LAMPIRAN

Lampiran 1

MODEL 1

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 1
Y : HERDING
X : SENTIMEN
W : KATEGORI

Sample
Size: 9360

****
OUTCOME VARIABLE:
HERDING

Coding of binary Y for logistic regression analysis:
HERDING Analysis
.00 .00
1.00 1.00

Model Summary

-2LL	ModelLL	df	p	McFadden	CoxSnell	Nagelkrk
12956.7351	13.9951	3.0000	.0029	.0011	.0015	.0020

Model

	coeff	se	Z	p	LLCI	ULCI
constant	-.1269	.0660	-1.9241	.0543	-.2562	.0024
SENTIMEN	-.0569	.0537	-1.0592	.2895	-.1621	.0484
KATEGORI	.0475	.0419	1.1336	.2570	-.0346	.1297
Int_1	.0650	.0329	1.9752	.0482	.0005	.1294

These results are expressed in a log-odds metric.

Product terms key:
Int_1 : SENTIMEN x KATEGORI

Likelihood ratio test(s) of highest order
unconditional interactions(s):
Chi-sq df p
X*W 3.9048 1.0000 .0481

Focal predict: SENTIMEN (X)
Mod var: KATEGORI (W)

Conditional effects of the focal predictor at values of the moderator(s):

KATEGORI	Effect	se	Z	p	LLCI	ULCI
1	0.0081	0.0245	0.3295	0.7418	-0.0400	0.0561
2	0.0730	0.0219	3.3309	0.0009	0.0301	0.1160

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

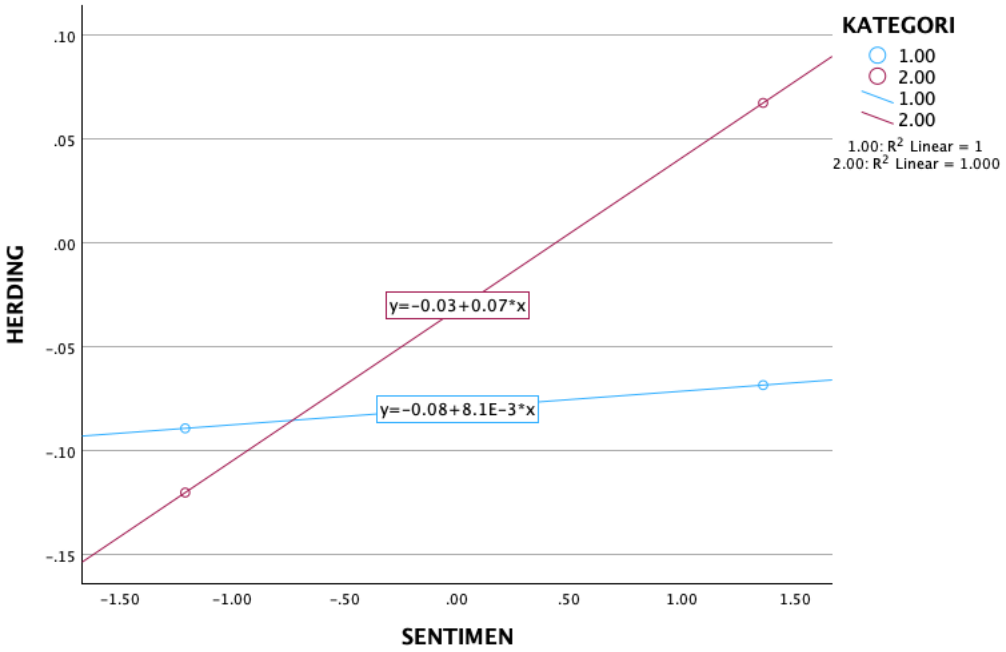
```
DATA LIST FREE/
  SENTIMEN KATEGORI HERDING prob .
BEGIN DATA.
   -1.2086    1.0000    -.0892     .4777
    .0757     1.0000    -.0788     .4803
   1.3599     1.0000    -.0684     .4829
  -1.2086     2.0000    -.1201     .4700
    .0757     2.0000    -.0264     .4934
   1.3599     2.0000     .0674     .5169
END DATA.
GRAPH/SCATTERPLOT=
 SENTIMEN WITH HERDING BY KATEGORI .
GRAPH/SCATTERPLOT=
 SENTIMEN WITH prob BY KATEGORI .
```

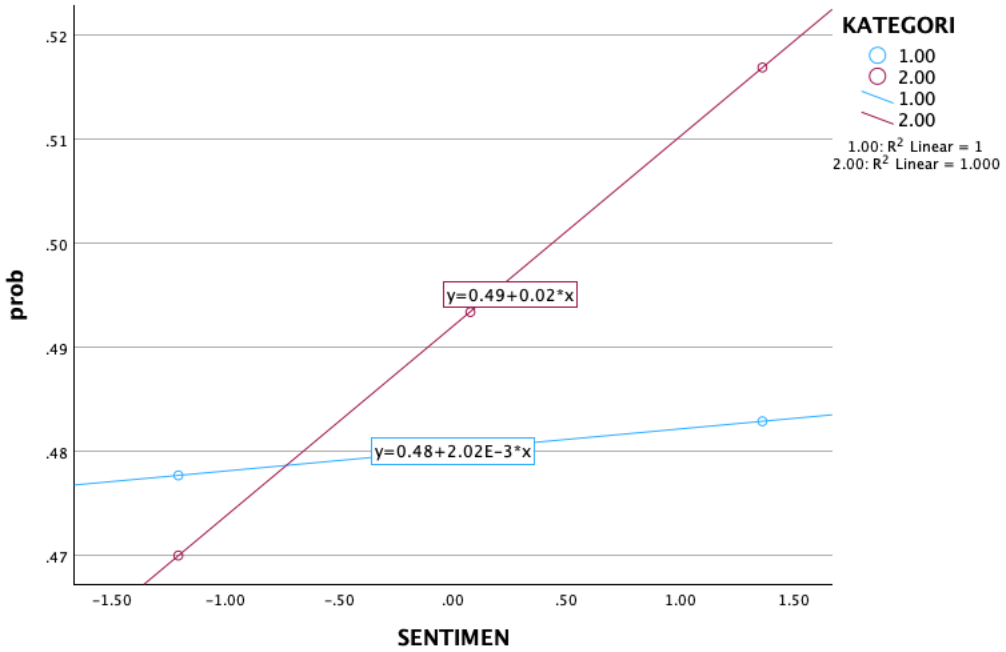
********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95.0000

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

------ END MATRIX -----


KATEGORI
1.00
2.00
1.00
2.00
1.00: R² Linear = 1
2.00: R² Linear = 1.000
HERDING
.10
.05
.00
-.05
-.10
-.15
y=-0.03+0.07*x
y=-0.08+8.1E-3*x
-1.50
-1.00
-.50
.00
.50
1.00
1.50
SENTIMEN


KATEGORI
1.00
2.00
1.00
2.00
1.00: R² Linear = 1
2.00: R² Linear = 1.000
prob
.52
.51
.50
.49
.48
.47
y=0.49+0.02*x
y=0.48+2.02E-3*x
-1.50
-1.00
-.50
.00
.50
1.00
1.50
SENTIMEN

MODEL 2

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
****
Model : 3
Y : HERDING
X : SENTIMEN
W : KATEGORI
Z : MARKETCA

Sample
Size: 9360

****
****
OUTCOME VARIABLE:
HERDING

Coding of binary Y for logistic regression analysis:
HERDING Analysis
.00 .00
1.00 1.00

Model Summary

-2LL	ModelLL	df	p	McFadden	CoxSnell	Nagelkrk
12927.9169	42.8132	7.0000	.0000	.0033	.0046	.0061

Model

	coeff	se	Z	p	LLCI	ULCI
constant	.0200	.2077	.0962	.9233	-.3872	.4271
SENTIMEN	.1391	.1643	.8463	.3974	-.1830	.4612
KATEGORI	.1315	.1389	.9466	.3438	-.1408	.4038
Int_1	-.1421	.1028	-1.3816	.1671	-.3437	.0595
MARKETCA	-.1113	.1583	-.7033	.4819	-.4215	.1989
Int_2	-.1508	.1189	-1.2684	.2046	-.3838	.0822
Int_3	-.0670	.1104	-.6070	.5438	-.2835	.1494
Int_4	.1539	.0762	2.0191	.0435	.0045	.3032

These results are expressed in a log-odds metric.

Product terms key:

Int_1	:	SENTIMEN x	KATEGORI	
Int_2	:	SENTIMEN x	MARKETCA	
Int_3	:	KATEGORI x	MARKETCA	
Int_4	:	SENTIMEN x	KATEGORI x	MARKETCA

Likelihood ratio test(s) of highest order unconditional interactions(s):

	Chi-sq	df	p
X*W*Z	4.0930	1.0000	.0431

Focal predict: SENTIMEN (X)
Mod var: KATEGORI (W)
Mod var: MARKETCA (Z)

Test of conditional X*W interaction at value(s) of Z:

MARKETCA	Effect	Chi-sq	df	p
1	.0118	.0870	1	.7680
2	.1656	6.5051	1	.0108

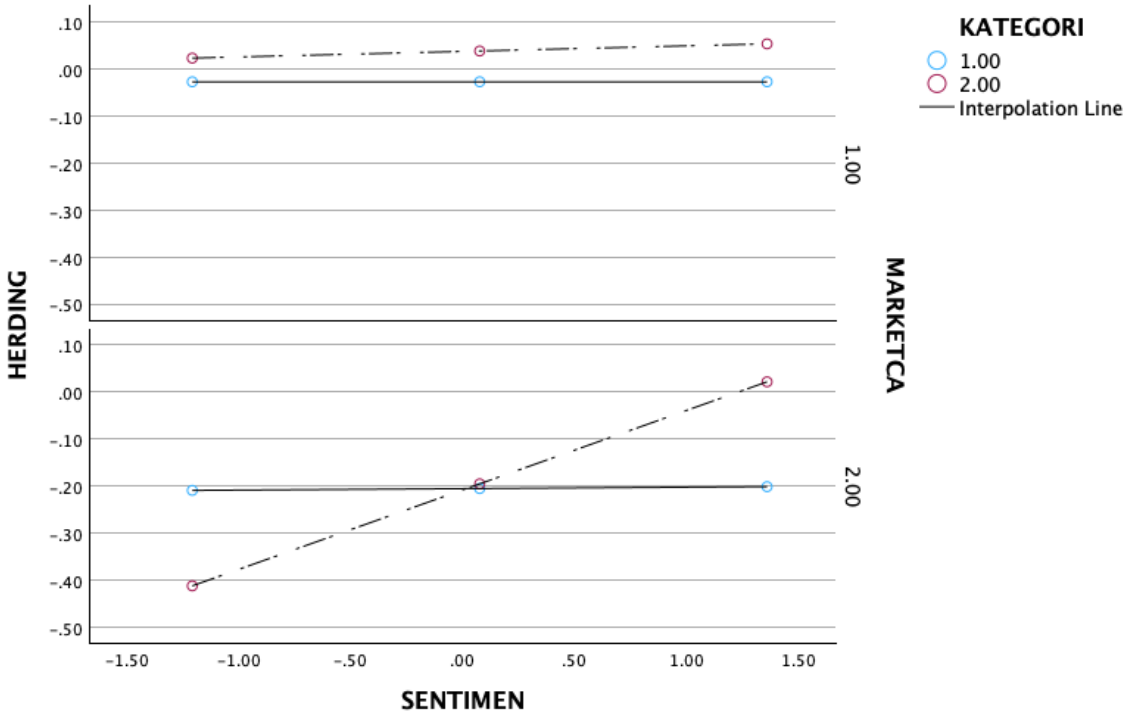
Conditional effects of the focal predictor at values of the moderator(s):

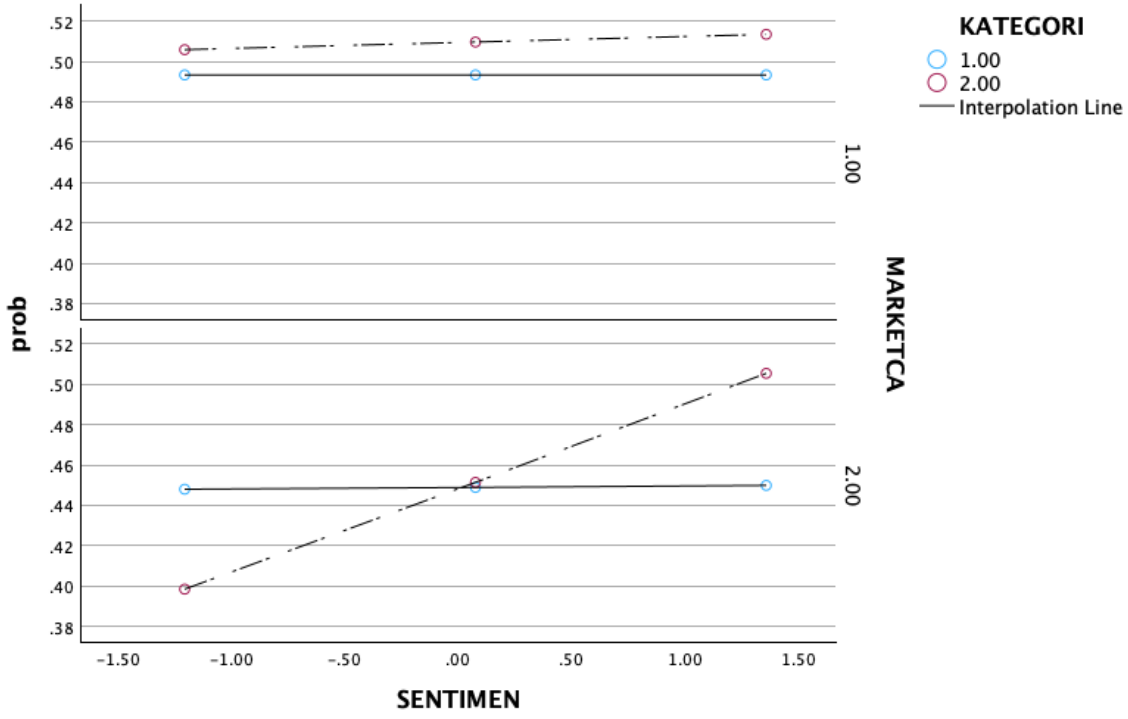
KATEGORI	MARKETCA	Effect	se	Z	p	LLCI	ULCI
1	1	.0000	.0300	.0012	.9990	-.0588	.0588
1	2	.0031	.0433	.0711	.9433	-.0818	.0880
2	1	.0118	.0263	.4491	.6533	-.0397	.0633
2	2	.1687	.0484	3.4874	.0005	.0739	.2635

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  SENTIMEN KATEGORI MARKETCA HERDING prob .
BEGIN DATA.
   -1.2086    1.0000    1.0000    -.0269     .4933
    .0757     1.0000    1.0000    -.0268     .4933
   1.3599     1.0000    1.0000    -.0268     .4933
   -1.2086    1.0000    2.0000    -.2089     .4480
    .0757     1.0000    2.0000    -.2050     .4489
   1.3599     1.0000    2.0000    -.2010     .4499
   -1.2086    2.0000    1.0000     .0234     .5058
    .0757     2.0000    1.0000     .0385     .5096
```

```
    1.3599     2.0000     1.0000      .0537      .5134
   -1.2086     2.0000     2.0000     -.4116      .3985
    .0757      2.0000     2.0000     -.1950      .4514
    1.3599     2.0000     2.0000      .0216      .5054
END DATA.
GRAPH/SCATTERPLOT=
 SENTIMEN WITH     HERDING  BY       KATEGORI /PANEL   ROWVAR=
MARKETCA .
GRAPH/SCATTERPLOT=
 SENTIMEN WITH     prob     BY       KATEGORI /PANEL   ROWVAR=
MARKETCA .

********************** ANALYSIS NOTES AND ERRORS
**********************

Level of confidence for all confidence intervals in output:
  95.0000

NOTE: A heteroscedasticity consistent standard error and covariance matrix
estimator was used.

WARNING: Variables names longer than eight characters can produce incorrect
output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```


KATEGORI
1.00
2.00
Interpolation Line
HERDING
MARKETCA
1.00
2.00
.10
.00
-.10
-.20
-.30
-.40
-.50
-1.50
-1.00
-.50
.00
.50
1.00
1.50
SENTIMEN


KATEGORI
1.00
2.00
Interpolation Line
prob
MARKETCA
1.00
2.00
.52
.50
.48
.46
.44
.42
.40
.38
-1.50
-1.00
-.50
.00
.50
1.00
1.50
SENTIMEN

MODEL 3

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 3
Y : HERDING
X : SENTIMEN
W : KATEGORI
Z : VOLATILI

Sample
Size: 9360

****
OUTCOME VARIABLE:
HERDING

Coding of binary Y for logistic regression analysis:
HERDING Analysis
.00 .00
1.00 1.00

Model Summary

-2LL	ModelLL	df	p	McFadden	CoxSnell	Nagelkrk
12940.1384	30.5918	7.0000	.0001	.0024	.0033	.0044

Model

	coeff	se	Z	p	LLCI	ULCI
constant	-.1530	.1384	-1.1061	.2687	-.4242	.1181
SENTIMEN	-.1325	.1174	-1.1280	.2593	-.3626	.0977
KATEGORI	.0718	.0826	.8683	.3852	-.0902	.2337
Int_1	.1563	.0660	2.3678	.0179	.0269	.2858
VOLATILI	.0077	.1579	.0487	.9612	-.3018	.3172
Int_2	.1427	.1327	1.0752	.2823	-.1175	.4029
Int_3	-.0047	.0966	-.0484	.9614	-.1940	.1846
Int_4	-.1624	.0772	-2.1045	.0353	-.3137	-.0112

These results are expressed in a log-odds metric.

Product terms key:

Int_1	:	SENTIMEN x	KATEGORI	
Int_2	:	SENTIMEN x	VOLATILI	
Int_3	:	KATEGORI x	VOLATILI	
Int_4	:	SENTIMEN x	KATEGORI x	VOLATILI

Likelihood ratio test(s) of highest order unconditional interactions(s):

	Chi-sq	df	p
X*W*Z	4.4313	1.0000	.0353

Focal predict: SENTIMEN (X)
Mod var: KATEGORI (W)
Mod var: VOLATILI (Z)

Test of conditional X*W interaction at value(s) of Z:

VOLATILI	Effect	Chi-sq	df	p
0	.1563	5.6067	1	.0179
1	-.0061	.0231	1	.8793

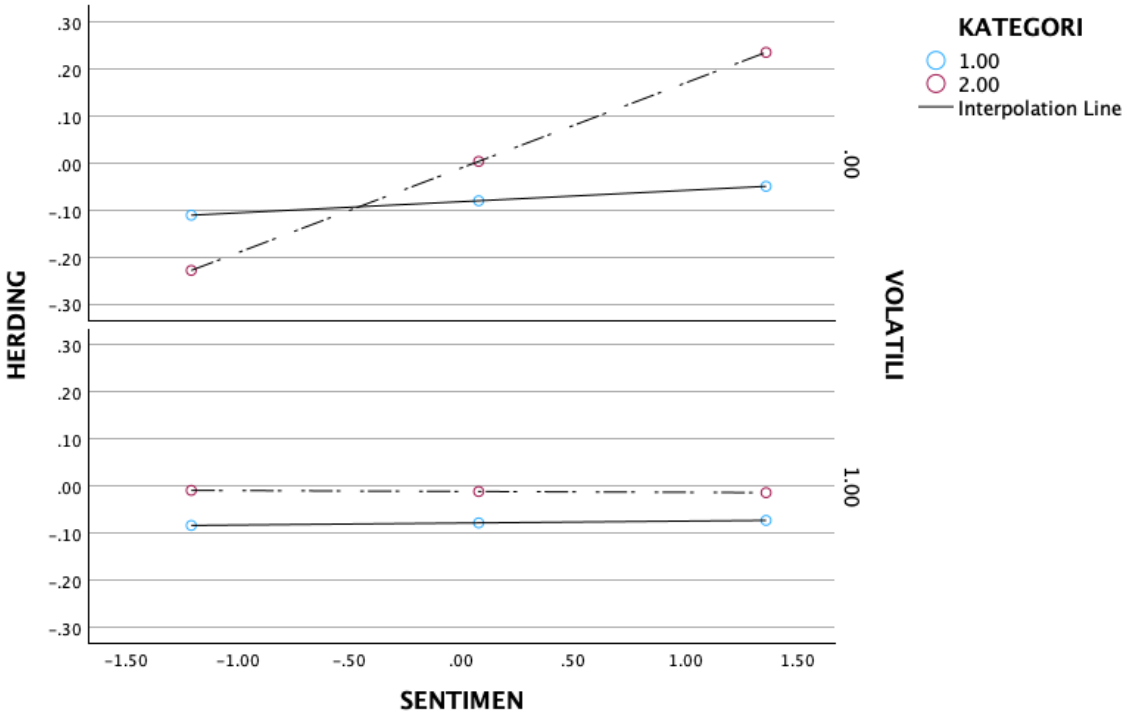
Conditional effects of the focal predictor at values of the moderator(s):

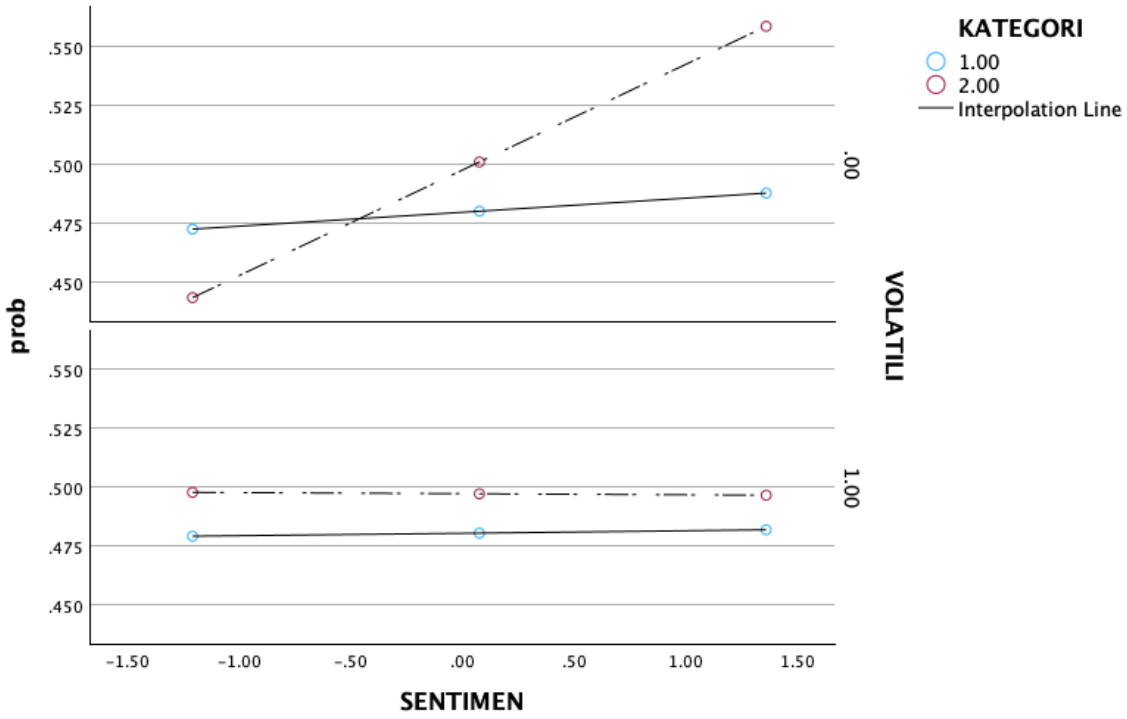
KATEGORI	VOLATILI	Effect	se	Z	p	LLCI	ULCI
1	0	.0239	.0561	.4259	.6702	-.0860	.1338
1	1	.0042	.0273	.1537	.8779	-.0493	.0577
2	0	.1802	.0349	5.1688	.0000	.1119	.2486
2	1	-.0019	.0292	-.0642	.9488	-.0591	.0553

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  SENTIMEN KATEGORI VOLATILI HERDING prob .
BEGIN DATA.
  -1.2086   1.0000   .0000   -.1101   .4725
   .0757    1.0000   .0000   -.0795   .4801
  1.3599    1.0000   .0000   -.0488   .4878
  -1.2086   1.0000   1.0000  -.0833   .4792
   .0757    1.0000   1.0000  -.0779   .4805
  1.3599    1.0000   1.0000  -.0726   .4819
  -1.2086   2.0000   .0000   -.2273   .4434
   .0757    2.0000   .0000   .0041    .5010
  1.3599    2.0000   .0000   .2356    .5586
```

```
   -1.2086     2.0000     1.0000     -.0089      .4978
    .0757     2.0000     1.0000     -.0113      .4972
   1.3599     2.0000     1.0000     -.0137      .4966
END DATA.
GRAPH/SCATTERPLOT=
 SENTIMEN WITH     HERDING  BY      KATEGORI /PANEL   ROWVAR=
VOLATILI .
GRAPH/SCATTERPLOT=
 SENTIMEN WITH     prob     BY      KATEGORI /PANEL   ROWVAR=
VOLATILI .

********************** ANALYSIS NOTES AND ERRORS
**********************

Level of confidence for all confidence intervals in output:
  95.0000

NOTE: A heteroscedasticity consistent standard error and covariance matrix
estimator was used.

WARNING: Variables names longer than eight characters can produce incorrect
output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```


KATEGORI
1.00
2.00
Interpolation Line
HERDING
VOLATILI
.00
1.00
.30
.20
.10
.00
-.10
-.20
-.30
-1.50
-1.00
-.50
.00
.50
1.00
1.50
SENTIMEN


KATEGORI
1.00
2.00
Interpolation Line
prob
VOLATILI
.00
1.00
.550
.525
.500
.475
.450
-1.50
-1.00
-.50
.00
.50
1.00
1.50
SENTIMEN