SOCIAL MEDIA MARKETING AND E-WOM: DRIVING PURCHASE INTENTIONS THROUGH BRAND IMAGE

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ABSTRACT

The aim of this research is to determine the factors that influence purchase intentions at one of the convenience stores in DKI Jakarta with a focus on social media marketing variables, Electronic Word of Mouth (E-WOM), and brand image. The research employs a quantitative approach using Structural Equation Modeling (SEM). Primary data was collected through questionnaires using a Likert scale ranging from strongly agree to strongly disagree. A purposive sampling method was used to select the sample, and data was gathered from 210 respondents. The findings indicate that social media marketing and E-WOM have a positive and significant direct impact on brand image. Purchase intention also has a positive and significant direct impact on brand image. Additionally, social media marketing and E-WOM positively and significantly influence purchase intention through brand image. However, social media marketing and E-WOM do not have a direct impact on purchase intention.

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INTRODUCTION

The development of modern retail businesses in Indonesia is increasingly flourishing, with around 65% of the global money turnover sector dominated by the food and beverage business (Sundari & Syaikhudin, 2021). Currently, the retail business has undergone a significant transformation, shifting from independent local store models or main street shops to nationally and internationally scaled stores. These are now in the form of modern shopping centers, such as supermarkets, minimarkets, convenience stores, and so on (Sunyoto & Mulyono, 2021). The modern retail presence is increasingly vital for consumers, offering both convenience and meeting diverse needs (Yuswardi, 2020).

The increasing consumer demand for convenience across Southeast Asia has driven the growth of convenience stores to record levels, surpassing the performance of other retail formats, according to a 2019 study by Nielsen, a global measurement company. In the "What's Next for Southeast Asia" report by Nielsen, it was noted that the convenience store format in Southeast Asia has experienced significant growth. This peak growth of convenience stores occurred in 2019. Consumers in this region are facing increasingly fast-paced lifestyles, leading to a heightened demand for on-the-go services. The result is an accelerated growth of convenience stores (Liliyah, 2019).

Figure 1. Number of Convenience Stores Most Frequently Visited
Source: Data processed by researchers (2024)

In figure 1, you can see the initials of convenience store brands in DKI Jakarta. In a preliminary survey conducted by researchers on convenience stores in DKI Jakarta, data were collected from 53 respondents who met the criteria of residing in DKI Jakarta, being aged 18-30 years, and having visited convenience stores. Researchers created this questionnaire using Google Forms and distributed it via various social media platforms to reach respondents. The results show that LW received the highest percentage, with 62.3% of respondents frequently visiting it, followed by FM at 56.6%, and CK at 50.9%.
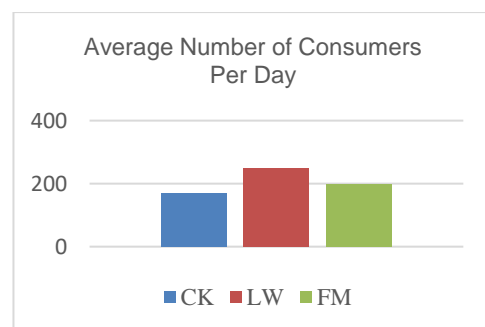

Figure 2. Average Number of Consumers Per Day
Source: Data processed by researchers (2024)

Figure 2 shows the average number of consumers per day obtained by researchers from three similar brands, including CK, LW, and FM. Data was taken from the results of researchers' interviews with shop heads from each brand outlet in DKI Jakarta. Of the three brands, it can be stated that LW has the largest average number of consumers, namely 250 consumers per day, FM has an average number of 200 consumers per day, while CK has an average number of consumers of 170 per day. According to Rachmandanu dan Danibrata (2021), the higher the purchase intention, the greater the possibility of the number of consumers increasing. Purchase intention functions as a self-indication to buy a brand or carry out a purchasing action Jasin (2022).

There are three variables that might influence purchase intentions. The first is social media marketing. Social media now plays an important role in every aspect of life, acting as a new form of communication and influencing purchase intentions (Suwarsih et al., 2021).

Tabel 1. Average Engagement (Likes and Comments)

	Oct	Nov	Dec
CK	23	112	94
LW	2254	2807	2445
FM	239	377	264

Source: Data processed by researchers (2024)

In table 1. Researchers have obtained data on average engagement (likes and comments) on promotional content every month, from October to December 2023, from the Instagram accounts of each brand. The results of the analysis show that LW achieved the highest engagement compared to CK and FM during that period. Brand popularity is an important factor in building and maintaining a competitive advantage in the market which can be measured based on how many likes and comments brand content receives on social media (Hanifawati et al., 2019). If you look at the Instagram accounts of each brand, it can be seen that LW and FM tend to have more interesting promotional content compared to CK. According to Hanifawati et al. (2019) interesting and high-quality content will get more consumer engagement.

Second, Electronic Word of Mouth (E-WOM). E-WOM is a conversation via social media about certain brand products carried out by users, both between traders and consumers and between consumers and other consumers (Yanti & Suryani, 2020).

Tabel 2. Negative CK Consumer Reviews on TikTok

No	Account Name	Comment
1	@uniquecrown28	"I've tried it, it tastes like preservatives."
2	@hotintheteapot	"The taste of the macaroni is like it has raw flour in it, it's really gasi, it's so delicious."
3	@l0olaby	"Pls overrated, it tastes really strange, like it has a preservative taste."
4	@rnychrysdd	"It's not good, I've already bought it at Senen station."
5	@pain	"It's delicious but it's delicious when it's warm, just when it's cold."

Source: Data processed by researchers (2024)

Based on a video from the TikTok account @keymakandisini which provides a review of CK's Mac n Cheese menu, it is revealed that the product is considered ordinary. Data in table 1.4, related to negative reviews via this account on August 8 2023, shows that many consumers expressed less positive assessments of CK food products. Abadi dan Fitri (2023) stated that when E-WOM was considered to have a negative impact, the product's brand image it will also be negatively affected. Consumers read reviews as part of their pre-purchase search when intending to purchase a product or service. Therefore, marketers should take into account the influence of consumers' online reviews on purchase intentions (Al Dmour et al., 2021). The results of a study conducted by Sosanuy et al. (2021) shows that E-WOM positively and significantly influences purchase intentions.

The third variable that is thought to influence purchase intentions is brand image. Brand image is a perception formed in consumers' minds regarding a brand (Parama & Seminari, 2020). The existence of CK near the Daarut Tauhiid Mosque, Jalan Gegerkalong, Bandung City, went viral on social media after famous lecturers uploaded videos of their warnings to a number of teenagers who gathered late at night at CK. As a result of this incident, CK was then sealed by the authorities. police on Saturday, March 2 2024. The sealing was carried out because CK was said to not have the necessary permits to operate. This complaint also emerged on social media, especially TikTok, where some users responded to the CK

case with negative comments such as "CK's rating is getting bad", "come on, boycott CK", "revoke CK's license", and so on. so on (Ridwan, 2024). Building a good reputation will create a positive brand image too (Rohim, 2022).

LITERATURE REVIEW

Purchase Intention

According to Jasin (2022), purchase intention is defined as the likelihood of consumers buying in the future. Purchase intention acts as a self-indication to buy a brand or carry out a purchasing action (Jasin, 2022). Purchase intention is the interest in making a purchase that arises through an individual's learning and mindset, which can lead to understanding and create motivation to fulfill a strong desire to make a purchase. Additionally, this can influence the decision to use the offered products or services (Iswara & Santika, 2019). Purchase intention is an attitude where consumers want to choose and buy products based on their experience in selecting, using, or consuming those products (Mukti, 2023).

Purchase intention can be used to evaluate new distribution channels and help managers determine the feasibility of further developing a concept. Purchase intention also helps managers select target markets and consumer segments to be reached through these distribution channels. The successful implementation of this is crucial because intention is considered a key indicator of actual behavior (Peña-García et al., 2020). Based on the explanation above, it can be concluded that purchase intention is defined as the consumer's potential

or desire to make purchases in the future, functioning as a self-expression that reflects an individual's interest in choosing and purchasing a particular brand.

Brand Image

Brand image is the result of the overall perception formed from the information and knowledge that consumers have about the brand (Sander et al., 2021). Dash et al. (2021), state that brand image is the perception from the consumer's side, while brand identity is the brand projection carried out by the seller. Brand image is the perception or impression formed in the minds of customers regarding a brand (Parama A.P & Seminari, 2020). Brand image boosts company value by helping consumers access product information, creating positive associations, building goodwill, and fostering favorable attitudes towards other products in the brand (Wibowo et al., 2021). Based on the explanation above, it can be concluded that brand image is a collection of perceptions formed from the information and knowledge that consumers have about the brand.

According to Hariri dan Vezifehdust (2011); Rohim (2022) the main dimensions that shape brand image can be explained as follows:

1. Functional Image

2. Affective Image

3. Reputation Image

Social Media Marketing

Social media marketing is an organization's effort to attract visitors to the company's official website, enabling them to access information about new products, achievements, and promotions (Suwarsih et al., 2021). Social media marketing is how companies leverage online platforms to build and maintain relationships with consumers, provide personalized purchase recommendations, and support word of mouth (Damayanti et al., 2021). Social media marketing is one of the commonly internet-based marketing methods, although it shares similarities with non-internet marketing methods, such as word of mouth marketing (Maslim & Pasaribu, 2021). Based on the explanation above, it can be concluded that social media marketing helps companies attract visitors to their websites to share information about new products, achievements, and promotions. It uses online platforms to build relationships with consumers, offer personalized purchase recommendations, and encourage word of mouth.

According to Bilgin (2018); Aji et al. (2020), the dimensions in social media marketing are as follows:

1. Entertainment

2. Interaction

3. Trendiness

4. Customization

5. Advertisement

Electronic Word of Mouth

E-WOM (Electronic Word of Mouth) is a contemporary approach in which individuals in the online or virtual world provide detailed insights about a product or service (Putri et al., 2022). E-WOM leverages the internet to organically develop and disseminate information through conversations and recommendations, aiming to support businesses and accomplish marketing goals (Jasin, 2022). Based on the explanation

above, it can be concluded that E-WOM is the positive or negative expression stated by consumers to the general public about a product or company.

According to Goyette et al. (2010); Aji et al. (2020) the dimensions of E-WOM are as follows:

1. Intensity

2. Positive Valence

3. Negative Valence

4. Content

Research Hypotheses

There are several hypotheses in this study as follows:

H_1: Social media marketing positively and significantly influences brand image on CK in DKI Jakarta.

H_2: E-WOM positively and significantly influences brand image on CK in DKI Jakarta.

H_3: Social media positively and significantly influences purchase intention on CK in DKI Jakarta.

H_4: E-WOM positively and significantly influences purchase intention on CK in DKI Jakarta.

H_5: Brand image positively and significantly influences purchase intention on CK in DKI Jakarta.

H_6: Social media marketing positively and significantly affects purchase intention through brand image on CK in DKI Jakarta.

H_7: E-WOM positively and significantly affects purchase intention through brand image brand image on CK in DKI Jakarta.

In addition, to understand better the hypotheses, Figure 2 explained the framework of this research, as follow:
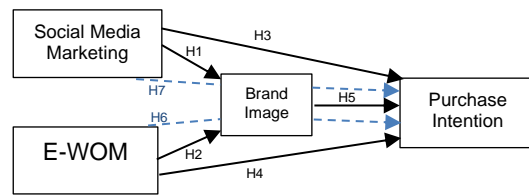

Figure 3. Research Framework
Source: Data processed by researchers (2024)

RESEARCH METHODS

This research uses a quantitative approach as its research method. This approach is applied in the hypothesis testing process, starting with collecting data from all respondents. Next, the data will go through a validity test using the EFA (Exploratory Factor Analysis) approach with the support of SPSS version 26 software to test the validity of the data collected, and reliability using Cronbach Alpha. If the construct is proven to be valid and reliable, the next step is to test the measurement using CFA (Confirmatory Factor Analysis) with AMOS software version 26. Finally, the researcher carries out a hypothesis test. In this research, the analytical tool used is SEM (Structural Equation Modeling) using the AMOS version 26 program to test the hypothesis.

The model used in this research is purposive sampling because the researchers needed specific criteria that aligned with the objectives of the study. Consequently, the sample selected for this study possesses particular characteristics that support the research. These characteristics include being domiciled in DKI Jakarta, aged between 18 and 30

years, being familiar with the CK brand, having seen CK's social media, and having the intention to purchase CK products. In this study, the sample size was calculated using the formula suggested by Hair et al. (2019), which is recommended for research with an unknown population size. The calculation is as follows: the number of indicators, 36, is multiplied by 5, resulting in a sample size of 180. Based on these recommendations, the sample size for this study was determined to be 180 respondents. However, to reduce the potential for error, researchers chose to use a sample of 210 respondents according to the data obtained.

Variables Measurement

This research uses a Likert scale consisting of six scales, namely 1 (strongly disagree), 2 (disagree), 3 (slightly disagree), 4 (slightly agree), 5 (agree), and 6 (strongly agree). The 1 to 6 Likert scale is considered to have a better reliability and validity index compared to the 1 to 5 Likert scale, because the number of answer choices has no effect on reliability and validity (Taherdoost, 2019).

Validity and Reliability Test

The EFA (Exploratory Factor Analysis) method is used to assess the validity of a configuration, where convergent validity occurs when indicators from certain variables gather in one component with a factor loading value of ≥0.4, while for reliability using the Cronbach's alpha method with a value of ≥0.7 (Hair et al., 2019).

Hypothesis Testing

In this study, SEM (Structural Equation Modeling) utilizing the AMOS (Analysis of Moment Structure) version 26 program is employed for designing models and testing hypotheses. Statistical tests (t-test) evaluate the independent variable's influence on explaining variations in the dependent variable individually. A variable demonstrates its validity against other variables if its t value with a loading factor exceeds the critical value, namely ≥1.96 at a significance level of 5%, and a standardized loading factor greater than or equal to 0.05. Thus, a latent variable's influence is considered significant if its t value >1.96. Additionally, if the significance of t <5%, the null hypothesis is rejected, and the alternative hypothesis is accepted. Conversely, if the significance of t is >5%, the null hypothesis is accepted, and the alternative hypothesis is rejected (Himawati & Firdaus, 2021).

RESULTS AND DISCUSSION

Respondent's Profile

Table 3. Respondent's Profile Based on Gender

Gender	Frequency	Percent
Male	96	45.8
Female	114	54.2
Total	**210**	**100.0**

Source: Data processed by researchers (2024)

Table 3 shows that most respondents are female, it can be concluded that female respondents dominate this research.

Tabel 4. Respondent's Profile Based on Age

Age	Frequency	Percent
18-21	67	31.9
22-25	109	51.9
26-30	34	16.2
Total	**210**	**100.0**

Source: Data processed by researchers (2024)

Table 4 shows that most of the respondents were aged 22-25 years.

Tabel 5. Respondent Profile Employment Status

Employment Status	Frequency	Percent
Student	126	60.0%
Not yet working	10	4.8%
Work	61	29.0%
Own your own business	13	6.2%
Total	**210**	**100.0**

Source: Data processed by researchers (2024)

Table 5 shows that the majority of respondents have student status.

Tabel 6. Profile of Recent Education Respondents

Recent Education	Frequency	Percent
SLTA/SMK/SMA	115	54.8
Diploma	11	5.2
S1	82	39.0
S2/S3	2	1.0
Total	**210**	**100.0**

Source: Data processed by researchers (2024)

Tabel 6 shows that the majority of respondents have a recent education SLTA/SMK/SMA.

Tabel 7. Respondent Profile Income Level/Month

Income Level/Month	Frequency	Percent
<Rp. 500,000	76	36.2%
IDR 500,000 – IDR 2,500,000	53	25.2%
IDR 2,500,000 – IDR 5,000,000	27	12.9%
>Rp 5,000,000	54	25.7%
Total	**210**	**100.0**

Source: Data processed by researchers (2024)

Tabel 7 shows that the majority of respondents in this study had a monthly income of less than IDR 500,000.

Validity and Reliability Test

Tabel 8. Validity and Reliability Test's Result

Item	Factor Loading	Cronbach's Alpha
PI1	0.658	
PI2	0.814	
PI3	0.767	
PI4	0.786	0.860
PI5	0.662	
PI6	0.705	
PI7	0.681	
PI8	0.614	
BI1	0.637	
BI2	0.879	
BI3	0.834	
BI4	0.631	0.888
BI5	0.866	
BI6	0.752	
BI7	0.793	
BI8	0.698	
SMM1	0.825	
SMM2	0.778	
SMM3	0.782	
SMM4	0.812	
SMM5	0.689	
SMM6	0.821	0.898
SMM7	0.750	
SMM8	0.762	
SMM9	0.842	
SMM10	0.855	
EWOM1	0.848	
EWOM2	0.765	
EWOM3	0.866	
EWOM4	0.831	
EWOM5	0.787	
EWOM6	0.968	0.844
EWOM7	0.959	
EWOM8	0.884	
EWOM9	0.873	
EWOM10	0.863	

Source: Data processed by researchers (2024)

Based on Table 8 it is shown that all the indicators used in this research are valid and reliable. This condition stated that all the items is compatible to measure and a reflection of each variable's indicators. The validity and reliability test are conducted using SPSS 26.

Tabel 9. Indicator Fit

Item	Indicator
Purchase Intention	
PI1	I intend to buy CK products.
PI1	I have a high intention to buy CK products.
PI3	I have the intention and desire to buy CK products in the future.
PI4	I intend to choose CK products in the future.
Brand Image (Functional Image)	
BI1	CiK products are high quality.
BI2	CK products have better characteristics than their competitors.
Brand Image (Reputation Image)	
BI7	CK is one of the best convenience stores.
BI8	The CK brand is very strong in the market.
Social Media Marketing (Customization)	
SMM7	CK's Instagram provided the information I needed
SMM8	I was able to easily find the information I needed because of the guidance on CK's Instagram.
Social Media Marketing (Advertment)	
SMM9	I liked the ad posted on CK's Instagram.
SMM10	CK's Instagram ad positively caught my eye.
E-WOM (Positive Valance)	
EWOM3	I recommend CK.
EWOM4	I am proud to tell others that I am a CK customer.
E-WOM (Negative Valance)	
EWOM6	I often say negative things about CK to other people.
EWOM7	I've spoken badly about CK to other people.

Source: Data processed by researchers (2024)

Tabel 9. shows the remaining variable indicators after adjustment.

Hypotheses Test

Tabel 10. Hypotheses Test Results

H	C.R	P	Result
H_1	4.321	0.000	Accepted
H_2	4.386	0.000	Accepted

H	C.R	P	Result
H_3	-0.655	0.513	Rejected
H_4	0.333	0.739	Rejected
H_5	2.481	0.013	Accepted

Source: Data processed by researchers (2024)

Based on the table above, the results of the hypothesis test can be concluded that H_1, H_2, and H_5 are accepted because the Critical Ratio (C.R) score is greater than 1.96 and the p score is below 0.05. While H_3 and H_4 were rejected because the Critical Ratio (C.R) score was smaller than 1.96 and the p score was above 0.05.

Tabel 11. Intervening Variable Hypothesis Test Results

H	Sobel Test		Result
	t-Stat	P Value	
H_6	2.153	0.031	Accepted
H_7	2.161	0.030	Accepted

Source: Data processed by researchers (2024)

Based on the table above, the results of the hypothesis test can be concluded that H_6 dan H_7 are accepted because the Critical Ratio (C.R) score is greater than 1.96 and the p score is below 0.05.

The Correlation Between Social Media Marketing and Brand Image

From the research results, it is known that social media marketing has a positive and significant influence on brand image. These results are in line with previous research conducted by Anantasiska et al. (2022); Moslehpour et al. (2022); Salhab et al. (2023) Social media marketing has become an important tool for building a brand image, leveraging features such as paid advertising, viral content and direct interaction with consumers. Thus, social media marketing provides a

variety of tools and opportunities for companies to shape and strengthen their brand image, making it a key element in modern marketing strategies (Salhab et al., 2023).

The Correlation Between E-WOM and Brand Image

From the research results, it is known that E-WOM has a positive and significant effect on brand image. These results are in line with previous research conducted by Abadi dan Fitri (2023); Yodpram and Intalar (2020); Yohana et al. (2020). Consumer e-WOM can be a triggering factor in the process of forming purchasing decisions, because online information between consumers is found to be a trusted source that influences brand image perceptions. When consumers encounter many positive or negative reviews of a brand they are interested in, they tend to develop a positive or negative image of that brand. Thus, E-WOM plays an important role in forming and strengthening brand image positively and significantly (Yodpram & Intalar, 2020).

The Correlation Between Social Media Marketing and Purchase Intention

From the research results, it is known that social media marketing has no effect on purchase intentions. These results are in line with research conducted by Ali and Naushad (2023) and Dayoh et al. (2022). This can be caused by several factors, one of which is that the effects of social media marketing may be more influenced by other factors, such as brand image. This is supported by research conducted by Anantasiska

et al. (2022); Moslehpour et al. (2022); Salhab et al. (2023).

The Correlation Between E-WOM and Purchase Intention

From the research results, it is known that E-WOM has no effect on purchase intentions. These results are in line with research conducted by Arifin and Syah (2023) and Astuti and Rahmawati (2023). This can be caused by several factors, one of which is that the effects of E-WOM may be more influenced by other factors, such as brand image. This is supported by research conducted by Abadi dan Fitri (2023); Yodpram and Intalar (2020); Yohana et al. (2020).

The Correlation Between Brand Image and Purchase Intention

From the research results, it is known that brand image has a positive and significant effect on purchase intentions. These results are in line with previous research conducted by Dash et al. (2021); Mao et al. (2020); Savitri et al. (2021). The impact of brand image on purchase intention is very important, because this relationship not only creates a unique experience for customers, but also influences their decision to have a strong desire to purchase the product. A strong and trustworthy brand representation, which is formed through a projected image, is a very important factor in influencing consumer preferences in a competitive market. In addition, a positive brand image can also trigger a high desire to purchase, increasing consumers' motivation to choose the product and fulfill their needs (Dash et al., 2021).

The Correlation Between Social Media Marketing And Purchase Intention Through Brand Image

From the research results, it is known that brand image positively and significantly mediates social media marketing and purchase intentions. These results are in line with previous research conducted by Harvina et al. (2022); Moslehpour et al. (2022); Savitri et al. (2021). Brand image has an important role in connecting social media marketing and consumer intention to purchase. Through marketing on social media, brands can strengthen their positive image by displaying interesting and relevant content to consumers. If the brand image is viewed positively by consumers, they are more likely to respond well to marketing messages on social media. Additionally, social media marketing can help increase consumer awareness of a brand and encourage active engagement. With this positive interaction, the company's brand image can be strengthened in consumers' minds, which in turn will influence their intention to purchase the product (Moslehpour et al., 2022).

The Correlation Between E-WOM And Purchase Intention Through Brand Image

From the research results, it is known that brand image positively and significantly mediates E-WOM and purchase intention. These results are in line with previous research conducted by Al Dmour et al. (2021); Jasin (2022); Yohana et al. (2020). A strong and positive brand image can increase consumers' trust in the brand, making them more likely to accept positive reviews or recommendations from fellow consumers. When consumers have a favorable perception of a brand, they are more likely to believe the positive reviews they encounter online and have greater intent to purchase the product (Al Dmour et al., 2021).

CONCLUSION

Based on the data analysis, it can be concluded that social media marketing positively and significantly influences the brand image of CK consumers in DKI Jakarta. This is because advertising on CK's social media successfully improves consumer perceptions. Additionally, eWOM (Electronic Word of Mouth) also has a positive and significant impact on brand image, as consumers tend to trust the online opinions and experiences of fellow consumers.

However, social media marketing does not directly influence purchase intentions, as consumer purchasing behavior often requires targeted efforts that align with their preferences and needs. Similarly, eWOM does not directly affect purchase intentions, as consumers do not fully rely on online information when making purchasing decisions.

On the other hand, brand image significantly affects purchase intentions, as a strong brand image fosters consumer trust and loyalty. Moreover, social media marketing positively and significantly influences purchase intentions through brand image, demonstrating that strategic and targeted social media campaigns can enhance brand awareness and communicate positive values to consumers. Likewise, eWOM positively and

significantly impacts purchase intentions through brand image, as both positive and negative online reviews shape consumer perceptions of CK.

In summary, while social media marketing and eWOM enhance brand image, which in turn influences purchase intentions, they do not directly drive purchase behavior without the mediation of a strong brand image.

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APPENDIX

Kuesioner

SCREENING

1. Apakah Anda berdomisili di DKI Jakarta?

    o Ya

    o Tidak (Jika tidak, STOP mengisi kuesioner)

2. Apakah Anda berusia 18-30 tahun?

    o Ya

    o Tidak (Jika tidak, STOP mengisi kuesioner)

3. Apakah Anda mengetahui *brand* Circle K?

    o Ya

    o Tidak (Jika tidak, STOP mengisi kuesioner)

4. Apakah Anda pernah melihat media sosial Circle K?

    o Ya

    o Tidak (Jika tidak, STOP mengisi kuesioner)

5. Apakah Anda memiliki niat untuk membeli produk Circle K?

    o Ya

    o Tidak (Jika tidak, STOP mengisi kuesioner)

CONTENT

6. **Niat Pembelian**

Indikator	1	2	3	4	5	6
Saya berniat membeli produk Circle K.						
Saya memiliki niat yang tinggi untuk membeli produk Circle K.						
Saya memiliki niat dan keinginan untuk membeli produk Circle K di kemudian hari.						
Saya berniat untuk memilih produk Circle K di kemudian hari.						
Saya akan mempertimbangkan untuk membeli produk Circle K.						
Saya berniat untuk membeli produk Circle K dibandingkan dengan pesaingnya di kemudian hari. (Contoh pesaing						

Indikator	1	2	3	4	5	6
Circle K: Family Mart, Lawson, Indomaret Point).						
Saya mungkin akan membeli produk Circle K di masa mendatang.						
Saya akan mempertimbangkan untuk membeli produk Circle K jika kebetulan melihatnya.						

7. Citra Merek

Indikator	1	2	3	4	5	6
Produk Circle K berkualitas tinggi.						
Produk Circle K memiliki karakteristik yang lebih baik dibandingkan pesaingnya. (Contoh pesaing Circle K: Family Mart, Lawson, Indomaret Point).						
Produk Circle K relatif lebih murah dibandingkan pesaingnya. (Contoh pesaing Circle K: Family Mart, Lawson, Indomaret Point).						
Circle K bagus.						
Circle K memiliki kepribadian yang membedakan dari pesaingnya. (Contoh pesaing Circle K: Family Mart, Lawson, Indomaret Point).						
Circle K tidak mengecewakan pelanggannya.						
Circle K salah satu *convenience store* terbaik. (*Convenience store:* toko kecil yang menyediakan *fresh beverage* (es teh, es kopi) dan makanan siap saji (nasi ayam, sosis, odeng) yang bisa langsung dinikmati di tempat atau dibawa pulang. Contoh: Family Mart, Lawson, Indomaret Point).						
Merek Circle K sangat kuat di pasar.						

8. Pemasaran Media Sosial

Indikator	1	2	3	4	5	6
Berinteraksi dengan instagram Circle K menyenangkan.						
Konten Circle K di Instagram						

Indikator	1	2	3	4	5	6
menarik.						
Instagram Circle K memungkinkan berbagi informasi dengan orang lain.						
Sangat mudah untuk menyampaikan pendapat saya melalui Instagram Circle K.						
Konten yang dibagikan di Instagram Circle K merupakan yang terbaru.						
Berinteraksi dengan Instagram Circle K sedang menjadi tren.						
Instagram Circle K memberikan informasi yang saya butuhkan.						
Saya dapat dengan mudah memperoleh informasi yang saya perlukan berkat arahan di Instagram Circle K.						
Saya menyukai iklan yang diunggah di Instagram Circle K.						
Iklan Instagram Circle K secara positif menarik perhatian saya.						

9. *Electronic Word of Mouth* (E-WOM)

Indikator	1	2	3	4	5	6
Saya lebih sering membicarakan Circle K dibandingkan pesaingnya. (Contoh pesaing Circle K: Family Mart, Lawson, Indomaret Point).						
Saya membicarakan Circle K kepada banyak orang.						
Saya merekomendasikan Circle K.						
Saya bangga memberi tahu orang lain bahwa saya adalah pelanggan Circle K.						
Saya sering mengatakan hal-hal positif tentang Circle K kepada orang lain.						
Saya sering mengatakan hal-hal negatif tentang Circle K kepada orang lain.						
Saya pernah berbicara buruk tentang Circle K kepada orang lain.						
Saya membicarakan harga produk Circle K kepada orang lain.						
Saya membicarakan variasi produk Circle kepada orang lain.						
Saya membicarakan kualitas						

Indikator	1	2	3	4	5	6
produk Circle K kepada orang lain.						

PROFIL RESPONDEN

10. **Kategori Kelamin**

    o Pria

    o Wanita

11. **Usia**

    o 18-21

    o 22-25

    o 26-30

12. **Status Pekerjaan**

    o Mahasiswa/Pelajar

    o Belum Bekerja

    o Bekerja

    o Memiliki Usaha Sendiri

13. **Pendidikan Terakhir**

    o SLTA/SMK/SMA

    o Diploma

    o S1

    o S2/S3

14. **Tingkat Pendapatan/Bulan**

    o <Rp500.000

    o Rp500.000 – Rp2.500.000

    o Rp2.500.000 – Rp5.000.000

    o >Rp5.000.000