

THE INFLUENCE OF LEVEL OF DISCLOSURE ON BRAND EVALUATION AND BRAND RECALL WITH PSYCHOLOGICAL TRAIT REACTANCE AND PROGRAM INVOLVEMENT AS MODERATOR VARIABLES AND PROGRAM LIKING AS INTERVENING VARIABLES (STUDY ON SUBWAY PLACEMENT PRODUCTS IN THE KOREA DRAMA DESCENDANTS OF THE SUN IN BANDUNG CITY)

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Abstract. This research is motivated by product placement, which serves as an alternative to traditional advertising usually broadcasted on mass media and frequently used in Korean dramas. Given the popularity of Korean dramas among international audiences, global brands have sought to participate in such product placement activities. However, there are instances where viewers complain about excessive and unreasonable product placements that disrupt their engagement due to their frequent appearances. The purpose of this study is to examine the impact of level of disclosure (LoD) on brand recall (BR) and brand evaluation (BE), while considering the moderating effects of psychological trait reactance (PTA) and program involvement (PI), with program liking (PL) acting as a mediating variable. The study focuses on subway product placement in the Korean drama "Descendants of the Sun" (DoTS). The research utilized a sample of 400 respondents who had watched the DoTS drama and had observed the subway product placement within the show. The results indicate that LoD indeed affects BR and PL. Moreover, PL significantly and positively mediates the relationship between LoD and BE. Based on the findings, this study recommends product owners aiming to advertise their products through dramas to select shows featuring well-known characters and enjoying high ratings. This strategy will likely attract more audience attention to their products.

Keywords: program liking; program involvement; psychological trait reactance; disclosure; brand recall; brand evaluation.

I. INTRODUCTION

Promoting and communicating the value of a company's products or services, as well as what a brand intends to offer, necessitates integrated marketing communication efforts. Additionally, predicting a movie's success based on its financial performance before its release date holds significance in minimizing uncertainties for decision-makers such as producers, distributors, and exhibitors [1]. There are various integrated marketing communication strategies that a company can undertake. One commonly employed approach in Korean dramas is product placement, which companies use as an alternative to connect with consumers and enhance their brand value, particularly when traditional advertising faces consumer resistance [2]. This strategy aims to establish their brand's prominence in the global market [3].

Product placement serves as an alternative to traditional advertising typically broadcasted through mass media. It is a technique frequently utilized in Korean dramas, which have garnered significant popularity. Subway's prominent presence in Korean dramas opens up avenues for other brands to adopt this strategy and promote their products on an international scale. However, other companies must ascertain the efficacy of this strategy for brand recall, ensuring

that advertisements within a drama linger in consumers' memories. The resulting benefits incentivize marketers to pay meticulous attention to the marketing strategies they employ [4]. For this reason, conducting this research becomes imperative. Its findings can be considered and referred to by other companies seeking to market their products globally, especially those interested in product placement within Korean dramas. Furthermore, this research has the potential to broaden the perception of the Indonesian populace, particularly individuals within the Indonesian entertainment industry and other companies, regarding product placement. This can be achieved by analyzing how Subway's product placement in the Korean drama "Descendants of The Sun" influences brand recall and brand evaluation.

Product placement, also referred to as brand placement, offers an alternative approach to marketing products or services compared to traditional advertising [2]. It can be defined as a paid promotional message strategically incorporated into movies (entertainment events) with the intent of subtly influencing audiences through the inclusion of a branded product [5]. Product placement in films is regarded as an effective global marketing strategy due to its extensive audience reach [6]. However, this form of marketing communication is not as straightforward as other methods.

This complexity arises because the effectiveness of product placement can be influenced by various factors, including the level of disclosure [7].

According to [8] define brand awareness as the consumer's ability to recognize or remember a brand with sufficient detail to facilitate a purchase. Additionally, they emphasize that recognizing a brand is relatively easier to achieve compared to recalling it [8]. As a result, even though some experts contend that brand recall may not comprehensively gauge the effectiveness of product placement and may not warrant the resources allocated to this form of marketing communication, many still regards brand recall as the most practical method to assess the impact of product placement [7].

Brand evaluation constitutes a significant phase within the consumer purchasing decision process. When considering alternatives, most consumers base their judgments on awareness and rational thinking [8]. During this stage, consumer beliefs and attitudes play a pivotal role in shaping and influencing their purchasing behavior. Beliefs encompass a person's descriptive thoughts about something they hold, whereas attitudes encompass evaluations, emotional sentiments, and enduring inclinations, positive or otherwise, that persist over time toward an object or idea [8]. This consumer attitude is what determines an individual's affinity or aversion to a particular alternative [8].

The effectiveness of advertising is largely determined by the extent to which the message content is successfully conveyed and processed. However, decisions concerning ad placement still need to be made, primarily driven by the first factor, which is the size and composition of the audience. Nevertheless, ad placement results in more than just audience selection; it also involves selecting the advertising context [9].

Psychological traits are relatively stable, consistent, and enduring internal characteristics inferred from patterns of behavior, attitudes, feelings, and habits in individuals [10]. The study of personality traits can be valuable for summarizing, predicting, and explaining individual behavior. There are various theories of personality traits, including trait theories. However, as these theories do not explain the immediate causes of behavior or provide developmental explanations, they must be complemented with dynamic and process-oriented concepts, such as motives, schemas, plans, and life stories [10].

A television program refers to anything broadcast by a television station to meet the needs of its audience. In this way, a television program can be seen as a product consumed by society. The degree to which an individual enjoys or values a particular television program or content is referred to as program liking [11]. According to [12] as cited in Morrison, determining the nature of a program means assessing or selecting its appeal. The concept of appeal pertains to how effectively a program can captivate its audience. Therefore, each event or program must incorporate engaging elements to ensure that the audience remains engaged while watching the content presented on television.

The level of disclosure informs audiences about product placement, reducing the likelihood of them being surprised when encountering a branded product within a program [13]. Furthermore, providing advance notice to the audience enhances the seamless integration of the placement, potentially fostering a more positive reception of the program in comparison to those who are uninformed. However, incomplete levels of disclosure fail to reveal the source and purpose of the placement, which could divert viewers' attention from the program content and make them consciously notice the branded product. Considering that individuals seek cognitive closure—definite answers to questions—to avoid ambiguity, audiences exposed to partial disclosure might not respond as favorably to the program as those who receive full disclosure [13].

This research adopts the framework from [7] article as a point of reference. The framework employed in this study not only examines the impact of disclosing a product placement on brand recall, but also investigates the influence of disclosure on brand evaluation by incorporating various other variables that can influence it. Within this framework, program liking or the audience's affinity for a program serves as a mediator for the influence of the level of disclosure on the evaluation of the placed brand. Additionally, psychological trait reactance and program involvement function as moderators for the impact of the level of disclosure on program liking [7].

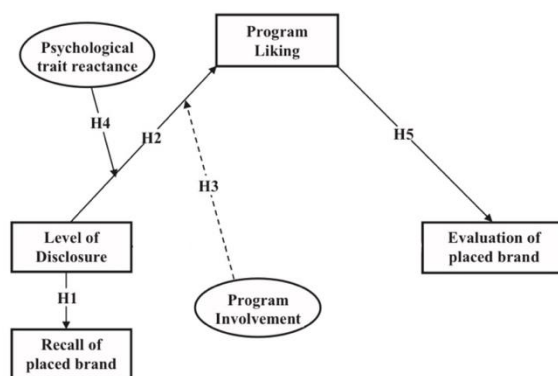


Figure 1. Framework

Resource : Chan, (2020)

Based on the framework outlined above, the hypotheses proposed in this study are as follows:

- H₁: Does the level of disclosure have a significant positive effect on brand recall for the Subway brand in Bandung City?
- H₂: Does the level of disclosure have a significant positive effect on program liking for the Subway brand in Bandung City?
- H₃: Does program involvement positively and significantly moderate the effect of the level of disclosure on program liking for the Subway brand in Bandung City?

H₄: Does psychological trait reactance significantly and positively moderate the effect of the level of disclosure on program liking for the Subway brand in Bandung City?

H₅: Does program liking positively and significantly mediate the effect of level of disclosure on brand evaluation for the Subway brand in Bandung City?

II. RESEARCH METHODOLOGY

The research employing quantitative methods encompasses experimental and survey research approaches, employing a survey strategy through the distribution of online questionnaires. This data collection technique involves presenting a series of statements or written questions to respondents for their responses. For this study, researchers employed non-probability sampling, specifically distributing the questionnaire to 400 respondents who had watched the drama "DoTS" and had observed the subway product placement within the movie. The questionnaire comprises a set of questions related to the level of disclosure, program liking, program involvement, psychological trait reactance, brand recall, and brand evaluation. The study's time horizon is cross-sectional, commencing from November 2022 until completion. The authors employed SmartPLS 3 software for processing the collected data.

III. RESULT AND DISCUSSION

A. Evaluation of Measurement Model

Table 1. Measurement Model

Variabel	Indikator	Outer Loading	AVE	CR	CA	Keterangan
Program Involvement	PI 1	0.859	0.761	0.942	0.926	Valid & Reliabel
	PI 2	0.861				
	PI 3	0.876				
	PI 4	0.896				
	PI 5	0.870				
	PI 6	0.871				
Psychological Trait Reactance	PTR 1	0.886	0.799	0.943	0.919	Valid & Reliabel
	PTR 2	0.892				
	PTR 3	0.884				
	PTR 4	0.895				
	PTR 5	0.913				
Program Liking	PL 1	0.743	0.749	0.938	0.902	Valid & Reliabel
	PL 2	0.776				
	PL 3	0.761				
	PL 4	0.755				
	PL 5	0.838				
	PL 6	0.823				
Level of Disclosure	LoD 1	0.909	0.836	0.950	0.937	Valid & Reliabel
	LoD 2	0.905				
	LoD 3	0.928				
Brand Recall	BR 1	0.899	0.805	0.905	0.847	Valid & Reliabel
	BR 2	0.892				
	BR 3	0.894				
	BR 4	0.903				
Brand Evaluation	BE 1	0.851	0.730	0.952	0.937	Valid & Reliabel
	BE 2	0.878				
	BE 3	0.890				
	BE 4	0.888				
	BE 5	0.793				
	BE 6	0.823				

Source: Processed data (2023)

Furthermore, in testing discriminant validity, it is necessary to pay attention to the cross-loading value of each variable > 0,7 and a different way can be done by

comparing the square root value of the average variance extracted (AVE) of each construct with the correlation between correlations between other constructs contained in the model [14].

Table 2. Discriminant Validity Test

	BE	BR	LoD	PI	PL	PTR
BE1	0.851	0.591	0.591	0.596	0.609	0.646
BE2	0.878	0.631	0.619	0.619	0.663	0.693
BE3	0.890	0.609	0.618	0.626	0.634	0.682
BE4	0.888	0.645	0.623	0.636	0.650	0.690
BE5	0.793	0.747	0.737	0.780	0.764	0.770
BE6	0.823	0.759	0.736	0.772	0.769	0.785
BF1	0.711	0.899	0.761	0.779	0.783	0.727
BF2	0.712	0.892	0.728	0.758	0.761	0.703
BF3	0.700	0.894	0.757	0.777	0.773	0.732
BF4	0.702	0.903	0.744	0.774	0.776	0.700
LoD1	0.704	0.776	0.909	0.896	0.749	0.758
LoD2	0.712	0.763	0.905	0.870	0.782	0.761
LoD3	0.707	0.746	0.928	0.871	0.790	0.757
PI1	0.656	0.720	0.746	0.889	0.736	0.665
PI2	0.702	0.736	0.766	0.861	0.737	0.735
PI3	0.687	0.765	0.769	0.876	0.736	0.720
PI4	0.704	0.776	0.910	0.896	0.750	0.757
PI5	0.712	0.764	0.904	0.870	0.781	0.762
PI6	0.707	0.746	0.928	0.871	0.790	0.757
PL1	0.613	0.686	0.704	0.682	0.743	0.604
PL2	0.559	0.655	0.594	0.641	0.776	0.584
PL3	0.549	0.616	0.559	0.616	0.761	0.575
PL4	0.575	0.660	0.657	0.666	0.755	0.562
PL5	0.733	0.717	0.726	0.742	0.838	0.804
PL6	0.728	0.710	0.718	0.712	0.823	0.796
PTR1	0.743	0.667	0.706	0.709	0.732	0.886
PTR2	0.749	0.708	0.738	0.741	0.765	0.892
PTR3	0.730	0.743	0.768	0.790	0.763	0.884
PTR4	0.770	0.716	0.758	0.764	0.760	0.895
PTR5	0.767	0.731	0.739	0.753	0.763	0.913

Source: Processed data (2023)

Table 2 indicates that all constructs and their corresponding statement items have passed the discriminant validity test. Specifically, each variable exhibits a cross-loading value greater than 0.7. Alternatively, this can also be achieved by comparing the AVE value of each construct with the correlations among other constructs within the model, a method commonly known as the Fornell-Larcker test [14]. The Fornell-Larcker Test Table for this study is presented below.

Table 3. Fornell - Larcker Test

	Brand Evaluation	Brand Recall	Level of Disclosure	Program Involvement	Program Liking	Psychological Trait Reactance
Brand Evaluation	0.855					
Brand Recall	0.787	0.897				
Level of Disclosure	0.774	0.833	0.914			
Program Involvement	0.797	0.861	0.962	0.873		
Program Liking	0.807	0.862	0.847	0.866	0.784	
Psychological Trait Reactance	0.841	0.798	0.830	0.841	0.846	0.894

Source: Processed data (2023)

Table 3 indicates that the values of all constructs and statement items within each construct have successfully passed the discriminant validity test. This test can be conducted by comparing the AVE value of each construct with the correlation between other constructs present in the model. Therefore, based on the outcomes of the discriminant validity test, it can be concluded that the statement items in this study are considered valid.

B. Model Fit Test

Following the execution of validity and reliability tests, researchers proceeded to conduct a goodness-of-fit test to depict the covariance matrix among the indicators employed in this study [15]. In the Smart PLS software, the assessment of whether the goodness of fit criteria are met is accomplished by examining the resultant SRMR values. The SRMR denotes the relationship between the observed and modeled correlation values. Additionally, an SRMR value below 0.08 can be deemed as indicative of a good fit [16]. The subsequent Table 4 presents the results of the SRMR analysis.

Table 4. Discriminant Validity Test

Model Fit	Saturated Model
SRMR	0,070

Source: Processed data (2023)

Derived from the goodness-of-fit test outcomes presented in Table 4, it is apparent that the model conforms to the fitting criteria, given that the test value is below 0.08.

C. Structural Model Test

Hypotheses consist of a series of specific predictive statements. Moreover, a hypothesis elucidates in clearer terms what is anticipated to be observed in a study [17]. Hypothesis testing within this study was conducted by assessing the t-value, R-squared, and the p-value, utilizing the bootstrapping method with a one-tailed significance value, employing a t-value threshold of 1.65 (at the 5% significance level).

Table 5. Hypothesis Test

Hipotesis	Path	Path Coefficient	T-Statistics	P-Values	Result
H1	Level of Disclosure -> Brand Recall	0.806	25.053	0.000	Accepted
H2	Level of Disclosure -> Program Liking	0.195	3.416	0.001	Accepted
H3	Level of Disclosure -> Program Involvement -> Program Liking	-0.051	0.538	0.591	Rejected
H4	Level of Disclosure -> Psychological Trait Reactance -> Program Liking	0.016	0.169	0.866	Rejected
H5	Level of Disclosure -> Program Liking -> Brand Evaluation	0.150	3.291	0.001	Accepted

Source: Processed data (2023)

Table 5 reveals that hypotheses one, two, and five in this study have been proven to have an effect. This can be discerned from the t-value > 1.65 and the p-value being less than 0.005. The results of the hypothesis tests elucidate that

the level of disclosure significantly affects brand recall and liking programs. Moreover, the mediating effect of liking programs is substantiated as it significantly influences the relationship between the level of disclosure and brand evaluation. Additionally, in the process of determining the value of the structural model using SmartPLS, the r-square value illustrates how the independent variables impact the dependent variable.

Table 6. Discriminant Validity Test

Variabel	R-Square	R-Square Adjusted
Brand Evaluation	0.652	0.651
Brand Recall	0.695	0.694
Program Liking	0.807	0.804

Source: Processed data (2023)

Table 6 illustrates the R-squared values in this study: the brand evaluation variable has an R-squared value of 0.652 (65.2%), the brand recall variable has an R-squared value of 0.695 (69.5%), and the liking program variable has an R-squared value of 0.807 (80.7%)

D. Hypothesis Discussion

1. (Positive and Significant Effect of Level of Disclosure on Brand Recall) Based on the results obtained through the analysis of hypothesis 1 testing, it can be concluded that the level of disclosure has a significant and positive effect on brand recall for the Subway brand in Bandung City. This is evident from the t-statistics value, which obtains a score of 25.053 > 1.65, a p-value of 0.000 < 0.05, and a path coefficient value of 0.806. This implies that the level of disclosure positively impacts brand recall, and any change in the level of the disclosure variable will result in a positive change in brand recall of 0.806 or 80.6%. The findings of this study align with research conducted by Chan (2020) [7], which supports the notion that the Level of Disclosure positively influences Brand Recall. Therefore, Subway could consider featuring their advertisements in dramas with popular casts to enhance audience remembrance of the featured brands in the drama.

2. (Positive and Significant Effect of Level of Disclosure on Program Liking) Based on the results obtained through the analysis of hypothesis 2 testing, it can be concluded that the level of disclosure has a significant and positive effect on the liking program for the Subway brand in Bandung City. This is evident from the t-statistics value, which scores 3.416 > 1.65, a p-value of 0.001 < 0.05, and a path coefficient value of 0.195. This implies that the level of disclosure positively influences program liking, and any change in the level of the disclosure variable will result in a positive change in the liking program of 0.195 or 19.5%. The findings of this study align with research conducted by Chan (2020) [7], which supports the notion that the Level of Disclosure has a positive influence on program liking. Therefore, Subway could consider placing their advertisements in dramas with popular and skilled actors so that audiences can develop a liking for the brand featured in

the drama due to its association with well-known and skilled cast members.

3. (Moderating Effect of Program Involvement on the Relationship between Level of Disclosure and Brand Evaluation) Based on the results obtained through the analysis of hypothesis 3 testing, it can be concluded that program involvement does not have a significant negative effect in moderating the relationship between the level of disclosure and brand evaluation for the Subway brand in Bandung City. This is evident from the t-statistics value, which scores $0.538 < 1.65$, and p-values of $0.591 > 0.05$. Therefore, it can be said that hypothesis 3 is rejected with a path coefficient of -0.051 . Furthermore, this hypothesis aligns with the research conducted by Chan (2020) [7], which states that Program Involvement does not exert a negative moderating effect on the significant relationship between the Level of Disclosure and Program Liking.

4. (Moderating Effect of Psychological Trait Reactance on the Relationship between Level of Disclosure and Brand Recall) Based on the results obtained through the analysis of hypothesis 4 testing, it can be concluded that psychological trait reactance does not have a significant positive effect in moderating the relationship between the level of disclosure and brand recall for the Subway brand in Bandung City. This is evident from the t-statistics value, which scores $0.169 < 1.65$, and p-values of $0.866 > 0.05$. Therefore, it can be said that hypothesis 4 is rejected with a path coefficient of 0.016 . The findings in this study, which indicate that hypothesis 4 does not exhibit a significant positive effect, also suggest that audiences who see a product in a program tend to like the product more, regardless of any unpleasant motivations that may arise or any infringement on their free behavior. Furthermore, this outcome might be attributed to the fact that psychological trait reactance does not encompass all influences on the level of disclosure; it is likely that multiple factors interact to shape individual decisions about what information to disclose [18].

5. (Mediating Effect of Program Liking on the Relationship between Level of Disclosure and Brand Evaluation) Based on the results obtained through the analysis of hypothesis 5 testing, it can be concluded that program liking has a significant positive effect in mediating the relationship between the level of disclosure and brand evaluation for the Subway brand in Bandung City. This is evident from the t-statistics value, which scores $3.291 > 1.65$, and p-values of $0.001 < 0.05$. Therefore, it can be stated that hypothesis 5 is accepted with a path coefficient of 0.150 . This demonstrates a significant indirect relationship between Level of Disclosure \rightarrow Program Liking \rightarrow Brand Evaluation. Furthermore, the results of this study are consistent with the research conducted by [7], which suggests that Program Liking mediates the relationship between Level of Disclosure and Brand Evaluation. As a result, Subway can consider integrating their advertisements into highly rated dramas to capture the attention of a larger audience towards their products.

IV. CONCLUSIONS

Based on the results of the research that have been conducted, it can be concluded that the level of disclosure significantly influences brand recall and program liking. Moreover, program liking significantly moderates the relationship between the level of disclosure and brand evaluation. However, psychological trait reactance and program involvement are not able to moderate the relationship between the level of disclosure and program liking.

Based on the existing test results, this study suggests that the brand evaluation variable is explained by 65.2%, while 34.8% is attributed to variables not covered in the study. In future research, scholars could incorporate additional variables, such as prominent placement factors, to further examine brand evaluation. Similarly, the brand recall variable is explained by 69.5%, leaving 30.5% unaccounted for by the study's variables. Future researchers might explore additional variables like co-viewing factors to comprehensively analyze brand recall. Furthermore, the program liking variable is explained by 80.7%, with 19.3% of the explanation originating from variables external to the study. Subsequent studies could introduce other variables to investigate program liking, such as disclosure timing. Considering the aforementioned conclusions, Subway may consider integrating their advertisements into dramas with high ratings and featuring popular casts. This strategy could enhance audience brand recall, aided by the presence of well-known and respected cast members.

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