

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

This chapter includes the research main summary based on the findings of questionnaire's survey data that have been discussed previously on Chapter 4. All results and findings of this research that related to the hypothesis will be integrated and discussed together. Therefore, a comprehensive conclusion can be developed. This chapter includes the research limitation and recommendation for further research discussion.

#### **5.1 Conclusion**

According to the analysis that has been done in this research, the researcher concludes the main conclusions as follows:

1. Hypothesis 1 is supported, attractiveness has a positive significant influence on consumer purchase intention.
2. Hypothesis 2 is supported, trustworthiness has a positive significant influence on consumer purchase intention.
3. Hypothesis 3 is supported, attitude has a positive significant influence on consumer purchase intention.
4. The Attractiveness influence level of Im Yoon Ah and Lee Min Ho does not have a significant difference.
5. The Trustworthiness influence level of Im Yoon Ah and Lee Min Ho does not have a significant difference.

6. The Attitude influence level of Im Yoon Ah and Lee Min Ho have a significant difference.
7. The Purchase Intention influence level of Im Yoon Ah and Lee Min Ho does not have a significant difference.

## **5.2 Managerial Implication**

According to the result, Im Yoon-ah's attitude on presenting the advertisement has the most influence on consumer's purchase intention compared to her attractiveness and trustworthiness. On the other hand, Lee Min Ho's attractiveness on presenting the advertisement has the most influence on consumer's purchase intention compared to his attitude and trustworthiness.

This research is mainly discussed about whether attractiveness, trustworthiness, and attitude of a celebrity endorser can positively influence consumers' purchase intention. The results of this study might help Innisfree as a brand and a company in determining the company marketing strategies, especially to determine the effectiveness of using celebrity endorsement to increase consumers' purchase intention.

Celebrity would attract people attention as well as arouse people interest in the brand or product being endorsed. Hence, it creates brand or product awareness, trust, and familiarity in consumer's decision process. Therefore, it is important to select the celebrity endorser that align with the brand images for the company. This research proven that celebrity endorser's attractiveness, trustworthiness, and attitude have a significant influence towards consumer purchase intention. This

research is expected to be useful for the company to become a reference in choosing celebrity endorsers that will represent the brand to the market.

### **5.3 Research Limitations and Suggestions for Future Research**

Some limitations in this research includes:

1. The researcher distributed the questionnaires via online. Therefore, the researcher was not able to monitor the process of answering the questionnaire. There is a chance of technical problems in the process of filling out the questionnaire. For further research, in order to obtain a more precise result, the researcher suggests to spread the questionnaire widely in the entire Indonesia with an equal number of respondents. The researcher suggests to conduct the research directly in order to minimize some technical issues as well as misunderstanding in answering the questionnaire.
2. Adjusted R square aims to explain the factors that influence the dependent variable. The adjusted R square for Im Yoon-ah in this research is 0.327. While, the adjusted R square of Lee Min Ho in this research is 0.274. Both adjusted R square are considered low. The good adjusted R square has to be more than 0.4 or 40%. Thus, the researcher suggests the future research to explore more factors that influence consumer purchase intention.

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## Appendix A

### Questionnaire

Responden yang terhormat, perkenalkan saya Michelle Adeline, mahasiswa dari Fakultas Bisnis dan Ekonomika Program Studi Manajemen Internasional Universitas Atma Jaya Yogyakarta. Saya mohon ketersediaan saudara/i untuk meluangkan waktu sejenak dan ikut berpartisipasi dalam mengisi kuesioner ini. Jawaban yang diberikan oleh saudara/i merupakan bantuan yang sangat berarti bagi saya untuk menyelesaikan studi ini. Kelengkapan jawaban yang diberikan oleh saudara/i akan menjadi masukan yang sangat bermanfaat bagi hasil penelitian ini. Atas perhatian dan bantuannya, saya ucapkan terima kasih.

Apakah anda Warga Negara Indonesia?

- Ya
- Tidak

Apakah anda pernah membeli dan menggunakan produk Innisfree dalam satu tahun terakhir?

- Ya
- Tidak

Apakah anda pernah menyaksikan iklan yang diperankan oleh Im Yoon-ah dan Lee Min Ho untuk produk Innisfree?

- Ya
- Tidak



Jenis Kelamin:

- Pria
- Wanita

Usia anda saat ini:

- < 17 tahun
- 17 – 25 tahun
- 26 – 34 tahun
- > 34 tahun

Pendapatan perbulan:

- < Rp 1.000.000
- Rp 1.000.001 – Rp 3.000.000
- Rp 3.000.001 – Rp 5.000.000
- > Rp 5.000.000

No.	Pernyataan	STS	TS	N	S	SS
1	Im Yoon-ah memiliki wajah yang cantik					
2	Im Yoon-ah adalah sesosok figure yang trendy					
3	Im Yoon-ah adalah seseorang yang sangat menarik					
4	Banyak orang ingin menjadi seperti Im Yoon-ah					
5	Im Yoon-ah akan selalu bersikap jujur					
6	Im Yoon-ah tidak akan berbohong atau melebih-lebihkan sesuatu					



7	Im Yoon-ah tidak akan berpura-pura mengetahui sesuatu yang tidak ia kuasai dengan baik					
8	Im Yoon-ah tidak akan berbicara tanpa dasar yang jelas					
9	Im Yoon-ah akan secara terus terang menjelaskan posisi, pendapat, dan opininya					
10	Produk Innisfree dalam iklan Im Yoon-ah mudah disukai					
11	Produk Innisfree dalam iklan Im Yoon-ah dapat dipercaya					
12	Saya merasa yakin dengan produk Innisfree dalam iklan Im Yoon-ah					
13	Produk Innisfree dalam iklan Im Yoon-ah dapat diandalkan					
14	Saya menyukai produk Innisfree dalam iklan Im Yoon-ah					
15	Saya ingin menggunakan produk Innisfree yang terdapat di dalam iklan Im Yoon-ah					
16	Saya bersedia membeli produk yang terdapat di dalam iklan Im Yoon-ah					
17	Iklan Im Yoon-ah membantu saya membuat keputusan dalam membeli produk Innisfree					
18	Jika harga yang ditawarkan sama, saya lebih memilih untuk membeli produk Innisfree yang di iklankan oleh Im Yoon-ah					
19	Lee Min Ho memiliki wajah yang tampan					
20	Lee Min Ho adalah sesosok figure yang trendy					
21	Lee Min Ho adalah seseorang yang sangat menarik					
22	Banyak orang ingin menjadi seperti Lee Min Ho					
23	Lee Min Ho akan selalu bersikap jujur					
24	Lee Min Ho tidak akan berbohong atau melebih-lebihkan sesuatu					

25	Lee Min Ho tidak akan berpura-pura mengetahui sesuatu yang tidak ia kuasai dengan baik					
26	Lee Min Ho tidak akan berbicara tanpa dasar yang jelas					
27	Lee Min Ho akan secara terus terang menjelaskan posisi, pendapat, dan opininya					
28	Produk Innisfree dalam iklan Lee Min Ho mudah disukai					
29	Produk Innisfree dalam iklan Lee Min Ho dapat dipercaya					
30	Saya merasa yakin dengan produk Innisfree dalam iklan Lee Min Ho					
31	Produk Innisfree dalam iklan Lee Min Ho dapat diandalkan					
32	Saya menyukai produk Innisfree dalam iklan Lee Min Ho					
33	Saya ingin menggunakan produk Innisfree yang terdapat di dalam iklan Lee Min Ho					
34	Saya bersedia membeli produk yang terdapat di dalam iklan Lee Min Ho					
35	Iklan Lee Min Ho membantu saya membuat keputusan dalam membeli produk Innisfree					
36	Jika harga yang ditawarkan sama, saya lebih memilih untuk membeli produk Innisfree yang di iklankan oleh Lee Min Ho					

## Appendix B

### Respondent's Characteristics

No	Jenis Kelamin	Usia	Pendapatan
1	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
2	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
3	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
4	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
5	Wanita	17 - 25 tahun	> Rp 5.000.000
6	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
7	Pria	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
8	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
9	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
10	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
11	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
12	Wanita	17 - 25 tahun	> Rp 5.000.000
13	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
14	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
15	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
16	Wanita	26 - 34 tahun	> Rp 5.000.000
17	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
18	Wanita	17 - 25 tahun	< Rp 1.000.000
19	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
20	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
21	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
22	Wanita	17 - 25 tahun	> Rp 5.000.000
23	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
24	Pria	17 - 25 tahun	< Rp 1.000.000
25	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
26	Wanita	17 - 25 tahun	< Rp 1.000.000
27	Pria	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
28	Wanita	> 34 tahun	> Rp 5.000.000
29	Wanita	> 34 tahun	Rp 3.000.001 - Rp 5.000.000
30	Wanita	> 34 tahun	> Rp 5.000.000
31	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
32	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
33	Wanita	17 - 25 tahun	> Rp 5.000.000
34	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
35	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
36	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
37	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
38	Wanita	26 - 34 tahun	Rp 3.000.001 - Rp 5.000.000
39	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000

40	Pria	17 - 25 tahun	< Rp 1.000.000
41	Wanita	17 - 25 tahun	> Rp 5.000.000
42	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
43	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
44	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
45	Wanita	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
46	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
47	Wanita	17 - 25 tahun	> Rp 5.000.000
48	Wanita	17 - 25 tahun	< Rp 1.000.000
49	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
50	Wanita	> 34 tahun	> Rp 5.000.000
51	Pria	26 - 34 tahun	Rp 3.000.001 - Rp 5.000.000
52	Wanita	17 - 25 tahun	> Rp 5.000.000
53	Wanita	17 - 25 tahun	> Rp 5.000.000
54	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
55	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
56	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
57	Wanita	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
58	Wanita	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
59	Wanita	26 - 34 tahun	< Rp 1.000.000
60	Pria	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
61	Pria	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
62	Wanita	17 - 25 tahun	> Rp 5.000.000
63	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
64	Wanita	> 34 tahun	Rp 1.000.001 - Rp 3.000.000
65	Wanita	> 34 tahun	Rp 3.000.001 - Rp 5.000.000
66	Wanita	17 - 25 tahun	> Rp 5.000.000
67	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
68	Pria	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
69	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
70	Wanita	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
71	Wanita	26 - 34 tahun	Rp 3.000.001 - Rp 5.000.000
72	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
73	Wanita	26 - 34 tahun	> Rp 5.000.000
74	Wanita	17 - 25 tahun	< Rp 1.000.000
75	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
76	Wanita	17 - 25 tahun	> Rp 5.000.000
77	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
78	Wanita	17 - 25 tahun	> Rp 5.000.000
79	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
80	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
81	Wanita	26 - 34 tahun	Rp 3.000.001 - Rp 5.000.000
82	Wanita	> 34 tahun	Rp 1.000.001 - Rp 3.000.000
83	Pria	> 34 tahun	Rp 3.000.001 - Rp 5.000.000

84	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
85	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
86	Pria	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
87	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
88	Wanita	17 - 25 tahun	> Rp 5.000.000
89	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
90	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
91	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
92	Wanita	17 - 25 tahun	< Rp 1.000.000
93	Wanita	> 34 tahun	Rp 3.000.001 - Rp 5.000.000
94	Wanita	17 - 25 tahun	> Rp 5.000.000
95	Wanita	26 - 34 tahun	Rp 3.000.001 - Rp 5.000.000
96	Wanita	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
97	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
98	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
99	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
100	Wanita	17 - 25 tahun	> Rp 5.000.000
101	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
102	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
103	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
104	Pria	26 - 34 tahun	< Rp 1.000.000
105	Wanita	17 - 25 tahun	> Rp 5.000.000
106	Pria	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
107	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
108	Wanita	26 - 34 tahun	Rp 1.000.001 - Rp 3.000.000
109	Wanita	17 - 25 tahun	< Rp 1.000.000
110	Wanita	17 - 25 tahun	> Rp 5.000.000
111	Wanita	> 34 tahun	Rp 3.000.001 - Rp 5.000.000
112	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000
113	Wanita	17 - 25 tahun	Rp 3.000.001 - Rp 5.000.000
114	Wanita	> 34 tahun	> Rp 5.000.000
115	Wanita	17 - 25 tahun	Rp 1.000.001 - Rp 3.000.000



## Appendix C

### QUESTIONNAIRE DATA

No	Attractiveness								Trustworthiness										Attitude										Purchase Intention								AVERAGE				
	Im Yoon Ah				Lee Min Ho				Im Yoon Ah					Lee Min Ho					Im Yoon Ah					Lee Min Ho					Im Yoon Ah				Lee Min Ho								
	AV1	AV2	AV3	AV4	AV5	AV6	AV7	AV8	TR1	TR2	TR3	TR4	TR5	TR6	TR7	TR8	TR9	TR10	AD1	AD2	AD3	AD4	AD5	AD6	AD7	AD8	AD9	AD10	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	AV	TR	AD	PI	
1	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	3	4	4.00	3.90	4.00	3.50		
2	5	5	5	3	5	5	5	4	4	4	4	5	4	4	4	4	5	4	4	5	4	4	5	4	4	4	5	4	4	5	4	4	4	4	5	4.63	4.20	4.40	4.25		
3	5	4	4	4	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	5	4	5	5	5	5	5	4.63	4.80	4.50	4.75		
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	5.00	5.00	5.00	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	5.00	5.00	5.00	
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	5.00	5.00	5.00	
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	5.00	5.00	5.00	
8	5	5	5	5	5	5	5	5	4	3	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	4.30	5.00	5.00	
9	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	5.00	5.00	5.00	
10	5	5	5	5	4	4	4	5	3	2	3	3	2	3	2	3	3	3	4	3	4	3	4	2	3	3	3	4	4	4	5	3	3	3	4	4.63	2.70	3.20	3.75		
11	5	4	4	5	5	5	5	4	3	4	4	4	5	4	5	5	4	4	5	4	3	5	4	5	5	4	4	4	5	2	2	2	5	4	4	4	4.63	4.20	4.30	3.50	
12	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	3	4	3	4	4	4	4	3	3	4	4	4	4	3.50	3.20	3.80	3.75		
13	4	5	4	5	4	4	5	5	2	2	2	4	2	2	2	2	4	4	4	4	3	4	4	4	2	3	3	2	2	1	2	2	2	4	4	4.50	2.60	3.30	2.38		
14	3	4	4	2	5	5	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4	4	3	3	3	3	3	4	4	4	3	3	4	3	3	3.88	3.50	3.50	3.50	
15	4	4	5	5	5	4	4	4	3	4	4	3	4	5	3	4	4	5	4	5	5	5	5	5	5	5	4	5	4	5	5	4	4	5	5	4.38	3.90	4.80	4.63		
16	5	5	5	5	5	5	5	5	2	2	2	2	2	3	2	3	3	3	4	3	3	3	4	5	4	4	4	5	4	4	4	5	4	4	4	5	5.00	2.40	3.90	4.25	
17	5	5	5	5	4	4	5	4	5	5	5	5	5	4	4	4	4	5	5	5	5	5	4	5	4	4	5	5	5	5	5	4	4	4	4	4	4.63	4.60	4.70	4.50	
18	3	4	4	2	5	5	5	4	2	2	2	4	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4.00	2.60	4.00	4.00	
19	5	3	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	4	5	4	5	5	5	5	5	4	4	3	3	5	5	5	5	4.50	4.50	4.60	4.25		
20	5	5	5	5	5	5	5	3	3	3	3	3	3	3	3	3	3	3	5	4	4	4	5	5	4	4	4	5	5	3	4	3	4	3	4	5.00	3.00	4.40	3.88		
21	5	5	5	4	5	5	5	5	4	4	5	4	4	5	5	4	5	5	3	4	5	3	4	4	5	4	4	4	4	3	5	4	4	5	4	3	4.88	4.50	4.00	4.00	
22	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5.00	5.00	5.00	4.75	
23	5	3	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	5	5	5	5	4	4	3	3	5	5	5	5	4.50	4.50	4.60	4.25	
24	5	5	5	4	5	5	5	5	4	4	5	4	4	5	4	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4.88	4.20	4.90	5.00	
25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5.00	5.00	5.00	4.88	
26	5	5	5	3	5	5	5	5	3	3	3	5	3	5	5	4	5	5	4	4	4	5	5	5	5	5	5	5	5	4	3	3	5	5	5	5	4.75	4.10	4.70	4.38	
27	5	5	5	5	5	5	5	5	4	4	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5.00	4.50	5.00	4.88	
28	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5.00	4.70	4.90	4.75	
29	5	5	5	5	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.00	4.70	4.90	5.00
30	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5.00	4.70	4.90	4.75	
31	4	5	4	4	4	4	5	5	3	2	4	5	5	5	5	5	5	5	4	4	4	5	5	4	5	4	4	4	4	4	5	4	4	4	5	4.38	4.40	4.30	4.25		
32	5	3	5	5	3	4	4	4	4	5	5	4	4	3	3	3	5	5	5	4	4	3	4	4	4	4	4	4	4	5	5	4	5	5	3	4	4.13	4.10	4.00	4.38	
33	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	2	5	4	4	5	3	5	3	3	5	5	5	4	5	4	5	3	4	3	4.50	4.60	4.20	4.13		
34	5	3	4	5	4	4	4	4	5	3	3	2	5	5	5	5	3	5	5	3	4	4	4	5	4	5	5	5	5	4	5	5	4	3	5	4.13	4.10	4.40	4.50		
35	4	5	5	5	4	5	5	5	4	3	3	4	5	4	5	5	4	5	5	3	5	5	3	3	3	3	3	5	4	3	5	4	4	5	5	4.75	4.20	3.80	4.38		
36	5	4	4	5	5	4	5	4	5	4	4	5	5	5	5	3	5	4	5	5	4	4	3	3	4	4	4	4	1	5	5	4	4	5	5	4.50	4.60	4.00	4.13		
37	5	5	4	4	4	5	5	5	3	3	4	4	3	3	3	5	5	5	5	4	4	4	5	5	5	5	4	2	5	4	5	5	5	3	3	4.63	3.80	4.60	4.00		
38	4	4	4	4	4	5	5	4	3	4	4	3	2	3	3	3	5	5	4	4	4	5	4	4	4	4	4	4	4	3	4	4	3	4	4	4.25	3.50	3.90	3.75		





87	5	4	5	3	4	5	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	4	5	4	3	5	4	4.25	5.00	4.50	4.38		
88	5	3	5	4	4	4	4	4	3	5	4	4	3	3	4	4	4	5	5	4	5	4	5	5	5	5	5	5	4	5	3	4	5	5	4	4	4.13	3.80	4.80	4.25	
89	5	5	4	4	4	4	5	5	4	5	5	5	2	5	3	3	3	5	4	5	4	4	4	4	5	5	5	5	2	2	5	4	5	5	5	4.50	4.00	4.50	4.13		
90	4	5	4	3	5	4	5	4	5	3	3	3	4	5	2	2	2	5	5	5	5	5	5	3	5	5	5	5	4	4	5	4	4	5	5	4.25	3.40	4.80	4.38		
91	5	4	4	4	4	4	5	5	5	4	4	4	3	4	3	3	3	4	5	3	4	3	3	4	4	5	5	5	5	4	5	3	3	3	3	4.38	3.70	4.10	3.63		
92	5	3	4	5	5	4	5	5	5	5	5	5	5	3	3	4	5	5	5	5	5	5	4	4	4	4	4	5	5	4	5	5	5	5	4	4.50	4.50	4.50	4.75		
93	5	4	4	5	4	5	4	4	3	5	5	3	5	3	4	4	5	5	4	4	5	4	5	3	5	5	5	3	4	5	5	4	4	3	3	3	4.38	4.20	4.30	3.88	
94	5	5	5	5	5	4	4	4	3	4	5	5	4	2	3	3	5	5	5	4	5	3	3	5	5	5	5	5	5	3	3	4	4	5	4	4.63	3.90	4.50	4.13		
95	5	5	4	2	4	4	5	4	3	4	4	4	5	5	5	5	2	3	4	4	5	5	5	5	4	4	4	4	4	4	4	4	5	4	4	4.13	4.00	4.40	4.13		
96	5	4	5	4	4	4	5	5	5	4	3	3	2	2	2	4	5	5	5	4	5	4	3	4	4	4	3	3	5	4	5	3	4	3	5	5	4.50	3.50	3.90	4.25	
97	4	4	4	5	5	5	4	4	3	3	5	5	4	2	2	5	5	5	4	4	4	4	5	5	5	3	3	3	4	5	5	4	5	4	3	4	4.38	3.90	4.00	4.25	
98	5	4	5	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	4	5	5	5	4	4	5	5	5	5	5	5	5	5	4.63	4.90	4.60	5.00	
99	4	4	4	5	4	4	4	4	4	4	4	5	5	5	5	5	3	3	5	4	3	4	5	3	3	5	5	5	5	5	5	5	5	5	5	4.13	4.30	4.20	4.75		
100	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	3	3	5	5	5	4	3	4	4	5	5	5	5	5	5	5	5	5	5	4.63	4.40	4.50	5.00		
101	5	5	5	5	4	5	5	4	5	5	4	4	5	5	5	5	2	2	5	5	4	5	5	4	4	4	4	4	4	5	5	3	3	3	3	4.75	4.20	4.40	3.88		
102	5	5	5	5	5	5	4	4	4	4	5	5	5	4	5	5	3	3	5	5	5	5	4	3	3	5	4	4	5	5	4	5	5	4	4	4.75	4.30	4.30	4.63		
103	4	5	4	4	3	4	4	4	3	5	5	5	4	5	5	5	3	4	3	4	3	3	4	5	4	4	4	4	2	3	5	4	4	5	4	5	4.00	4.40	3.80	4.00	
104	5	4	4	4	4	4	5	5	2	4	5	4	5	3	3	3	5	5	4	3	5	5	4	4	4	5	5	5	4	4	4	4	5	4	4	4	4.38	3.90	4.40	4.25	
105	5	5	5	4	4	4	5	4	4	3	5	5	4	4	5	5	5	5	4	4	4	4	4	4	4	5	5	5	4	5	3	4	5	5	5	3	4.50	4.50	4.30	4.25	
106	4	5	5	4	5	5	4	4	3	4	4	4	3	3	3	5	5	5	4	5	5	5	5	4	4	5	5	5	5	2	3	5	4	3	4	4	4.50	3.90	4.70	3.75	
107	5	4	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	4	4	4	5	5	5	5	4	4	3	4.63	5.00	4.50	4.38	
108	5	5	5	5	4	5	5	4	5	4	5	4	4	5	5	5	5	5	4	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4.75	4.70	4.60	4.88	
109	4	5	5	5	5	5	5	5	5	5	5	5	4	5	3	5	5	5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4.88	4.70	4.70	5.00	
110	5	4	4	4	4	4	5	5	5	4	4	4	5	3	3	3	3	3	4	4	3	5	5	5	5	3	3	3	4	4	4	4	4	4	4	4	4.38	3.70	4.00	4.00	
111	5	5	4	4	4	4	4	4	4	4	5	5	5	4	3	4	4	3	3	4	4	4	4	5	4	4	4	4	2	4	5	4	4	4	4	4.25	4.00	4.00	3.88		
112	4	4	3	4	4	4	4	4	4	5	5	4	3	5	4	5	5	5	4	5	5	5	4	5	4	5	4	4	5	4	3	4	5	3	3	3	3.88	4.50	4.50	3.75	
113	3	4	4	2	5	4	5	5	3	5	5	5	4	4	4	4	3	3	5	5	5	4	4	5	5	5	5	5	2	5	5	3	3	4	3	4	4.00	4.00	4.80	3.63	
114	5	5	5	5	4	3	3	4	4	3	3	2	5	2	2	4	3	4	4	4	4	4	4	5	3	3	3	3	3	5	5	4	3	5	5	4	3	4.25	3.20	3.60	4.25
115	5	5	4	4	5	4	4	4	4	4	4	5	4	4	4	4	5	5	5	4	5	3	4	3	3	3	5	5	4	5	5	5	5	4	5	4.38	4.30	4.00	4.75		

## Appendix D

### Validity and Reliability Test Result

#### Validity Test Result (Attractiveness)

##### Correlations

		AV1	AV2	AV3	AV4	AV5	AV6	AV7	AV8	Attractiveness
AV1	Pearson Correlation	1	,421*	,577**	,647**	,260	,349	,572**	,619**	,802**
	Sig. (2-tailed)		,021	,001	,000	,165	,059	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30
AV2	Pearson Correlation	,421*	1	,841**	,482**	,135	,201	,405*	,516**	,745**
	Sig. (2-tailed)	,021		,000	,007	,477	,287	,027	,004	,000
	N	30	30	30	30	30	30	30	30	30
AV3	Pearson Correlation	,577**	,841**	1	,541**	,388*	,310	,388*	,590**	,839**
	Sig. (2-tailed)	,001	,000		,002	,034	,095	,034	,001	,000
	N	30	30	30	30	30	30	30	30	30
AV4	Pearson Correlation	,647**	,482**	,541**	1	,000	-,055	,293	,526**	,716**
	Sig. (2-tailed)	,000	,007	,002		1,000	,775	,116	,003	,000
	N	30	30	30	30	30	30	30	30	30
AV5	Pearson Correlation	,260	,135	,388*	,000	1	,894**	,520**	,425*	,505**
	Sig. (2-tailed)	,165	,477	,034	1,000		,000	,003	,019	,004
	N	30	30	30	30	30	30	30	30	30
AV6	Pearson Correlation	,349	,201	,310	-,055	,894**	1	,671**	,507**	,538**
	Sig. (2-tailed)	,059	,287	,095	,775	,000		,000	,004	,002
	N	30	30	30	30	30	30	30	30	30
AV7	Pearson Correlation	,572**	,405*	,388*	,293	,520**	,671**	1	,595**	,702**

	Sig. (2-tailed)	,001	,027	,034	,116	,003	,000		,001	,000
	N	30	30	30	30	30	30	30	30	30
AV8	Pearson Correlation	,619**	,516**	,590**	,526**	,425*	,507**	,595**	1	,824**
	Sig. (2-tailed)	,000	,004	,001	,003	,019	,004	,001		,000
	N	30	30	30	30	30	30	30	30	30
Attractiveness	Pearson Correlation	,802**	,745**	,839**	,716**	,505**	,538**	,702**	,824**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,004	,002	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Reliability Test (Attractiveness)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,844	8

### Validity Test Result (Trustworthiness)

#### Correlations

		TR1	TR2	TR3	TR4	TR5	TR6	TR7	TR8	TR9	TR10	Trustworthiness
TR1	Pearson Correlation	1	,916**	,890**	,749**	,814**	,719**	,736**	,805**	,543**	,637**	,900**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,002	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
TR2	Pearson Correlation	,916**	1	,850**	,671**	,902**	,786**	,759**	,835**	,507**	,651**	,910**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,004	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
TR3	Pearson Correlation	,890**	,850**	1	,711**	,869**	,770**	,747**	,799**	,588**	,694**	,911**
	Sig. (2-tailed)											

	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,749**	,671**	,711**	1	,683**	,533**	,693**	,616**	,733**	,726**	,802**
TR4	Sig. (2-tailed)	,000	,000	,000		,000	,002	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,814**	,902**	,869**	,683**	1	,733**	,816**	,821**	,609**	,649**	,910**
TR5	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,719**	,786**	,770**	,533**	,733**	1	,839**	,891**	,647**	,753**	,878**
TR6	Sig. (2-tailed)	,000	,000	,000	,002	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,736**	,759**	,747**	,693**	,816**	,839**	1	,896**	,802**	,742**	,916**
TR7	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,805**	,835**	,799**	,616**	,821**	,891**	,896**	1	,652**	,720**	,923**
TR8	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,543**	,507**	,588**	,733**	,609**	,647**	,802**	,652**	1	,847**	,771**
TR9	Sig. (2-tailed)	,002	,004	,001	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,637**	,651**	,694**	,726**	,649**	,753**	,742**	,720**	,847**	1	,830**
TR10	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,900**	,910**	,911**	,802**	,910**	,878**	,916**	,923**	,771**	,830**	1
Trustworthiness	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Reliability Test Result (Trustworthiness)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,966	10

### Validity Test Result (Attitude)

#### Correlations

	AD1	AD2	AD3	AD4	AD5	AD6	AD7	AD8	AD9	AD10	Attitude	
AD1	Pearson Correlation	1	,671**	,397*	,638**	,725**	,506**	,433*	,495**	,486**	,466**	,692**
	Sig. (2-tailed)		,000	,030	,000	,000	,004	,017	,005	,007	,009	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD2	Pearson Correlation	,671**	1	,723**	,691**	,836**	,501**	,583**	,636**	,643**	,532**	,819**
	Sig. (2-tailed)	,000		,000	,000	,000	,005	,001	,000	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD3	Pearson Correlation	,397*	,723**	1	,382*	,609**	,359	,628**	,692**	,704**	,586**	,745**
	Sig. (2-tailed)	,030	,000		,037	,000	,051	,000	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD4	Pearson Correlation	,638**	,691**	,382*	1	,628**	,494**	,455*	,524**	,535**	,381*	,689**
	Sig. (2-tailed)	,000	,000	,037		,000	,005	,012	,003	,002	,038	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD5	Pearson Correlation	,725**	,836**	,609**	,628**	1	,519**	,597**	,625**	,609**	,571**	,803**
	Sig. (2-tailed)	,000	,000	,000	,000		,003	,000	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30

AD6	Pearson Correlation	,506**	,501**	,359	,494**	,519**	1	,713**	,858**	,816**	,685**	,808**
	Sig. (2-tailed)	,004	,005	,051	,005	,003		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD7	Pearson Correlation	,433*	,583**	,628**	,455*	,597**	,713**	1	,811**	,826**	,864**	,865**
	Sig. (2-tailed)	,017	,001	,000	,012	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD8	Pearson Correlation	,495**	,636**	,692**	,524**	,625**	,858**	,811**	1	,969**	,823**	,927**
	Sig. (2-tailed)	,005	,000	,000	,003	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD9	Pearson Correlation	,486**	,643**	,704**	,535**	,609**	,816**	,826**	,969**	1	,847**	,928**
	Sig. (2-tailed)	,007	,000	,000	,002	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
AD10	Pearson Correlation	,466**	,532**	,586**	,381*	,571**	,685**	,864**	,823**	,847**	1	,847**
	Sig. (2-tailed)	,009	,002	,001	,038	,001	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30
Attitude	Pearson Correlation	,692**	,819**	,745**	,689**	,803**	,808**	,865**	,927**	,928**	,847**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

## Reliability Test Result (Attitude)

### Reliability Statistics

Cronbach's Alpha	N of Items
,942	10

## Validity Test Result (Purchase Intention)

### Correlations

		PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	Purchase Intention
PI1	Pearson Correlation	1	,701**	,567**	,427*	,687**	,687**	,453*	,399*	,788**
	Sig. (2-tailed)		,000	,001	,019	,000	,000	,012	,029	,000
	N	30	30	30	30	30	30	30	30	30
PI2	Pearson Correlation	,701**	1	,680**	,659**	,525**	,644**	,387*	,457*	,835**
	Sig. (2-tailed)	,000		,000	,000	,003	,000	,035	,011	,000
	N	30	30	30	30	30	30	30	30	30
PI3	Pearson Correlation	,567**	,680**	1	,699**	,449*	,562**	,457*	,330	,798**
	Sig. (2-tailed)	,001	,000		,000	,013	,001	,011	,075	,000
	N	30	30	30	30	30	30	30	30	30
PI4	Pearson Correlation	,427*	,659**	,699**	1	,235	,295	,218	,293	,660**
	Sig. (2-tailed)	,019	,000	,000		,211	,114	,246	,116	,000
	N	30	30	30	30	30	30	30	30	30
PI5	Pearson Correlation	,687**	,525**	,449*	,235	1	,904**	,850**	,657**	,826**
	Sig. (2-tailed)	,000	,003	,013	,211		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
PI6	Pearson Correlation	,687**	,644**	,562**	,295	,904**	1	,758**	,502**	,849**
	Sig. (2-tailed)	,000	,000	,001	,114	,000		,000	,005	,000
	N	30	30	30	30	30	30	30	30	30
PI7	Pearson Correlation	,453*	,387*	,457*	,218	,850**	,758**	1	,759**	,756**
	Sig. (2-tailed)	,012	,035	,011	,246	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30



PI8	Pearson Correlation	,399*	,457*	,330	,293	,657**	,502**	,759**	1	,675**
	Sig. (2-tailed)	,029	,011	,075	,116	,000	,005	,000		,000
	N	30	30	30	30	30	30	30	30	30
Purchase Intention	Pearson Correlation	,788**	,835**	,798**	,660**	,826**	,849**	,756**	,675**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

### Reliability Test Result (Purchase Intention)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,898	8

## Appendix E

### Respondent's Descriptive Analysis

#### Gender

##### Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Pria	12	10,4	10,4	10,4
Valid Wanita	103	89,6	89,6	100,0
Total	115	100,0	100,0	

#### Age

##### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
> 34 tahun	11	9,6	9,6	9,6
Valid 17 - 25 tahun	88	76,5	76,5	86,1
26 - 34 tahun	16	13,9	13,9	100,0
Total	115	100,0	100,0	

#### Income

##### Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 1.000.000	10	8,7	8,7	8,7
> Rp 5.000.000	23	20,0	20,0	28,7
Valid Rp 1.000.001 - Rp 3.000.000	48	41,7	41,7	70,4
Rp 3.000.001 - Rp 5.000.000	34	29,6	29,6	100,0
Total	115	100,0	100,0	

## Descriptive Statistic Analysis of Im Yoon-ah

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attractiveness (Im Yoon Ah)	115	3,25	5,00	4,4565	,44704
Trustworthiness (Im Yoon Ah)	115	2,00	5,00	4,1183	,65475
Attitude (Im Yoon Ah)	115	3,00	5,00	4,4087	,41918
Purchase Intention (Im Yoon Ah)	115	1,75	5,00	4,3587	,53816
Valid N (listwise)	115				

## Descriptive Statistic Analysis of Lee Min Ho

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attractiveness (Lee Min Ho)	115	3,50	5,00	4,4543	,40091
Trustworthiness (Lee Min Ho)	115	2,40	5,00	4,1322	,68666
Attitude (Lee Min Ho)	115	2,80	5,00	4,2817	,58273
Purchase Intention (Lee Min Ho)	115	3,00	5,00	4,3043	,55684
Valid N (listwise)	115				

## Appendix F

### Multiple Regression Analysis

#### Multiple Regression Analysis of Im Yoon-ah

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Attitude (Im Yoon Ah), Attractiveness (Im Yoon Ah), Trustworthiness (Im Yoon Ah) <sup>b</sup>		Enter

a. Dependent Variable: Purchase Intention (Im Yoon Ah)

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,587 <sup>a</sup>	,345	,327	,44147

a. Predictors: (Constant), Attitude (Im Yoon Ah), Attractiveness (Im Yoon Ah), Trustworthiness (Im Yoon Ah)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,383	3	3,794	19,468	,000 <sup>b</sup>
	Residual	21,633	111	,195		
	Total	33,016	114			

a. Dependent Variable: Purchase Intention (Im Yoon Ah)

b. Predictors: (Constant), Attitude (Im Yoon Ah), Attractiveness (Im Yoon Ah), Trustworthiness (Im Yoon Ah)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

	(Constant)	,760	,544		1,396	,165
1	Attractiveness (Im Yoon Ah)	,281	,100	,233	2,819	,006
	Trustworthiness (Im Yoon Ah)	,268	,073	,326	3,699	,000
	Attitude (Im Yoon Ah)	,282	,108	,219	2,604	,010

a. Dependent Variable: Purchase Intention (Im Yoon Ah)

### Multiple Regression Analysis of Lee Min Ho

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Attitude (Lee Min Ho), Attractiveness (Lee Min Ho), Trustworthiness (Lee Min Ho) <sup>b</sup>		Enter

a. Dependent Variable: Purchase Intention (Lee Min Ho)

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,541 <sup>a</sup>	,293	,274	,47461

a. Predictors: (Constant), Attitude (Lee Min Ho), Attractiveness (Lee Min Ho), Trustworthiness (Lee Min Ho)

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,344	3	3,448	15,308	,000 <sup>b</sup>
	Residual	25,003	111	,225		
	Total	35,348	114			

a. Dependent Variable: Purchase Intention (Lee Min Ho)

b. Predictors: (Constant), Attitude (Lee Min Ho), Attractiveness (Lee Min Ho), Trustworthiness (Lee Min Ho)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,292	,524		2,464	,015
1 Attractiveness (Lee Min Ho)	,250	,121	,180	2,071	,041
Trustworthiness (Lee Min Ho)	,223	,076	,275	2,924	,004
Attitude (Lee Min Ho)	,228	,094	,239	2,419	,017

a. Dependent Variable: Purchase Intention (Lee Min Ho)



## Appendix G

### Independent Sample T-test

#### Attractiveness

**Group Statistics**

	Brand Ambassador	N	Mean	Std. Deviation	Std. Error Mean
Attractiveness	Im Yoon Ah	115	4,4565	,44704	,04169
	Lee Min Ho	115	4,4543	,40091	,03738

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper



Attractiveness	Equal variances assumed	,554	,458	,039	228	,969	,00217	,05599	-,10816	,11251
	Equal variances not assumed			,039	225,347	,969	,00217	,05599	-,10817	,11251

### Trustworthiness

#### Group Statistics

	Brand Ambassador	N	Mean	Std. Deviation	Std. Error Mean
Trustworthiness	Im Yoon Ah	115	4,1183	,65475	,06106
	Lee Min Ho	115	4,1322	,68666	,06403

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Trustworthiness	Equal variances assumed	1,102	,295	-,157	228	,875	-,01391	,08847	-,18825	,16042

Equal variances not assumed				-,157	227,486	,875	-,01391	,08847	-,18825	,16042
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## Attitude

### Group Statistics

	Brand Ambassador	N	Mean	Std. Deviation	Std. Error Mean
Attitude	Im Yoon Ah	115	4,4087	,41918	,03909
	Lee Min Ho	115	4,2817	,58273	,05434

### Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attitude	Equal variances assumed	13,014	,000	1,897	228	,059	,12696	,06694	-,00494	,25885
	Equal variances not assumed			1,897	207,061	,059	,12696	,06694	-,00501	,25893

## Purchase Intention

### Group Statistics

	Brand Ambassador	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	Im Yoon Ah	115	4,3587	,53816	,05018
	Lee Min Ho	115	4,3043	,55684	,05193

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase Intention	Equal variances assumed	,491	,484	,753	228	,452	,05435	,07221	-,08794	,19664
	Equal variances not assumed			,753	227,735	,452	,05435	,07221	-,08794	,19664

