

## CHAPTER V

### CONCLUSION & RECOMMENDATIONS

This chapter will mainly discuss about the conclusion from the current research about the influence of foodstagram endorsement towards purchase intention which mediated by consumer attitude, as well as suggestions that is useful for businessman in the field of foodstagram endorsement and for a better future research.

#### 5.1. Conclusion

Based on the analysis result that is discussed earlier in Chapter IV, the conclusions are as follow:

1. The characteristics of respondents that own Instagram and knows about Jogjafoodhunter foodstagram account are mostly female, that is 65,4%. The majority of respondents are in the age category of 15 – 23 years old, that is 94,1%. Most of the respondents are college students, as much as 80,4%. The average monthly income of the respondents is  $\leq$  Rp1.500.000, as much as 51%.
2. The source of attractiveness and source of credibility has a significant influence towards consumer attitude. (**H1 & H3 are accepted**)
3. Source of credibility has no significant influence towards purchase intention. (**H4 is rejected**)
4. The source of attractiveness and consumer attitude has a significant influence towards purchase intention. (**H2 & H7 are accepted**)
5. Product congruency has no significant influence towards consumer attitude and purchase intention. (**H5& H6are rejected**)

6. Consumer attitude mediates the influence between source of attractiveness and source of credibility towards purchase intention. (**H8 & H9 are accepted**)
7. Consumer attitude not mediate the influence of product congruency towards purchase intention. (**H10 is rejected**)

## 5.2. Managerial Implications

According to result of the findings, it indicates that the most influential indicator of foodstagram endorsement that positively affects purchase intention is consumer attitude, followed by source of credibility and product congruency. The highest mean item for consumer attitude refers to the consumer's perception towards Jogjafoodhunter Instagram account which always recommends a good quality culinary product. It is crucial for Jogjafoodhunter to maintain the good image that already goes deep in the minds of consumers. Jogjafoodhunter should focus on elevating the foodstagram endorsement in order to draw consumer's positive attitude by displaying good quality culinary products. For instance, Jogjafoodhunter must always carefully sort out the culinary product by emphasizing on the product quality, cleanliness, and uniqueness of the product to ensure the entire product meets the standard quality and worth to be recommended. It should not recommend any product that doesn't meet the standards of quality since it will lower the consumer's trust. By nurturing a good quality culinary product, it can build up consumers' confident and loyalty to Jogjafoodhunter, and even makes consumers rely more on Jogjafoodhunter as their culinary references. Thus, as a result, the consumer's positive attitude will lead to greater purchase intention on Jogjafoodhunter culinary product.

In terms of source of credibility, consumers are focusing on the knowledge and experience that possessed by Jogjafoodhunter. This indicates that consumer encounters a positive respond towards Jogjafoodhunter's credibility. A broad knowledge and well-experience is a great combination to convince the consumer to purchase the culinary product. In conclusion, enhancing the culinary knowledge as well as the experience is the right step to improve the credibility.

### 5.3. Limitations of the Research

There are some variables that are not supported in this research, as written below:

1. Product-congruency doesn't significantly influence both consumer attitude and purchase intention. The result is in contradictory with the previous research because of the different object that is used. The tendency of Jogjafoodhunter to promote something else besides the culinary product might be the one of the reason why the image of Jogjafoodhunter with the culinary product is less congruence.
2. The source of credibility doesn't significantly influence purchase intention. In this research, source of credibility is not the factor that can influence the purchase intention, since there are other factors that can affect purchase intention outside the variables in this research. Jogjafoodhunter might have provide less information and have less knowledge about the culinary product, which leads to lower purchase intention.
3. The question provided in the indicator does not suitable for foodstagram endorsement object research. The indicator was suitable for celebrities endorsement only.

#### **5.4. Suggestions for Future Research**

According to the research limitations, Jogjafoodhunter should maintain their image as culinary references in Yogyakarta. Jogjafoodhunter need to be more focus on endorsing the culinary product. The future research should be able to have the right research object that can carry out some concepts of the research variable which are source of attractiveness, source of credibility, and product congruency. Other than that, it is suggested to use some indicators that taken from journal that using foodstagram endorsement as the research object.



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Perkenalkan nama saya Aloysia Danni N.A, mahasiswa program studi Manajemen, Fakultas Bisnis dan Ekonomika Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian Tugas Akhir mengenai "Pengaruh Foodstagram Endorsement terhadap Sikap Konsumen dan Niat Pembelian: Studi Kasus pada Instagram Jogjafoodhunter"

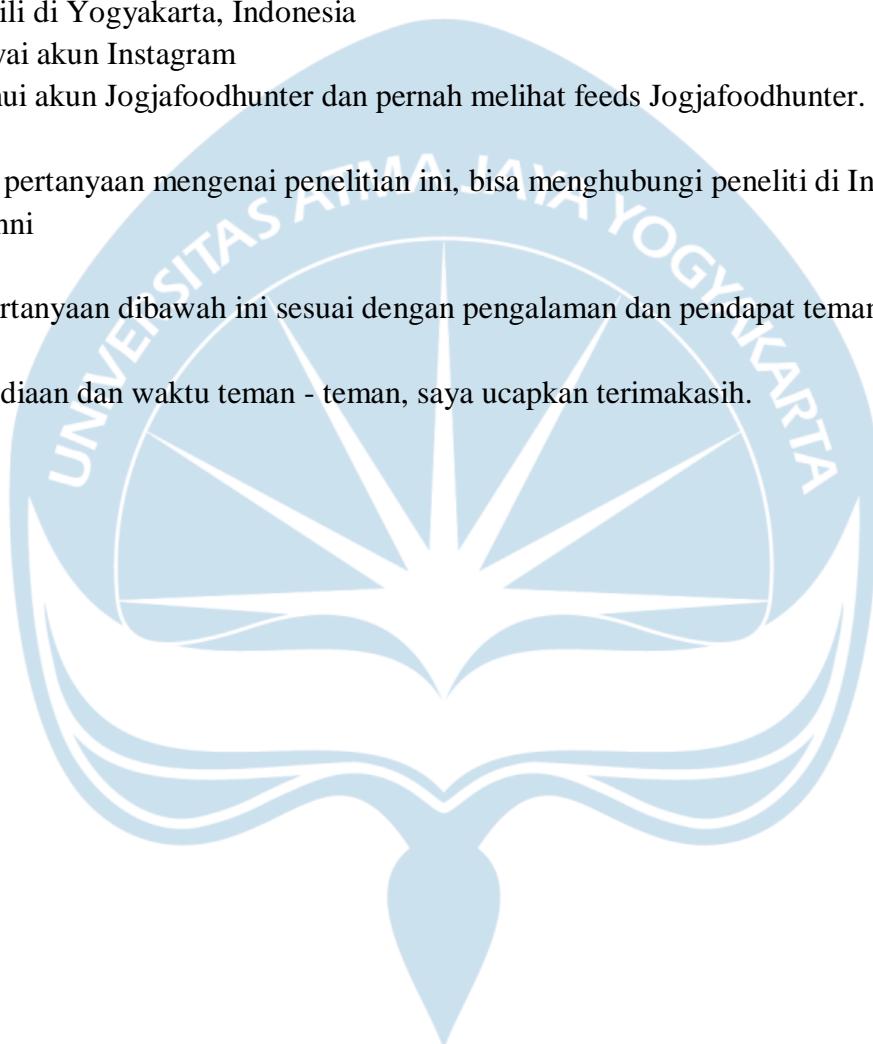
Saya mohon teman - teman meluangkan waktu sedikit untuk mengisi kuesioner penelitian skripsi saya, bagi teman - teman yang memenuhi kriteria sebagai berikut :

1. Umur 15 - 40 tahun
2. Berdomisili di Yogyakarta, Indonesia
3. Mempunyai akun Instagram
4. Mengetahui akun Jogjafoodhunter dan pernah melihat feeds Jogjafoodhunter.

Apabila ada pertanyaan mengenai penelitian ini, bisa menghubungi peneliti di Instagram @aloysiadanni

Jawablah pertanyaan dibawah ini sesuai dengan pengalaman dan pendapat teman - teman.

Atas ketersediaan dan waktu teman - teman, saya ucapkan terimakasih.

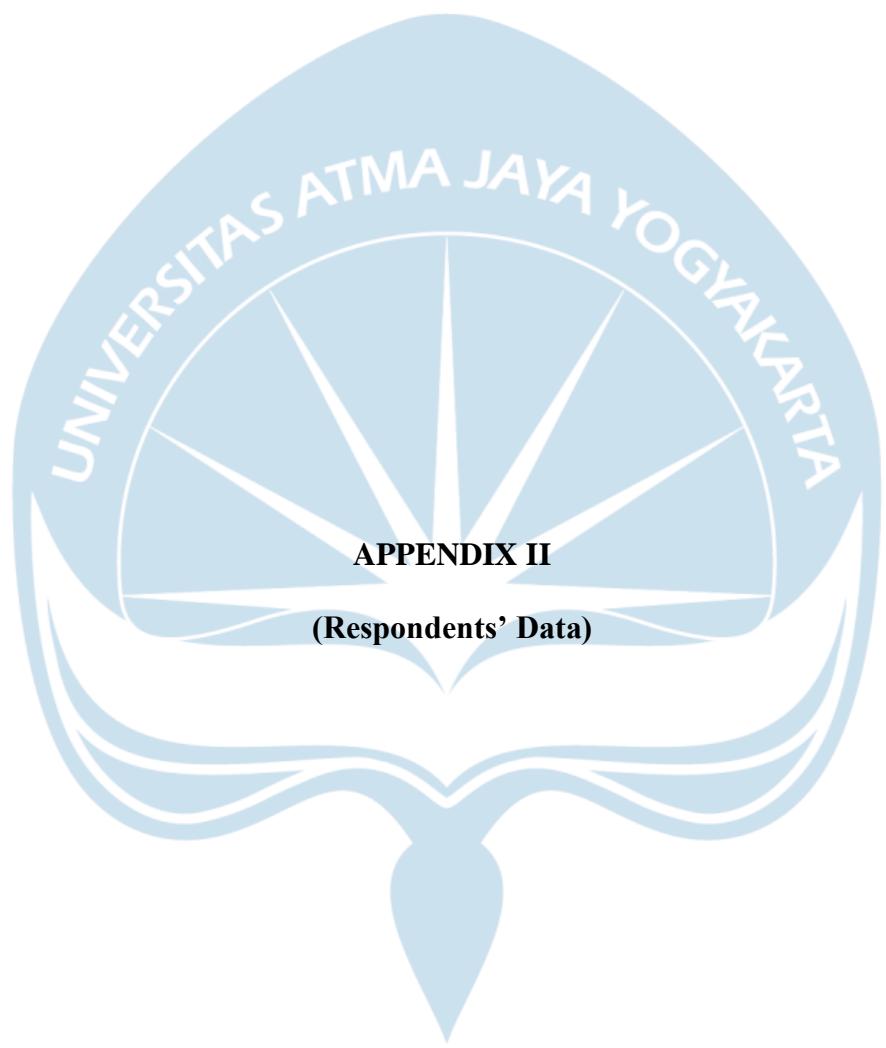


## Kuesioner

1. Apakah anda memiliki akun Instagram? Ya / Tidak.
2. Apakah anda mengetahui akun Instagram Jogjafoodhunter? Ya / Tidak.
3. Apakah anda pernah melihat postingan iklan dari akun Instagram Jogjafoodhunter? Ya / Tidak.
4. Jenis kelamin : Laki – laki / Perempuan
5. Usia
  - : 15 – 23 tahun
  - 24 – 32 tahun
  - 33 – 40 tahun
6. Pekerjaan : Pelajar/Mahasiswa/Pegawai Negeri/Pegawai Swasta/Wirausaha
7. Pendapatan per bulan
  - : ≤ Rp1.500.000
  - Rp1.500.001 - Rp2.500.000
  - Rp2.500.001 - Rp3.500.000
  - Rp3.500.001 - Rp4.500.000
  - > Rp4.500.001

No	Questions	Answers				
<b>Daya Tarik (Source of Attractiveness)</b>		STS	TS	N	S	SS
1	Jogjafoodhunter memiliki tampilan feeds yang menarik.					
2	Jogjafoodhunter memiliki tampilan feeds yang berkelas					
3	Jogjafoodhunter memiliki tampilan feeds yang bagus.					
4	Saya menyukai akun Jogjafoodhunter.					
5	Jogjafoodhunter sudah tidak asing lagi bagi saya.					
6	Saya melihat bahwa akun Jogjafoodhunter memiliki kesamaan dengan diri saya dalam hal gaya hidup, nilai, dan lain-lain.					
<b>Kredibilitas (Source of Credibility)</b>		STS	TS	N	S	SS
1	Saya mendapat kesan bahwa Jogjafoodhunter memiliki kejujuran ketika mengiklankan produk kuliner.					
2	Saya mendapat kesan bahwa Jogjafoodhunter memiliki ketulusan ketika mengiklankan produk kuliner.					
3	Saya mendapat kesan bahwa Jogjafoodhunter dapat dipercaya ketika mengiklankan produk kuliner.					
4	Saya mendapat kesan bahwa Jogjafoodhunter dapat diandalkan ketika mengiklankan produk kuliner.					
5	Saya mendapat kesan bahwa Jogjafoodhunter adalah akun yang cukup memenuhi syarat untuk					

	mengiklankan produk kuliner.				
6	Saya mendapat kesan bahwa Jogjafoodhunter cukup berpengalaman ketika mengiklankan produk kuliner.				
7	Saya mendapat kesan bahwa Jogjafoodhunter memiliki pengetahuan tentang produk kuliner yang diiklankan.				
<b>Kesesuaian Antara Endorser dan Produk (Product Congruency)</b>		STS	TS	N	S
1	Menurut saya, akun Jogjafoodhunter adalah yang paling cocok untuk mewakili produk kuliner.				
2	Saya dengan mudah menghubungkan akun Jogjafoodhunter dengan produk kuliner (saya memikirkan produk kuliner jika sedang memikirkan Jogjafoodhunter).				
3	Citra akun Jogjafoodhunter dengan produk kuliner yang diiklankan serasi dan sesuai.				
<b>Sikap Konsumen Terhadap Suatu Merk / Produk (Consumer Attitude)</b>		STS	TS	N	S
1	Setelah melihat postingan Jogjafoodhunter, saya mendapat kesan bahwa mereka merekomendasikan produk kuliner berkualitas baik.				
2	Setelah melihat postingan Jogjafoodhunter, saya mendapat kesan bahwa produk kuliner yang direkomendasikan bagus.				
3	Setelah melihat postingan Jogjafoodhunter, saya mendapat kesan bahwa produk kuliner yang direkomendasikan lebih baik.				
4	Setelah melihat postingan Jogjafoodhunter, saya menyukai produk kuliner				
5	Setelah melihat postingan Jogjafoodhunter, saya mendapat kesan bahwa membeli produk kuliner yang direkomendasikan akan memberikan perasaan yang menyenangkan.				
<b>Niat Pembelian (Purchase Intention)</b>		STS	TS	N	S
1	Saya tertarik untuk membeli produk kuliner yang direkomendasikan oleh Jogjafoodhunter.				
2	Jika ada kesempatan, saya perkiraan kedepannya saya harus membeli produk kuliner yang direkomendasikan Jogjafoodhunter.				
3	Produk kuliner yang direkomendasikan Jogjafoodhunter memiliki nilai yang bagus dan layak untuk dibeli.				
4	Saya bersedia membeli produk kuliner yang direkomendasikan oleh Jogjafoodhunter.				



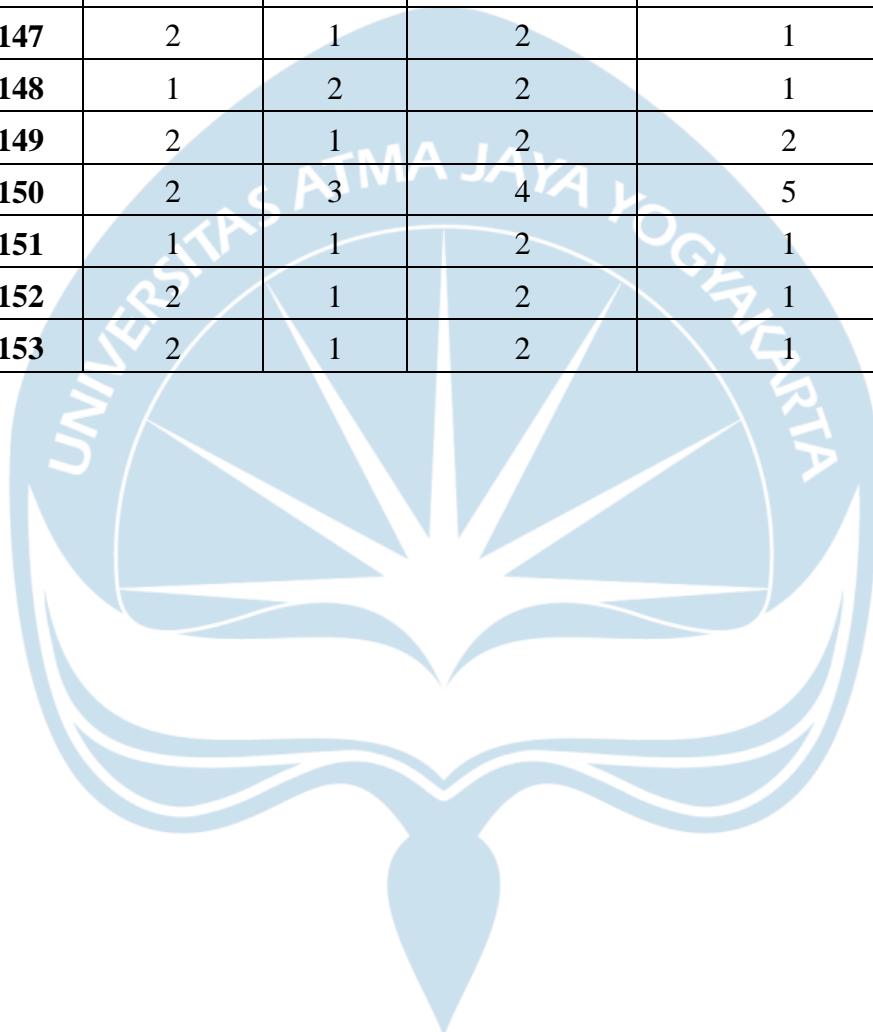
No	Gender	Age	Occupation	Income per Month
1	2	1	2	2
2	2	1	2	1
3	2	1	2	3
4	2	1	2	2
5	2	1	2	1
6	2	1	2	1
7	1	1	2	1
8	2	1	2	1
9	1	1	2	1
10	1	1	2	1
11	1	1	2	2
12	1	1	5	1
13	1	1	2	2
14	2	1	2	1
15	2	1	2	1
16	2	1	7	3
17	1	1	2	1
18	1	1	2	1
19	1	1	2	1
20	1	1	2	1
21	2	1	2	2
22	1	1	2	1
23	2	1	2	2
24	2	1	2	2
25	2	1	2	2
26	2	1	2	1
27	1	2	4	2
28	2	1	2	1
29	1	1	2	1
30	1	1	5	2
31	2	1	2	1
32	2	1	2	2
33	2	1	2	4
34	2	1	2	1

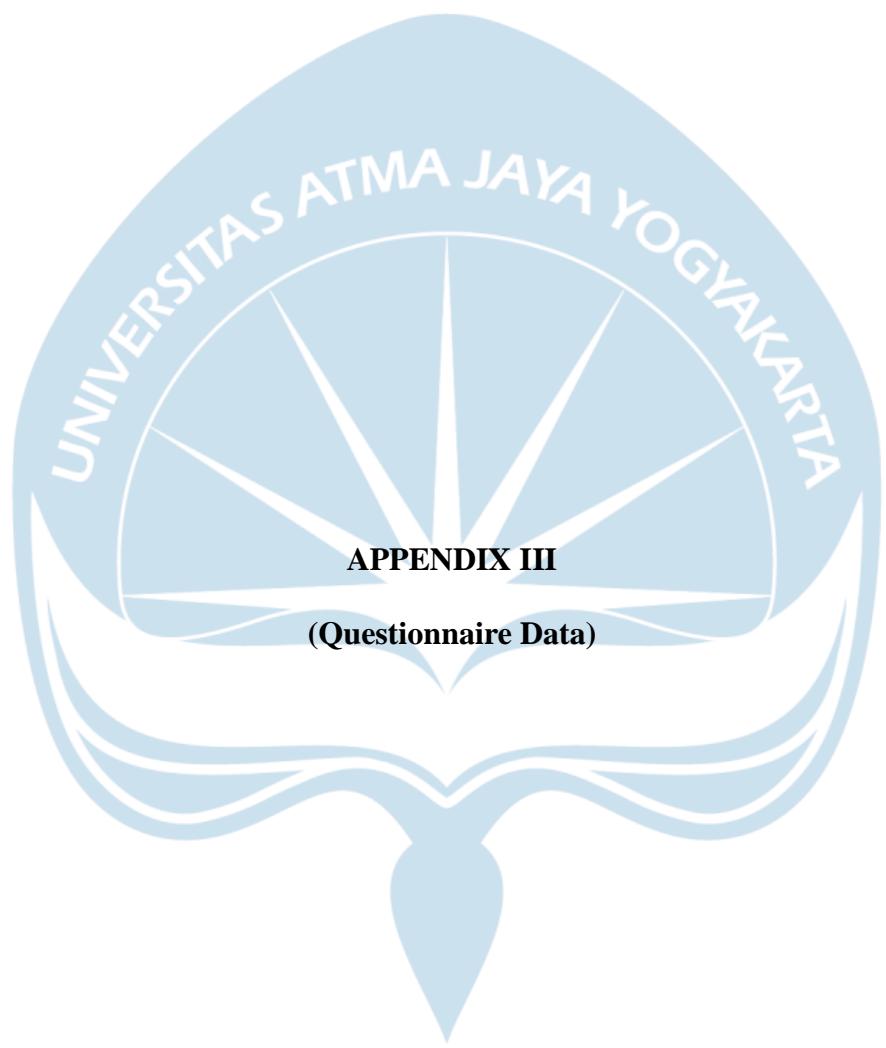
<b>35</b>	2	1	2	1
<b>36</b>	1	1	2	1
<b>37</b>	2	1	5	2
<b>38</b>	2	1	2	1
<b>39</b>	1	1	2	1
<b>40</b>	1	1	2	1
<b>41</b>	2	1	2	4
<b>42</b>	1	1	2	2
<b>43</b>	2	1	2	2
<b>44</b>	2	1	2	1
<b>45</b>	2	1	2	1
<b>46</b>	2	1	2	2
<b>47</b>	2	1	2	4
<b>48</b>	2	1	2	1
<b>49</b>	2	1	2	1
<b>50</b>	1	1	2	1
<b>51</b>	2	1	2	2
<b>52</b>	1	1	2	1
<b>53</b>	2	1	2	2
<b>54</b>	1	1	2	1
<b>55</b>	1	1	2	2
<b>56</b>	2	1	2	2
<b>57</b>	1	1	2	2
<b>58</b>	2	1	2	2
<b>59</b>	2	1	2	1
<b>60</b>	2	1	2	2
<b>61</b>	2	1	1	1
<b>62</b>	2	1	2	1
<b>63</b>	1	1	2	1
<b>64</b>	2	1	2	3
<b>65</b>	2	1	4	2
<b>66</b>	1	1	2	1
<b>67</b>	2	2	4	2
<b>68</b>	2	1	2	1
<b>69</b>	2	1	2	1

<b>70</b>	1	1	2	2
<b>71</b>	1	1	2	3
<b>72</b>	2	1	2	1
<b>73</b>	2	1	1	1
<b>74</b>	2	1	2	1
<b>75</b>	2	1	2	1
<b>76</b>	2	1	2	2
<b>77</b>	1	1	2	1
<b>78</b>	2	1	2	3
<b>79</b>	1	1	5	1
<b>80</b>	1	1	2	1
<b>81</b>	1	1	2	1
<b>82</b>	1	1	2	1
<b>83</b>	2	1	2	1
<b>84</b>	2	1	2	2
<b>85</b>	1	1	2	1
<b>86</b>	2	1	2	3
<b>87</b>	2	1	2	1
<b>88</b>	2	1	2	1
<b>89</b>	2	1	2	2
<b>90</b>	1	1	2	2
<b>91</b>	2	1	2	1
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<b>94</b>	1	1	2	1
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<b>96</b>	2	1	4	2
<b>97</b>	2	1	2	1
<b>98</b>	2	1	2	2
<b>99</b>	2	1	2	2
<b>100</b>	1	1	2	2
<b>101</b>	1	1	2	1
<b>102</b>	2	1	2	2
<b>103</b>	2	1	2	2
<b>104</b>	2	1	2	1

<b>105</b>	2	1	2	2
<b>106</b>	1	1	2	1
<b>107</b>	1	1	4	5
<b>108</b>	1	1	8	2
<b>109</b>	1	1	2	1
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<b>111</b>	1	1	2	1
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<b>113</b>	1	1	4	3
<b>114</b>	2	1	2	1
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<b>120</b>	1	1	4	5
<b>121</b>	2	1	2	1
<b>122</b>	1	2	4	5
<b>123</b>	2	1	5	3
<b>124</b>	2	1	2	3
<b>125</b>	1	1	2	2
<b>126</b>	2	1	1	1
<b>127</b>	2	1	3	5
<b>128</b>	2	1	6	4
<b>129</b>	2	1	2	1
<b>130</b>	1	1	2	5
<b>131</b>	2	1	2	2
<b>132</b>	2	2	4	5
<b>133</b>	2	1	2	2
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<b>137</b>	1	1	1	2
<b>138</b>	2	1	4	2
<b>139</b>	1	1	2	1

<b>140</b>	2	1	2	1
<b>141</b>	2	1	2	1
<b>142</b>	2	2	4	2
<b>143</b>	2	1	2	2
<b>144</b>	2	1	4	2
<b>145</b>	2	2	4	5
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<b>149</b>	2	1	2	2
<b>150</b>	2	3	4	5
<b>151</b>	1	1	2	1
<b>152</b>	2	1	2	1
<b>153</b>	2	1	2	1





### Daya Tarik (Source of Attractiveness)

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5	4	3	4	3	2	3
6	3	2	3	5	5	4
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11	4	4	4	4	4	4
12	4	3	4	4	4	2
13	3	3	3	3	3	3
14	5	5	5	5	5	5
15	5	5	5	5	5	5
16	3	3	4	3	5	3
17	4	5	4	4	5	5
18	5	4	4	5	5	3
19	5	4	5	5	5	3
20	5	4	5	5	4	5
21	4	4	4	3	4	3
22	4	4	4	4	4	2
23	3	3	4	4	5	4
24	4	4	4	4	4	3
25	5	5	5	4	4	5
26	4	5	4	4	4	4
27	4	3	4	4	5	3
28	5	3	4	4	5	4
29	3	3	2	4	4	2
30	3	3	3	5	5	5
31	4	4	5	5	5	4

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<b>35</b>	5	5	5	4	4	4
<b>36</b>	4	3	4	3	4	3
<b>37</b>	5	4	4	5	5	2
<b>38</b>	4	4	4	5	5	4
<b>39</b>	4	5	3	3	4	5
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<b>41</b>	4	4	4	3	5	4
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<b>45</b>	4	5	4	4	5	5
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<b>47</b>	4	5	4	5	4	5
<b>48</b>	4	3	4	3	4	3
<b>49</b>	3	3	3	4	5	3
<b>50</b>	4	4	4	4	5	3
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<b>54</b>	4	5	5	4	4	4
<b>55</b>	4	3	3	4	4	3
<b>56</b>	4	4	4	5	5	5
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<b>58</b>	5	3	4	4	5	5
<b>59</b>	3	3	3	4	4	3
<b>60</b>	4	3	3	3	3	2
<b>61</b>	5	5	5	5	5	3
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<b>70</b>	4	4	4	4	5	3
<b>71</b>	4	5	5	5	5	5
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<b>102</b>	4	5	4	4	4	4
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<b>106</b>	5	5	4	4	5	4
<b>107</b>	4	4	5	4	4	3
<b>108</b>	4	3	4	3	4	4
<b>109</b>	4	3	4	5	4	2
<b>110</b>	4	4	4	4	5	3
<b>111</b>	3	3	3	4	4	2
<b>112</b>	4	3	4	4	5	4
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<b>114</b>	3	2	3	4	4	2
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<b>140</b>	4	4	4	4	5	4
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<b>142</b>	4	3	4	3	3	3
<b>143</b>	5	5	5	5	5	5
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<b>149</b>	5	5	5	5	5	3
<b>150</b>	5	5	4	5	5	4
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<b>152</b>	4	2	3	3	5	3
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### Kredibilitas (Source of Credibility)

No	C1	C2	C3	C4	C5	C6	C7
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<b>4</b>	4	4	4	4	4	5	4
<b>5</b>	4	3	4	4	4	5	5
<b>6</b>	3	5	3	5	5	4	3
<b>7</b>	4	3	5	4	5	5	3
<b>8</b>	4	4	4	4	4	4	4
<b>9</b>	3	3	3	3	4	3	3
<b>10</b>	4	4	4	4	4	4	4
<b>11</b>	4	4	4	4	4	4	4
<b>12</b>	3	3	3	4	3	4	4
<b>13</b>	2	2	3	4	3	3	3
<b>14</b>	5	5	5	5	5	5	5
<b>15</b>	5	5	5	5	5	5	5
<b>16</b>	5	4	5	5	5	4	4
<b>17</b>	4	5	4	4	5	5	4

<b>18</b>	4	4	4	4	5	5	5
<b>19</b>	5	5	5	5	5	5	5
<b>20</b>	4	5	5	4	4	4	5
<b>21</b>	3	3	4	4	4	4	3
<b>22</b>	3	3	3	3	3	3	4
<b>23</b>	4	4	5	4	4	5	5
<b>24</b>	4	4	4	4	4	5	5
<b>25</b>	5	5	5	4	5	4	5
<b>26</b>	4	5	5	4	4	5	4
<b>27</b>	4	4	4	5	5	5	4
<b>28</b>	4	3	4	4	4	5	4
<b>29</b>	4	4	4	3	4	4	3
<b>30</b>	5	5	5	5	5	5	5
<b>31</b>	4	4	5	5	5	5	5
<b>32</b>	5	5	4	4	4	4	4
<b>33</b>	5	5	5	5	5	5	5
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<b>35</b>	5	4	5	4	5	4	4
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<b>37</b>	2	4	4	4	4	4	2
<b>38</b>	4	4	4	4	5	4	5
<b>39</b>	4	5	3	4	4	5	5
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<b>41</b>	5	5	5	5	4	4	5
<b>42</b>	5	5	5	5	5	5	5
<b>43</b>	4	4	4	3	5	5	5
<b>44</b>	4	3	3	4	4	4	4
<b>45</b>	5	4	4	4	5	5	5
<b>46</b>	4	4	4	4	4	4	4
<b>47</b>	5	4	3	4	5	5	4
<b>48</b>	3	4	3	3	4	4	4
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<b>53</b>	4	4	4	5	4	5	4

<b>54</b>	5	5	5	4	4	5	4
<b>55</b>	3	4	4	4	3	3	3
<b>56</b>	5	4	4	4	5	5	5
<b>57</b>	1	1	1	3	3	3	3
<b>58</b>	4	3	4	5	4	4	4
<b>59</b>	3	3	4	3	3	3	4
<b>60</b>	4	4	4	4	4	4	4
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<b>66</b>	2	3	3	5	5	4	3
<b>67</b>	3	3	4	4	3	5	5
<b>68</b>	4	3	4	4	4	4	4
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<b>91</b>	4	4	5	4	4	5	4
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<b>107</b>	3	4	4	5	4	5	5
<b>108</b>	4	4	4	4	5	5	5
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<b>112</b>	5	5	4	4	4	5	5
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<b>122</b>	5	4	4	4	4	5	4
<b>123</b>	4	4	4	4	4	4	4
<b>124</b>	3	3	3	3	3	3	4
<b>125</b>	3	3	3	3	3	3	3

<b>126</b>	3	3	4	3	4	5	4
<b>127</b>	5	5	5	5	5	5	5
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<b>130</b>	3	3	4	4	5	4	5
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<b>151</b>	4	4	4	4	3	4	4
<b>152</b>	3	3	3	4	4	5	4
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### Kesesuaian Antara Endorser dan Produk (Product Congruency)

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### Sikap Konsumen (Consumer Attitude)

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#### Niat Pembelian (Purchase Intention)

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## **APPENDIX IV**

**(Validity & Reliability)**

## VALIDITY

		Source of Attractiveness						
		A1	A2	A3	A4	A5	A6	Total
A1	Pearson Correlation	1	.490**	.610**	.583**	.193	.334	.727**
	Sig. (2-tailed)		.006	.000	.001	.307	.071	.000
	N	30	30	30	30	30	30	30
A2	Pearson Correlation	.490**	1	.672**	.185	.196	.536**	.732**
	Sig. (2-tailed)	.006		.000	.328	.299	.002	.000
	N	30	30	30	30	30	30	30
A3	Pearson Correlation	.610**	.672**	1	.272	.180	.460*	.723**
	Sig. (2-tailed)	.000	.000		.146	.341	.011	.000
	N	30	30	30	30	30	30	30
A4	Pearson Correlation	.583**	.185	.272	1	.511**	.259	.657**
	Sig. (2-tailed)	.001	.328	.146		.004	.167	.000
	N	30	30	30	30	30	30	30
A5	Pearson Correlation	.193	.196	.180	.511**	1	.315	.605**
	Sig. (2-tailed)	.307	.299	.341	.004		.090	.000
	N	30	30	30	30	30	30	30
A6	Pearson Correlation	.334	.536**	.460*	.259	.315	1	.734**
	Sig. (2-tailed)	.071	.002	.011	.167	.090		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.727**	.732**	.723**	.657**	.605**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

**Source of Credibility**

		C1	C2	C3	C4	C5	C6	C7	Total
C1	Pearson Correlation	1	.684**	.810**	.566**	.691**	.626**	.611**	.912**
	Sig. (2-tailed)		.000	.000	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
C2	Pearson Correlation	.684**	1	.578**	.480**	.645**	.421*	.465**	.795**
	Sig. (2-tailed)	.000		.001	.007	.000	.021	.010	.000
	N	30	30	30	30	30	30	30	30
C3	Pearson Correlation	.810**	.578**	1	.486**	.561**	.613**	.527**	.837**
	Sig. (2-tailed)	.000	.001		.007	.001	.000	.003	.000
	N	30	30	30	30	30	30	30	30
C4	Pearson Correlation	.566**	.480**	.486**	1	.571**	.561**	.171	.684**
	Sig. (2-tailed)	.001	.007	.007		.001	.001	.365	.000
	N	30	30	30	30	30	30	30	30
C5	Pearson Correlation	.691**	.645**	.561**	.571**	1	.575**	.329	.793**
	Sig. (2-tailed)	.000	.000	.001	.001		.001	.076	.000
	N	30	30	30	30	30	30	30	30
C6	Pearson Correlation	.626**	.421*	.613**	.561**	.575**	1	.510**	.780**
	Sig. (2-tailed)	.000	.021	.000	.001	.001		.004	.000
	N	30	30	30	30	30	30	30	30
C7	Pearson Correlation	.611**	.465**	.527**	.171	.329	.510**	1	.671**
	Sig. (2-tailed)	.000	.010	.003	.365	.076	.004		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.912**	.795**	.837**	.684**	.793**	.780**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	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).

Product Congruency					
		PC1	PC2	PC3	Total
PC1	Pearson Correlation	1	.658**	.566**	.859**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
PC2	Pearson Correlation	.658**	1	.683**	.902**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
PC3	Pearson Correlation	.566**	.683**	1	.847**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
Total	Pearson Correlation	.859**	.902**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Consumer Attitude							
		CA1	CA2	CA3	CA4	CA5	Total
CA1	Pearson Correlation	1	.569**	.694**	.607**	.545**	.822**
	Sig. (2-tailed)		.001	.000	.000	.002	.000
	N	30	30	30	30	30	30
CA2	Pearson Correlation	.569**	1	.549**	.564**	.597**	.789**
	Sig. (2-tailed)	.001		.002	.001	.000	.000
	N	30	30	30	30	30	30
CA3	Pearson Correlation	.694**	.549**	1	.742**	.533**	.861**
	Sig. (2-tailed)	.000	.002		.000	.002	.000
	N	30	30	30	30	30	30
CA4	Pearson Correlation	.607**	.564**	.742**	1	.532**	.849**
	Sig. (2-tailed)	.000	.001	.000		.002	.000
	N	30	30	30	30	30	30
CA5	Pearson Correlation	.545**	.597**	.533**	.532**	1	.785**
	Sig. (2-tailed)	.002	.000	.002	.002		.000

	N	30	30	30	30	30	30
Total	Pearson Correlation	.822**	.789**	.861**	.849**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Purchase Intention							
		PI1	PI2	PI3	PI4	Total	
PI1	Pearson Correlation	1	.685**	.652**	.713**	.917**	
	Sig. (2-tailed)		.000	.000	.000	.000	
	N	30	30	30	30	30	
PI2	Pearson Correlation	.685**	1	.381*	.670**	.825**	
	Sig. (2-tailed)	.000		.038	.000	.000	
	N	30	30	30	30	30	
PI3	Pearson Correlation	.652**	.381*	1	.384*	.732**	
	Sig. (2-tailed)	.000	.038		.036	.000	
	N	30	30	30	30	30	
PI4	Pearson Correlation	.713**	.670**	.384*	1	.837**	
	Sig. (2-tailed)	.000	.000	.036		.000	
	N	30	30	30	30	30	
Total	Pearson Correlation	.917**	.825**	.732**	.837**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	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

### Source of Attractiveness

**Reliability Statistics**

Cronbach's Alpha	N of Items
.773	6

### Source of Credibility

**Reliability Statistics**

Cronbach's Alpha	N of Items
.893	7

### Product Congruency

**Reliability Statistics**

Cronbach's Alpha	N of Items
.838	3

### Consumer Attitude

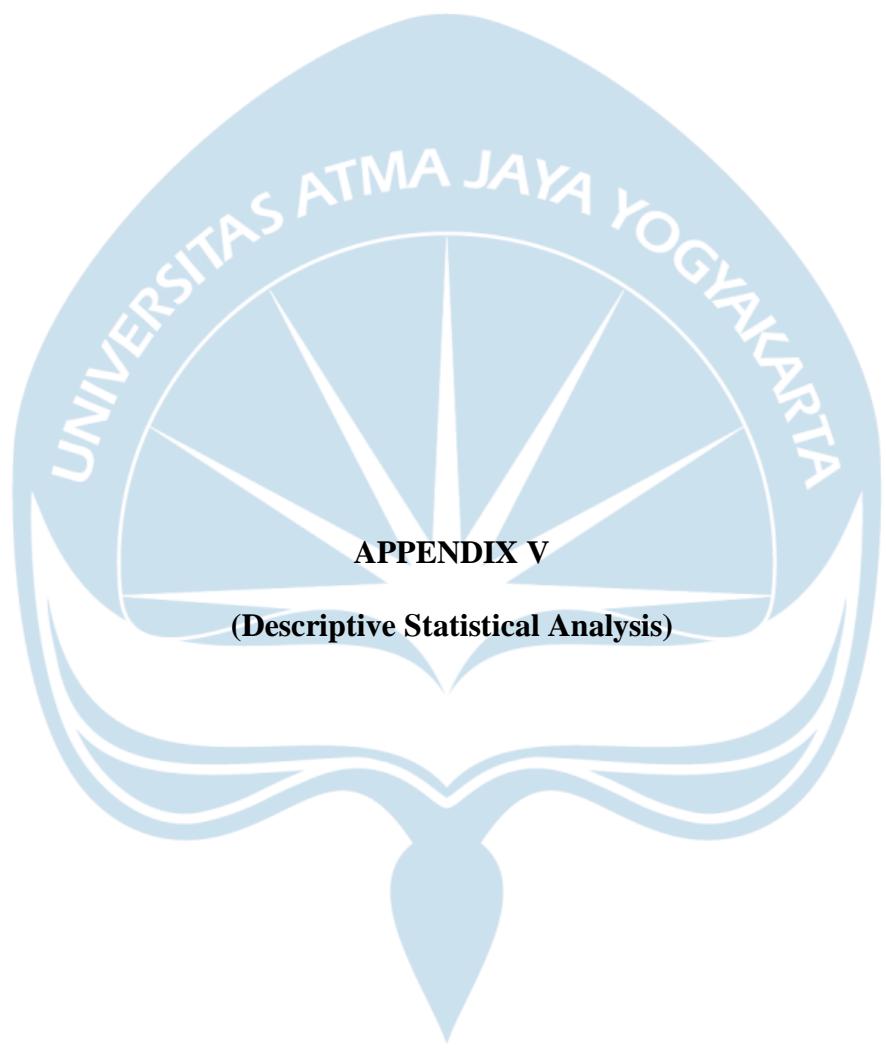
**Reliability Statistics**

Cronbach's Alpha	N of Items
.878	5

### Purchase Intention

**Reliability Statistics**

Cronbach's Alpha	N of Items
.844	4



## Respondents' Geographic

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - Laki	53	34.6	34.6	34.6
	Perempuan	100	65.4	65.4	100.0
	Total	153	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 23 tahun	144	94.1	94.1	94.1
	24 - 32 tahun	8	5.2	5.2	99.3
	33 - 40 tahun	1	.7	.7	100.0
	Total	153	100.0	100.0	

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	4	2.6	2.6	2.6
	Mahasiswa	123	80.4	80.4	83.0
	Pegawai Negeri	2	1.3	1.3	84.3
	Pegawai Swasta	16	10.5	10.5	94.8
	Wirausaha	5	3.3	3.3	98.0
	Guru	1	.7	.7	98.7
	Content creator/illustrator	1	.7	.7	99.3
	Juru masak	1	.7	.7	100.0
	Total	153	100.0	100.0	

Income per month					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤ Rp1.500.000	78	51.0	51.0	51.0
	Rp1.500.001 - Rp2.500.000	51	33.3	33.3	84.3
	Rp2.500.001 - Rp3.500.000	11	7.2	7.2	91.5
	Rp3.500.001 - Rp4.500.000	4	2.6	2.6	94.1
	> Rp4.500.001	9	5.9	5.9	100.0
	Total	153	100.0	100.0	

### Descriptive Statistics

Source of Attractiveness							
		A1	A2	A3	A4	A5	A6
N	Valid	153	153	153	153	153	153
	Missing	0	0	0	0	0	0
Mean		4.10	3.77	4.03	4.05	4.36	3.57
Std. Deviation		.640	.831	.668	.672	.749	.944
Minimum		3	2	2	3	1	2
Maximum		5	5	5	5	5	5
<b>TOTAL Mean</b>		<b>3.98</b>					

Source of Credibility								
		C1	C2	C3	C4	C5	C6	C7
N	Valid	153	153	153	153	153	153	153
	Missing	0	0	0	0	0	0	0
Mean		3.86	3.92	4.03	4.11	4.18	4.32	4.22
Std. Deviation		.823	.799	.729	.684	.711	.722	.736
Minimum		1	1	1	3	3	3	2
Maximum		5	5	5	5	5	5	5
<b>TOTAL Mean</b>		<b>4.09</b>						

Product Congruency				
		PC1	PC2	PC3
N	Valid	153	153	153
	Missing	0	0	0
Mean		4.01	4.03	4.18
Std. Deviation		.748	.773	.663
Minimum		2	2	2
Maximum		5	5	5
<b>TOTAL Mean</b>		<b>4.07</b>		

Consumer Attitude						
		CA1	CA2	CA3	CA4	CA5
N	Valid	153	153	153	153	153
	Missing	0	0	0	0	0
Mean		4.24	4.12	4.03	4.03	4.06
Std. Deviation		.626	.682	.729	.827	.788
Minimum		3	2	2	2	2
Maximum		5	5	5	5	5
<b>TOTAL Mean</b>		<b>4.10</b>				

Purchase Intention					
		PI1	PI2	PI3	PI4
N	Valid	153	153	153	153
	Missing	0	0	0	0
Mean		4.22	4.10	4.05	4.10
Std. Deviation		.725	.809	.785	.741
Minimum		3	2	2	2
Maximum		5	5	5	5
<b>TOTAL Mean</b>		<b>4.12</b>			



**A. The Regression Analysis Results: The Influence of Source Attractiveness, Source Credibility, and Product Congruency towards Consumer Attitude.**

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Product Congruency, Source of Attractiveness, Source of Credibility <sup>b</sup>	.	Enter
a. Dependent Variable: Consumer Attitude			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 <sup>a</sup>	.630	.623	1.871
a. Predictors: (Constant), Product Congruency, Source of Attractiveness, Source of Credibility				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	888.534	3	296.178	84.600	.000 <sup>b</sup>
	Residual	521.636	149	3.501		
	Total	1410.170	152			
a. Dependent Variable: Consumer Attitude						
b. Predictors: (Constant), Product Congruency, Source of Attractiveness, Source of Credibility						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.691	1.203		1.406	.162
	Source of Attractiveness	.325	.069	.345	4.728	.000
	Source of Credibility	.319	.063	.432	5.090	.000
	Product Congruency	.154	.133	.093	1.157	.249

a. Dependent Variable: Consumer Attitude

## B. The Regression Analysis Results: The Influence of Source Attractiveness, Source Credibility, Product Congruency, and Consumer Attitude towards Purchase Intention.

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Consumer Attitude, Product Congruency, Source of Attractiveness, Source of Credibility <sup>b</sup>	.	Enter
a. Dependent Variable: Purchase Intention			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 <sup>a</sup>	.662	.653	1.542
a. Predictors: (Constant), Consumer Attitude, Product Congruency, Source of Attractiveness, Source of Credibility				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	688.304	4	172.076	72.402	.000 <sup>b</sup>
	Residual	351.748	148	2.377		
	Total	1040.052	152			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Consumer Attitude, Product Congruency, Source of Attractiveness, Source of Credibility						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.112	.997		-.112	.911
	Source of Attractiveness	.268	.061	.331	4.403	.000
	Source of Credibility	.068	.056	.108	1.218	.225
	Product Congruency	.129	.110	.090	1.165	.246
	Consumer Attitude	.325	.067	.379	4.820	.000
a. Dependent Variable: Purchase Intention						