CHAPTER IV

DATA ANALYSIS AND DISCUSSION

The study's result such as respondent description, actual test results, descriptive statistics, inferential statistics, partial lease squares, hypothesis testing, and discussion will be explained in this chapter. Researcher also use Smart-PLS 3.3.7 to analyze the research data.

4.1. Respondent Profile

This study uses 262 questionnaires which have met the respondents' criteria as Samsung users who live in Jabodatabek. Due to the COVID-19 pandemic, the questionnaires were distributed electronically. The respondents were also asked both personally and by broadcasted message in social media groups to fill out the questionnaire electronically. By doing this, it was easier the respondents to ask questions about unclear questions in questionnaire directly to the researcher so there would not be misunderstanding in filling out the questionnaire. Furthermore, the distribution of questionnaires electronically through Google forms also makes easier for the researcher to collect respondents' data across various regions. The data that has been from 262 respondents was analyzed by using Smart-PLS. There are several descriptive questions about respondents in the questionnaire, such as gender, age, and domicile. In accordance with the provisions specified at the beginning of the questionnaire, this questionnaire was distributed to Samsung users who were domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi.

4.2. Gender

Following the distribution of 262 questionnaires, it was discovered that 96 participants or 36.6% were women. While for men, there were 166 respondents or 63.4% of the total responses. Table 4.1 provides explanation about gender of the respondents.

Table 4.1 Gender Percentage

Gender	Number of Respondents	Percentage
Female	96	36.6%
Male	166	63.4%
Total	262	100%

Source: Actual Test Data Analysis (2022)

4.3. Age

According to the results of the 262 questionnaires that were distributed, 22 respondents (8.4%) were under the age of 17 years. There were 217 respondents or 82.8% between the ages of 17 to 30 years. Meanwhile, for the age above 30 years, there were 23 respondents accounting for 8.8% of the total responses. Table 4.2 shows the percentages for each age category.

Table 4. 2 Age Percentage

Age	Number of Respondents	Percentage
> 17	22	8.4%
17 - 30	217	82.8%
< 30	23	8.8%
Total	262	100%

Source: Actual Test Data Analysis (2022)

4.4. Domicile

The results of the 262 questionnaires that were distributed, revealed that 182 people, or 69.5% of the respondents, lived in Jakarta. There were 21 respondents (8%) who lived in Bogor, 18 respondents (6.9%) who lived in Depok, and 19 respondents (7.3%) who lived in Tangerang. While for Bekasi, there were 22 respondents (8.4%) who lived there. Table 4.3 contains information about the percentage of respondents' domicile.

Table 4.3 Domicile Percentage

Domicile	Number of Respondents	Percentage
Jakarta	182	69.5%
Bogor	21	8%
Depok	18	6.9%
Tangerang	19	7.3%
Bekasi	22	8.4%
Total	262	100%

Source: Actual Test Data Analysis (2022)

4.5. Actual Test

The researcher conducted an actual test with a real sample after performed a preliminary test for which the measuring instrument had been tested and found to be valid and reliable. Hypothesis testing, Inner Model and Outer Model are indicators while doing actual test. There is difference between inner and external model which external model is to explain indicators relationship meanwhile internal model is to explain laten variables relationship that depend on the hypothesis. Moreover, bootstrap was used to see the significancy of the

relationship between variables.

4.6. Descriptive Statistics

Descriptive statistics were used to get an overview of the maximum value, standard deviation, minimum value, mean and median (Toni & Anggara, 2021). The function of descriptive statistics to easier while read the study results. The mean is needed to find out the average of the result of the study. The standard deviation was used to determine the changes in each variable. While the maximum and minimum values were used to find out the largest and smallest data in the study. In this study, five scales were used with the smallest scale disagreeing and the largest scale agreeing. Below is the table of descriptive statistics that researcher has done:

Table 4.4 Descriptive Statistics

	No.	Mean	Median	Min	Max	Standard Deviation
FCSMC 1	1	3.416	4.000	1.000	5.000	1.159
FCSMC 2	2	3.424	4.000	1.000	5.000	1.217
FCSMC 3	3	3.515	4.000	1.000	5.000	1.152
FCSMC 4	4	3.542	4.000	1.000	5.000	1.151
FCSMC 5	5	3.485	4.000	1.000	5.000	1.200
UGSMC 1	6	3.439	4.000	1.000	5.000	1.150
UGSMC 2	7	3.477	4.000	1.000	5.000	1.228
UGSMC 3	8	3.466	4.000	1.000	5.000	1.148
UGSMC 4	9	3.511	4.000	1.000	5.000	1.132
UGSMC 5	10	3.366	3.000	1.000	5.000	1.154

PQ 1	11	3.263	3.000	1.000	5.000	1.246
PQ 2	12	3.366	3.000	1.000	5.000	1.170
PQ 3	13	3.256	3.000	1.000	5.000	1.142
PQ 4	14	3.187	3.000	1.000	5.000	1.214
PQ 5	15	3.324	4.000	1.000	5.000	1.232
BP 1	16	3.466	4.000	1.000	5.000	1.206
BP 2	17	3.523	4.000	1.000	5.000	1.158
BP 3	18	3.489	4.000	1.000	5.000	1.165
BP 4	19	3.462	4.000	1.000	5.000	1.148
BP 5	20	3.492	4.000	1.000	5.000	1.162
PI 1	21	3.729	4.000	1.000	5.000	1.132
PI 2	22	3.580	4.000	1.000	5.000	1.155
PI 3	23	3.634	4.000	1.000	5.000	1.151
PI 4	24	3.828	4.000	1.000	5.000	1.161
PI 5	25	3.744	4.000	1.000	5.000	1.188

Source: Smart-PLS Data Analysis (2022)

According to the table above, firm-created social media communication variable consists of five indicators, with an average value of 3.422. Then, it can be concluded that respondents refer to agree with the five indicators of firm- created social media communication. In the user-generated social media communication variable, the mean value is 3.452, which means that respondents refer to agree with the five indicators in user-generated social media communication. The perceived quality variable consists of five indicators with an average mean of 3.279, which means that respondents refer to agree with the five indicators of

perceived quality.

While for brand passion variable, the mean value is 3.486 that indicates the respondents refer to agree with the five indicators of brand passion variable. The purchase intention variable has also five indicators with the mean value of 3.703. It means that the respondents refer to agree with the five indicators of purchase intention variable. Furthermore, the value of the standard deviation is in the range of 1.150 to 1.232.

4.7. Inferential Statistics

Relationship between variables can be determine through inferential statistics in the form of statistics, this can help the results could be a conclusion in the population & basis while taking decision (Rinaldi, Novalia, & Syazali, 2020). The sample taken from the population is considered to be able to represent the population in describing the relationship between variables in the study.

This inferential statistic begins with data collection on a predetermined sample number, and the selection of the type of analysis. At the end, the result was used for the decision making on the population. This study used data from 262 respondents that filled out the questionnaire. Smart PLS 3.3.7 is the tool for this study to help in analyzing data. From inferential statistics, the data will be managed to find out the outer model and inner model.

4.8. Convergent Validity Test - Actual Test

The results of the overall convergent validity test of 25 indicators are valid

with a loading factor above 0.7. The five indicators of Firm-Created Social Media Communication variable named FCSMC1, FCSMC2, FCSMC3, FCSMC4, FCSMC5 have a loading factor above 0.7, so it is declared valid. On the user-generated social media communication variable, the five indicators named UGSMC1, UGSMC2, UGSMC3, UGSMC4, UGSMC5 are declared valid because have a loading factor more than 0.7. The five indicators of Perceived Quality variables named PQ1, PQ2, PQ3, PQ4, PQ5 have a loading factor above 0.7, so it is declared valid. On the brand passion variable, the five indicators named BP1, BP2, BP3, BP4, BP5 also declared valid because have a loading factor more than 0.7. Convergent validity test can be seen from the table down below.

Table 4.5 Convergent Validity - Factor Loading > 0.70 for Actual Test

	Firm-Created Social Media Communication	User-Generated Social Media Communication	Perceived Quality	Brand Passion	Purchase Intention
FCSMC 1	0.887				
FCSMC 2	0.897				
FCSMC 3	0.877				
FCSMC 4	0.874				
FCSMC 5	0.901				
UGSMC 1		0.888			
UGSMC 2		0.894			
UGSMC 3		0.902			
UGSMC 4		0.873			

UGSMC 5		0.888		
PQ 1			0.883	
PQ 2			0.883	
PQ 3			0.854	
PQ 4			0.867	
PQ 5			0.867	
BP 1				0.897
BP 2				0.898
BP 3				0.894
BP 4				0.896
BP 5				0.906
PI 1				0.806
PI 2				0.861
PI 3				0.859
PI 4				0.849
PI 5				0.845

Source: Smart-PLS Data Analysis (2022)

The results of convergent validity using the AVE value are also considered valid from the entire variable because the value is more than 0.5. the conclusion will be perceived quality, firm-created social media communication, purchase intention, user-generated social media communication and brand passion variable are valid and can be proven thorough this test (convergent).

Table 4.6 Convergent Validity - AVE Actual Test

Convergent Validity with AVE

Variable	AVE	Rule of Thumb	Result
Firm-Created Social Media Communication	0.807	0.5	Valid
User-Generated Social Media Communication	0.787		Valid
Perceived Quality	0.731		Valid
Brand Passion	0.758		Valid
Purchase Intention	0.790		Valid

Source: Smart-PLS Data Analysis (2022)

4.9. Discriminant Validity Test - Actual Test

The discriminant validity test obtained from the results of processing data on twenty-five indicators in this study using the SmartPLS application was declared valid because it showed a value greater than 0.7, which was in accordance with the rule of thumb.

Table 4.7 Discriminant Validity - Cross Loading > 0.70 for Actual Test

	Firm-Created Social Media Communication	User-Generated Social Media Communication	Perceived Quality	Brand Passion	Purchase Intention
FCSMC 1	0,887	0,828	0,800	0,834	0,825
FCSMC 2	0,897	0,839	0,850	0,847	0,819
FCSMC 3	0,877	0,812	0,797	0,810	0,797
FCSM	0,874	0,808	0,771	0,804	0,764

C 4					
FCSM C 5	0,901	0,836	0,843	0,848	0,810
UGSM C 1	0,809	0,888	0,810	0,812	0,809
UGSM C 2	0,831	0,894	0,828	0,849	0,839
UGSM C 3	0,836	0,902	0,829	0,841	0,849
UGSM C 4	0,811	0,873	0,813	0,815	0,828
UGSM C 5	0,844	0,888	0,812	0,849	0,805
PQ 1	0,803	0,827	0,883	0,820	0,798
PQ 2	0,826	0,818	0,883	0,822	0,815
PQ 3	0,755	0,760	0,854	0,775	0,752
PQ 4	0,804	0,793	0,867	0,805	0,777
PQ 5	0,797	0,807	0,867	0,812	0,810
BP 1	0,838	0,852	0,820	0,897	0,839
BP 2	0,833	0,840	0,846	0,898	0,844
BP 3	0,827	0,830	0,815	0,894	0,816
BP 4	0,850	0,833	0,852	0,896	0,846
BP 5	0,846	0,855	0,830	0,906	0,842
PI 1	0,751	0,778	0,770	0,781	0,860
PI 2	0,780	0,793	0,792	0,803	0,861
PI 3	0,786	0,805	0,798	0,807	0,859
PI 4	0,782	0,785	0,762	0,789	0,849

| PI 5 | 0,772 | 0,808 | 0,759 | 0,805 | 0,845 |

In addition to carrying out validity tests, actual reliability tests were also carried out, as shown in the table below. Composite reliability & Cronbach's Alpha is the value to do reliability testing while the value must be greater than 0.7. In this research, the five variables have a value greater than 0.7 in the data obtained from the reliability test results that means all variables can be used because it is valid and reliable.

Table 4.8 Reliability of Cronbach's Alpha and Composite Reliability for Actual Test

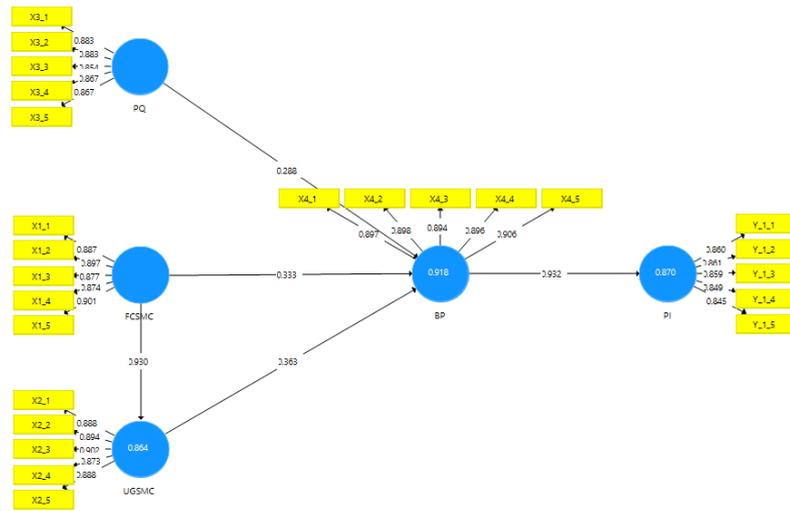| Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Result
Firm-Created Social Media Communication	0.940	0.954		Reliable
User-Generated Social Media Communication	0.932	0.949	0.7	Reliable
Perceived Quality	0.908	0.931		Reliable
Brand Passion	0.920	0.940		Reliable
Purchase Intention	0.934	0.950		Reliable

4.10. Outer Model

Figure 4.1 Outer Model
Source: Developed for this study (2022)

4.11. Common Method Bias Test

Based on Kock et al. (2021), Common Method Bias (CMB) happen frequently when the dependent and independent variables of a study are measured in the same study using the same data collection method. This event can affect on the validity and reliability in this study. The CMB test is represented in the form of VIF (1Variance Inflation Factor) values as a result of Smart-PLS testing. When the VIF value is between 5-10, multicollinearity occurs between variables (Hussein, 2015).

Table 4.9 Outer VIF Value

Firm-Created Social Media Communication		User-Generated Social Media Communication		Perceived Quality		Brand Passion		Purchase Intention	
Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
FCSMC 1	3.055	UGSMC 1	3.121	PQ 1	2.908	BP 1	3.341	PI 1	2.548
FCSMC 2	3.302	UGSMC 2	3.226	PQ 2	2.916	BP 2	3.373	PI 2	2.530
FCSMC 3	2.873	UGSMC 3	3.432	PQ 3	2.489	BP 3	3.364	PI 3	2.467

FCSMC 4	2.835	UGSMC 4	2.815	PQ 4	2.645	BP 4	3.305	PI 4	2.370
FCSMC 5	3.441	UGSMC 5	3.078	PQ 5	2.640	BP 5	3.641	PI 5	2.302

Source: Smart-PLS Data Analysis (2022)

In the table 4.9 shows that the range of outer VIF value is 2.302 to 3.641 which is all below the rule of thumb VIF < 5. Then it can be concluded that there are no bias and multicollinearity problems.

Table 4.10 Inner VIF Value

	BP	FCSMC	PI	PQ	UGSMC
BP			1.000		
FCSMC	8.901				1.000
PI					
PQ	7.936				
UGSMC	9.424				

Source: Smart-PLS Data Analysis (2022)

On the structural model, it is necessary to examine the value of the inner VIF, where the value cannot greater than 10. This can be seen in the table below, which shows all of the inner VIF 5 values, have value not more than 10. Indicating that there is no problem with multi-linearity or bias (Rouf et al., 2018).

4.12. Goodness of Fit

Goodness of Fit (GoF) is used to validate the combined performance of the structural model (inner model) and measurement model (outer model with values in the 0-1 range by dividing:

- 0-0.25: Small GoF

- 0.25-0.36: Moderate GoF

- >0.36: Big GoF

Table 4.11 Goodness-of-fit Index Calculation

Variable	AVE	R-Square
Firm-Created Social Media Communication	0.787	
User-Generated Social Media Communication	0.790	0.864
Perceived Quality	0.758	
Brand Passion	0.807	0.918
Purchase Intention	0.731	0.870
Average	**0.775**	**0.828**

Source: Smart-PLS Data Analysis (2022)

According to Ghozali and Latan (2015), the GoF calculation is based on the square root of the average AVE and R2 values, with the equation being as follows: √Average AVE Value x Average R2. To measure the goodness-of-fit, average of AVE and R-square is needed. In this study, the GOF value obtained is 0.802 indicating that the empirical data fit the model. However, due to advancements in PLS SEM, Goodness of Fit (GoF) was used as a measure of the overall fit model for PLS-SEM (Garson, 2016). This allows you to measure GoF on variables using the fit model with Smart-PLS, as shown below:

Table 4.12 Model Fit Summary

	Estimated Model
SRMR	0.039

Chi-Square	627.204
NFI	0.916
RMS$_{Theta}$	0.117

Source: Smart-PLS Data Analysis (2022)

Based on the summary results of the fit model in this study, the SRMR (Standardized Root Mean Square Residual) is 0.039, which is less than 0.08, indicating an acceptable data fit in the model. SRMR is defined as the average of all differences between the data being tested and the model that are indirectly correlated, and it is frequently used to detect differences between the data being tested and the model. In addition to the SRMR value, the NFI value is an incremental measure of compatibility with the Chi-square value calculated from the model and compared to the benchmark, which is 0.9, while the results obtained in this study are 0.916. This indicates that the data- model fit has been met. Finally, in this study, the RMStheta was 0.117, indicating that the data in the model matched (benchmark = 0.12).

4.13. R-Square (R2)

The measurement of exogenous construct that explaining endogenous construct can be define through R square. The coefficient of determination (R Square) value is expected to be between 0 and 1. According to Sarstedt et al. (2017), when value of R square is 0.75, it indicates that research model is strong, whereas values of 0.5 and 0.25 means the model is moderate or weak.

Table 4.13 R-Square

	R Square
BP	0.918
PI	0.870
UGSMC	0.864

Source: Smart-PLS Data Analysis (2022)

According to the table above, 91.8% of Brand Passion can be explained by the variables of user-generated social media, perceived quality, and firm- created social media. The r-square value of Purchase Intention is 0.870, indicating that the brand passion variable can explain 87% of purchase intentions, with the remaining 13% indicating that there are variables outside the study that can explain the variability of purchase intention. Finally, user- generated social media has a r square of 0.864, indicating that the firm-created social media communication variable explains 86.4% of the variability in user-generated social media. When the value of R square is taken as a whole, it indicates that this research capital falls into the strong category.

Table 4.14 R-Square Adjusted

	R Square Adjusted
BP	0.917
PI	0.869

UGSMC	0.864

Source: Smart-PLS Data Analysis (2022)

The prediction of the effect can also be based on the Adjusted R Square value, which is the more adjusted and accurate R Square value, to be more accurate. This is demonstrated by the adjusted R square value, which is less than the R square value. The adjusted R square for the Brand Passion variable is 0.917, indicating that the user-generated social media, perceived quality, and firm-created social media communication variables can explain 91.7% of the Brand Passion variable. Similarly, the purchase intention variable has a value of 0.869, indicating that the brand passion variable influences 86.9% of purchase intention. Finally, user-generated social media has an adjusted r- square value of 86.4%, indicating that Firm-created social media communication influences the user-generated social variable by 86.4%.

4.14. Predictive Relevance

The goodness of the observed value can be identified through blindfolding the observer and see the value of Q2 that can be tested with Predictive relevance. If the value of $Q2 > 0$, it is said to have a good observation value, whereas if the value of $Q2 < 0$, it is said to have a poor observation value (Ghozali, 2016).

Table 4.15 Predictive Relevance

Variables	Q^2	Rule of Thumb	Category
BP	0.735	> 0	Relevance
PI	0.629		Relevance

UGSMC	0.678			Relevance

Based on the data presented above, it can be demonstrated that the endogenous variables, namely Purchase Intention, Brand Passion, and user-generated social media, meet the Q2 rule of thumb, namely: 0.629, 0.735, and 0.678. The researcher can also conclude from this predictive relevance test that this research model is in a strong category because it has a Q2 value greater than 0.35.

4.15. Hypotheses Testing

Parameter coefficients, R-square output, and t-statistics are the key factor in hypothesis testing that based on the findings of the Inner model (structural model) test. To determine whether a hypothesis can be accepted or rejected by looking at the significance value between variables, t-statistics, and p-values, among other things. SmartPLS software was used to carry out the hypothesis testing for this study. The t-statistic > 1.96 rule was utilized in this investigation, with a significance level of 0.05. (5 percent). Meanwhile, this study employed the one-tailed approach to investigate the positive influence of the independent variables on the dependent variable in this study.

Table 4.16 Hypothesis Testing Result

Hypothesis	Original Sample	T-Statistics	Sig P-Value	Hypothesis Analysis
(H1) There is a positive influence between firm-created social media communication on user-generated social media	0.930	118.043	0.000	Supported

(H2) There is a positive influence between firm-created social media communication and brand passion.	0.333	6.066	0.000	Supported
(H3) There is a positive influence between user-generated social media communication and brand passion.	0.363	6.353	0.000	Supported
(H4) There is a positive influence perceived quality on brand passion	0.288	5.524	0.000	Supported
(H5) There is a positive influence between Brand passion and Purchase intention	0.932	115.753	0.000	Supported

Source: Smart-PLS Data Analysis (2022)

4.15.1. There is a positive influence between firm-created social media communication on user-generated social media

The data analysis obtained a T-statistic value of118.043 which is over the T-value rule of thumb of 1.65, based on the findings from the table above. This shows that firm-created social media has an impact on user- generated social media. Meanwhile, the P-Value indicates that the effect of firm-created social media communication on user-generated social media is substantial, as it is 0.000, which is less than 0.05. The value of the original sample, which is used to determine the direction of the coefficient, is then 0.930, indicating a positive direction. As a result, it can be concluded that firm-created social media has a positive impact on user-generated social media.

4.15.2. There is a positive influence between firm-created social media communication and brand passion.

Based on the findings of the analysis from the table above, the data obtained a T-statistic value rule of thumb of 6.066, which is higher than the T-value of 1.65. This confirms that firm-created social media communication has an impact on brand loyalty. Meanwhile, looking at the P-Value from the table is 0.000, which is less than 0.05, this implies that firm-created social media communication has a substantial impact on brand passion. The original sample value, which is used to determine the direction of the coefficient, indicates a positive direction of 0.333. As a result, it can be concluded that firm-created social media has a positive impact on brand passion.

4.15.3. There is a positive influence between user-generated social media communication and brand passion.

The data analysis obtained a T-statistic value of 6.353, which is higher than the T-value value rule of thumb of 1.65, based on the findings of the analysis from the table above. This suggests that user- generated social media communication has an influence on brand loyalty. Meanwhile, the P-Value of 0.000, which is less than 0.05, implies that user-generated social media communication has a significant impact on brand passion. The value of the original sample, which is used to determine the direction of the coefficient, is then 0.363, indicating a positive direction. As a result, it can be argued that user-generated social media has a positive influence on brand passion.

4.15.4. There is a positive influence perceived quality on brand passion

The data analysis obtained a T-statistic value of 5.524, which is higher than the T-value value rule of thumb of 1.65, based on the findings of the analysis from the table above. This demonstrates that brand passion is influenced by perceived quality. Meanwhile, the P- Value of 0.000, which is less than 0.05, indicates that the impact of perceived quality on brand passion is considerable. The value of the original sample, which is used to determine the direction of the coefficient, is then 0.288, indicating a positive direction. As a result, it can be argued that perceived quality and brand passion have a positive relationship.

4.15.5. There is a positive influence between Brand passion and Purchase intention

The data analysis obtained a T-statistic value of 115.753, which is higher than the T-value rule of thumb of 1.65, based on the findings of the analysis from the table above. This implies that brand passion has an impact on purchase intent. Meanwhile, the P-Value of 0.000, which is less than 0.05, implies that brand passion has a significant impact on purchase intention. The value of the original sample, which is used to determine the direction of the coefficient, is then 0.932, indicating a positive direction. As a result, it can be argued that brand passion and purchase intent have a positive relationship.
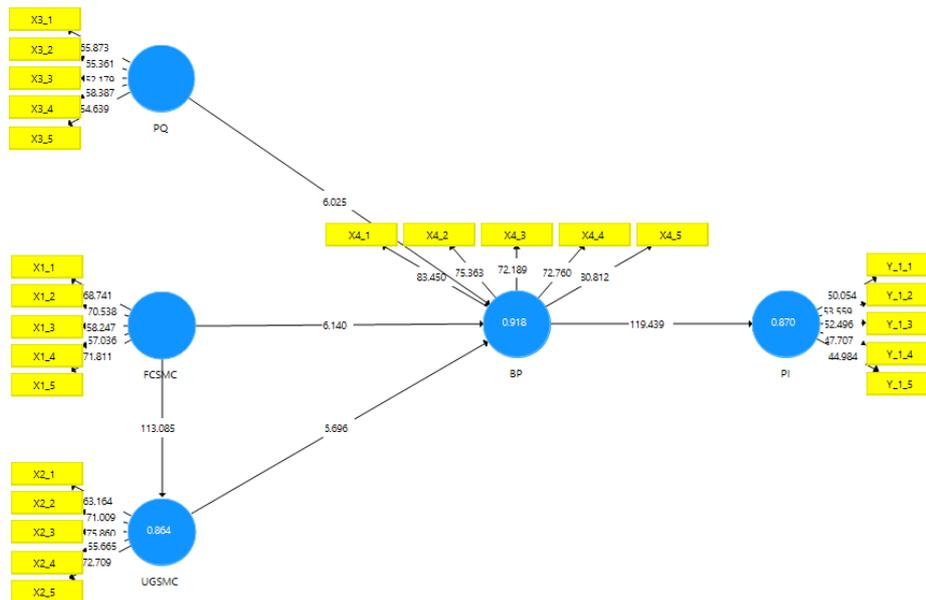
4.16. Inner Model

Figure 4.2 Inner Model

Source: Developed for this study (2022)

4.17. IPMA Analysis

Important-performance matrix analysis (IPMA) is used to improve management strategies because IPMA analysis points out the importance of each variable in the graph. Managers could use the result of IPMA analysis to improve their target using the most important areas to take action to improve their business. The result of the IPMA analysis show in table 4.17 and Figure below.
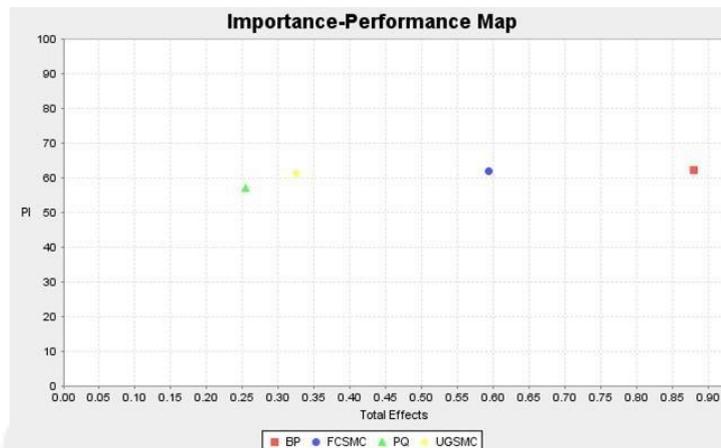
Figure 4.3 Importance and Performance Map
Source: Developed for this study (2022)

Table 4.17 Importance and Performance Matrix (IPMA) Result

Construct	Importance (Total Effect)	Performance (Index Value)
Firm-Created Social Media Communication	0.626	61.905
User-Generated Social Media Communication	0.339	61.285
Perceived Quality	0.268	57.007
Brand Passion	0.932	62.159
Purchase Intention	0	67.553

Source: Smart-PLS Data Analysis (2022)

Based on the table 4.17, the findings reveal that the most important variables are brand passion with a performance of 62.159 followed by firm-created social media communication with a performance of 61.905. User-generated social media communication and perceived quality are not as significant as brand passion and firm-created social media communication for influencing purchase intention. Hence, management should focus on brand passion and firm-created social media communication into their marketing strategies to increase the consumer's purchase intention.

4.18. Discussion

Mukherjee's earlier research is replicated in this study (2019). The research location in prior studies was in India, which was directed at smartphone users and was quite active on social media. Meanwhile, researchers concentrated their investigation on Samsung smartphone users in Jabodetabek area (Indonesia) by targeting the gen z and millennial demographic in this study.

The researcher begins chapter 4 of this study by outlining the gender, age, and residency characteristics of the respondents. In terms of gender, it was discovered that 63.4% of the total respondents, or 262, were men, while the remainder were women. Meanwhile, the researcher tries to focus the responses in the age segment on the millennial and Z generation, which is synonymous with those who are engaged on social media and are generally referred to as tech savvy. This is evidenced by the statistics, which show that respondents aged 17-30 years old account for approximately 82.8% percent of all respondents. Due to time and distance limitations, the researchers also chose to gather data on respondents in Indonesia, namely in the Jabodetabek area.

Before moving to the actual test stage, the researcher did a pre-test utilizing 100 samples to ensure that the measurement tools used in this study were valid and reliable. Following the success of the pre-test, the researcher conducted an acute test with a total of 262 respondents, based on the 250- respondent rule of thumb. The researchers conducted numerous tests during the actual test, including outer model and inner model tests.

Before moving to the actual test stage, the researcher did a pre-test utilizing 100 samples to ensure that the measurement tools used in this study were valid and reliable. After the pre-test, the actual test is conducted with a total of 262 respondents, based on the 250-respondent rule of thumb. The researchers conducted numerous tests during the actual test, including outer model and inner model tests.

Discriminant validity, Convergent validity, and reliability are all tested in outer model test. When convergent validity was tested, it is stated that all study indicators were valid when factor loading, and AVE values were above 0.7 and 0.5, respectively. The study discovered that the cross-loading value met the 0.7 rule of thumb when testing discriminant validity. Finally, Composite reliability and Cronbach's Alpha and scores for the five variables indicated a value above 0.7 means that all variables were reliable and valid to use.

After the outer model test, the researcher then moves on to the inner model testing step, which must pass multiple phases, including Common Method Bias, Goodness of Fit, R-Square, Predictive Relevance, and hypothesis testing. The VIF value shows whether there is multicollinearity between variables when entering the common method bias stage, and it has been demonstrated that each study variable has a VIF value of 5 or below means no multicollinearity in variables. Second, a Goodness of Fit test confirms that the data is consistent with the research model, as evidenced by the GoF, SRMR, NFI, and RMStheta calculations. This study model falls into the big category, according to the R-Square results. Furthermore, all the candidates passed the predictive relevance test. Furthermore,

all Q2 values are above 0 in the predictive relevance test. Finally, hypothesis testing can be used to see how each of the independent variables affects the dependent variable. For the record, the hypothesis testing undertaken by the researcher was one-tailed because the researcher only looked at one direction between the dependent and independent variable.

The researcher has five hypotheses to test in the hypothesis testing portion. The first hypothesis stated that there is a positive relationship between firm-created social media communication and user-generated social media communication, as evidenced by the T statistic value of 118,043 > T Value 1.65, which is consistent with Mukherjee (2019) earlier research as a result, the positive influence between firm-created social media communication and user-generated social media can be concluded. This is also in line with Ceballos et al. (2016) opinion in Chapter 2 that firm-created social media communication encourages the creation of user-generated social media communication because most users who judge a brand's goods and services will first see the brand's communication on social media. The existing Samsung's marketing on social media gives impact to user-generated social media communication that is done by its customer. By having this result, Samsung should make more interesting social media marketing nowadays to reach its target market such as gen z and millennials who are tech savvy person and love to explore new gadgets. By having a right social media marketing, Samsung will gain attention from user so they can review and promote about the new Samsung's device release.

The second hypothesis stated that there is a positive relationship between

firm-created social media communication and brand passion, as evidenced by t-test 6.066 > t value 1.65, which is consistent with Mukherjee (2019) past study. According to Santos, Coelho, and Rita (2021), companies' social media marketing improves consumer involvement by providing knowledge about brand goods and services, resulting in brand enthusiasm in consumers. Along with Fahem Gul Gilal et al. (2020), who stated that through creating sustainable corporate content, customers will interact with companies more frequently, increasing their favorable feelings and attachment to the brand. As a result, it can be concluded that there is a positive influence between firm-created social media communication and brand passion. Based on this study, Samsung should work on its firm-created social media communication to make sure that Samsung communicate with their potential customer and existing customer to make sure that they can communicate to improve its relationship with customer.

The third hypothesis stated that user-generated social media communication variables and brand passion have a positive relationship. The researcher investigated this and found a t statistic of 6.353 > t value of 1.65, indicating that there is a positive relationship between user-generated social media communication characteristics and brand passion. Previous research and several theories from other researchers, such as Naeem & Okafor (2020), support these findings, stating that social media communications made by consumers can contain content created with reference to a brand to provide useful information for consumers who are in the process of making a purchase decision of products and services. Based on this result, Samsung should make their environment as

interactive as possible to make sure that there are many users that review their products. By having so much review created by user, potential customer and existing customer will be more aware and knowledgeable about Samsung.

The fourth hypothesis stated that there is a positive relationship between perceived quality and brand passion, as evidenced by the statistical results, namely t statistic 5.524 > t value 1.65, which confirms that there is an influence between the two variables, with a positive coefficient indicating a positive effect. The perception of quality created by a brand, such as a brand image that is consistent with its brand identity, the use of superior raw materials compared to competitors, the use of cutting-edge technology, the reliability of the products being marketed, and marketing effectiveness, are all factors that contribute to the brand becoming a byword among consumers, according to chapter 2. Consumers will develop a relationship to the brand over time (Purwianti & Ricarto, 2018). Based on this result, Samsung should continuously improve its quality to make sure customer expectation is fulfilled or exceed the expectation of the customer.

The fifth hypothesis stated that there is a positive relationship between brand passion and purchase intention, with the t-statistic 115.753 > t value 1.65 agreeing with previous research showing a positive relationship between brand passion and buy intention. Other studies that support this hypothesis include Dubbelink, Herrando, and Constantinides (2021), who describe how brand passion acts as a motivation for customers, causing them to make purchases regardless of other factors such as price, features, or looks even in the event of a pandemic. Based on this result, Samsung should communicate and educate its

potential customer and its existing customer to make sure that they engage with Samsung. Besides, Samsung should grow its relationship with their customer, so they do not want to purchase competitor's products.

4.19. Comparison Between Previous Research and Present Research

This study was carried out by duplicating and modification of Mukherjee's earlier work (2019). In this study, the independent variables are perceived quality, user-generated social media communication, brand passion, firm-created social media communication, perceived quality, whereas the dependent variable is purchase intention. The researcher intended to determine if this independent variable, which targeted Samsung smartphone users in Jabodetabek area (Indonesia), could have a favorable impact on the dependent variable. The difference in studies undertaken by current researchers compared to earlier researchers is shown below.

Table 4.18 Comparison of Previous Research (Mukherjee, 2019) and Present Research

	Previous Study	**Present Study**
Objects	Smartphone	Samsung Smartphone
Location	India	Jabodetabek (Indonesia)
Sample	252 Respondents	262 Respondents
Respondent	Indian smartphone customer who also spend substantial amount of time on social media	Samsung Users (Smartphone) in Jabodetabek
Data Collection	Online Survey (Google Forms)	Electronic Questionnaire (Google Forms)
Software Analysis	AMOS 18	SmartPLS 3.3.7

Year of Search	2019	2022
Variables	Firm-created social media communication, user-generated social media communication, brand passion, and purchase intention.	Firm-created social media communication, user-generated social media communication, brand passion, perceived quality, and purchase intention.
Results	H1: Supported H2: Supported H3: Supported H4: Supported	H1: Supported H2: Supported H3: Supported H4: Supported H5: Supported

Source: (Mukherjee, 2019)