

GLOSSARY

Electronic Word of Mouth: Electronic word of mouth or commonly abbreviated as eWOM is a statement or opinion, both positive and negative, which is formed from the opinions and perceptions of consumers, both prospective and former consumers of a product or service that can be accessed by the wider community through internet.

Intensity: Intensity is one of the dimension in electronic word of mouth, intensity is the number or frequency of opinions written by consumers in a social network. Some indicators of intensity are frequency of accessing information from social networking sites, frequency of interaction with users of social networking sites, and the number of reviews written by users of social networking sites.

Valence: Valence is one of the dimension in electronic word of mouth, valence is opinion from customers regarding the product or brand, whether it's positive or negative.

Content: Content is one of the dimension in electronic word of mouth, content is the information in social networking sites related to products, services, or companies. Some indicators of content are Information regarding a variety and quality of products, services, and companies.

Brand Image: Brand image is the perception of a brand that is reflected by the association of a brand in the memory of a customer that contains meaning for customers such as customer trust in a particular brand.

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APPENDIX

APPENDIX 1 – Respondents Profile

No.	Domicile	Age	Gender	Occupation	Frequent used of Instagram
1	Depok	18 - 28 years old	Female	Mahasiswa	Setiap hari
2	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
3	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
4	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
5	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
6	Jakarta	< 18 years old	Male	Mahasiswa	7 - 8 kali dalam minggu
7	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
8	Bekasi	18 - 28 years old	Female	Mahasiswa	Setiap hari
9	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
10	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	Setiap hari
11	Surabaya	18 - 28 years old	Female	Mahasiswa	Setiap hari
12	Depok	> 39 year old	Male	Pensiunan	3 - 4 kali dalam minggu
13	Tangerang	29 - 39 years old	Female	Pegawai BUMN / Swasta	Setiap hari
14	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	Setiap hari
15	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
16	Depok	18 - 28 years old	Male	Mahasiswa	Setiap hari
17	Bogor	29 - 39 years old	Male	Pegawai BUMN / Swasta	1 - 2 kali dalam minggu
18	Depok	18 - 28 years old	Female	Mahasiswa	Setiap hari
19	Jakarta	18 - 28 years old	Male	Mahasiswa	1 - 2 kali dalam minggu
20	Depok	< 18 years old	Male	Mahasiswa	5 - 6 kali dalam minggu
21	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
22	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
23	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
24	Yogyakarta	29 - 39 years old	Male	TNI / POLRI	3 - 4 kali dalam minggu
25	Depok	18 - 28 years old	Male	Pegawai BUMN / Swasta	1 - 2 kali dalam minggu
26	Jakarta	18 - 28 years old	Male	Mahasiswa	7 - 8 kali dalam minggu
27	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
28	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam minggu
29	Depok	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam minggu
30	Tangerang	18 - 28 years old	Female	Mahasiswa	3 - 4 kali dalam

					seminggu
31	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
32	Bekasi	18 - 28 years old	Female	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
33	Jakarta	18 - 28 years old	Male	Mahasiswa	1 - 2 kali dalam seminggu
34	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	Setiap hari
35	Jakarta	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
36	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
37	Jakarta	18 - 28 years old	Male	Mahasiswa	1 - 2 kali dalam seminggu
38	Bogor	18 - 28 years old	Female	Mahasiswa	3 - 4 kali dalam seminggu
39	Jakarta	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
40	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	Setiap hari
41	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	Setiap hari
42	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
43	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
44	Bogor	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu
45	Depok	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
46	Tangerang	18 - 28 years old	Female	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
47	Jakarta	18 - 28 years old	Female	Mahasiswa	1 - 2 kali dalam seminggu
48	Bekasi	18 - 28 years old	Female	Pegawai BUMN / Swasta	Setiap hari
49	Jakarta	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu
50	Bekasi	18 - 28 years old	Female	Ibu rumah tangga	5 - 6 kali dalam seminggu
51	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
52	Tangerang	18 - 28 years old	Female	Wirausaha	7 - 8 kali dalam seminggu
53	Depok	29 - 39 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
54	Depok	29 - 39 years old	Female	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
55	Bogor	18 - 28 years old	Female	Ibu rumah tangga	Setiap hari
56	Tangerang	18 - 28 years old	Female	Wirausaha	Setiap hari
57	Jakarta	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu

58	Tangerang	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu
59	Bogor	29 - 39 years old	Female	ASN / PNS	3 - 4 kali dalam seminggu
60	Tangerang	18 - 28 years old	Female	Mahasiswa	Setiap hari
61	Bekasi	18 - 28 years old	Female	Ibu rumah tangga	5 - 6 kali dalam seminggu
62	Depok	18 - 28 years old	Female	Mahasiswa	Setiap hari
63	Jakarta	18 - 28 years old	Female	Wirausaha	5 - 6 kali dalam seminggu
64	Jakarta	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
65	Jakarta	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
66	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
67	Jakarta	18 - 28 years old	Female	Mahasiswa	Setiap hari
68	Bogor	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
69	Bogor	18 - 28 years old	Male	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
70	Bogor	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
71	Depok	18 - 28 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
72	Tangerang	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
73	Jakarta	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
74	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
75	Bogor	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam seminggu
76	Bogor	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu
77	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
78	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
79	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
80	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
81	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
82	Bogor	18 - 28 years old	Female	Mahasiswa	Setiap hari
83	Depok	29 - 39 years old	Female	Pegawai BUMN / Swasta	Setiap hari
84	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu

85	Tangerang	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
86	Jakarta	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam seminggu
87	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
88	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
89	Depok	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu
90	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
91	Bekasi	18 - 28 years old	Female	Mahasiswa	Setiap hari
92	Jakarta	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam seminggu
93	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
94	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
95	Bogor	18 - 28 years old	Female	Mahasiswa	Setiap hari
96	Bekasi	18 - 28 years old	Female	Mahasiswa	Setiap hari
97	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
98	Bogor	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam seminggu
99	Jakarta	18 - 28 years old	Female	Mahasiswa	3 - 4 kali dalam seminggu
100	Bekasi	18 - 28 years old	Female	Mahasiswa	Setiap hari
101	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
102	Tangerang	18 - 28 years old	Male	Mahasiswa	Setiap hari
103	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
104	Bekasi	18 - 28 years old	Female	Mahasiswa	Setiap hari
105	Jakarta	< 18 years old	Male	Pelajar	Setiap hari
106	Bogor	18 - 28 years old	Female	Mahasiswa	Setiap hari
107	Depok	29 - 39 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
108	Tangerang	18 - 28 years old	Male	Mahasiswa	7 - 8 kali dalam seminggu
109	Bekasi	29 - 39 years old	Male	TNI / POLRI	5 - 6 kali dalam seminggu
110	Jakarta	18 - 28 years old	Male	Mahasiswa	Setiap hari
111	Depok	18 - 28 years old	Male	Wirausaha	3 - 4 kali dalam seminggu
112	Tangerang	29 - 39 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
113	Bekasi	29 - 39 years old	Male	Ibu rumah tangga	1 - 2 kali dalam seminggu
114	Tangerang	18 - 28 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
115	Bekasi	18 - 28 years old	Male	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu

116	Jakarta	18 - 28 years old	Male	Mahasiswa	1 - 2 kali dalam seminggu
117	Bogor	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
118	Tangerang	18 - 28 years old	Male	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
119	Bekasi	18 - 28 years old	Male	Mahasiswa	Setiap hari
120	Bogor	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
121	Bekasi	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
122	Depok	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
123	Tangerang	18 - 28 years old	Male	Wirausaha	3 - 4 kali dalam seminggu
124	Bekasi	18 - 28 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
125	Bekasi	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
126	Jakarta	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
127	Depok	18 - 28 years old	Male	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
128	Bogor	18 - 28 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
129	Jakarta	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
130	Bogor	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
131	Depok	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
132	Bekasi	18 - 28 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
133	Tangerang	18 - 28 years old	Male	Mahasiswa	Setiap hari
134	Bekasi	18 - 28 years old	Male	Mahasiswa	1 - 2 kali dalam seminggu
135	Jakarta	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
136	Jakarta	18 - 28 years old	Male	Mahasiswa	1 - 2 kali dalam seminggu
137	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
138	Depok	18 - 28 years old	Male	Mahasiswa	5 - 6 kali dalam seminggu
139	Tangerang	18 - 28 years old	Female	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
140	Bekasi	29 - 39 years old	Male	Mahasiswa	7 - 8 kali dalam seminggu
141	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
142	Bandung	18 - 28 years old	Male	ASN / PNS	3 - 4 kali dalam seminggu

143	Jakarta	18 - 28 years old	Female	Wirausaha	3 - 4 kali dalam seminggu
144	Bogor	29 - 39 years old	Male	Pegawai BUMN / Swasta	5 - 6 kali dalam seminggu
145	Bekasi	29 - 39 years old	Male	TNI / POLRI	3 - 4 kali dalam seminggu
146	Depok	18 - 28 years old	Female	Mahasiswa	Setiap hari
147	Tangerang	18 - 28 years old	Male	Mahasiswa	3 - 4 kali dalam seminggu
148	Jakarta	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam seminggu
149	Tangerang	18 - 28 years old	Female	Wirausaha	3 - 4 kali dalam seminggu
150	Tangerang	18 - 28 years old	Female	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
151	Bekasi	18 - 28 years old	Male	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu
152	Jakarta	29 - 39 years old	Female	ASN / PNS	5 - 6 kali dalam seminggu
153	Bogor	18 - 28 years old	Female	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
154	Bandung	18 - 28 years old	Male	Mahasiswa	Setiap hari
155	Jakarta	18 - 28 years old	Female	Mahasiswa	7 - 8 kali dalam seminggu
156	Bekasi	18 - 28 years old	Female	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
157	Jakarta	18 - 28 years old	Female	Pegawai BUMN / Swasta	1 - 2 kali dalam seminggu
158	Bogor	18 - 28 years old	Male	Pegawai BUMN / Swasta	3 - 4 kali dalam seminggu
159	Depok	18 - 28 years old	Female	Mahasiswa	5 - 6 kali dalam seminggu
160	Tangerang	18 - 28 years old	Male	Pegawai BUMN / Swasta	7 - 8 kali dalam seminggu

APPENDIX 2 – Questionnaire Structure

Variable	Dimension	Statements (English)	Statements (Indonesia)	Scale	
Introduction, acquiring sample profile		I1	Are you a follower of Narasi TV's Instagram?	Apakah anda merupakan followers dari Instagram Narasi TV?	Multiple choice
		I2	Domicile?	Domisili?	
		I3	How old are you?	Berapa usia anda?	
		I4	Gender?	Jenis kelamin?	
		I5	What is your current job?	Apa pekerjaan anda saat ini?	
		I5	How often do you access Instagram?	Seberapa sering anda mengakses Instagram?	
Electronic word of mouth (X)	Intensity	A1	I frequently access information on the Narasi.tv Instagram account	Saya sering mengakses informasi di akun Instagram Narasi.tv	Likert Scale
		A2	I often spend a long time browsing Instagram	Saya sering menghabiskan waktu cukup lama saat sedang	

			Narasi.tv	mengakses Instagram Narasi.tv		6 (Selalu)
		A3	I often interact with fellow Instagram users when accessing Narasi.tv's Instagram account	Saya sering berinteraksi dengan sesama pengguna Instagram dalam mengakses akun Instagram Narasi.tv		
		A4	I often consume information from fellow Narasi.tv Instagram followers	Saya sering mengonsumsi informasi dari sesama followers Instagram Narasi.tv		
		A5	I often talk about Instagram Narasi.tv with relatives/other people	Saya sering membicarakan Instagram Narasi.tv dengan kerabat/orang lain		
		A6	I often share information from Instagram Narasi.tv	Saya sering membagikan informasi dari Instagram Narasi.tv		

		A7	I often compare the information I get from Narasi.tv with other media on Instagram	Saya sering membandingkan informasi yang saya dapat dari Narasi.tv dengan media lain di Instagram		
Valence (positive)		B1	I recommend Instagram Narasi.tv to relatives/others	Saya merekomendasikan Instagram Narasi.tv kepada kerabat/orang lain	Likert Scale	1 (Strongly disagree) - 6 (Strongly agree) 1 (Sangat tidak setuju) - 6 (Sangat setuju)
		B2	I talk a lot about the advantages of Instagram Narasi.tv to relatives/other people	Saya banyak membicarakan keunggulan Instagram Narasi.tv kepada kerabat/orang lain		
		B3	I praise Instagram Narasi.tv a lot to relatives/other people	Saya banyak memuji Instagram Narasi.tv kepada kerabat/orang lain		
		B4	I am happy to share Instagram Narasi.tv with	Saya dengan senang hati membicarakan Instagram		

			relatives/other people	Narasi.tv kepada kerabat/orang lain		
		B5	I read a lot of positive responses from fellow Narasi.tv Instagram followers	Saya banyak membaca respon positif dari sesama followers Instagram Narasi.tv		
		B6	I have given many positive responses to my fellow Narasi.tv Instagram followers	Saya banyak memberikan respon positif terhadap sesama followers Instagram Narasi.tv		
	Valence (negative)	C1	I talk a lot about the drawbacks of Instagram Narasi.tv to relatives/other people	Saya banyak membicarakan kekurangan Instagram Narasi.tv kepada kerabat/orang lain	Likert Scale	1 (Strongly agree) - 6 (Strongly disagree)
		C2	I don't like to talk about Instagram Narasi.tv to relatives/other people	Saya tidak senang membicarakan Instagram Narasi.tv kepada kerabat/orang lain		1 (Sangat setuju) - 6 (Sangat

		C3	I read a lot of negative responses from fellow Narasi.tv Instagram followers	Saya banyak membaca respon negatif dari sesama followers Instagram Narasi.tv		tidak setuju)
		C4	I have given a lot of negative responses to my fellow Narasi.tv Instagram followers	Saya banyak memberikan respon negatif terhadap sesama followers Instagram Narasi.tv		
	Content	D1	I find the information on Instagram Narasi.tv easy to understand	Saya merasa informasi di Instagram Narasi.tv mudah dipahami	Likert Scale	1 (Strongly disagree) - 6 (Strongly agree)
		D2	I feel that the information available on Instagram Narasi.tv varies	Saya merasa informasi yang ada di Instagram Narasi.tv bervariasi		1 (Sangat tidak setuju)
		D3	I feel that the information on Instagram Narasi.tv is of	Saya merasa informasi yang ada di Instagram Narasi.tv		- 6 (Sangat setuju)

			high quality	berkualitas		
Brand image (Y)	Mystery	E1	Narasi.tv has the appeal of being an independent media	Narasi.tv memiliki daya tarik sebagai media yang independen	Likert Scale	1 (Strongly disagree) - 6 (Strongly agree) 1 (Sangat tidak setuju) - 6 (Sangat setuju)
		E2	I believe in the information provided by Instagram Narasi.tv compared to other media	Saya yakin terhadap informasi yang diberikan oleh Instagram Narasi.tv dibanding media lain		
		E3	Instagram Narasi.tv was able to provide the information I needed	Instagram Narasi.tv mampu memberikan informasi yang saya butuhkan		
		E4	Instagram Narasi.tv symbolizes the personality of its followers	Instagram Narasi.tv melambangkan kepribadian followersnya		
		E5	Instagram Narasi.tv is able to reflect the social status of its	Instagram Narasi.tv mampu mencerminkan status sosial followersnya		

			followers			
		E6	Instagram Narasi.tv is unique compared to other media	Instagram Narasi.tv memiliki keunikan dibanding media lain		
	Sensuality	F1	I'm interested in the logo from Instagram Narasi.tv	Saya tertarik dengan logo dari Instagram Narasi.tv	Likert Scale	1 (Strongly disagree) - 6 (Strongly agree)
		F2	I'm interested in the colors used on Instagram Narasi.tv	Saya tertarik dengan warna-warna yang digunakan di Instagram Narasi.tv		
		F3	I'm interested in the typography on Instagram Narasi.tv	Saya tertarik dengan tipografi yang ada di Instagram Narasi.tv		
		F4	I'm interested in the design feeds from Instagram Narasi.tv	Saya tertarik dengan design feeds dari Instagram Narasi.tv		
		F5	Narasi.tv's	Design feeds		

			Instagram feed design has attractive visuals	Instagram Narasi.tv memiliki visual yang menarik		
		F6	Narasi.tv's Instagram feed design has aligned visuals	Design feeds Instagram Narasi.tv memiliki visual yang selaras		
	Intimacy	G1	Instagram Narasi.tv understands the needs of its followers	Instagram Narasi.tv mengerti kebutuhan followersnya	Likert Scale	1 (Strongly disagree) - 6 (Strongly agree) 1 (Sangat tidak setuju) - 6 (Sangat setuju)
		G2	Instagram Narasi.tv builds a good long term relationship with its followers	Instagram Narasi.tv membangun hubungan jangka panjang yang baik dengan followersnya		
		G3	Instagram Narasi.tv is open to criticism and suggestions	Instagram Narasi.tv terbuka terhadap kritik dan saran		
		G4	I enjoy reading information from Instagram	Saya senang membaca informasi dari Instagram		

			Narasi.tv	Narasi.tv		
		G5	I believe the information on Instagram Narasi.tv	Saya percaya terhadap informasi yang ada di Instagram Narasi.tv		
		G6	I feel proud to be a Narasi.tv Instagram follower	Saya merasa bangga menjadi followers Instagram Narasi.tv		

APPENDIX 3 – Validity Test

1. Electronic Word of Mouth (Post Test)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	1004.510
	df	190
	Sig.	.000

2. Brand Image (Post Test)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	828.027
	df	153
	Sig.	.000

APPENDIX 4 – Reliability Test

1. Electronic Word of Mouth (Post Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.864	20

2. Brand Image (Post Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.879	18



APPENDIX 5 – Normality Test

1. Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		160	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	6.45724904	
Most Extreme Differences	Absolute	.088	
	Positive	.061	
	Negative	-.088	
Test Statistic		.088	
Asymp. Sig. (2-tailed)		.004 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.160 ^d	
	99% Confidence Interval	Lower Bound	.151
		Upper Bound	.170

a. Test distribution is Normal.

b. Calculated from data.

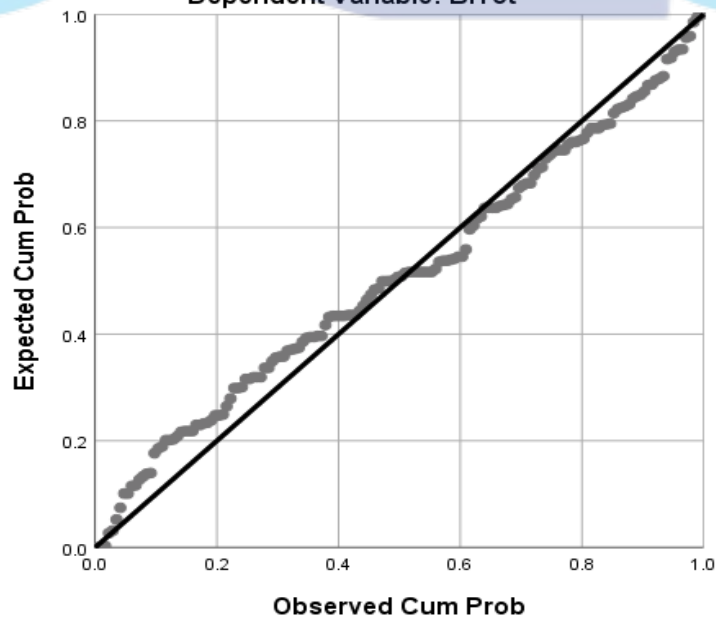
c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 754262874.

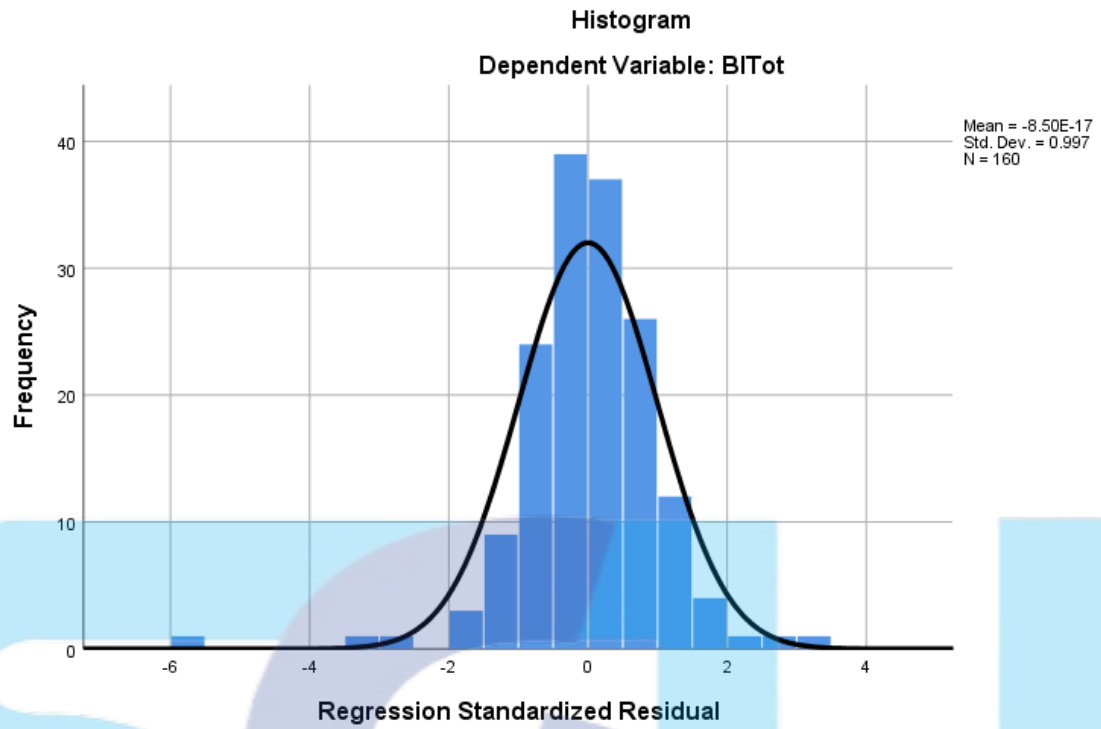
2. P-Plot

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: BITot



3. Histogram Chart



APPENDIX 6 – Simple Linear Regression

1. F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5724.226	1	5724.226	136.421	.000 ^b
	Residual	6629.674	158	41.960		
	Total	12353.900	159			

a. Dependent Variable: BITot

b. Predictors: (Constant), EWOMTot

2. Coefficient Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.463	.460	6.478

a. Predictors: (Constant), EWOMTot

b. Dependent Variable: BITot

APPENDIX 7 – Multiple Linear Regression

1. T Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	13.409	6.482		2.069	.040
	Intensity	.488	.121	.286	4.022	.000
	Valence	.628	.166	.306	3.776	.000
	Content	1.786	.394	.302	4.538	.000

a. Dependent Variable: BITot



CURRICULUM VITAE

Rafly Muhammad Affan

Communication Student

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Jakarta Timur, Jakarta

SUMMARY

Passionate 8th semester student in the Communication and Creative Field especially in photography, design, and video editing. Has experience in several internships and committees during several events. Aiming to learn more and use my knowledge to benefit your program through volunteering.

EXPERIENCE

04/2022 - Present

Strategic Partnership Intern

PT. Narasi Citra Sahwahita

Starting from 6th semester, I did an internship program in Strategic Partnership Division and assist them in their daily activities and projects regarding partnerships with external parties.

- Assisted in daily and weekly internal meeting and meeting with partners
- Researched and contacting potential partners
- Arranged a meeting and coordinate with new partners
- Participated in some events held by Narasi such as Merayakan Indonesia Percaya, Playfest 2022, and Pasar Malam

10/2020 - 12/2020

Data Entry Internship

PT. Metropolitan Kentjana TBK

During 3rd semester, I did an internship program as a Data Entry Staff in the Human Resources Division to assist them organizing employee personal data files, and also assisting in organizing company receipts.

- Managed to input and organize the required data in a timely manner
- Successfully sorting the required documents effectively

EDUCATION

Swiss German University

Global Strategic Communication

Bachelor's Degree

2019

MAN 14 Jakarta

Soshum (IPS)

SKILLS

Adobe Photoshop	Advanced	Time Management	Advanced
Adobe Premiere Pro	Advanced	Communication Skill	Advanced
Photography	Advanced	Organizational Skill	Advanced