian yang digunakan adalah riset kuantitatif. Pemilihan sampel dengan metode teknik *non-probability sampling* tipe *purposive sampling*. Dengan menyebarkan kuesioner berbasis elektronik, data dikumpulkan dari 250 responden di Yogyakarta. Teknik analisis menggunakan program software *Amos*. Hasil penelitian yang diperoleh menunjukkan bahwa *electronic word of mouth* berpengaruh secara positif terhadap *brand awareness* dan *brand preference*.

Kata kunci: *kesadaran merek, preferensi merek, electronic word of mouth, cinepolis.*



CHAPTER I

INTRODUCTION

1.1 The Background of This Study

The Indonesian market is very potential for movie theaters and in expanding their product share. Cinepolis as one of big player in indonesia using internet as their marketing tool because the number of internet users in Indonesia in 2021 continues to grow every year. Then social media has now become a trend in marketing communications. Social media is an online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds (Kaplan & Haenlein, 2010). The activity level of social media users in Indonesia in 2017 shows that users of the platform Instagram are 14%, Twitter 11%, Facebook 9%, Pinterest 6%, Skype 6%, Line 6%, Whatsapp messaging 12%, and LinkedIn 7% (<http://tukangmarketing.com>). According to Cowden (2014), social media marketing allows companies to interact with their customers and enable them to interact with other customers.

To do social media marketing, it is essential to determine the customer segment for the business. Society now has a consumption pattern in buying a product. They tend to prefer to buy branded goods. This phenomenon can be profitable, but it is challenging for brand managers to find the factors that make consumers bond with their favorite brands' fashion. The passion and passion of the brand inspire them. Word of mouth is conveying information from

people and plays a significant role in customer purchasing decisions.

Word of mouth involves customers sharing attitudes, opinions, or reactions about a business, product, or service with others (Dellarocas, 2003). Word of mouth is also considered as a powerful marketing medium for companies to influence customers. Word of mouth is informal communication between customers regarding a particular product or service, which is regarded as the most essential information on purchases because word of mouth has the most substantial impact on customer behavior (Livin, 2008). Social Media Marketing is a type of interactive marketing, using the internet with social media for direct interaction with customers (Kotler & Keller, 2009).

People on social networking sites and users on social media come together and often share the same interests (Jadhav and Kamble, 2014). Brand image is a concept built by consumers because consumers create a personal image associated with a brand related to their knowledge and perceptions of other studies. Brand image is the perception and belief held by consumers, as reflected in the associations that are stored in the customer's memory "(Kotler and Keller, 2009), and "a group of associations is usually organized in a meaningful way "(Aaker, 1991).

1.2 Problem Formulation

Based on the background described above, some questions will be answered in this study, namely:

1. Does Electronic word of mouth have a positive influence on brand awareness in Cinepolis Indonesia?

2. Does Electronic word of mouth have a positive and significant influence on brand preference in Cinepolis Indonesia?
3. Does brand awareness have a positive and significant influence on brand preference in Cinepolis Indonesia?

1.3 Study Objectives

Following the formulation of the problem above, the results of this study have the following objectives:

1. To explain the positive influence and significance of Electronic-word of mouth on brand awareness towards Cinepolis Indonesia.
2. To Explain the positive influence and significance of Electronic-word of mouth on brand preference towards Cinepolis Indonesia.
3. To Explain the positive influence and significance of brand awareness on brand preference towards Cinepolis Indonesia.

1.4 Research Benefits

In general, two main benefits are expected to be provided through this research, namely:

- 1) Academic Benefits

This study's results are expected to contribute to adding references to research results towards developing

research on different objects and studies.

2) Practical Benefits

This study's results are expected to provide information that can be used for policies in formulating marketing strategies.

1.5 Writing Systematics

To make it easier and to be able to provide a clearer picture of the contents of this research, the discussion is carried out comprehensively and systematically, which includes:

1) Chapter I: Introduction

Chapter I contains the background of this research, the problem formulation, the research limitation, the study objective, the research benefits, and the systematical writing.

2) Chapter II: Literature Review

Chapter II covers the discussion about theoretical social media marketing efforts, social media marketing efforts and brand equity creation, brand equity and consumer response, and the impact of social media marketing efforts on consumer response.

3) Chapter III: Research Design and Method

The models and methods of data collection and data analysis, the population and study sample, and the type and

sources of the data are explained in this chapter.

4) Chapter IV: Data Analysis and Discussion

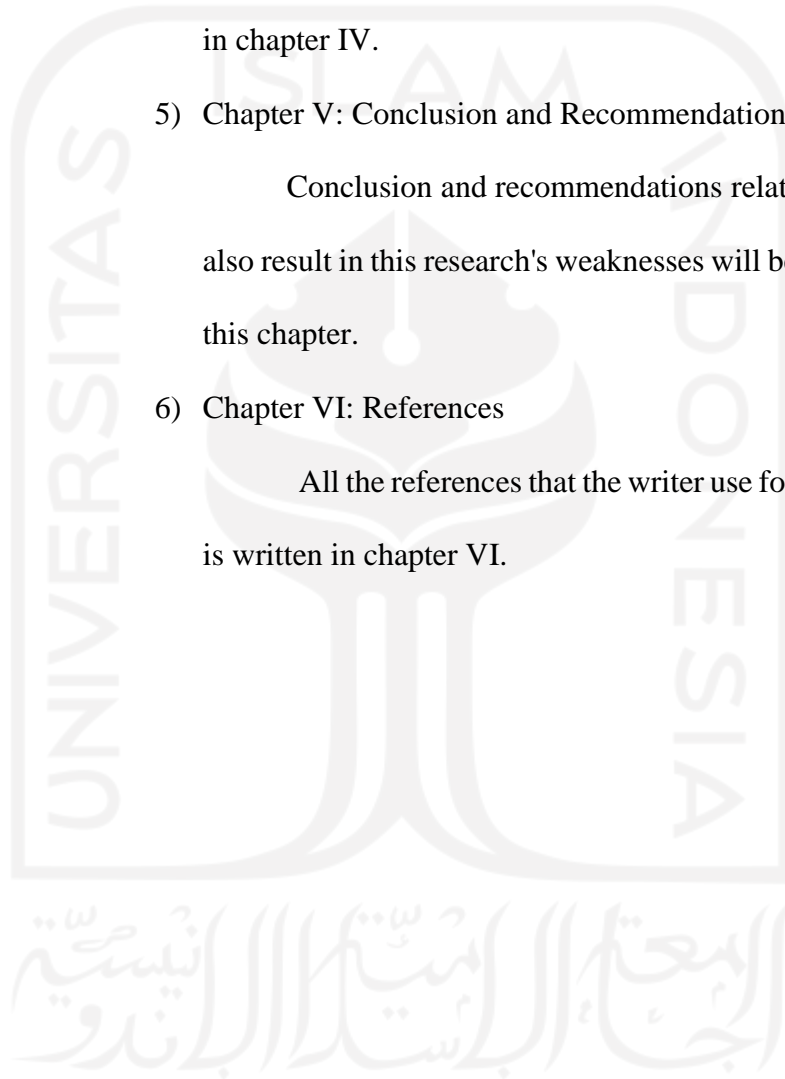
All the data analysis results and discussion gathered from measurement using statistical concept will be shown in chapter IV.

5) Chapter V: Conclusion and Recommendation

Conclusion and recommendations related to the data also result in this research's weaknesses will be explained in this chapter.

6) Chapter VI: References

All the references that the writer use for this research is written in chapter VI.



CHAPTER II

LITERATURE REVIEW

2.1 Electronic Word of Mouth

E-WOM is defined as “informal, person-to-person communication between non-commercial communicators and recipients regarding a brand, product, organization, or service. According to Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), e-WOM is a positive or negative statement made potentially and actually by consumers who have used products or services from a company and can be accessed by many people and institutions via the internet.

The e-WOM indicator, according to Thurau et al. (2004), there are eight indicators, namely as follows:

1. Platform assistance

Platform assistance is consumer confidence in the platform used

2. Venting negative feelings

Venting negative feelings is a desire to express consumer dissatisfaction with the product or company.

3. Concern for other consumers

Concern for other consumers is a sincere desire to provide recommendations to other consumers. This communication can take the form of positive and negative comments about the product.

4. Extraversion / positive self-enhancement

Extraversion / positive self-enhancement is the desire of consumers to share their consumption experiences to improve their self-image as smart buyers.

5. Social benefits

Social benefits are the desire to share information and interact with the social environment.

6. Economic incentives

Economic incentives are the desire to obtain incentives from the company.

7. Helping the company

Helping the company is the desire of consumers to help the company. This motive arises as a result of consumer satisfaction with the product and raises a willingness to help the company concerned

8. Advice seeking

Advice seeking is the desire to seek advice and recommendations from other consumers.

H1=Electronic-word of mouth has a positive and significant influence on Brand awareness towards Cinepolis Indonesia.

H2=Electronic-word of mouth has a positive and significant influence on brand preference towards Cinepolis Indonesia.

2.2 Brand Awareness

Brand Awareness Describes the presence of a brand in the minds of consumers, which can be determinants in several categories and usually has a vital role in the brand. Raising awareness is a mechanism for expanding the brand market. Brand awareness is the key of brand assets or the opening access to other elements. Thus, if the awareness is deficient, it is almost certain that the brand image is also low. According to Aaker (2000), measurement of brands has four levels of understanding as follows:

- Brand Recognition

Minimal level of brand awareness. This is important when a consumer chooses a brand when making a purchase.

- Brand Recall

Brand recall is based on a person's request to name a particular brand in a product category. This is termed the recall of a brand without assistance because it is different from identifying the respondent that it does not need help to bring up the brand.

- Top of Mind

Top of mind is the highest level of consumers in the brand awareness pyramid. If someone is asked directly without being given the help of a reminder and can name a brand name, then the brand mentioned first is the peak of the mind.

H3=Brand Awareness has a positive and significant influence on Brand Preference towards Cinepolis Indonesia.

2.3 Brand Preference

Brand preference is the relative preference for selecting and using certain brands over other brands. Chomvilailuk (2010) defines brand preference as anything where consumers prefer to choose a product based on their first experience using this brand compared to other similar brands. Hellier et al. (2003) define brand preference as consumer considerations based on the degree of inclination towards products that the company provides when compared to products from other companies, so brand preference is better known as a symbol because there are six levels of meaning contained therein which include: attributes, values, culture, personality, In the long run, the most durable brand preferences are the values, culture, and character that those brands reflect. These things determine the essence of a brand preference so that brand preference becomes very strategic to support the brand extension strategy due to consumers' benefits in making purchasing decisions and users. That means developing a more profound collection of meaning for the brand.

2.4 Theoretical Framework

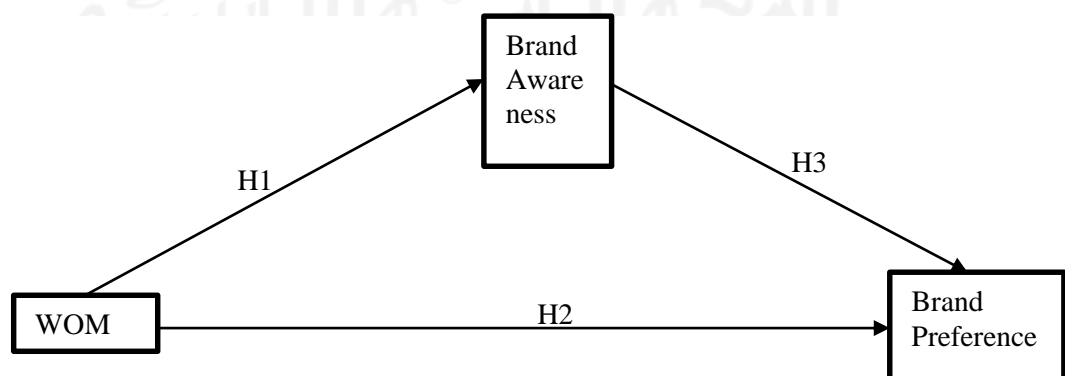


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH DESIGN AND METHOD

3.1 Research Location

The research was conducted on Indonesian people, especially in Yogyakarta, follow cinepolis on social media.

3.2 Unit of analysis

The units analyzed in this study are individual respondents who have a need and desire to visit Cinepolis studio.

3.3 Population and Sample

3.3.1. Population

The population is an area or place of the object or subject under studies, such as people, objects, events, values, or other things with certain quantities and characteristics to obtain information (Riadi, 2016: 33). This research population is the Social Media Followers of Cinepolis on Instagram, Facebook, Twitter, etc.

3.3.2. Sample

The sample is determined by non-probability sampling. Meanwhile, using conventional techniques and characteristics that have needs and desires to visit the cinepolis studio is the method of taking.

The number of research samples referring to Hair et al. (2010) explains that the sample size of the study uses a ratio

between a minimum of 5 times and a maximum of 10 times the number (indicator + variable) so that the provisions are:

$$\text{Maximum } (10) \times (3 + 3) = 60$$

In this study, the sample size is 250 samples.

The sample selection criteria required and allowed to fill out the questionnaire in this study are as follows:

- a) Respondents who have Cinepolis applications on Mobile.
- b) Respondents who are Cinepolis member
- c) Respondents who have seen Cinepolis advertisements on social media such as Instagram, Line, Facebook, Youtube, and others
- d) Respondents are aged 18-35 years.
- e) Respondents are residing in Yogyakarta.

3.4 Research Data and Methods to Collect.

3.4.1 Required Data

The type of data used in this research is primary data. Primary data is obtained directly from the object research by using measurement tools directly to the subject as a source of information search.

3.4.2. Ways to collect data

They were conducted by a direct survey to respondents. The technique is to send a list of questions in digital form

with the google form. Target respondents are asked to select and fill in the appropriate column options provided and send them back via the link provided.

3.5 Forms and Testing Tools for Collecting Data

Form: List of questions

Scale: Likert

The scale used in describing the value of the answers to the questions posed in this questionnaire uses a Likert scale. The Likert scale is related to statements about a person's attitude towards something, for example, agree-disagree, happy-displeased (Umar, 2011: 70).

The Likert scale used is:

- 1 = Strongly Agree
- 2 = Very Agree
- 3 = Agree
- 4 = Disagree
- 5 = Very Disagree
- 6 = Strongly Disagree

Moreover, the Likert scale, which is also used in this study, namely:

- 1 = Strongly Agree
- 2 = Very Agree
- 3 = Agree
- 4 = Disagree
- 5 = Very Disagree

6 = Strongly Disagree

3.5.1 Validity test

The validity test is a test used to show the measuring instrument's extent to measure what is measured. (Ghazali,2006) states that the validity test is used to measure whether a questionnaire is valid or not. The type of validity used is construction validity which, according to (Saifuddin Azwar, 2009), explains that validation.

The construct proves whether the test items' measurement results have a high correlation with the theoretical construct that underlies the test's preparation. The validity value to be sought with an error level (α) of 0.05 as in previous studies, which means if $r\text{-count} > r\text{-table}$, the questionnaire used as a measuring tool in the study has met the validity requirements.

3.5.2 Reliability Test

While the reliability test of measurement shows the extent to which the measurement is free from bias or error, it provides a consistent measurement over time and on various items in the instrument.

Thus, the reliability test shows consistency and accuracy in measurement. To test each variable's reliability, the Cronbach alpha coefficient used in this study used multipoint-scaled items to assess the data. A data set is considered

reliable when the Cronbach alpha shows a value of $\alpha \geq 0.60$, where the most reliable value is 1.0.

In the Amos application using construct reliability, construct reliability is tested using the construct reliability approach by calculating the instrument's reliability index from the SEM model.

3.6 Data Analysis Techniques

In this study, the data analysis method used was the general description of the respondents and SEM

3.6.1 Overview of Respondents

Respondents' description includes gender, age, total income, occupation, and residence area, described by the descriptive statistical calculation of SPSS.

3.6.2 Descriptive Analysis

The analytical tool was used to determine respondents' characteristics and answers to the questionnaire's questions.

The descriptive analysis describes or provides an overview of the object under study through population data or samples without analyzing and making general conclusions. This analysis results in information, such as central tendency, dispersion, frequency distribution, percentile values, and graphic exposure.

3.6.3 SEM analysis

SEM is used to determine whether the model can answer the problems posed in the study. Using the Structural Equation Model (SEM), the research model will be analyzed using AMOS software's help. SEM steps, according to Hair et al. (2010) as follows:

a) Development of Theoretical Model.

In the theoretical model development step, the thing that must be done is to carry out a series of scientific explorations

by reviewing the literature to obtain justification for the theoretical model to be developed. SEM is used not to produce a model but to confirm the theoretical model through empirical data.

b) Flowchart Development.

In this second step, the theoretical model that has been built in the first stage will be described in a flowchart, which will make it easier to see the causality relationship to test. In the flowchart, the relationships between the constructs will be represented by arrows. Straight arrows indicate a direct causal relationship between one construct.

Meanwhile, curved lines between constructs with arrows at each end show the correlation between constructs.

The constructs constructed in a flowchart can be divided into two groups, namely:

- Other variables in the model will predict exogenous constructs, also known as source variables or independent variables. An exogenous construct is a construct that is pointed to by a line with one arrow tip.
- Endogenous constructs (endogenous constructs) are factors that are predicted by one or several constructs. Endogenous constructs can predict one or several endogenous constructs, but exogenous constructs can only be related causally to endogenous constructs.

c) Converting Flowcharts into Eqs.

The equation obtained from the converted flow chart consists of:

- a) Structural equation (structural

equation) is formulated to express the causality relationship between various constructs. Endogenous variable = exogenous variable + endogenous variable + error.

b) The measurement model specification equation, in which the variables measuring the constructs must be determined and a series of matrices showing the correlation between constructs or variables.

d) Selecting the Input Matrix and Model Estimates.

SEM uses input data using only the variance matrix/covariance or correlation matrix for the overall estimate made. Covariance matrices are used because SEM has the advantage of presenting valid comparisons between different populations or different samples, which cannot be represented by correlation. It is recommended to use a variance/covariance matrix when testing theory because it meets the methodological assumptions where the standard error shows a more accurate number than using a correlation

matrix.

e) Possible Identification Problems Arising.

In principle, the identification problem is a problem regarding the developed model's inability to produce unique estimates. If every time estimation is carried out, identification problems arise, then the model should be reconsidered by developing more constructs.

3.6.4 Sample Test

The sample size provides the basis for estimating the sampling error. The estimation model using maximum Likelihood is required at least 100, and it is recommended that a sample size between 100-200 can provide long-lasting results (Ghozali, 2006).

3.6.5 Normality Test

The normality test is a statistical test used to determine whether the distribution of research data from each variable is normal or not. If the data is not normally distributed, there is a possibility that the results of the research analysis will be biased. According to Ghozali (2006), the normality test can be seen from the values c.r (critical ratio) of the multivariate, where the data can be said to be normally distributed if the stability is at the 0.01 significance level if the c.r value of the

multivariate, skewness or curl (kurtosis) is in the range of values between 2.58.

3.6.6 Test Outliers

Research data is said to be outliers if the values are results from these studies are extreme, both univariate and multivariate. The observational data indicated to be exposed to outliers must be excluded from the analysis, and to see the data indicated by outliers, it can be seen as follows (Hair et al., 2010):

a. Univariate Outliers Test

In this test, the data indicated by the outlier univariate can be seen from the maximum z-score with a range of values of 3-4 so that the data with a z-score ≥ 4 are categorized as outliers.

b. Multivariate Outliers Test

The observations that arise with unique and distinct characteristics from the rest are characteristic of the multivariate data outliers. Data that is affected by multivariate outliers can be seen from the mahalonobis distance table, where the data category used for this test can be seen from the chi-square value of degrees. Degree of freedom with p-value < 0.001 .

According to Ghozali (2006), the indicated data are multivariate outliers if the mahalanobisd-squared value is greater than the mahalanobis value in the table, so the data indicated that the multivariate outliers must be excluded.

3.6.7 Evaluation of Goodness of Fit Criteria

Evaluation of Goodness of Fit is a suitability test carried out on the model used in research. This evaluation serves for produces an indication of a comparison between the specified model through the covariance matrix and the indicator or the observation variable. If the resulting Goodness of Fit value is good (Latan et.al, 2013), then the model is acceptable, while for a bad Goodness of Fit result, the model must be modified or rejected. The suitability index that can be used to test the feasibility of a research model is as follows (Ghozali, 2006):

1. Chi-Square Test (χ^2)

Chi-Square, or in SEM terms, is often known as $-2 \log$ -likelihood, is a fit indices criterion used to see if any deviations occur between the sample covariance matrix and the model (fitted) covariance matrix (Latan et. al, 2013). The chi-square test depends on the sample

size used in the study because the model to be tested is good if the chi-square test results are small. The smaller the resulting chi-square value, the better the model used in the study because a small chi-square value can produce a probability value (p) that is greater than the significance level (α), and this explains that the covariance matrix input data between predictions and actual observations do not have a significant difference (Ghozali, 2006).

2. RMSEA (The Root Mean Square Error of Approximation)

According to Ghozali (2006), RMSEA is a test used to measure deviations in the value of a model parameter with its population covariance matrix. Where this test can be used to compensate for the Chi-Square Statistic with a significant research sample. According to Sugiyono (2013), a model can be accepted if the RMSEA value obtained is less than 0.08. Furthermore, with a value of <0.08 , this model has said that the fit model is based on freedom degrees.

3. GFI (Goodness of Fit Index)

The Goodness of Fit Index test is a suitability test used to calculate the weighted proportion of a variant in the sample covariance matrix. The GFI test is a non-statistical measure with a value range of 0-1.0, where the number 0 is a low fit value and 1.0 is a perfect fit value. If the GFI value obtained is high or > 0.90 , this value explains that the sample covariance matrix's variant model is a better fit (Ghozali, 2014). If the GFI value obtained is between 0.80-0.90, the variant model is the marginal fit.

4. AGFI (Adjusted Goodness of Fit Index)

AGFI is developing an analytical model from GFI, which can be adjusted to the ratio degree of freedom for the proposed model with freedom against the null model (Ghozali, 2014). Together, these two models of analysis are criteria that can be used to calculate the weighted data proportions of variance in a sample covariance matrix. The value of the resulting AGFI amount of 0.95 can be interpreted as a reasonable level (good overall model fit), for the

amount of value with the acquisition ranges from 0.90 to 0.95, it means that the level is adequate (good fit), while the value is between 0, 80-0.90 is the marginal fit.

5. CMIN / DF

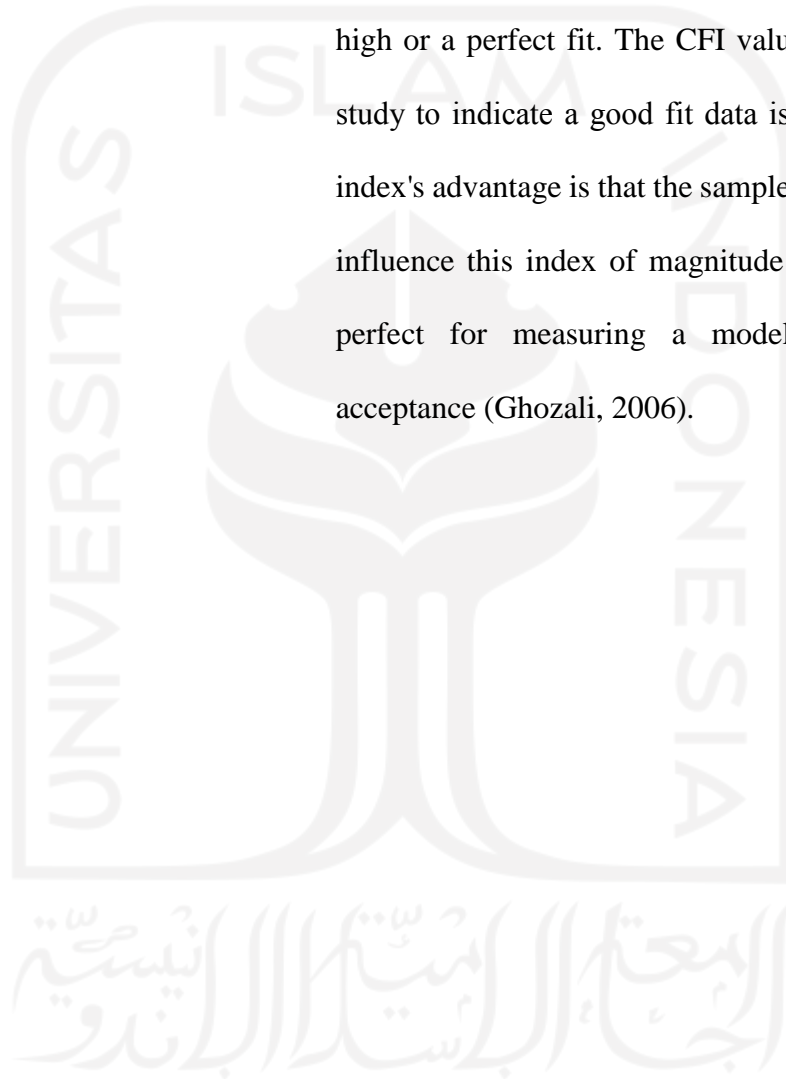
CMIN or the minimum sample discrepancy function is one indicator that the researcher will present as a measurement value of a model's fitness level. Testing the fit of a model can be measured by dividing the value of chi-squares (χ^2) by the degree of freedom (df). A model can be an acceptable fit to the data if the CMIN / DF value is <2.0 or less than 0.5 (Ghozali, 2006).

6. TLI (Tucker Lewis Index)

TLI is an alternative measurement tool for an incremental fit index used to compare the model to be tested against a baseline model. Researchers use the TLI test results as a measure of value to accept a research model. A model can be accepted if the resulting TLI value in the study is ≥ 0.95 , while the TLI value, which is close to number 1, indicates that the model is a perfect fit.

7. CFI (Comparative Fit Index)

The magnitude of the good CFI index has a value range of 0-1, with the results getting closer to 1, the level of fit on a data is said to be high or a perfect fit. The CFI value used in the study to indicate a good fit data is ≥ 0.90 . This index's advantage is that the sample size does not influence this index of magnitude because it is perfect for measuring a model's levels of acceptance (Ghozali, 2006).



CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This chapter will explain the influence of E-WOM on brand awareness (BA) and brand reference (BR). This study's analysis was carried out using the *Structural Equation Modeling* (SEM) method using smartPLS software.

4.1 Research Instrument Test

4.1.1 Validity Test

The validity test is a measure that shows the validity level of an instrument. An instrument is considered valid if it can measure the variables appropriately. The method used to test the validity is the Pearson correlation test. If r count is greater than the r table and the value of r is positive, then the evidence of the statement is said to be valid, or it can also be seen from the significance value of the Pearson correlation if it is below 5% or 0.05 then the data is said to be valid (Ghozali, 2006).

The validity test aims to measure the accuracy of a measuring instrument to perform its measuring function. The technique used in the validity test is the Pearson product-moment correlation. The measurement instrument is said to have high validity if it can carry out the measurement function following the measurement's purpose. The results of the validity test are shown in the following table:

Table 4.1 Validity Test

VARIABLE	INDICATOR	PEARSON CORRELATION	PEARSON CORRELATION SIG	DESCRIPTION
EWOM	EWOM1	0,667	0,000	Valid
	EWOM2	0,897	0,000	Valid
	EWOM3	0,843	0,000	Valid
BA (Brand Awareness)	BA1	0,827	0,000	Valid
	BA2	0,862	0,000	Valid
	BA3	0,824	0,000	Valid
BR (Brand Reference)	BR1	0,639	0,000	Valid
	BR2	0,848	0,000	Valid
	BR3	0,839	0,000	Valid

From this table, it can be seen that the correlation coefficient of all question items is proven to have a Pearson correlation significance value below 0.05; thus, it can be concluded that all indicators or statement items to measure variables are proven valid.

4.1.2 Reliability Test

Reliability is the level of reliability of the questionnaire. A reliable questionnaire is a questionnaire that will produce the same data if tried repeatedly on the same group. The assumption is that there are no psychological changes in

respondents (Ghozali, 2006). The method used in this reliability is the alpha technique. Cronbach's Alpha value is > 0.6, so the instrument can be declared reliable (Ghozali, 2006).

Table 4.2 Reliability Test

Variable	<i>Cronbach's Alpha</i>	Critical Value	Description
EWOM	0,956	0,6	Reliable
BA (Brand Awareness)	0,932	0,6	Reliable
BR (Brand Reference)	0,907	0,6	Reliable

Source: Processed Data, 2021

Based on the summary of the reliability test results as summarized in the table above, it can be seen that the Cronbach's Alpha coefficient value on all variables is more significant than 0.6. Thus, all the questions in this study were declared reliable so that the questions in this study can be used in further research.

4.2 Descriptive Analysis

Descriptive analysis is an analysis by detailing and explaining the relationship between research data in sentences. This section describes the results of descriptive analysis, including the characteristics of the respondents

such as the gender of the respondent, the age of the respondent, the occupation of the respondent, and the number of visits by the respondent to Cinopolis.

4.2.1 Gender of respondent

Based on the gender of the respondents, they are divided into two groups, namely men and women; the description of the sex of the respondents is shown in table 4.3.

Table 4.3 Gender of Respondent

Gender	Respondent	Percentage
Men	132	52,8%
Girl	118	47,2%
Total	250	100%

Source: Processed Data, 2021

From table 4.3, it is known that the male respondents in this study were 132 respondents or 52.8%, while the female respondents were 118 or 47.2% from the total respondents of 250.

4.2.2 Age of respondent

This study also classifies respondents based on age by distinguishing respondents' ages between 18 and 22 years, between 23 and 27 years old and 28 to 32 years old, and respondents aged > 32 years. The results of the age grouping of respondents are as shown in table 4.4.

Table 4.4 Age of Respondents

Age	Number of Respondents	Percentage
18 – 22 years	154	61,6%
23 – 27 years	58	23,2%
28 – 32 years	27	20,8%
> 32 years	11	4,4%
Total	250	100%

Source: Processed Data, 2021

From table 4.4, it can be seen that the most respondents in this study were aged 18-22 years, with a total of 154 respondents or 61.6 % of the total respondents. Also, people aged 23-27 years by 58 respondents, and the least number of people aged above 32 years were 11 respondents.

4.2.3 Occupation of Respondent

The next grouping of respondents is based on the respondent's occupation. This grouping consists of 5 groups: civil servants, students, lawyers, entrepreneurs, and others. The results of respondent grouping are as shown in table 4.5.

Table 4.5 Respondents Last Education

Profession	Number of Respondents	Percentage
Civil Servant	11	4,4%

Student	147	58,8%
Lawyers	4	1,6%
Entrepreneur	27	10,8%
Other	61	24,4
Total	250	100%

Source: Processed Data, 2021

From table 4.5, it is known that the respondents in this study were mostly students with a percentage of 58.8 %, while the least was the respondent with a lawyer job as many as 4 respondents or 1.6% of the total respondents.

4.2.3 Number of Respondent Visit

This study also classifies respondents based on the number of respondents visiting Cinapolis. The grouping of the respondents' visits was categorized into 3 categories, namely 1-2 visits, 3-4 visits, and 5-6 visits. The results of grouping the tenure of the respondents are as shown in table

4.6.

Table 4.6 Number of Respondent Visits

Number of visits	Number of Respondents	Percentage

1-2 times	197	78,8%
3-4 times	48	19,2%
5-6 times	5	2%
Total	60	100%

Source: Processed Data, 2021

From table 4.6, it is known that the respondents in this study at most had a job as a student with a percentage of 58.8 %, while the least was the respondent with a lawyer job as many as 4 respondents or 1.6% of the total respondents.

4.3 SEM Analysis

The analysis used to prove the hypothesis was *Structural Equation Model* (SEM) with AMOS software 24. The sequence of analysis steps includes:

a. Step 1: Theory-Based Model Development

The model developed in this study is based on the concept of data analysis. In general, this research model consists of 1 exogenous variable and 2 endogenous variables. The exogenous variable in this study is the Word of Mouth (E-WOM). The endogenous variables in this study are Brand Awareness (BA) and Brand Reference (BR).

b. Step 2 & 3: Constructing Path Diagrams and Structural Equations

The next step is to construct causality with path diagrams and construct structural equations. There are 2 things that need to be

done, namely compiling a structural model, namely by connecting between endogenous and exogenous latent constructs and determining the model, namely connecting endogenous and exogenous latent constructs with variable indicators or manifest as

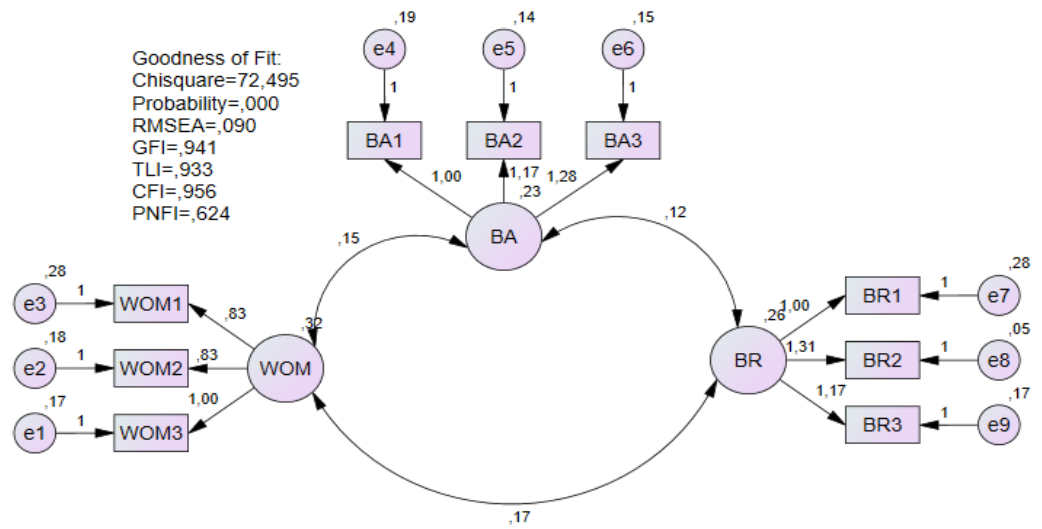


Figure 4.1 Framework

c. Step 4: Selecting the Input Matrix Type and Estimates of the Proposed Model

Structural equation modeling differs from other multivariate analysis techniques. SEM only uses the data input of variance or covariance matrix or matrix correlation. The model estimate used is the maximum likelihood (ML) estimate that has been met with the following assumptions:

- a) Normality Data

The assumption of data normality must be fulfilled to be further processed for SEM modeling. Testing for normality is by observing the *Critical Ratio (CR) value of the data used*. If the CR value of the multivariate data is between ± 2.58 , then the research data can be said to be normal. The results of the data normality test in this research can be seen in table 4.7.

Table 4.7. The Result of the Data Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
BR3	1,000	5,000	,275	1,777	,574	1,854
BR2	1,000	5,000	,192	1,239	,436	1,407
BR1	1,000	5,000	-,337	-2,174	1,250	4,035
BA3	1,000	5,000	,044	,281	-,013	-,040
BA2	1,000	4,000	-,169	-1,090	-,149	-,482
BA1	1,000	5,000	-,484	-3,123	1,673	5,400
E-WOM1	1,000	5,000	-,921	-5,943	1,336	4,313
E-WOM2	1,000	4,000	-,368	-2,376	,167	,540
E-WOM3	1,000	5,000	,128	,825	,334	1,078
Multivariate					33,643	1,902

Table 4.7 shows that the multivariate CR value is 1.902, which means it is below 2.58, so

that the data in this study can be said to be normally distributed.

b) Outliers

Outliers are observations or data that have unique characteristics that look different from other observations and appear in the form of extreme values, either for a variable or for combined variables. The outliers can be evaluated using an analysis of the *multivariate outliers* seen from the *Mahalanobis Distance* value.

Mahalanobis Distance test is calculated using the chi-square value of the degree of freedom of 9 indicators at the level of $p < 0.001$ using the formula $X^2 (9; 0.001) = 27.077$. The results of the analysis of *outliers* can be seen in table 4.8.

Table 4.8. The Result of Outliers Data Analysis

Observation number	Mahalanobis d-squared	p1	p2
224	24,742	,003	,000
95	23,326	,006	,000
98	23,283	,006	,000

Observation number	Mahalanobis d-squared	p1	p2
115	23,076	,006	,000
75	22,409	,008	,000
144	21,815	,009	,000
24	20,481	,015	,000
140	20,259	,016	,000
245	19,833	,019	,000
92	19,778	,019	,000
143	19,707	,020	,000
125	19,654	,020	,000
239	19,538	,021	,000
114	19,027	,025	,000
51	18,778	,027	,000
79	18,743	,027	,000
72	18,487	,030	,000
110	18,078	,034	,000

In table 4.8, it is known that the highest mahalano bis d-Square value i is 24.742, so it does not exceed the c-square value of 27.07 7. From these results, it can be concluded that the data are

not outliers.

c) Analysis Confirmatory

A confirmatory analysis is used to test a concept that is built using several measurable indicators. In the confirmatory analysis, the first thing to look at is each indicator's loading factor value. *The loading factor* can be used to measure construct validity where a questionnaire is said to be valid if the questions on the questionnaire can reveal something measured by the questionnaire. According to Hair et al. (2010), the minimum number of loading factors is ≥ 0.5 or, ideally, ≥ 0.7 . If there is a value that is still below 0.5, it will be excluded from the analysis, with the loading factor values in table 4.9.

Table 4.9. Loading Factor Value

	Estimate
E-WOM3 <--- E-WOM	,804
E-WOM2 <--- E-WOM	,739
E-WOM1 <--- E-WOM	,664
BA1 <--- BA	,741
BA2 <--- BA	,830

		Estimate
BA3	<--- BA	,848
BR1	<--- BR	,692
BR2	<--- BR	,945
BR3	<--- BR	,825

From table 4.9, it is known that all indicators in this study already have a loading factor value of more than 0.5. It can be concluded that all indicators in this study can be said to be valid.

d) Reliability Test

The reliability coefficient ranges from 0-1, so that the higher the coefficient (close to number 1), the more reliable the measuring instrument is. The construct's reliability is good if the value of the *construct reliability is* > 0.7 and the value of the *variance extracted* is > 0.5 (Yamin & Kurniawan, 2009). From the calculation results, the reliability test results are obtained in table 4.10

Table 4.10. The Result of Reliability Test

Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
E-WOM3	0,804	0,646	0,354	0,8	0,5
E-WOM2	0,739	0,546	0,454		
E-WOM1	0,664	0,441	0,559		
BA1	0,741	0,549	0,451	0,8	0,7
BA2	0,830	0,689	0,311		
BA3	0,848	0,719	0,281		
BR1	0,692	0,479	0,521	0,9	0,7
BR2	0,945	0,893	0,107		
BR3	0,825	0,681	0,319		

From table 4.10, it can be seen that the *construct reliability* of all variables has shown ≥ 0.7 . As for the variance extracted in this study, each variable also has a value of ≥ 0.5 . It can be concluded that the questionnaire used is reliable.

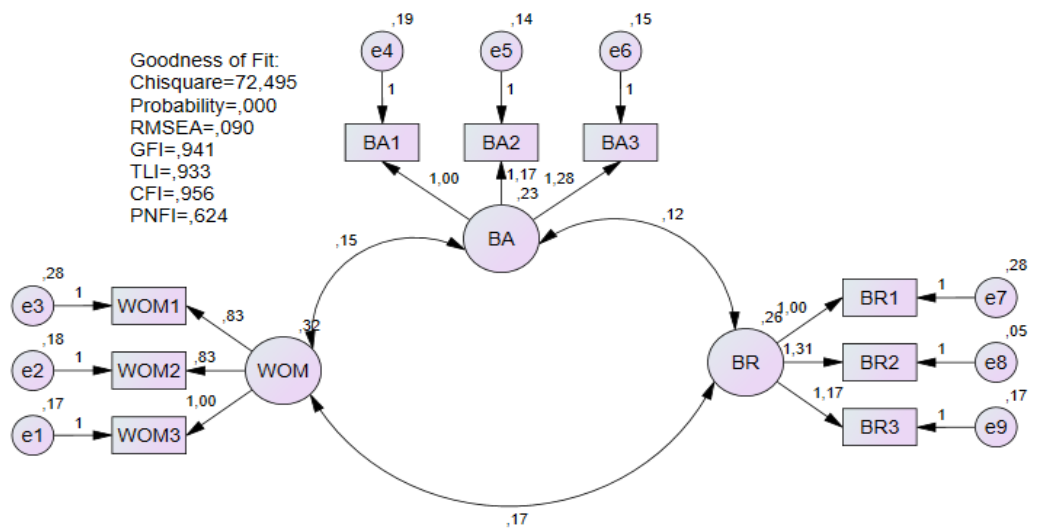


Figure 4.2

The results of the Goodness of Fit are as shown in table 4.11

Table 4.11. Result of Goodness of Fit Confirmatory

Analysis

Fit Indeks	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	Chisquare	Small	72,495	Not Fit
	Probability	≥ 0.05	0,000	Not Fit
	RMSEA	≤ 0.08	0,090	Marginal Fit
	GFI	≥ 0.90	0,941	Fit
Incremental	TLI	≥ 0.90	0,933	Fit

Fit	CFI	≥ 0.90	0,956	Fit
Parsimony Fit	PNFI	≥ 0.60	0,624	Fit

From the results of the goodness of fit test in table 4.11, it can be seen that there are still 2 criteria that are not fit. Therefore, to increase the GOF value, it is necessary to modify the model referring to the table *modification index* by providing a covariance relationship or removing indicators with a high MI (Modification Index) value.

d. Step 5 and 6: Modify Value of Goodness of Fit

The following is a research model that has been modified by referring to the *modification index* table by providing a covariance relationship or removing indicators that have a high MI (Modification Index) value. The final model in this study is shown in figure 4. 3.

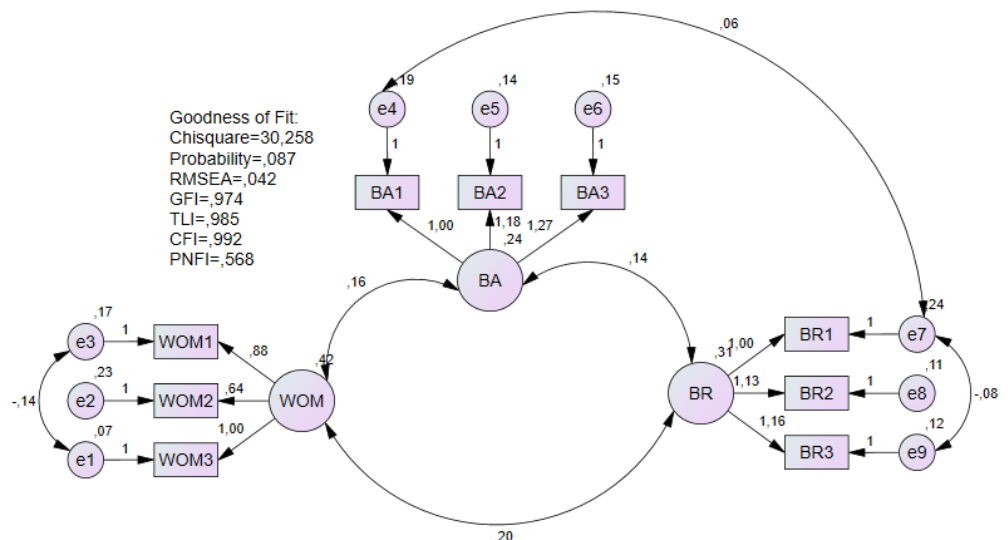


Figure 4.3 Model CFA After Modification

After modification, the results show that the Goodness of Fit value has met all the criteria even though the 3 criteria are still marginally fit, but according to Hair et al. (2010) that the marginal fit value can still be tolerated so that the model in this study can be said to be fit as in table 4.12

Fit Indeks	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	Chisquare	Kecil	30,258	Fit
	Probability	≥ 0.05	0,087	Fit
	RMSEA	≤ 0.08	0,042	Fit
	GFI	≥ 0.90	0,974	Fit
Incremental Fit	TLI	≥ 0.90	0,965	Fit
	CFI	≥ 0.90	0,992	Fit
Parsimony Fit	PNFI	≥ 0.60	0,568	Fit

Table 4.12 Value of Goodness of Fit After Modification

e. Step 7 Hypothesis Test

The following analysis is a complete model *Structural Equation Model* (SEM) analysis to test the hypotheses developed in this study. The *regression weight* test results in this study are as

shown in figure 4.4 and table 4.13.

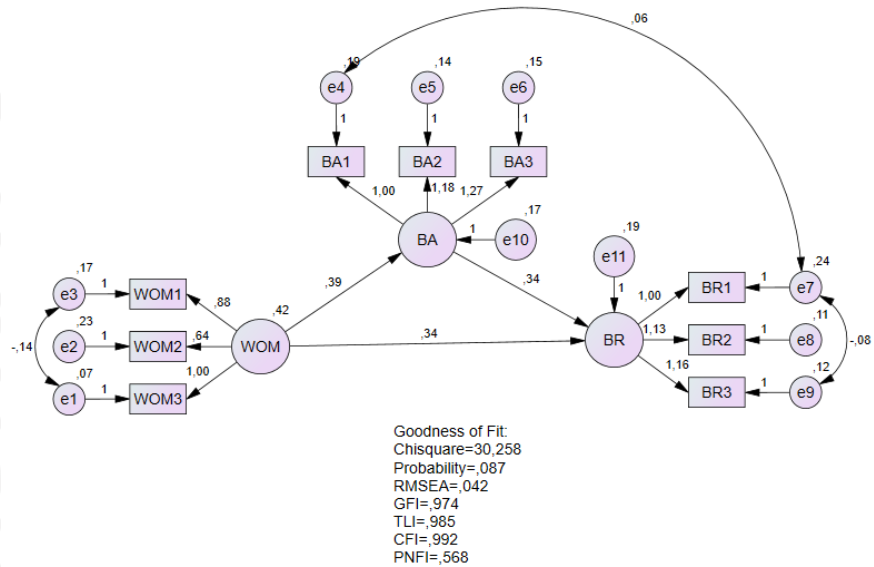


Figure 4.4. Final Model After Modification

Table 4.13. The Result of *regression weight* Test

	Estimate	S.E.	C.R.	P	Description
BA <--- E-WOM	,388	,064	6,080	***	Significantly Positive
BR <--- E-WOM	,336	,074	4,526	***	Significantly Positive
BR <--- BA	,342	,089	3,825	***	Significantly Positive

The hypothesis testing results can be seen by looking at the *Critical Ratio* (CR) value and the *probability* (P) value of the data processing results. The direction of the relationship between variables can be seen from the estimated value. If the estimated value is positive, then the relationship between the variables is

positive, whereas if the estimated value is negative, then the relationship is negative. Furthermore, if the test results show a CR value above 1.96 and a probability value (P) below 0.05, the relationship between exogenous and endogenous variables is significant. The research hypothesis testing will be discussed in stages according to the hypothesis that has been proposed.

The results of the analysis in table 4.13 show that:

- a. Based on the results of the analysis in Table 7, it is known that the relationship between E-WOM and BA has an estimated value of 0.388, a CR value of 6.080, and a P-value of 0.000. These results indicate that the estimated value is positive, the CR value is above 1.96, and the P-value is below 0.05. Therefore, it can be concluded that E-WOM has a positive and significant effect on BA.
- b. Based on the results of the analysis in Table 7, it is known that the relationship between E-WOM and BR has an estimated value of 0.336, a CR value of 4.526, and a P-value of 0.000. These results indicate that the estimated value is positive, the CR value is above 1.96, and the P-value is below 0.05. Therefore, it can be concluded that E-WOM has a positive and significant effect on BR.

- c. Based on the results of the analysis in Table 7, it is known that the relationship between BA and BR has an estimated value of 0.342, a CR value of 3.825, and a P-value of 0.000. These results indicate that the estimated value is positive, the CR value is above 1.96, and the P-value is below 0.05. Therefore, it can be concluded that E-WOM has a positive and significant effect on BR.

4.4 Discussion

This study analyzes 3 variables related to marketing in Cinepolis, namely E-WOM (Electronic Word of Mouth), Brand Awareness (BA), and Brand Reference (BR). Of the three variables, it was developed based on theory and previous research into 3 hypotheses in this study, namely E-WOM has a positive and significant effect on BA, E-WOM has a positive and significant effect on BR, and BA has a positive and significant effect on BR.

The first hypothesis in this study is that E-WOM has a positive and significant effect on Hipotesis was formulated based on the theory of Keller (2008) and research by Godey et al. (2016); Hussain et al., 2018). The analysis results in this study indicate that E-WOM can have a positive and significant effect on Brand Awareness (BA). These results indicate that if E-WOM activities in Cinepolis increase, it will increase the Brand Awareness (BA) Cinepolis.

Cinepolis management needs to pay attention to these results and develop

a better marketing strategy in improving E-WOM. This needs to be done to increase consumer awareness of the Cinepolis brand. This study's results are supported by several previous studies such as (Godey et al.2016); (Hussain et. al 2018), (Ali et.al 2020) who also found the role of E-WOM in increasing brand awareness. eWOM refers to the persuasive power of comments embedded in information messages. Consumer purchasing decisions can be based on several criteria or requirements that meet their needs and determine their willingness to buy based on what they feel from the quality of the information they receive. Therefore, it is essential to determine consumers' perceptions of information quality to assess their potential purchasing decisions.

The second hypothesis in this study is that E-WOM has a positive and significant effect on Brand Reference (BR). This hypothesis is based on theory by Keller (2008) and previous research by Godey et al (2016); Ali et, al (2020). Statistical analysis on consumers Cinepolis results in that the second hypothesis is supported, which means that e-WOM has proven to a positive and significant impact on brand awareness H acyl hypothesis testing. Both show that the increasing adoption of E-WOM at Cinepolis will increase brand reference (BR).

Therefore, Cinepolis management should further realize the importance of E-WOM in increasing brand reference. This study's results are supported by several previous studies such as Godey et. al (2016); Hussain et, al (2018); Ali et. al (2020). The next step that should be taken by Cinepolis management is

to determine the steps that must be taken to increase E-WOM so that the brand reference will increase. E- WOM has a more substantial influence on purchasing than traditional communication media such as advertising and purchasing editorial recommendations.

The third hypothesis in this study is that Brand Awareness (BA) positively and significantly affects Brand Reference (BR). This hypothesis was developed based on Keller's (1998, 2013) theory and previous research by Godey et al (2017); Hair et. al (2010). After being tested statistically, this study's results support the third hypothesis in this study, namely that there is a positive and significant influence by Brand Awareness (BA) on Brand Reference (BR).

The analysis results on the third hypothesis indicate that if brand awareness increases, there will be a significant increase in brand reference (BR). This study's results are supported by several previous studies such as Godey et. al (2016); Hussain et. al (2018), Ali et. al (2020). Therefore, Cinapolis management must be more aware of brands' importance, especially related to brand awareness. Brand awareness is the ability of consumers to confirm previous exposure to a brand. Brand awareness is essential for any business. Because this can influence consumers to buy products or services for the first time, brand awareness can also make consumers continue making purchases. Brand awareness is commonly used as a measure of the performance of a brand.

This study indicates that there are three essential variables in marketing, especially in Cinopolis management, namely E-WOM, brand awareness, and brand reference. Of the three variables, a relationship has proven statistically; namely, E-WOM has a positive and significant effect on brand awareness, and brand reference and brand awareness are proven to have a positive and significant effect on brand reference.



CHAPTER V

CONCLUSION and SUGGESTIONS

5.1 Conclusion

This study analyzed 3 variables related to marketing in Cinepolis, namely E-WOM (Electronic Word of Mouth), Brand Awareness (BA), and Brand Reference (BR). Of the three variables, it was developed based on theory and previous research into 3 hypotheses in this study, namely E-WOM has a positive and significant effect on BA, E-WOM has a positive and significant effect on BR, and BA has a positive and significant effect on BR. After statistical testing was carried out, it was found that all hypotheses were supported, and it could be concluded that:

1. E-WOM has a positive and significant effect on brand awareness in Cinepolis
2. E-WOM has a positive and significant effect on the reference brand in Cinepolis
3. Brand awareness has a positive and significant effect on brand reference at Cinepolis.

5.2 Suggestions

From the results of the analysis in this study, the authors recommend some excellent suggestions to Cinepolis management, and further research includes:

1. Cinepolis management is advised to pay more attention and emphasize the distribution of E-WOM for consumers because it can increase Brand Awareness and Brand Reference.
2. For further researchers, it is suggested to expand the research scope and compare or integrate other variables to increase brand reference.





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