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Analysis Of The Effect Of Social Media Marketing, Social Influence, Facilitating Conditions, Performance Expectancy, And Effort Expectancy Affect Brand Awareness Through Brand Loyalty As An Intervening Variable For Scarlett Whitening Consumers In Kupang City

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ABSTRACT
In today's modern era, the development of the beauty product business is multiplying. People, especially women, are increasingly aware of the importance of cosmetics as a daily necessity, and the demand for someone to look attractive in front of the public is one of the reasons the cosmetics industry is growing well in Indonesia. For women, appearance and beauty are essential because they are supported by popularity, social status, life, and career choices influenced by one's physical attractiveness. Beauty and body care products can meet women's needs for beauty, which is also a means for consumers to explain social self-identity in the eyes of society (Ferrinadewi, 2016). Google collected the data from this study from electronic questionnaires from 105 respondents who had purchased skincare at Scarlett Whitening in Kupang City. This study using SPSS was used to assess the relationship between variables. This study shows that Social Media Marketing, Social Influence and Facilitating Conditions, Performance Expectancy, and Effort Expectancy significantly affect Brand Awareness and Loyalty. This shows that retail businesses, especially sales, should consider these variables to increase sales.

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INTRODUCTION

In today's context, the business sector focusing on beauty products is progressing rapidly. A growing awareness is observed among members of the public, especially among women, of the importance of using cosmetics as part of their daily needs. Nowadays, there is a significant increase in the development of the skincare industry in Indonesia. According to analysis presented in "*The Future of Skincare*" report by Euromonitor International, Indonesia is projected to be one of the second most significant contributors to global growth in the skincare sector. Although the development of the skincare industry in new markets has yet to reach

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double-digit figures, the sector can dominate the global beauty market, which is projected to reach a value of US$ 130 billion by 2019.

Scarlett Whitening is a domestic product that provides various benefits to users. With its glutathione content, it plays a significant role in improving the radiance and health of the skin. Previously, *Scarlett Whitening* only provided body care items, including body lotions and scrubs. However, they have expanded their product range by adding facial and hair care products such as facial cleansers, serums, day creams, night creams, shampoos, and conditioners. The company carefully considers the needs of consumers and produces products that cover body, hair, and facial care.

The focus of this research is to gain a deeper understanding of whether *Scarlett Whitening Social Media Marketing, social influence and facilitating conditions, performance expectancy,* and *effort expectancy* affect *brand awareness* through *brand loyalty* as an intervening variable in *Scarlett Whitening* consumers.

Literature Review And Hypothesis

Social Media Marketing

Social Media Marketing is a marketing and customer relationship management practice that utilizes social media platforms. (Buttle & Maklan, 2019). It can be explained as using social media communication channels to advance the company and its products (Barefoot, 2010). This marketing category can be viewed as an element of digital marketing efforts that support internet-based promotional strategies (Jawaid & Rajadurai, 2021). Social Media Marketing has a better and more effective target market by introducing analytic applications on social media networking sites, which can reach targeted customers easily (Hafele, 2010). Marketing through Social Media is done by utilizing various social media platforms available to create brand awareness among consumers through the principle of word-of-mouth (Dhury, 2008).

Social Influence

Social influence transforms an individual's thoughts, feelings, attitudes, or actions from interactions with others or groups. This concept is distinguished from influence derived from conformity (obedience), power, and authority. Social influence also includes concrete changes in a person's feelings and behavior due to interactions with individuals considered equal, respected, or experts in a particular field (Rashotte, 2007).

Facilitating Conditions

Facilitating conditions refer to individual beliefs about the availability of corporate and technical infrastructure needed to support system use (Venkatesh et al., 2003). It also includes an individual's belief in the availability of surrounding facilities, such as coverage, networks, and devices needed to support technology acceptance. Improving conditions can reflect a person's level of technology acceptance based on facilities supported by organizational structures and technical infrastructure that support the system (Venkatesh & Davis, 1996; Adenan, 2015).

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Performance Expectancy

According to research by Venkhatesh et al. (2003), "performance expectancy" refers to how effectively individuals believe using a system will improve their performance. A similar opinion is expressed by Pemula (2017), who states that performance expectancy is the level of individual belief in ability. According to Jogiyanto (2008), performance expectancy is defined as a person's belief in the system's ability to improve their performance at work, as explained in the paper. Performance expectancy can be described as how far a person's belief in the system's ability to provide benefits in carrying out their duties.

Effort Expectancy

The level of effort expectancy refers to the degree of ease of use of the system that can reduce individual efforts in completing their tasks, both in terms of energy and time. This ease of use can inspire interest in a person in the system and cause a feeling of comfort when using it (Venkatesh & Davis, 2000). According to Wang & Wang (2010), Effort expectancy plays an essential role as a determinant of individual intention to adopt new technology. In addition, Jati & Laksito (2012) concluded that the more significant the role of the environment in the technology adoption process by prospective users, the greater the individual's tendency to use the information technology because environmental influences play an important role in influencing user decisions.

Brand Awareness

A brand is essential for companies to provide something interesting for consumers. With a unique brand name, it is usually easier for consumers to recognize a particular brand because of the characteristics that stick to the minds of consumers. Brand awareness is a concern for companies. Every company will make every effort to put their product brands in the highest position in the eyes of the public. According to Aaker in H.Kristanto (2016), brand Awareness is "the ability of a potential customer to recognize or recall that a brand is part of a particular product category". They can be interpreted as potential buyers who can recognize and recall a specific brand that is part of a particular product category.

Brand Loyalty

According to Schiffman and Kanuk (2012), brand loyalty refers to consumers' consistent tendency to buy products from the same brand in a particular category or specific service. This reflects a solid commitment to continue using or buying that brand in the future. According to Dahlen (2012), in the definition presented by The American Marketing Association, brand loyalty is defined as a condition in which consumers generally choose to obtain products or services through purchases from the same manufacturer rather than choosing from various suppliers in a particular category (as defined in the concept of sales promotion). This concept reflects the extent to which consumers consistently select the same brand within a product class (according to the definition of consumer behavior).

Previous Research

A previous study by Mohamed Abou-Shouk and Mohamad Soliman in 2021 has become the primary reference source in the journal. This research is entitled "The Impact of

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Gamification Adoption Intentions on Brand Awareness and Loyalty in Tourism: The Mediating Effect of Customer Engagement". This study aims to provide insight into tourism organizations that positively intend to adopt gamification to increase customer engagement and achieve tourism destination brand awareness and loyalty. This research discusses the influence of performance expectancy, effort expectancy, social impact, facilitating conditions, brand awareness, and brand loyalty on Gamification adoption intention and customer engagement. The researcher conducted the study using research methods related to Partial Least Square Structural Equation Modeling. The researcher collected the data using an online questionnaire from the target participants, and 312 valid responses were obtained and used in the data analysis.

H1 : Social Media has a significant effect on Brand Awareness
H2 : Social Influence has a significant effect on Brand Awareness
H3 : Facilitating conditions have a significant effect on Brand Awareness
H4 : Performance Expectancy has a Significant Effect on Brand Awareness
H5 : Effort expectancy has a significant effect on Brand Awareness
H6 : Brand awareness has a significant effect on Brand loyalty

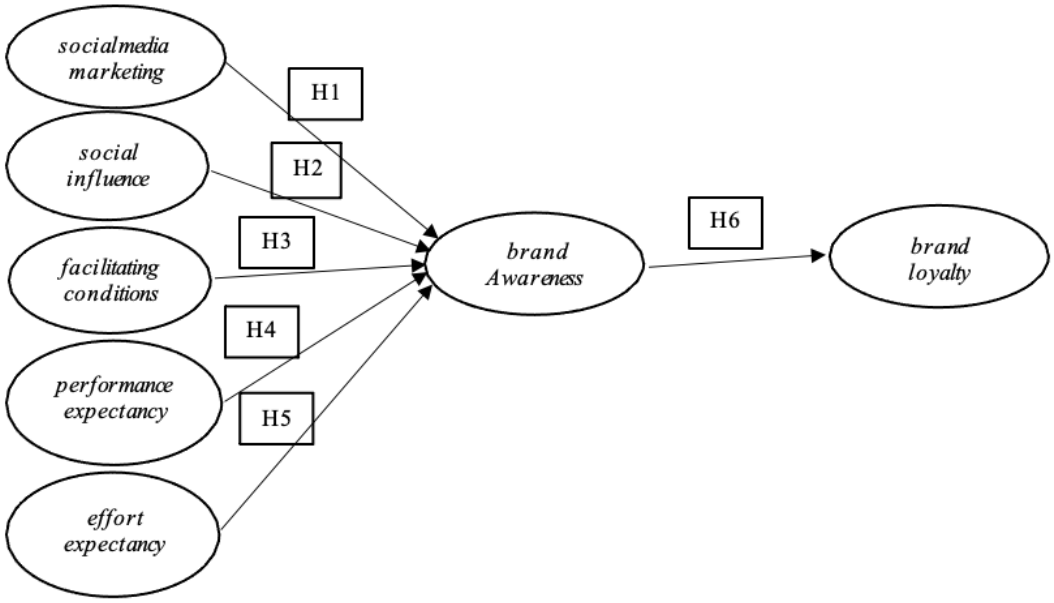

Figure 1. Framework of Thought

METHODS

This study uses a causal research design to identify cause-and-effect relationships and implications of research variables. The approach applied is a quantitative method based on the positivism paradigm and is carried out on specific populations and samples. Sampling is done randomly, data is collected using research instruments, and data analysis is carried out using quantitative or statistical methods to test hypotheses formulated according to the procedures described by Sugiyono (2017). This study uses primary data and secondary data.

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Primary data sought is data that has characteristics regarding the Revisit Intention of *Scarlett Whitening* consumers in Kupang through questionnaire statements about the influence of *Social Media Marketing, Social Influence, Facilitating Conditions, Performance Expectancy,* and *Effort Expectancy* on *Brand Awareness* through Brand *Loyalty* as an intervening variable at *Scarlett Whitening* in Kupang City.

The population in this study consisted of consumers who bought Scarlet Products in the Kupang City area. This research utilizes a *Non-probability* Sampling approach because the population of research subjects cannot be determined with certainty. The method used to collect information is a research tool in the form of a questionnaire. The following method applied in this research is the Snowball Sampling Approach. In this study, the Snowball Sampling technique will be carried out by distributing questionnaires through Microsoft Forms to people who have purchased *Scarlet Whitening* products in Kupang City, also asking for help from them to distribute the questionnaire to other friends who are buyers of *Scarlet Whitening* products in Kupang City. The characteristics of the respondents were determined: Men and women aged 18-60 years, domiciled in Kupang, have purchased *Scarlett Whitening* products for their use. The questionnaire distributed has been prepared according to the guidelines recommended by Ferdinand (2002), which suggests a sample size range between 100 and 200 for Maximum Likelihood Estimation. The number of respondents required varies depending on the estimated parameters, with a recommendation of approximately 5 to 10 times the number of parameters. Thus, the recommendation is 5 to 10 times the number of indicators. In the context of this study, with 21 indicators used, the number of respondents required is estimated to range from 105 to 270 to meet the minimum sample requirement. In this study, the number of individuals who became research subjects has been set at 105.

The questionnaire will be provided to respondents who meet the criteria or characteristics determined by the context of this research, mainly focusing on individuals who have purchased *Scarlet Whitening* products. This questionnaire has two parts per section. The first section contains statements related to information from respondents, according to the individual profiles that have been identified previously. The second section includes statements of research, namely analyzing *social media marketing, social influence, facilitating conditions, performance expectancy,* and *effort expectancy, which* affect *brand awareness* with brand loyalty. After filling out the questionnaire in *Microsoft Forms*, the researcher will select questionnaires completed correctly and thoroughly based on the characteristics used. The next step is to carry out the data processing process to answer the previously selected questionnaires. The next stage is to tabulate the data to unify the research results that respondents have given. The tabulated data will be tested in this study, adopting an analysis model by utilizing AMOS software in version 22.0. In this study, we will use the *Likert Scale,* a psychometric response scale to obtain respondents' preferences regarding a statement or report.

This research requires data analysis and interpretation, with the intention of answering the questions in the study. The data distributed through the questionnaire will be processed

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using analytical techniques, where the analytical technique chosen must be based on the variables examined in the study. In this study, we will use quantitative analysis.

In testing this study's hypothesis, the data collected from the questionnaire results will be processed using the *Structural Equation Model (SEM)* analysis technique. *Structural Equation Model (SEM)* is a combination technique of path analysis and regression analysis that allows researchers to simultaneously test a series of interrelated relationships between variables, measured and latent constructs (Hair et al., 2006). The advantage of SEM in research is that it can confirm the dimensions of a factor based on empirical indicators and measure the effect of theoretical relationships (Ferdinand, 2002).

RESULTS AND DISCUSSION

Respondent Characteristics

Most of the gender is known that male respondents totaled 50 with a percentage of 48.1%, and the number of female respondents totaled 55 with a rate of 51.8%. Most of the respondents in this study were women. The age range of most 19-35 years old amounted to 90 with a percentage of 86.7%, and 36-60 years old respondents amounted to 4 with a rate of 2.3%. Most respondents in this study were 19-35 years old.

Model evaluation

The Goodness of fit testing stage reviews the goodness of fit criteria described in Chapter III. The goodness of fit index is explained in Table 1 below.

Table 1. Goodness of Fit Index

Goodness Off Fit	Cut Off Value
Chi-Square	Expectedly small
Probability	≥0,05
RMSEA	≤0,08
CMINDF	≤2,00
GFI	≥0,90
AGFI	≥0,90
TLI	≥0,95
NFI	≥0,90
PCFI	≥ 0,60

Source: data processed, 2024

Data Normality Evaluation

The calculation of the maximum likelihood estimate requires the assumption that the data distribution is usually distributed, characterized by a critical ratio (CR) value ranging from -2.58 to +2.58 at the 1% significance level (Ferdinand, 2002). This test serves to see the distribution of data, and if it is by the assumption of normality, it can be further improved through the SEM modeling processing process. The CR data in Table 4.18 is already within the specified range to be used for further evaluation.

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Table 2: Evaluation of Data Normality

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
BL3	1,000	5,000	-1,684	-7,046	2,352	4,919
BL2	1,000	5,000	-1,624	-6,792	2,212	4,628
BL1	1,000	5,000	-1,453	-6,077	1,497	3,131
BA3	1,000	5,000	-1,582	-6,620	1,649	3,450
BA2	1,000	5,000	-2,041	-8,536	3,798	7,943
BA1	1,000	5,000	-1,535	-6,423	1,509	3,156
EP1	1,000	5,000	-1,713	-7,168	2,448	5,120
EP2	1,000	5,000	-1,618	-6,769	1,984	4,150
EP3	1,000	5,000	-1,747	-7,306	2,510	5,250
PE1	1,000	5,000	-1,875	-7,846	3,151	6,591
PE2	1,000	5,000	-1,884	-7,880	2,971	6,214
PE3	1,000	5,000	-1,581	-6,615	1,760	3,682
FC1	1,000	5,000	-1,758	-7,356	2,169	4,537
FC2	1,000	5,000	-1,979	-8,277	3,348	7,003
FC3	1,000	5,000	-1,878	-7,857	2,888	6,041
SI1	1,000	5,000	-1,573	-6,579	2,183	4,567
SI2	1,000	5,000	-2,067	-8,646	4,146	8,672
SI3	1,000	5,000	-2,125	-8,891	3,900	8,158
SM1	1,000	5,000	-1,905	-7,967	3,166	6,622
SM2	1,000	5,000	-1,825	-7,633	2,834	5,927
SM3	1,000	5,000	-1,926	-8,059	3,310	6,923
Multivariate					556,271	91,699

Source: Data processed by Amos 24.0, 2024

Evaluation of Outliers

Outliners are observations that are very different from other observations. Outliers can appear in extreme values of a single variable or a combination of variables (Heir et al., 1995 in Ferdinand, 2002). The action given to outliners according to their appearance is evaluated through univariate and multivariate outliers.

Univariates Outliers

Univariate outliers can be tested by determining the upper threshold value, which is categorized as outliers. In this case, it is done using a standard score or z-score by converting the research data values. After the conversion, an average of zero and a standard deviation of one will appear. The basis of the evaluation is that the threshold number of the z-score is in the range of -4 to 4, for a large number of samples, such as above 80 observations (Hair et al., 1995 in Ferdinand, 2002). In Table 3 below it can be seen that based on the conversion results in *z-score,* all variables have maximum and minimum values in the range of -4 to 4, so in this study, there are no univariate outliers.

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Table 3. Descriptive Statistics of Z-core Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(SM1)	105	-3.13823	.62765	.0000000	1.00000000
Zscore(SM2)	105	-3.30056	.61536	.0000000	1.00000000
Zscore(SM3)	105	-3.37445	.60664	.0000000	1.00000000
Zscore(SI1)	105	-3.23008	.71362	.0000000	1.00000000
Zscore(SI2)	105	-3.53006	.59981	.0000000	1.00000000
Zscore(SI3)	105	-3.30808	.55135	.0000000	1.00000000
Zscore(FC1)	105	-2.79038	.62641	.0000000	1.00000000
Zscore(FC2)	105	-3.25891	.57510	.0000000	1.00000000
Zscore(FC3)	105	-3.19084	.58424	.0000000	1.00000000
Zscore(PE1)	105	-3.53006	.59981	.0000000	1.00000000
Zscore(PE2)	105	-3.31806	.58554	.0000000	1.00000000
Zscore(PE3)	105	-3.18480	.65892	.0000000	1.00000000
Zscore(EP1)	105	-3.21346	.66485	.0000000	1.00000000
Zscore(EP2)	105	-3.00657	.68571	.0000000	1.00000000
Zscore(EP3)	105	-3.22168	.64434	.0000000	1.00000000
Zscore(BA1)	105	-2.75021	.68755	.0000000	1.00000000
Zscore(BA2)	105	-3.47423	.56781	.0000000	1.00000000
Zscore(BA3)	105	-2.94531	.64029	.0000000	1.00000000
Zscore(BL1)	105	-3.02255	.73328	.0000000	1.00000000
Zscore(BL2)	105	-3.34006	.67950	.0000000	1.00000000
Zscore(BL3)	105	-3.39577	.63311	.0000000	1.00000000
Valid N (listwise)	105				

Multivariate Outliers

This test is conducted to look for outliers that may exist when observations are combined, even though no outliers are found at the univariate level. This test is done with the Mahalanobis Distance test which shows observations from the average of all variables in a multidimensional space (Heir et al., 1995 in Ferdinand, 2002). Observations that pass the Mahalanobis Distance must be within the $p < 0.001$ level where the evaluation process uses X2 at a degree as large as the number of indicators used in this study, namely 24 indicators. So in this study, the Mahalanobis Distance criterion must be smaller than 51.1786 so it can be concluded that the observations in this study do not have multivariate outliers.

Table 4 Mahalanobis Distance

Observation number	Mahalanobis d-squared	p1	p2
40	87,907	,000	,000
45	85,626	,000	,000
53	83,407	,000	,000
Observation number	Mahalanobis d-squared	p1	p2

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12	82,217	,000	,000
62	78,713	,000	,000
93	73,046	,000	,000
43	69,468	,000	,000
10	64,864	,000	,000
81	62,162	,000	,000
16	61,380	,000	,000
105	61,286	,000	,000
74	52,920	,000	,000
98	49,167	,000	,000
76	48,717	,001	,000
48	48,561	,001	,000
61	47,967	,001	,000
92	47,450	,001	,000
80	42,065	,004	,000
35	41,774	,004	,000
15	40,642	,006	,000
65	40,452	,007	,000
104	39,593	,008	,000
89	39,552	,008	,000
47	39,280	,009	,000
63	39,202	,009	,000
42	38,932	,010	,000
52	38,534	,011	,000
78	37,895	,013	,000
95	37,817	,014	,000
90	36,704	,018	,000
49	36,573	,019	,000
36	33,991	,036	,000
96	33,640	,040	,000
8	32,989	,046	,000
101	32,938	,047	,000
75	30,048	,091	,000
82	30,011	,092	,000
99	27,300	,161	,000
64	24,280	,280	,026
41	22,164	,390	,612
30	19,803	,534	,999
20	19,563	,549	,999
85	19,353	,563	,999

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94	15,823	,779	1,000

Observation number	Mahalanobis d-squared	p1	p2
72	15,377	,804	1,000
86	14,409	,851	1,000
50	12,746	,917	1,000
102	12,664	,920	1,000
97	12,527	,924	1,000
34	12,276	,932	1,000
70	11,430	,954	1,000
77	10,871	,965	1,000
84	10,240	,976	1,000
56	9,492	,985	1,000
58	9,388	,986	1,000
79	8,802	,991	1,000
100	6,771	,999	1,000
87	5,454	1,000	1,000
1	4,689	1,000	1,000
103	4,689	1,000	1,000
54	4,120	1,000	1,000
5	3,941	1,000	1,000
51	3,941	1,000	1,000
2	,846	1,000	1,000
3	,846	1,000	1,000
4	,846	1,000	1,000
6	,846	1,000	1,000
7	,846	1,000	1,000
9	,846	1,000	1,000
11	,846	1,000	1,000
13	,846	1,000	1,000
14	,846	1,000	1,000
17	,846	1,000	1,000
19	,846	1,000	1,000
21	,846	1,000	1,000
22	,846	1,000	1,000
23	,846	1,000	1,000
24	,846	1,000	1,000
25	,846	1,000	1,000
26	,846	1,000	1,000
27	,846	1,000	1,000
28	,846	1,000	1,000

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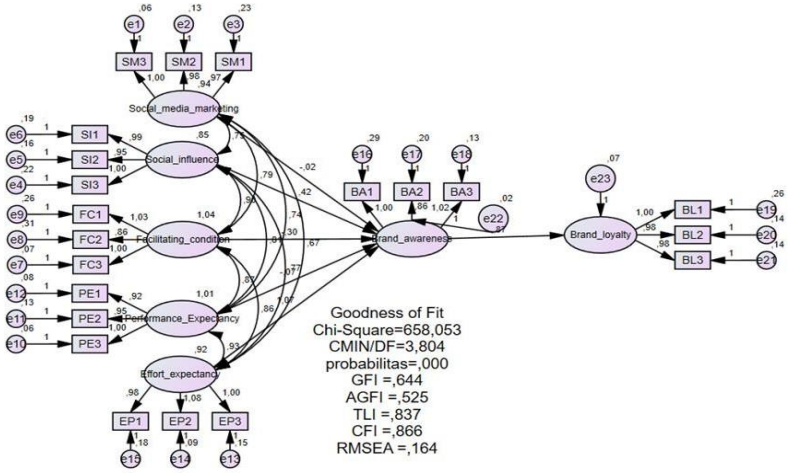
29	,846	1,0001,000
31	,846	1,0001,000
33	,846	1,0001,000
Observation number	Mahalanobis d-squared	p1 p2
37	,846	1,0001,000
38	,846	1,0001,000
39	,846	1,0001,000
44	,846	1,0001,000
46	,846	1,0001,000
55	,846	1,0001,000
57	,846	1,0001,000
59	,846	1,0001,000
60	,846	1,0001,000
66	,846	1,0001,000
67	,846	1,0001,000
68	,846	1,0001,000
69	,846	1,0001,000
71	,846	1,0001,000
73	,846	1,0001,000

Source: Data processed by Amos, 24.0, 2024

Multicollinearity and singularity evaluation

Multicollinearity can be detected from the determinant of the covariance matrix. A minimal covariance matrix determinant value indicates a multicollinearity or singularity problem (Tabachnick and Fidell, 1998; Ferdinand, 2002). Amos 24.0 will provide a warning if this problem occurs. The test results show that the determinant of matrix 52983 is far from 0, so multicollinearity and singularity are not evident in this observation.

Complete Structural Equation Modeling Analysis



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After the measurement model analysis stage is fulfilled, the next stage is structural model analysis. The structural model stage begins with an evaluation of the structural model fit (goodness of fit), ensuring that the model developed is in accordance with the data (fit).

Reliability Test

The construct reliability test is examined using the construct reliability value; a construct is said to be reliable if the construct reliability value is more significant than 0.70 (Solimun, 2017: 78). Hair et al. (2014: 605) added the rule of thumb for the construct reliability value must be greater than 0.70, and a construct reliability value greater than 0.60 is still acceptable as long as each indicator has met convergent validity.

Table 5. Reliability Test

Research Variables	Cronbach's Alpha
Social Media Marketing	0.950
Social Influence	0.928
Facilitating Conditions	0.928
Performance Expectancy	0.968
Effort expectancy	0.950
Brand Awareness	0.936
Brand Loyalty	0.933

Hypothesis Testing Results

The following are the results of testing *structural relationships* to test each research hypothesis based on SEM output:

Table 6. Hypothesis Test Results

Hypothesis	Analysis
H1: Social Media Marketing Has a Significant Effect on Brand Awareness	Not Significant
H2: Social Influence has a Significant Effect on Brand Awareness	Not Significant
H3: Facilitating Conditions Have a Significant Effect on Brand Awareness	Not Significant
H4: Performance Expectancy Significantly Affects Brand Awareness	Not Significant
H5: Effort Expectancy Has a Significant Effect on Brand Awareness	Significant Effect
H6: Brand Awareness Has a Significant Effect on Brand Loyalty	Significant Effect

Discussion

This study proposes six hypotheses and uses AMOS 24.0 software in data processing. The results of the data processing obtained are explained as follows: The results of the data processing obtained can be explained as follows, the *Social Media Marketing* variable has no significant effect on *Brand Awareness* because the estimate value is 0.021 (Positive) with a p value of 0.793> 0.05 and CR 0.262 < 2.00; Social Influence variable has no significant effect on *Brand Awareness* because the estimate value is 0.420 (Positive) with a p value of 0.793> 0.05 and CR 1.478 < 2.00; *Facilitating Condition* variable has no significant effect on *Brand Awareness* because the estimate value is 0.298 (Positive) with a p value of 0.223 > 0.05 and

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CR 1.219 < 2.00; *Performance Expectancy* variable has no significant effect on *Brand Awareness* because the estimate value is 0.068 (Positive) with a p value of 0.794 > 0.05 and CR 0.261 < 2.00; *Effort Expectancy* variable has a significant effect on *Brand Awareness* because the estimate value is 1.073 (Positive) with a p value of 0.794 > 0.05 and CR 3.595 > 2.00; *Brand Loyalty variable* has a significant influence on *Brand Awareness* because the estimate value is 0.870 (Positive) with a P value of 0.000 < 0.05 and a CR value of 12.328 > 1.96.

CONCLUSION

This study was prepared to examine the effect of *Social Media Marketing, Social Influence, Personalitating Conditions, Performance Expectancy, and Effort Expectancy* on *Brand Awareness* and *Brand loyalty*. This study involved 105 respondents, consisting of 55 women and 50 men aged 18-60 years, and included 6 hypotheses. This study provides evidence that based on the research model, there is an insignificant influence of *Social Media Marketing variables on Brand Awareness* variables, a significant influence of *Social Influence* on Brand *Awareness* variables, and a negligible influence between *Facilitating Conditions* variables on *Brand Awareness.* There is a substantial influence between *effort expectancy* and *brand awareness*, a significant influence between *performance Expectation* variables on *brand awareness*, and a considerable influence on facilitating conditions variables on *brand awareness.* The research that has been done still has many limitations, so the recommendations that the author can submit based on the results of the research conducted, namely: The limitations regarding the research object used were only taking respondents from *Scarlett Whitening* customers. It is hoped that further research can use the same or modified model to get more general results on the factors influencing *Brand Awareness* and *Brand Loyalty.* Future research is expected to complement the existing variables in this study so that, in this case it can further refine this understanding. Future research can be developed by connecting the factors influencing *Brand Awareness* and *Brand Loyalty* based on income level, type of work, and hobbies. Future research can also conduct research in other cities that are different from the research conducted at this time, so that in this case it can further provide a broad picture of brand awareness and brand loyalty. Future research is also expected to be able to use the *Structural Equation Model* (SEM), but by using the Lisrel software program.

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