

BAB V PENUTUP

Pada bab lima ini menjelaskan mengenai kesimpulan dan implikasi manajerial yang dapat digunakan sebagai sebuah pertimbangan *e-commerce* Tokopedia selaku bisnis yang bergerak dalam bidang teknologi dalam mengembangkan teknik pemasaran khususnya menggunakan bantuan *celebrity endorsement* yang nantinya akan berpengaruh terhadap niat beli konsumen berdasarkan penelitian yang telah dilakukan oleh penulis. Dalam bab ini juga akan dijabarkan beberapa keterbatasan serta saran yang dapat digunakan untuk keperluan pengembangan penelitian selanjutnya.

5.1. Kesimpulan

Pada bagian ini akan dijelaskan kesimpulan mengenai topik yang telah diangkat dalam penelitian ini yaitu pengaruh *celebrity endorsement* terhadap sikap konsumen atas merek dan niat beli pada *e-commerce* Tokopedia. Beberapa variabel yang terpilih dalam penelitian ini adalah kepercayaan, keahlian, daya tarik, kesamaan, menyukai, keakraban, *celebrity match-up congruence with the brand / product* serta variabel dependen yaitu niat beli konsumen. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh serta hubungan yang terjadi antara variabel kepercayaan, keahlian, daya tarik, kesamaan, menyukai, keakraban dan *celebrity match-up congruence with the brand / product* terhadap niat beli konsumen.

Berdasarkan pada hasil penelitian yang telah dilakukan diperoleh responden sebanyak 173 orang yang telah memenuhi semua kriteria penulis. Responden didominasi oleh responden perempuan sebanyak 134 orang dan responden laki-laki sebanyak 39 orang. Usia rata-rata responden dalam penelitian ini didominasi oleh responden yang

berusia 21 tahun sebanyak 62 orang dan sisanya sebanyak 111 orang merupakan responden yang memiliki usia 17, 18, 19, 20, 22, 23 dan 24 tahun. Berdasarkan rata-rata uang saku atau pendapatan per bulan sebesar Rp. 1.000.001,00 – Rp. 2.000.000,00 yaitu sebanyak 69 orang. Berdasarkan frekuensi transaksi perbulan yang dilakukan dengan Tokopedia adalah sebanyak 1-2 kali sebesar 71,70%. Responden cenderung mengetahui informasi mengenai penggunaan *celebrity endorsement* Tokopedia melalui media sosial Instagram yaitu sebesar 27,0%.

Berdasarkan hasil penelitian yang telah dilakukan, peneliti menemukan bahwa beberapa variabel berpengaruh positif terhadap niat beli. Variabel tersebut adalah kepercayaan, keakraban dan *celebrity match-up congruence with the brand / product*. Pertama, variabel kepercayaan memiliki pengaruh positif dan signifikan terhadap niat beli. Hal ini menunjukkan bahwa tingkat kepercayaan konsumen kepada *celebrity endorsement* Tokopedia berhasil mendorong niat beli dengan menggunakan aplikasi tersebut. Selanjutnya, variabel keakraban memiliki pengaruh positif dan signifikan terhadap niat beli. Variabel keakraban memiliki korelasi yang cukup tinggi yaitu berada di posisi kedua setelah variabel kepercayaan. Hasil ini menunjukkan bahwa semakin familier *celebrity endorsement* maka semakin tinggi pula keakraban konsumen sehingga berhasil mendorong niat beli. Terakhir, variabel *celebrity match-up congruence with the brand / product* memiliki pengaruh positif dan signifikan terhadap niat beli. Hasil ini menunjukkan bahwa pemilihan BTS sebagai *celebrity endorsement* oleh Tokopedia mampu mendorong niat beli konsumen.

Selain itu, peneliti juga menemukan beberapa variabel yang tidak mempengaruhi niat beli konsumen. Pertama, variabel keahlian tidak berpengaruh secara signifikan terhadap niat beli konsumen. Hal ini menjelaskan bahwa keahlian

tidak menjadi aspek pertimbangan yang terlalu penting untuk mempengaruhi niat beli karena konsumen cenderung menganggap bahwa keahlian yang dimiliki oleh hampir semua selebriti adalah sama atau setara. Selanjutnya, variabel daya tarik tidak memiliki pengaruh secara signifikan terhadap niat beli. *Celebrity endorsement* yang dipilih oleh Tokopedia tentu memiliki daya tarik yang digunakan untuk membuat iklan lebih mengesankan konsumen. Namun, dalam penelitian ini ditemukan bahwa daya tarik belum mampu mendorong niat beli konsumen secara signifikan. Kemudian, variabel kesamaan tidak memiliki pengaruh secara signifikan terhadap niat beli. Hal ini diakibatkan oleh variabel kesamaan hanya membuat iklan bersama *celebrity endorsement* menerima banyak perhatian dan mudah untuk diingat konsumen. Oleh karena itu, variabel kesamaan belum mampu mendorong niat beli konsumen. Terakhir, variabel menyukai tidak berpengaruh terhadap niat beli konsumen. Hal ini menjelaskan bahwa sekalipun *celebrity endorsement* yang digunakan oleh Tokopedia menarik tetapi setiap orang memiliki preferensi masing-masing dalam memaknai kata menyukai, sehingga pada penelitian ini variabel menyukai tidak berhasil untuk mendorong niat beli konsumen.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, maka implikasi manajerial yang dapat diberikan adalah sebagai berikut:

1. Tokopedia harus memperhatikan tingkat kepercayaan konsumen ketika memilih *celebrity endorsement* sebagai juru bicara yang mewakili perusahaan dan merek. Hal ini disebabkan karena hasil penelitian melaporkan bahwa variabel kepercayaan pada *celebrity endorsement* dapat mempengaruhi niat beli

konsumen dengan menggunakan *e-commerce* Tokopedia. Sebaiknya Tokopedia memilih *celebrity endorsement* yang dapat menyampaikan informasi yang dapat dimengerti dan diandalkan oleh konsumen sehingga konsumen dapat percaya menggunakan Tokopedia. Tingkat kepercayaan yang tinggi pada *celebrity endorsement* dapat meningkatkan penyerapan informasi yang lebih baik oleh konsumen.

2. Tokopedia dapat melibatkan *celebrity endorsement* yang memiliki keahlian yang sesuai, dapat menyampaikan informasi Tokopedia dengan baik, profesional dan bisa mewakili Tokopedia. *Celebrity endorsement* Tokopedia yang diwakilkan oleh BTS merupakan artis yang sudah dikenal oleh masyarakat luas akan bakat dan talenta yang mereka dimiliki. Sehingga, pemilihan *celebrity endorsement* yang dilakukan oleh Tokopedia sudah tepat.
3. Tokopedia harus memperhatikan variabel daya tarik ketika memilih *celebrity endorsement* sebab mereka merupakan representasi dari perusahaan. Pemilihan *celebrity endorsement* yang tepat akan meningkatkan *awareness* terhadap konsumen serta menarik niat beli konsumen dengan menggunakan Tokopedia. Daya tarik ini dapat memicu konsumen untuk mencari informasi yang lebih dalam mengenai selebriti maupun Tokopedia. Oleh karena itu, sebaiknya Tokopedia memilih *celebrity endorsement* tidak hanya melalui fisik semata namun memerlukan keterampilan yang baik, intelektual, sikap dan kepribadian, cara hidup dan lainnya.
4. Ketika seseorang merasa banyak memiliki kesamaan dengan orang yang di idolakan maka memperbesar kemungkinan mereka akan berinteraksi dengan orang tersebut. Hal ini sangat disadari oleh Tokopedia dengan memasukan

beberapa budaya Indonesia di dalam iklan yang ditayangkan. Strategi tersebut membuat *fans* maupun konsumen yang melihatnya akan merasakan memiliki kesamaan dan lebih dekat dengan *celebrity endorsement* yang digunakan oleh Tokopedia. Sebaiknya Tokopedia memperbanyak konten yang memasukan unsur budaya Indonesia sehingga membantu membangun kedekatan secara emosional dengan konsumen yang nantinya akan mempengaruhi niat beli konsumen.

5. Tokopedia harus memperhatikan variabel menyukai ketika memilih *celebrity endorsement* yang akan menjadi perwakilan dari perusahaan. Pada penelitian ini, variabel menyukai gagal dalam mendorong niat beli konsumen. Hal ini bisa disebabkan oleh banyak faktor, sehingga dibutuhkan penelitian lebih lanjut mengenai permasalahan ini. Salah satu faktor yang mungkin mempengaruhi ketidakefektivan variabel ini adalah tingkat subjektivitas yang dimiliki oleh masing-masing individu konsumen. Sebaiknya Tokopedia memperhatikan selebriti yang sedang disukai oleh banyak kalangan baik secara penampilan, perilaku, profesionalitas dan lain sebagainya.
6. Variabel keakraban *celebrity endorsement* berpengaruh secara positif dan signifikan terhadap niat beli konsumen, maka Tokopedia harus memilih *celebrity endorsement* yang sudah familier dan dikenal oleh masyarakat luas khususnya untuk target pemasaran yang akan dituju. Semakin familier *celebrity endorsement* yang digunakan maka semakin mudah untuk membangun *awareness* kepada konsumen khususnya konsumen Tokopedia.
7. *Celebrity match-up congruence with the brand / product* berpengaruh terhadap niat beli konsumen. Tokopedia harus mempertimbangkan banyak hal seperti

apakah *celebrity endorsement* yang digunakan telah sesuai dengan merek maupun produk yang terdapat pada *e-commerce* Tokopedia sehingga bisa digunakan sebagai strategi pemasaran yang sukses. Kecocokan yang ideal akan menghasilkan sikap positif terhadap merek yang ditawarkan oleh *endorser*.

5.3. Saran dan Keterbatasan Penelitian

1. Penelitian selanjutnya diharapkan untuk memperluas kriteria responden dalam penelitian, tidak hanya responden yang memiliki dan pernah berbelanja dengan *e-commerce* Tokopedia, namun diberi tambahan kepada orang yang belum pernah melakukan transaksi menggunakan *e-commerce* Tokopedia. Hal ini untuk melihat tingkat efektivitas dari *celebrity endorsement* kepada dua kriteria responden yang berbeda.
2. Penelitian selanjutnya diharapkan dapat membandingkan antara dua *celebrity endorsement* yang digunakan oleh Tokopedia. Hal ini dilakukan untuk melihat perbedaan tingkat efektivitas dari dua *celebrity endorsement* Tokopedia.
3. Penelitian selanjutnya sebaiknya lebih memperhatikan variabel yang tidak berpengaruh seperti variabel keahlian, daya tarik, kesamaan dan menyukai agar penelitian menjadi lebih baik kedepannya.
4. Keterbatasan penelitian dengan menggunakan kuesioner *online* seringkali membuat jawaban yang diberikan oleh responden tidak sesuai dengan keadaan sesungguhnya sehingga hasil penelitian tidak sesuai dengan yang diharapkan.

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LAMPIRAN 1

PILOT STUDY

PILOT STUDY

Pilot study disebarkan dalam bentuk kuesioner dengan menggunakan bantuan *google forms* yang berisi beberapa pertanyaan yang diajukan oleh peneliti. Hal ini dilakukan untuk mengeksplorasi dalam skala kecil yang digunakan untuk mendukung penelitian yang dilakukan oleh peneliti. Total responden dari *pilot study* ini adalah 41 responden.

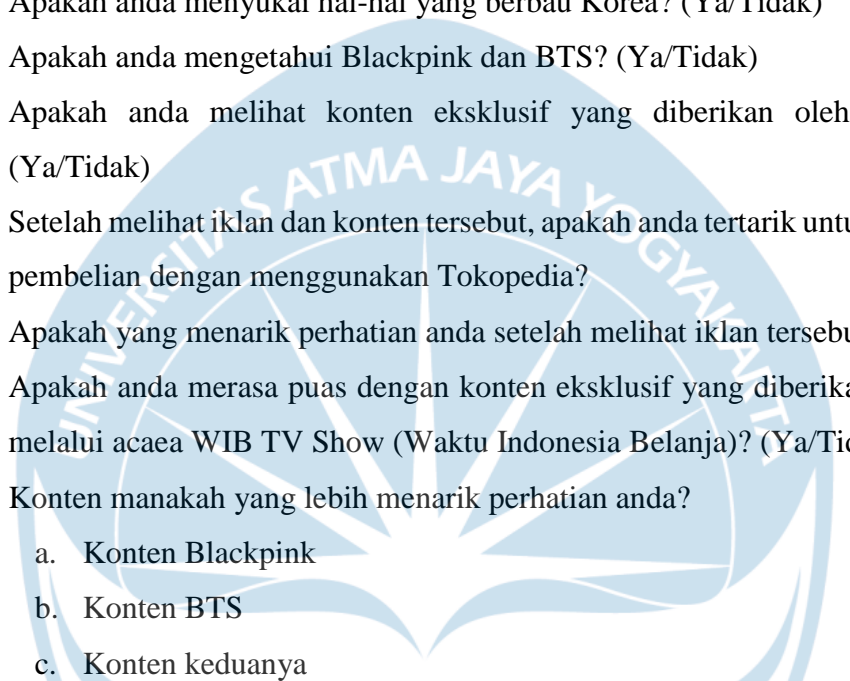
1. Profiling Responden

Pada pertanyaan awal ini, penulis mengajukan pertanyaan yang berkaitan dengan nama, usia, jenis kelamin, status, rata-rata uang saku per bulan serta pertanyaan mengenai apakah responden pernah melakukan pembelian menggunakan *e-commerce* Tokopedia atau tidak.

- a. Nama:
- b. Usia (berupa angka):
- c. Jenis Kelamin:
 - a. Laki-laki
 - b. Perempuan
- d. Status:
 - a. Mahasiswa
 - b. Bekerja
- e. Rata-rata uang saku/penghasilan per bulan:
 - a. <Rp.1.000.000
 - b. Rp. 1.000.001 – Rp. 2.000.000
 - c. Rp. 2.000.001 – Rp.3.000.000
 - d. > Rp. 3.000.001
- f. Apakah anda pernah melakukan pembelian dengan menggunakan *e-commerce* Tokopedia?
 - a. Ya
 - b. Tidak

Berikut pertanyaan dalam pilot study penelitian ini:

1. Apakah anda mengetahui *celebrity endorsement* yang digunakan oleh Tokopedia? (Ya/Tidak)

- 
2. Dimana anda mengetahui informasi tentang *celebrity endorsement* Tokopedia?
 - a. Televisi
 - b. Youtube
 - c. Media Cetak
 - d. Instagram
 - e. Lainnya
 3. Apakah anda menyukai hal-hal yang berbau Korea? (Ya/Tidak)
 4. Apakah anda mengetahui Blackpink dan BTS? (Ya/Tidak)
 5. Apakah anda melihat konten eksklusif yang diberikan oleh Tokopedia? (Ya/Tidak)
 6. Setelah melihat iklan dan konten tersebut, apakah anda tertarik untuk melakukan pembelian dengan menggunakan Tokopedia?
 7. Apakah yang menarik perhatian anda setelah melihat iklan tersebut?
 8. Apakah anda merasa puas dengan konten eksklusif yang diberikan Tokopedia melalui acaea WIB TV Show (Waktu Indonesia Belanja)? (Ya/Tidak)
 9. Konten manakah yang lebih menarik perhatian anda?
 - a. Konten Blackpink
 - b. Konten BTS
 - c. Konten keduanya

HASIL PILOT STUDY

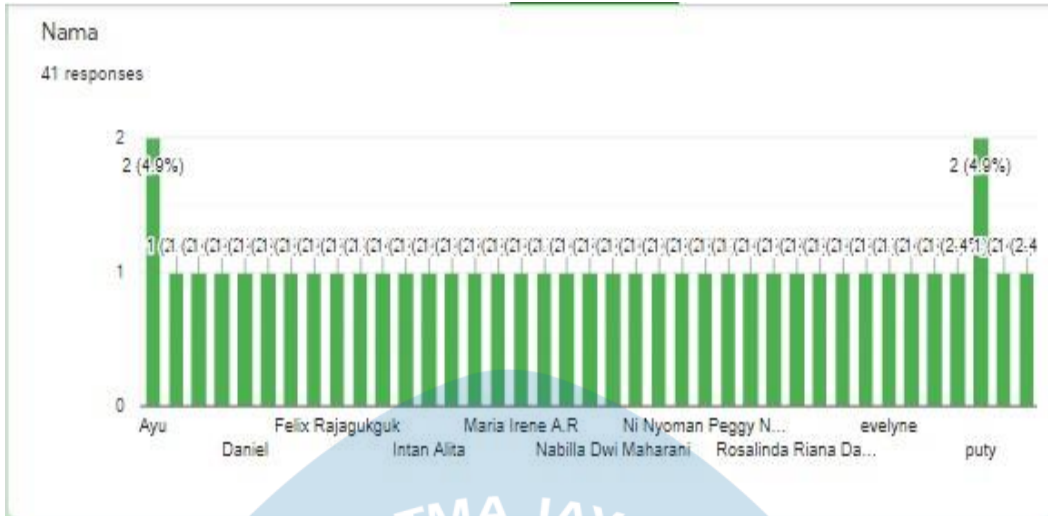
Judul: **Pengaruh *Celebrity Endorsement* BTS Terhadap Niat Beli Pada**

E-commerce Tokopedia

Pilot study disebarikan dalam bentuk kuesioner dengan menggunakan bantuan *google forms* yang berisi beberapa pertanyaan yang diajukan oleh peneliti. Hal ini dilakukan untuk mengeksplorasi dalam skala kecil yang digunakan untuk mendukung penelitian yang dilakukan oleh peneliti. Total responden dari pilot study ini adalah 41 responden. Berikut pertanyaan dalam *pilot study* tersebut:

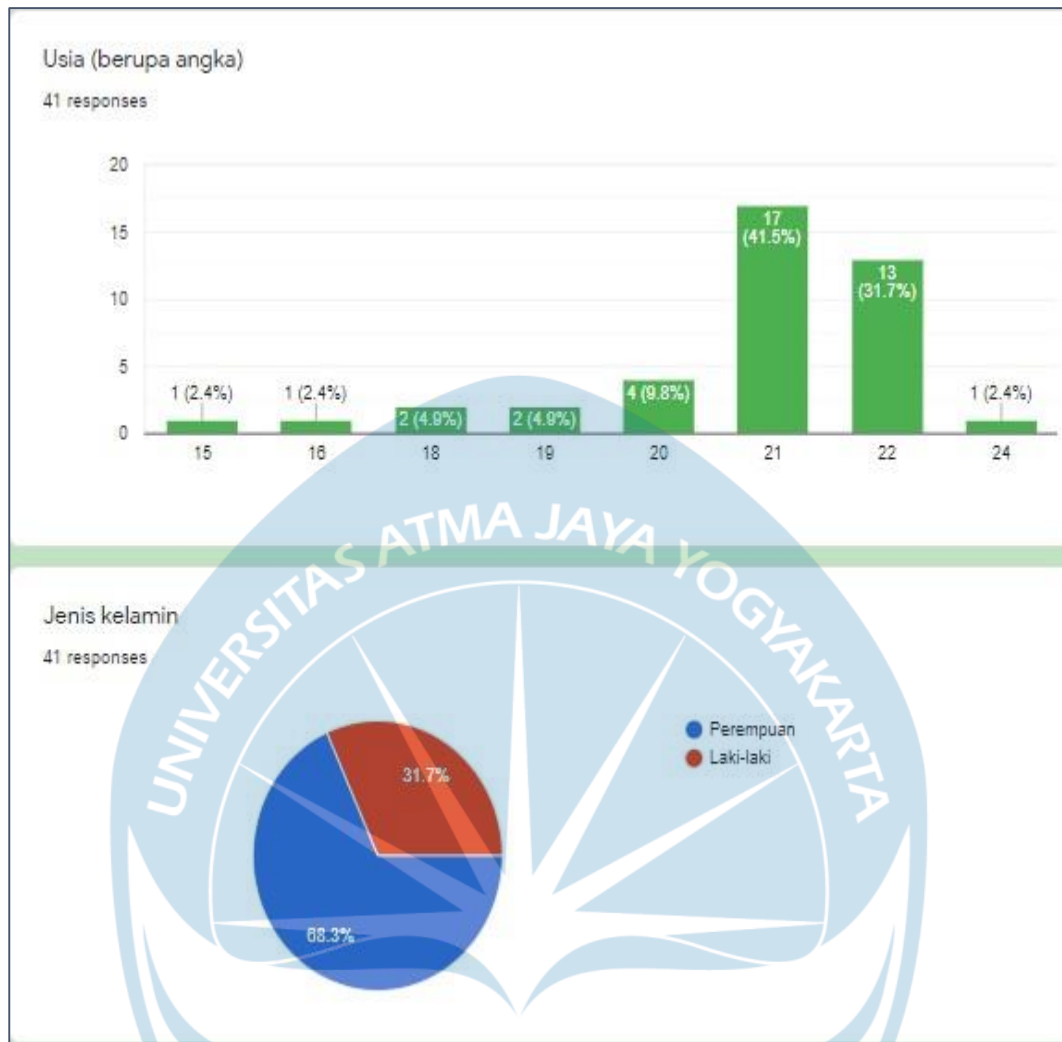
1. ***Profiling Responden***

Dalam melakukan kegiatan *Pilot Study* ini, langkah pertama yang dilakukan oleh penulis adalah membuat beberapa daftar pertanyaan awal yang mencakup nama, usia, jenis kelamin, status, rata-rata uang saku per bulan serta pertanyaan mengenai apakah responden pernah melakukan pembelian menggunakan *e-commerce Tokopedia* atau tidak. Tujuan dari pertanyaan ini yaitu untuk mengetahui bagaimana profil responden serta apakah responden merupakan target yang sesuai dengan kriteria yang ingin diketahui oleh penulis. Berikut hasil yang didapatkan oleh penulis:



(Gambar 1.1. Nama responden)

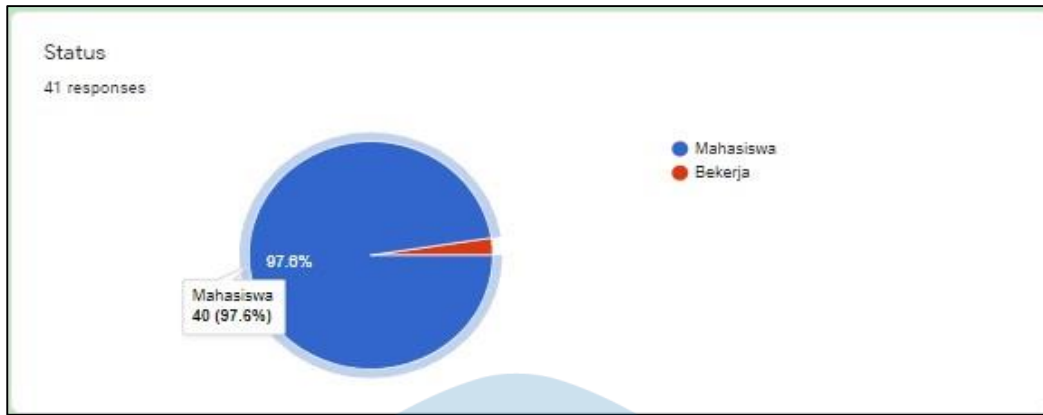




(Gambar 1.2. Usia dan jenis kelamin responden)

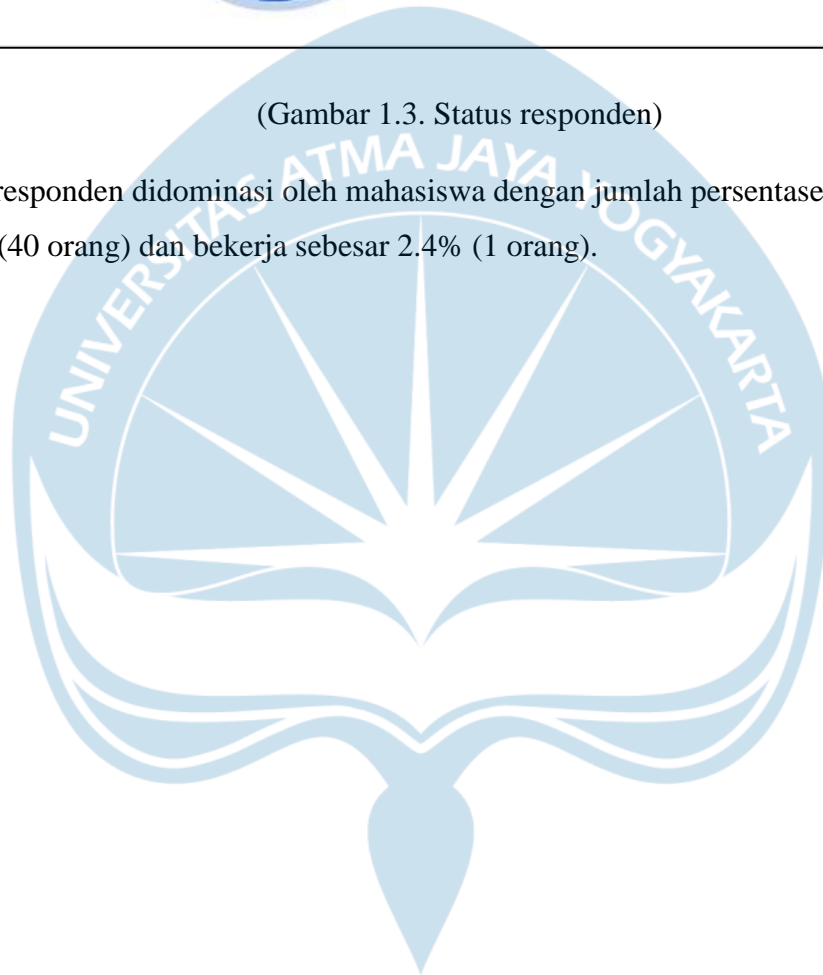
Berdasarkan data yang diperoleh, responden yang mengisi pilot study ini berusia 15 sampai 24 tahun. Maka dapat terlihat responden terbanyak didominasi oleh umur 21 tahun dengan persentase 41,5% (17 orang). Responden yang berusia 15 sebanyak 2,4% (1 orang), berusia 16 tahun sebanyak 2,4% (1 orang), berusia 18 tahun sebanyak 4,9% (2 orang), berusia 19 tahun sebanyak 4,9% (2 orang), berusia 20 tahun sebanyak 9,8% (4 orang), berusia 22 tahun sebanyak 31,7% (13 orang) dan yang terakhir berusia 24 tahun sebanyak 2,4% (1 orang).

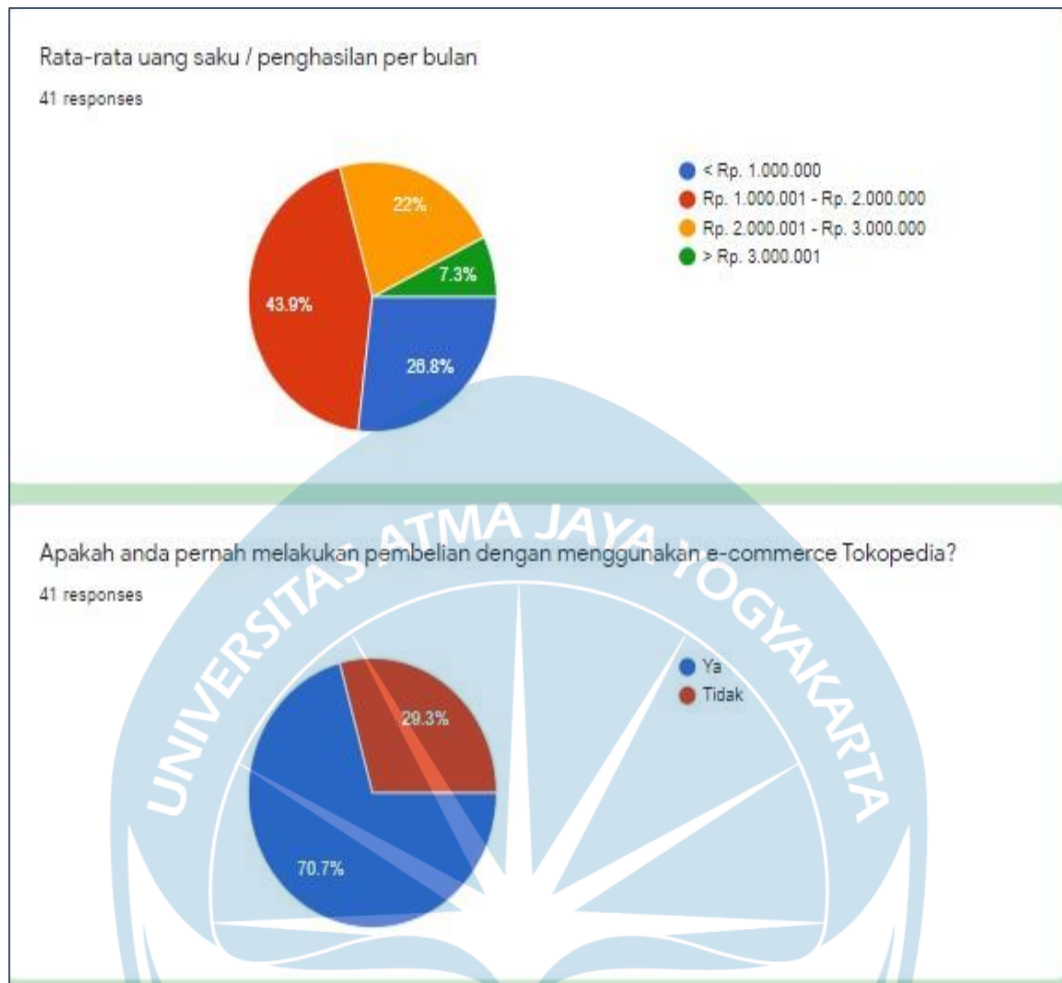
Selain itu, jenis kelamin responden didominasi oleh perempuan dengan persentase 68,3% (28 orang) dan laki-laki sebesar 31,7% (13 orang).



(Gambar 1.3. Status responden)

Status responden didominasi oleh mahasiswa dengan jumlah persentase sebesar 97.6% (40 orang) dan bekerja sebesar 2.4% (1 orang).





(Gambar 1.4. Rata-rata uang saku /penghasilan per bulan dan responden yang menggunakan *e-commerce* Tokopedia)

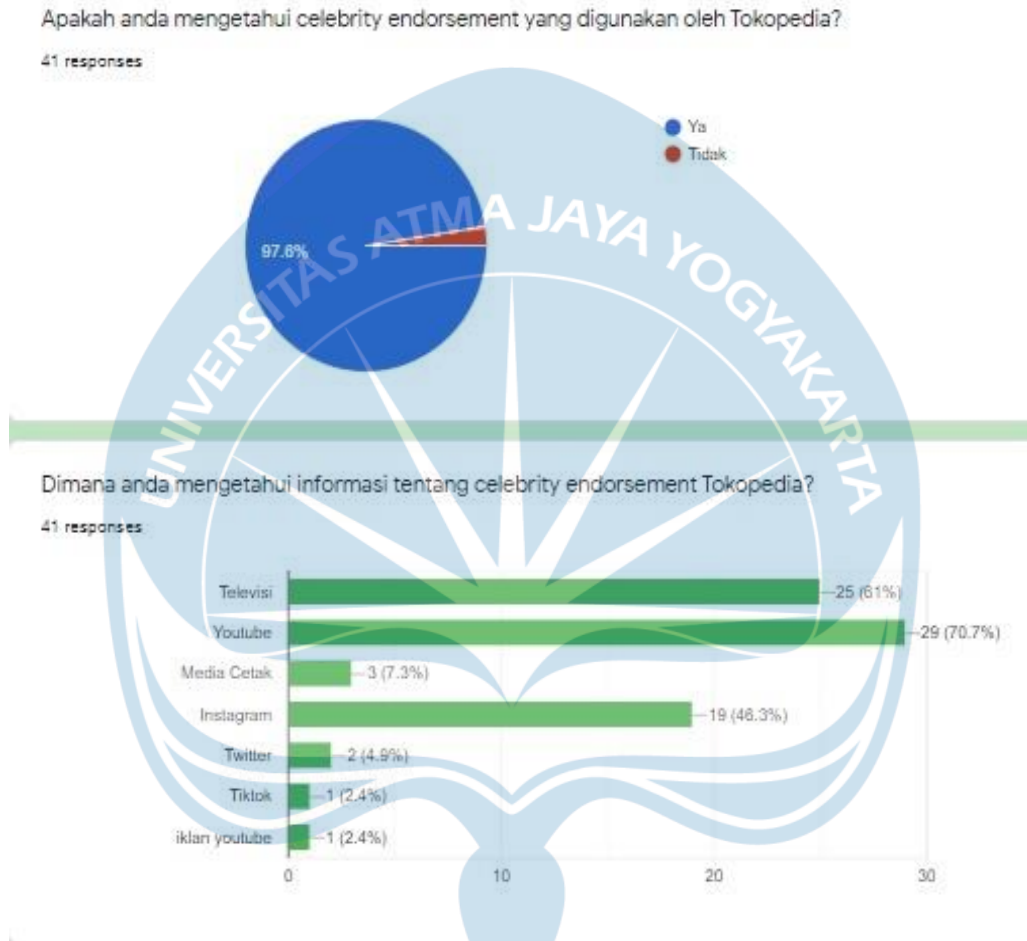
Rata-rata uang saku/penghasilan per bulan dari keseluruhan konsumen yang paling mendominasi sebesar 43,9% (18 orang) dengan jumlah Rp. 1.000.001-Rp.2.000.000. Responden yang memiliki uang saku/pendapatan dengan jumlah < Rp. 1.000.000 sebesar 26,8% (11 orang). Selanjutnya, responden yang memiliki uang saku/pendapatan dengan jumlah Rp. 2.000.001- Rp. 3.000.000 sebesar 22% (9 orang) dan responden yang memiliki uang saku/pendapatan dengan jumlah > Rp. 3.000.000 sebesar 7,3% (3 orang).

Sedangkan untuk pertanyaan apakah responden menggunakan *e-commerce* Tokopedia untuk melakukan pembelian didominasi dengan jawaban “ya” sebesar 70,7% (29 orang) dan tidak sebesar 29,3% (12 orang).

Mengidentifikasi masalah yang berkaitan dengan topik yang dipilih

2. Pertanyaan yang lebih mendalam

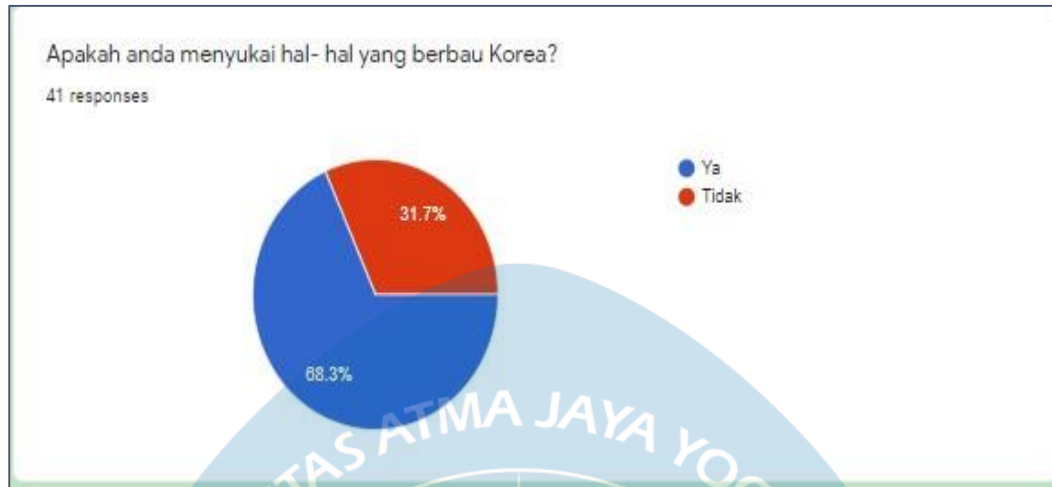
Pertanyaan yang lebih mendalam ini dilakukan untuk menjawab masalah yang perlu diketahui secara lebih mendalam oleh penulis.



(Gambar 2.1. Memastikan responden mengetahui *Celebrity endorsement* Tokopedia)

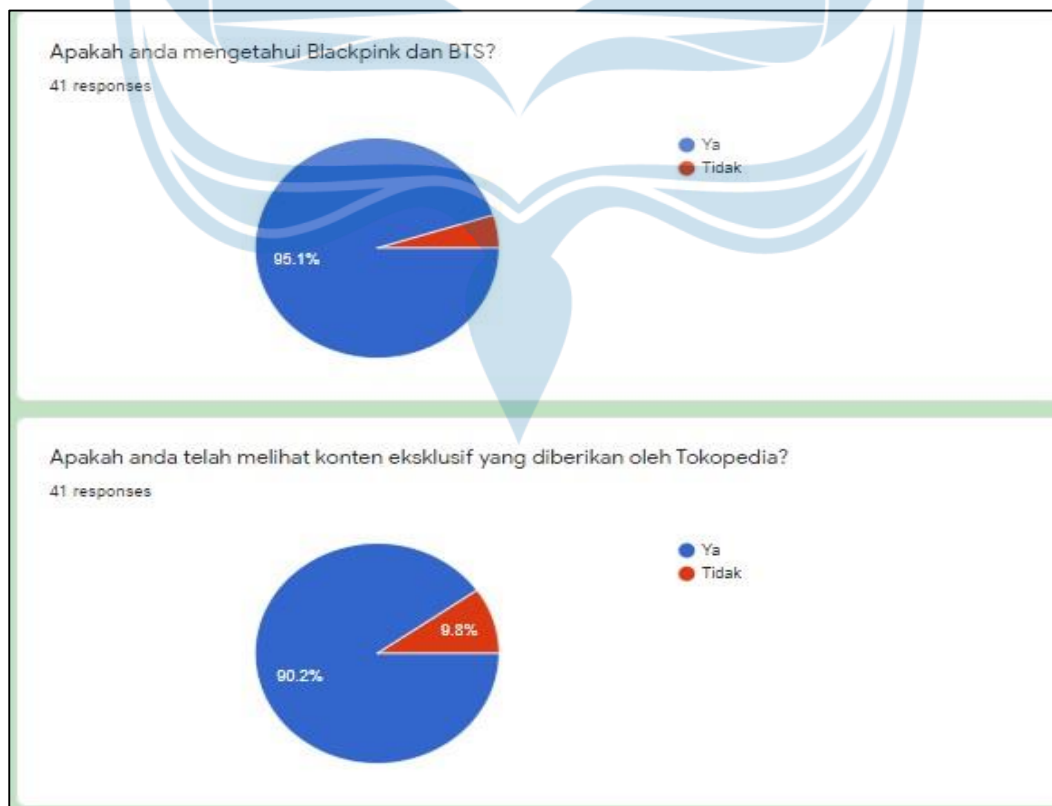
Pertanyaan ini ditujukan untuk mengetahui apakah responden mengetahui penggunaan *celebrity endorsement* Tokopedia. Berdasarkan data yang diperoleh, terdapat 97.6% atau sebesar 40 orang yang mengetahui *celebrity endorsement* yang digunakan oleh Tokopedia dan sisanya sebanyak 2,4% (1 orang) tidak mengetahui hal tersebut.

Informasi tentang *celebrity endorsement* Tokopedia paling banyak diketahui melalui media Youtube diikuti Televisi, Instagram, media cetak, Twitter dan Tiktok.



(Gambar 2.2. Pengaruh *korean wave* pada responden)

Melalui data diatas didapatkan bahwa 68.3% (28 orang) dari total responden menyukai hal yang berbau Korea. Sedangkan sisanya yaitu 31.7% (13 orang) tidak menyukai hal tersebut.



(Gambar 2.3. Pengetahuan responden mengenai BTS dan Blackpink serta konten eksklusif Tokopedia)

Melalui data yang telah diperoleh dapat terlihat meskipun beberapa orang tidak menyukai atau mengikuti *korean wave* namun banyak yang mengetahui tentang BTS dan Blackpink. Sekitar 95.1% responden (39 orang) mengetahui *boyband* dan *girlband* yang berasal dari negeri ginseng tersebut. Sedangkan sisanya sebanyak 4,9% (2 orang) tidak mengetahui BTS dan Blackpink.

Selanjutnya untuk responden yang mengetahui konten eksklusif yang diberikan oleh Tokopedia adalah sebesar 90.2% (37 orang) dan sisanya sebesar 9,8% (4 orang) tidak mengetahui konten eksklusif tersebut.

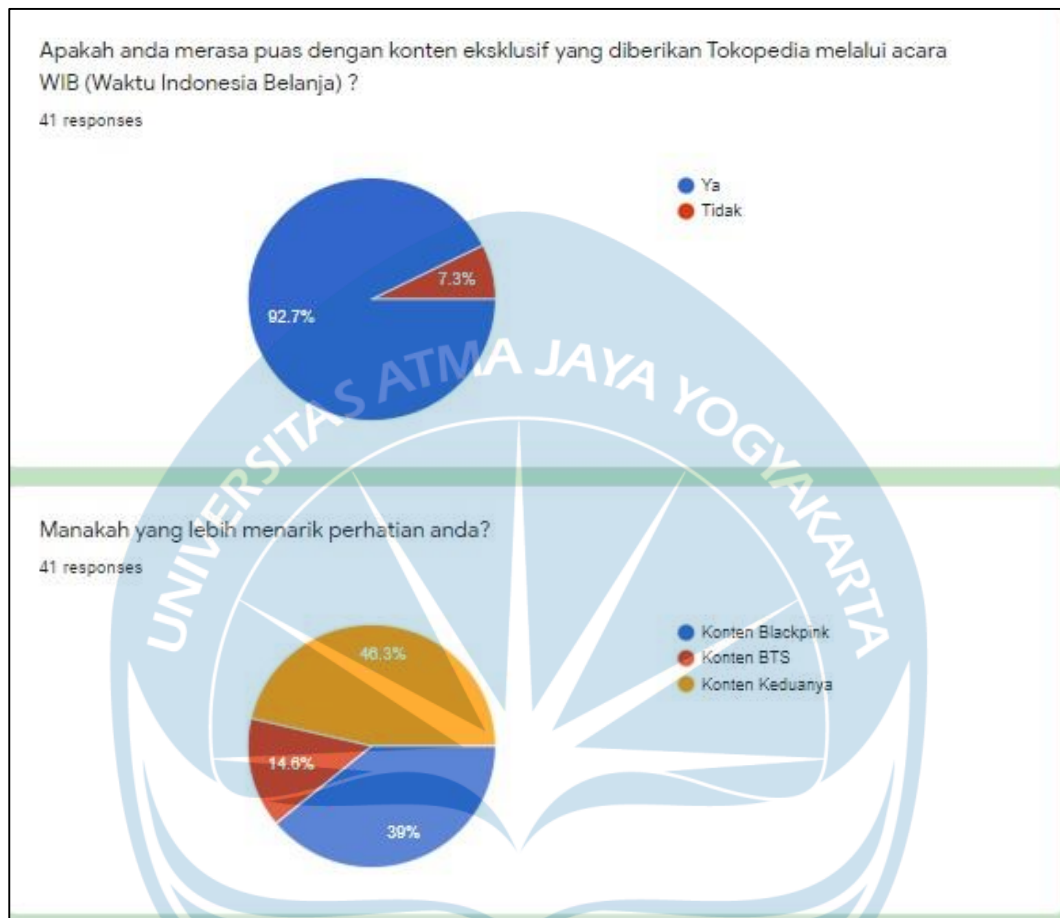
Pertanyaan berupa pendapat responden yang berkaitan dengan topik yang ingin diketahui oleh penulis.

1. Setelah melihat iklan dan konten tersebut, apakah anda tertarik untuk melakukan pembelian dengan menggunakan Tokopedia?
 - a. Jawaban yang diberikan oleh responden bermacam-macam. Namun secara keseluruhan responden menjawab tertarik untuk melakukan pembelian dengan Tokopedia. Sedangkan yang menjawab tidak tertarik karena responden hanya membeli barang berdasarkan kebutuhannya saja.
2. Apakah yang menarik perhatian anda setelah melihat iklan tersebut?

Beberapa jawaban diantaranya:

- a. Tokopedia memberikan konten yang kreatif apalagi dengan *celebrity endorsement* yang disukai banyak orang termasuk saya sendiri, dan hal tersebut memberikan dampak persuasif kepada *viewers*.
- b. Tokopedia menyajikan konten yang menarik dan memilih *celebrity endorsement* nya dengan baik sehingga saya ingin melakukan pembelian menggunakan Tokopedia

- c. Bagi saya Tokopedia serius dalam memasarkan *brand* nya. Investasi yang dilakukan dalam strategi pemasarannya sangat serius dan "*on point*" dengan target pasarnya.



(Gambar 2.4. Pendapat responden)

Berdasarkan data yang telah diperoleh, rata-rata responden merasa puas dengan konten eksklusif yang diberikan oleh Tokopedia. Sekitar 92.7% (38 orang) dari total responden merasa puas dengan konten tersebut sedangkan sisanya 7,3% (3 orang) merasa tidak puas dengan konten yang disajikan.

Selanjutnya, konten yang lebih menarik untuk responden adalah konten yang memuat kedua *celebrity endorsement* tersebut. 46.3% (19 orang) dari total responden menyetujui hal tersebut. Sedangkan 39% (16 orang) lebih menyukai konten yang memuat Blackpink dan sisanya sebesar 14,6% (6 orang) menyukai konten yang memuat BTS didalamnya.



LAMPIRAN 2

KUESIONER

Lampiran Kuesioner Penelitian

Bagian 1: Profile Responden & Pertanyaan Filter

Usia:

Status:

- a. Pelajar
- b. Mahasiswa
- c. Bekerja Jenis Kelamin:

- a. Laki-laki
- b. Perempuan

Rata-rata uang saku / pendapatan per bulan:

- a. < Rp. 1.000.000
- b. Rp. 1.000.001 – Rp. 2.000.000
- c. Rp. 2.000.001 – Rp.3.000.000
- d. > Rp. 3.000.001

Bagian 2: Pertanyaan Umum

1. Apakah anda memiliki aplikasi Tokopedia?
 - a. Ya
 - b. Tidak
2. Apakah anda pernah melakukan pembelian dengan menggunakan *e-commerce* Tokopedia?
 - a. Ya
 - b. Tidak
3. Apakah anda mengetahui *celebrity endorsement* yang digunakan oleh Tokopedia?
*Gambar BTS
 - a. Ya
 - b. Tidak

4. Dimana anda mengetahui informasi tentang penggunaan *celebrity endorsement* Tokopedia? Televisi Youtube Media Cetak Instagram Tiktok Twitter Jawaban lainnya _____

5. Apakah anda mengetahui tentang konten eksklusif yang diberikan oleh Tokopedia melalui acara WIB?

*WIB (Waktu Indonesia Belanja)

- a. Ya
- b. Tidak

Bagian 3: Pertanyaan mengenai variabel penelitian

Keterangan:

Skala Likert

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Elemen Celebrity Endorsement

1. Kepercayaan (*Trustworthiness*)

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya percaya pada rekomendasi Tokopedia oleh BTS					
2.	Saya berpikir bahwa BTS menyediakan sumber informasi yang dapat diandalkan					
3.	Menurut saya BTS mampu meyakinkan saya untuk menggunakan Tokopedia					

2. Keahlian (*Expertise*)

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Menurut saya BTS merupakan selebriti yang ahli di bidangnya					
2.	Menurut saya BTS memiliki pengetahuan tentang Tokopedia dengan baik					
3.	Menurut saya BTS memiliki kualifikasi profesional yang baik					
4.	Menurut saya BTS memiliki keterampilan yang baik dalam mempromosikan Tokopedia					

3. Daya Tarik (*Attractiveness*)

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Menurut saya BTS memiliki daya tarik yang kuat					
2.	Menurut saya BTS sangat berkelas					
3.	Menurut saya BTS memiliki wajah yang menarik					
4.	Menurut saya BTS memiliki penampilan yang menarik					
5.	Menurut saya BTS memiliki vokal yang baik					

4. Kesamaan (*Similarity*)

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya merasa memiliki kesamaan budaya dengan BTS					
2.	Saya merasa memiliki motivasi yang kuat dalam meraih cita-cita seperti BTS					
3.	Saya merasa memiliki kesamaan selera musik dengan BTS					

5. Menyukai (*Liking*)

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya menyukai perilaku profesional dari BTS					
2.	Saya menyukai kehadiran BTS dalam suatu acara					
3.	Menurut saya BTS sangat populer					
4.	Saya menyukai suara khas BTS					
5.	Secara keseluruhan, saya menyukai BTS					

6. Keakraban (*Familiarity*)

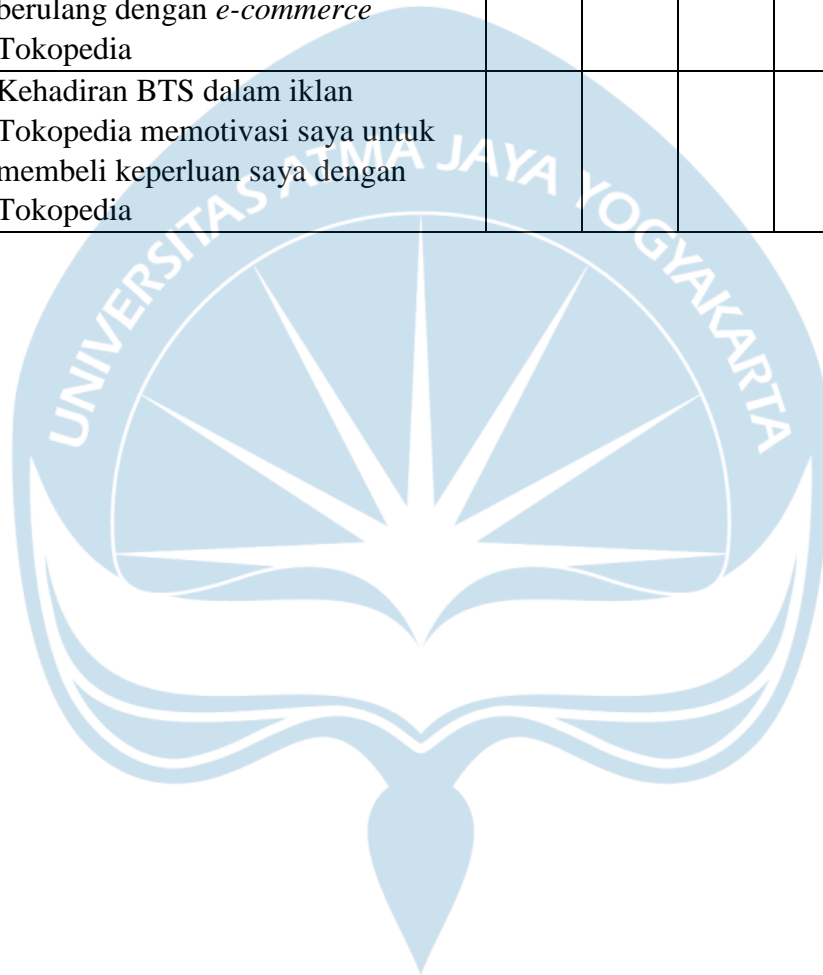
No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya sering melihat BTS di Youtube					
2.	Saya sering melihat BTS di papan iklan di jalan					
3.	Saya sering melihat pembahasan mengenai BTS di internet					
4.	Saya sering mendengarkan lagu-lagu BTS					

7. Celebrity Match-Up Congruence With the Brand / Product

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya sering melihat BTS dalam iklan Tokopedia					
2.	Menurut saya <i>image</i> BTS sesuai dengan Tokopedia					
3.	Menurut saya BTS merupakan pilihan yang tepat untuk iklan Tokopedia					

8. Niat Beli Konsumen

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya mencari tahu lebih lanjut informasi tentang Tokopedia					
2.	Saya aktif mencari keperluan saya dengan <i>e-commerce</i> Tokopedia					
3.	Saya akan melakukan pembelian berulang dengan <i>e-commerce</i> Tokopedia					
4.	Kehadiran BTS dalam iklan Tokopedia memotivasi saya untuk membeli keperluan saya dengan Tokopedia					





LAMPIRAN 3

KUESIONER DARING

PENGARUH *CELEBRITY ENDORSEMENT* BTS TERHADAP NIAT BELI PADA ECOMMERCE TOKOPEDIA

Halo!

Perkenalkan nama saya Ericka Rayna mahasiswi Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian mengenai "Pengaruh *Celebrity Endorsement* BTS terhadap Niat Beli pada *E-commerce* Tokopedia" untuk memenuhi tugas akhir untuk skripsi manajemen pemasaran saya.

Berikut kriteria responden yang dibutuhkan untuk mengisi kuesioner ini:

1. Berusia 17 - 24 tahun
2. Mengetahui penggunaan *celebrity endorsement* oleh Tokopedia
3. Memiliki akun serta pernah berbelanja secara *online* menggunakan aplikasi Tokopedia

Saya ingin meminta bantuan teman-teman untuk meluangkan waktu mengisi pertanyaan pada kuesioner ini. Apabila terdapat pertanyaan terkait penelitian ini, kalian dapat menghubungi saya melalui email:

erickarenadewi@gmail.com. Akhir kata saya ucapkan terima kasih. *

Required

1. Email *

Profile Responden

2. Jenis Kelamin *

Mark only one oval.

Perempuan

Laki-Laki

3. Usia (berupa angka) *

4. Status *

Mark only one oval.

Pelajar

Mahasiswa

Pekerja

5. Rata-rata uang saku / pendapatan per bulan * *Mark only one oval.*

≤ Rp. 1.000.000

Rp. 1.000.001 - Rp. 2.000.000

Rp. 2.000.001 - Rp. 3.000.000

> Rp. 3.000.001

Pertanyaan
Umum

*Jika terdapat pilihan ya atau tidak dan anda menjawab tidak maka berhenti sampai disini

Logo Tokopedia



tokopedia

6. Apakah anda memiliki aplikasi Tokopedia? * *Mark only one oval*

Ya

Tidak

7. Apakah anda pernah melakukan pembelian dengan menggunakan *e-commerce* Tokopedia? *

Mark only one oval.

Ya

Tidak

8. Berapa kali dalam sebulan anda melakukan pembelian dengan menggunakan *ecommerce* Tokopedia? * *Mark only one oval.*

1-2 kali

3-4 kali

Other:

Sekilas tentang BTS

BTS (Hangul: 방탄소년단; Bangtan Sonyeondan) merupakan boy band yang beranggotakan 7 orang dibawah naungan Big Hit Entertainment berasal dari Korea Selatan. BTS debut pada tanggal 13 Juni 2013 yang beranggotakan Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung dan Jeon Jungkook dengan nama fanbase ARMY. BTS termasuk kedalam deretan *boy band* paling berpengaruh di Asia bahkan dunia. Dengan kepopulerannya, tidak heran BTS didapuk menjadi *celebrity endorsement* oleh berbagai brand salah satunya adalah *e-commerce* Tokopedia. Oleh karena itu, peneliti tertarik untuk menganalisis tentang pengaruh *celebrity endorsement* terhadap sikap konsumen atas merek dan niat beli pada *ecommerce* Tokopedia.

boy band BTS



9. Apakah anda mengetahui BTS sebagai *celebrity endorsement* yang digunakan oleh Tokopedia? * *Mark only one oval.*

Ya
Tidak

10. Darimana anda mengetahui informasi tentang penggunaan *celebrity endorsement* Tokopedia? *

*Bisa memilih lebih dari satu pilihan

Check all that apply.

- Televisi
- Youtube
- Media Cetak
- Instagram
- TikTok
- Twitter

Other: _____

WIB Tokopedia TV Show



<https://youtu.be/jo1Srvt4kSo>



11. Apakah anda mengetahui tentang konten eksklusif yang diberikan oleh Tokopedia melalui acara WIB Tokopedia TV Show? *
WIB Tokopedia Tv Show merupakan yang dimiliki oleh Tokopedia yang ditayangkan melalui jaringan TV nasional serta kanal Youtube Tokopedia guna mendukung strategi pemasaran yang dilakukan oleh Tokopedia.

Mark only one oval.

Ya

Tidak

Petunjuk Pengisian

Pada bagian selanjutnya dalam kuesioner ini adalah pertanyaan-pertanyaan yang berkaitan dengan variabel-variabel yang diuji dalam penelitian ini. Dimohon untuk mengisi dengan baik dan jujur. Responden dimohon untuk memilih satu sesuai dengan penilaian yang anda berikan. Untuk menjawab pertanyaan ini, penulis menggunakan Skala Likert dengan ketentuan sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Kepercayaan (Trustworthiness)

Kepercayaan merupakan sesuatu yang mengacu kepada kejujuran, integritas serta kepercayaan yang dimiliki oleh *endorser*.

12. Saya percaya pada rekomendasi Tokopedia oleh BTS *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

13. Menurut saya BTS menyediakan informasi yang dapat diandalkan *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

14. Menurut saya BTS mampu meyakinkan saya untuk menggunakan Tokopedia *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

2. Keahlian (Expertise)

Keahlian merupakan suatu hal yang mengacu kepada pengalaman, pengetahuan serta keterampilan yang dimiliki oleh *endorser* untuk meyakinkan konsumen yang berkaitan dengan merek yang didukung oleh *endorser* tersebut.

15. Menurut saya BTS merupakan selebriti yang ahli di bidangnya *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

16. Menurut saya BTS memiliki pengetahuan tentang Tokopedia dengan baik *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

17. Menurut saya BTS memiliki kualifikasi profesional yang baik *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

18. Menurut saya BTS memiliki keterampilan yang baik dalam mempromosikan Tokopedia *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

3. Daya Tarik (Attractiveness)

Daya tarik tidak hanya dinilai melalui fisik semata namun juga memerlukan keterampilan, intelektual, sifat kepribadian, cara hidup dan lain sebagainya.

19. Menurut saya BTS memiliki daya tarik yang kuat *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

20. Menurut saya BTS sangat berkelas *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

21. Menurut saya BTS memiliki wajah yang menarik *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

22. Menurut saya BTS memiliki penampilan yang menarik *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

23. Menurut saya BTS memiliki vokal yang baik *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

**4.
Kesamaan
(Similarity)**

Similarity merupakan persepsi yang dimiliki oleh konsumen yang berkaitan dengan kesamaan yang dimiliki antara *endorser* dengan konsumen yang dituju.

24. Saya merasa memiliki kesamaan budaya dengan BTS *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

25. Saya merasa memiliki motivasi yang kuat dalam meraih cita-cita seperti BTS *

Mark only one oval.

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

26. Saya merasa memiliki kesamaan selera musik dengan BTS *

Mark only one oval.

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

5. Menyukai (Liking)

Liking merupakan gabungan dari sumber penampilan secara fisik serta perilaku dari selebriti yang bersangkutan.

27. Saya menyukai perilaku profesional dari BTS *

Mark only one oval.

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

28. Saya menyukai kehadiran BTS dalam suatu acara *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

29. Menurut saya BTS sangat populer *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

30. Saya menyukai suara khas BTS *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

31. Secara keseluruhan, saya menyukai BTS *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

**6. Keakraban
(Familiarity)**

Keakraban merupakan perasaan secara emosional seseorang dengan selebriti yang bersangkutan.

32. Saya sering melihat BTS di Youtube*

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

33. Saya sering melihat BTS di papan iklan di jalan *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

34. Saya sering melihat pembahasan mengenai BTS di internet *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

35. Saya sering mendengarkan lagu-lagu BTS *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

**7. Celebrity
Congruence
with the
Brand /
Product**

Kesesuaian antara selebriti, merek dan produk dapat berfungsi dengan baik dan bisa digunakan sebagai strategi pemasaran yang sukses. Kecocokan yang ideal akan menghasilkan sikap positif terhadap merek yang ditawarkan oleh seorang *endorser*.

36. Saya sering melihat BTS dalam iklan Tokopedia *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

37. Menurut saya image BTS sesuai dengan Tokopedia *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

38. Menurut saya BTS merupakan pilihan yang tepat untuk iklan Tokopedia *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

8. Sikap konsumen terhadap merek Tokopedia

Evaluasi yang diberikan oleh konsumen terhadap suatu merek yang mendasari keputusan dan tindakan yang akan dilakukan selanjutnya.

39. Saya percaya Tokopedia merupakan pilihan *e-commerce* yang tepat untuk melakukan pembelian secara *online* * *Mark only one oval.*

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

40. Saya merasa puas atas layanan yang diberikan oleh Tokopedia *
Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

41. Saya akan merekomendasikan pembelian *online* menggunakan Tokopedia kepada kerabat atau teman saya * *Mark only one oval.*

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

9. Niat Beli Konsumen

Niat beli merupakan sebuah pikiran dimana apa yang dipikirkan itulah yang akan dibeli.

42. Saya mencari tahu lebih lanjut informasi tentang Tokopedia *

Mark only one oval.

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

43. Saya aktif mencari keperluan saya dengan *e-commerce* Tokopedia *

Mark only one oval.

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

44. Saya akan melakukan pembelian ulang dengan *e-commerce* Tokopedia *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

45. Kehadiran BTS dalam iklan Tokopedia memotivasi saya untuk membeli keperluan saya dengan Tokopedia * *Mark only one oval.*

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Terima Kasih





UNIVERSITAS ATMA JAYA YOGYAKARTA

LAMPIRAN 4

KUESIONER ASLI

<i>Celebrity Trustworthiness</i>	
Pertanyaan	Sumber
You believe in celebrity's brand choice	Ha & Lam (2017)
You think that celebrity provides reliable source of information	Ha & Lam (2017)
You think that the celebrity is a trustworthy person	Ha & Lam (2017)

<i>Celebrity Expertise</i>	
Pertanyaan	Sumber
You think that the celebrity is an expert in the field that he/she represent	Ha & Lam (2017)
You think that the celebrity has a lot of knowledge about this brand	Ha & Lam (2017)
You think that the celebrity has got high professional qualification	Ha & Lam (2017)
You think that the celebrity has skilled this brand	Ha & Lam (2017)

<i>Celebrity Attractiveness</i>	
Pertanyaan	Sumber
You think that the celebrity has got a strong <i>attractiveness</i>	Ha & Lam (2017)
You think that the celebrity is a very classy	Ha & Lam (2017)
You think that the celebrity has a very pretty face	Ha & Lam (2017)
You think that the celebrity has a very attractive appearance	Ha & Lam (2017)
You think that the celebrity has a very persuasive voice	Ha & Lam (2017)

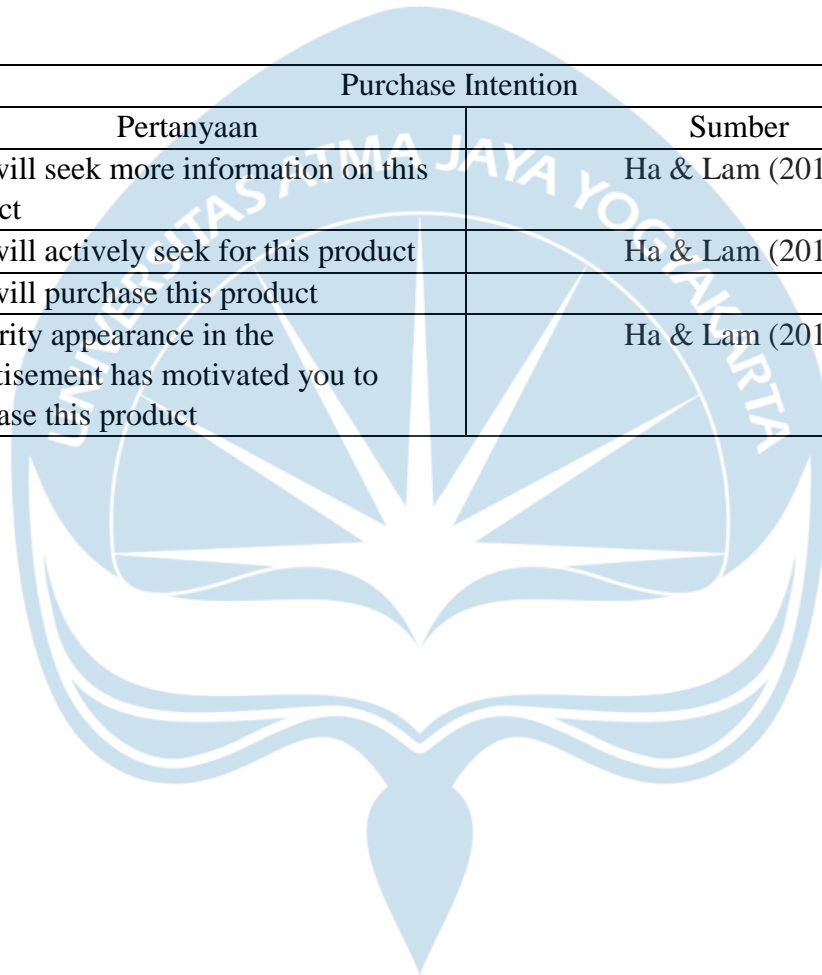
<i>Celebrity Similarity</i>	
Pertanyaan	Sumber
You think that the celebrity and you share the same culture	Ha & Lam (2017)
You think the celebrity and you share similar lifestyle	Ha & Lam (2017)
You think that the celebrity and you share similar interest	Ha & Lam (2017)

<i>Celebrity Liking</i>	
Pertanyaan	Sumber
You like the celebrity's professional manner	Ha & Lam (2017)
You like the celebrity appearance	Ha & Lam (2017)
You think that the celebrity is very popular	Ha & Lam (2017)
You like the celebrity's voice	Ha & Lam (2017)
Overall, you like the celebrity	Ha & Lam (2017)

<i>Celebrity Familiarity</i>	
Pertanyaan	Sumber
You often see the celebrity on the TV	Ha & Lam (2017)
You often see the celebrity on the advertising boards	Ha & Lam (2017)
You often see the celebrity on the internet	Ha & Lam (2017)
You often listen to the celebrity over the radio	Ha & Lam (2017)

<i>Celebrity Match-up Cogruance with The Brand / Product</i>	
Pertanyaan	Sumber
You often see the celebrity in the advertisements of this brand	Ha & Lam (2017)
You think that celebrity image suits this brand	Ha & Lam (2017)
You think that thus brand is totally suitable for the celebrity to represent	Ha & Lam (2017)

Purchase Intention	
Pertanyaan	Sumber
You will seek more information on this product	Ha & Lam (2017)
You will actively seek for this product	Ha & Lam (2017)
You will purchase this product	
Celebrity appearance in the advertisement has motivated you to purchase this product	Ha & Lam (2017)





LAMPIRAN 5

DATA RESPONDEN DAN JAWABAN

PERTANYAAN

No	Jenis Kelamin	Usia	Status	Rata-rata uang saku / pendapatan per bulan	Apakah anda memiliki aplikasi Tokopedia?	Apakah anda pernah melakukan pembelian dengan menggunakan <i>ecommerce</i> Tokopedia?	Berapa kali anda melakukan pembelian dengan menggunakan <i>e-commerce</i> Tokopedia?	Apakah anda mengetahui BTS sebagai <i>celebrity endorsement</i> yang digunakan oleh Tokopedia?	Dari mana anda mengetahui informasi tentang penggunaan <i>celebrity endorsement</i> Tokopedia?	Apakah anda mengetahui tentang konten eksklusif yang diberikan oleh Tokopedia melalui WIB Tokopedia TV
1	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, TikTok, Twitter	Ya
2	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
3	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
4	Laki-Laki	23	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
5	Laki-Laki	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
6	Laki-Laki	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya

7	Perempuan	21	Pekerja	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
8	Laki-Laki	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
9	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
10	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
11	Laki-Laki	20	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
12	Laki-Laki	22	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
13	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
14	Laki-Laki	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
15	Perempuan	22	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
16	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Instagram, TikTok	Ya
17	Laki-Laki	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, TikTok	Ya
18	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya

19	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Media Cetak	Ya
20	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
21	Laki-Laki	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
22	Laki-Laki	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
23	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
24	Perempuan	22	Pekerja	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	>5 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
25	Laki-Laki	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
26	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
27	Laki-Laki	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
28	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, TikTok	Ya

29	Perempuan	19	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Instagram, Twitter	Ya
30	Perempuan	19	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube	Ya
31	Perempuan	17	Pelajar	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, Twitter	Ya
32	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube	Ya
33	Laki-Laki	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Youtube	Ya
34	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram	Ya
35	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
36	Perempuan	23	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, Twitter	Ya
37	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
38	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Instagram, TikTok	Ya

39	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
40	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
41	Laki-Laki	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
42	Laki-Laki	23	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
43	Laki-Laki	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
44	Perempuan	23	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
45	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
46	Laki-Laki	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
47	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube	Ya
48	Perempuan	22	Pekerja	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Twitter	Ya

49	Laki-Laki	20	Mahasiswa	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
50	Perempuan	22	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
51	Perempuan	23	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
52	Laki-Laki	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
53	Perempuan	23	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Instagram, TikTok	Ya
54	Laki-Laki	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
55	Laki-Laki	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
56	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, Twitter	Ya
57	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
58	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya

59	Perempuan	22	Mahasiswa	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, Twitter	Ya
60	Laki-Laki	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
61	Perempuan	24	Pekerja	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Youtube	Ya
62	Perempuan	21	Pekerja	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Youtube	Ya
63	Perempuan	17	Pelajar	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Televisi	Ya
64	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	3-4 kali	Ya	Youtube	Ya
65	Perempuan	20	Mahasiswa	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Youtube	Ya
66	Perempuan	20	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Twitter	Ya
67	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube	Ya
68	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
69	Perempuan	18	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
70	Perempuan	20	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
71	Perempuan	20	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Twitter	Ya
72	Perempuan	24	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Billboard	Ya
73	Perempuan	24	Pekerja	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya

74	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
75	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
76	Perempuan	23	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
77	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, Twitter	Ya
78	Perempuan	24	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
79	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
80	Perempuan	19	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
81	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
82	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
83	Perempuan	20	Mahasiswa	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya

84	Perempuan	20	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube	Ya
85	Perempuan	20	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram	Ya
86	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
87	Laki-Laki	23	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Instagram, TikTok	Ya
88	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Media Cetak, Instagram	Ya
89	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
90	Perempuan	22	Mahasiswa	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
91	Perempuan	20	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok	Ya

92	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Media Cetak, Instagram	Ya
93	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram	Ya
94	Perempuan	22	Mahasiswa	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Youtube	Ya
95	Laki-Laki	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Youtube	Ya
96	Laki-Laki	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
97	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
98	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
99	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
100	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, TikTok, Twitter	Ya

101	Laki-Laki	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
102	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
103	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
104	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
105	Perempuan	24	Pekerja	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Media Cetak, Instagram	Ya
106	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Twitter	Ya
107	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
108	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
109	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya

110	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, TikTok	Ya
111	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Twitter	Ya
112	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
113	Perempuan	23	Pekerja	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
114	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
115	Perempuan	21	Pekerja	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
116	Perempuan	23	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
117	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Youtube	Ya
118	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
119	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya

120	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
121	Perempuan	23	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
122	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
123	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
124	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram	Ya
125	Perempuan	20	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, Iklan Bioskop	Ya
126	Perempuan	21	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok	Ya
127	Laki-Laki	22	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
128	Laki-Laki	24	Pekerja	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	3-4 kali	Ya	Youtube	Ya

129	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, Twitter	Ya
130	Perempuan	18	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, Twitter	Ya
131	Perempuan	23	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
132	Laki-Laki	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Media Cetak, Instagram	Ya
133	Perempuan	24	Pekerja	> Rp. 3.000.001	Ya	Ya	>5 kali	Ya	Televisi, Instagram, Twitter	Ya
134	Laki-Laki	24	Pekerja	> Rp. 3.000.001	Ya	Ya	>5 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
135	Perempuan	24	Pekerja	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Instagram	Ya
136	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi	Ya
137	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram	Ya
138	Perempuan	24	Pekerja	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Instagram	Ya

139	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
140	Perempuan	18	Pelajar	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Instagram	Ya

141	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
142	Perempuan	23	Pekerja	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Media Cetak, Instagram	Ya
143	Perempuan	24	Pekerja	> Rp. 3.000.001	Ya	Ya	1-2 kali	Ya	Instagram	Ya
144	Perempuan	19	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	3-4 kali	Ya	Twitter	Ya
145	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	>5 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya
146	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Youtube	Ya
147	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, Twitter	Ya
148	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
149	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya

150	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, TikTok, Twitter	Ya
151	Perempuan	20	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Youtube, Instagram, TikTok, Twitter	Ya
152	Perempuan	22	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	> 5 kali	Ya	Televisi, Youtube, Instagram	Ya
153	Perempuan	22	Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Media Cetak, Instagram, TikTok, Twitter	Ya
154	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, Twitter	Ya
155	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Instagram	Ya
156	Perempuan	22	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	1-2 kali	Ya	Televisi, TikTok	Ya
157	Perempuan	22	Pekerja	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram, TikTok	Ya

158	Laki-Laki	22	Mahasiswa	> Rp. 3.000.001	Ya	Ya	>5 kali	Ya	Youtube, Instagram	Ya
159	Perempuan	22	Pekerja	Rp. 2.000.001 - Rp. 3.000.000	Ya	Ya	>5 kali	Ya	Televisi, Youtube	Ya
160	Laki-Laki	19	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram	Ya
161	Laki-Laki	22	Mahasiswa	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Instagram	Ya
162	Laki-Laki	19	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram	Ya
163	Laki-Laki	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Youtube	Ya
164	Laki-Laki	20	Mahasiswa	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Instagram	Ya
165	Laki-Laki	20	Mahasiswa	> Rp. 3.000.001	Ya	Ya	>5 kali	Ya	Youtube	Ya
166	Laki-Laki	19	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, Instagram	Ya
167	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok, Twitter	Ya
168	Perempuan	21	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Youtube, Instagram, TikTok	Ya
169	Perempuan	22	Pekerja	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Televisi, Youtube, TikTok	Ya
170	Laki-Laki	22	Mahasiswa	> Rp. 3.000.001	Ya	Ya	3-4 kali	Ya	Youtube, Instagram, TikTok	Ya
171	Perempuan	21	Mahasiswa	≤ Rp. 1.000.000	Ya	Ya	3-4 kali	Ya	Televisi	Ya

172	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	3-4 kali	Ya	Youtube, Twitter	Ya
173	Perempuan	22	Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000	Ya	Ya	1-2 kali	Ya	Televisi, Instagram, TikTok, Twitter	Ya



No.	Kepercayaan (<i>Trustworthiness</i>)				Keahlian (<i>Expertise</i>)					Daya Tarik (<i>Attractiveness</i>)					
	X1.1	X1.2	X1.3	Total X1	X2.1	X2.2	X2.3	X2.4	Total X2	X3.1	X3.2	X3.3	X3.4	X3.5	Total X3
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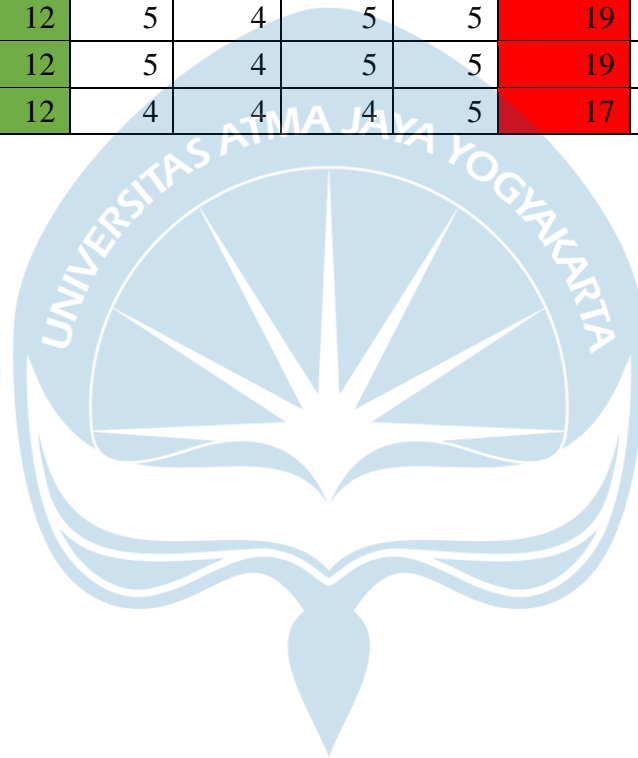
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Kesamaan (<i>Similarity</i>)				Menyukai (<i>Liking</i>)						Keakraban (<i>Familiarity</i>)				
X4.1	X4.2	X4.3	Total X4	X5.1	X5.2	X5.3	X5.4	X5.5	Total X5	X6.1	X6.2	X6.3	X6.4	Total X6
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Celebrity match-up congruence with the brand / product				Sikap Konsumen Atas Merek				Niat Beli				
X7.1	X7.2	X7.3	Total X7	X8.1	X8.2	X8.3	Total X8	Y1.1	Y1.2	Y1.3	Y1.4	Total Y1
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3	2	3	8	4	4	4	12	3	4	4	2	13
3	3	3	9	4	4	4	12	3	4	4	3	14
5	4	5	14	4	4	4	12	4	5	3	4	16
4	3	3	10	3	3	3	9	4	4	4	2	14
4	2	4	10	5	5	5	15	5	5	5	2	17
5	3	3	11	4	4	3	11	1	3	3	1	8
5	5	4	14	5	5	4	14	5	5	4	5	19
3	3	3	9	4	4	4	12	4	4	4	3	15
5	5	5	15	5	5	5	15	5	5	5	5	20
4	4	3	11	4	4	4	12	4	4	4	4	16
5	2	5	12	5	4	4	13	4	3	4	4	15

3	3	3	9	3	3	3	9	3	3	3	3	12
2	4	2	8	3	3	3	9	3	4	4	3	14
4	4	4	12	4	4	4	12	4	5	4	4	17
5	2	3	10	5	5	5	15	3	5	5	2	15
5	2	5	12	5	4	4	13	4	3	4	4	15
5	3	5	13	5	5	5	15	5	4	4	4	17
5	5	5	15	5	5	5	15	5	5	5	5	20
5	5	5	15	5	5	5	15	5	5	5	5	20
5	4	5	14	4	5	5	14	5	5	4	5	19
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5	1	5	11	3	4	3	10	2	2	3	1	8
4	4	4	12	4	4	4	12	4	3	3	3	13
4	3	4	11	4	5	4	13	2	2	3	3	10
3	3	3	9	3	3	3	9	3	3	3	3	12
4	3	3	10	3	4	3	10	3	2	3	3	11
5	5	5	15	5	5	5	15	5	5	5	5	20
5	4	5	14	5	4	4	13	4	5	5	4	18
4	3	3	10	4	4	4	12	4	3	5	2	14
5	5	5	15	5	5	5	15	5	5	5	5	20
5	5	5	15	5	4	4	13	5	5	4	4	18
5	5	5	15	5	5	5	15	5	5	5	5	20
4	3	3	10	5	5	4	14	4	5	5	1	15
4	3	3	10	3	4	3	10	3	3	3	3	12
4	4	5	13	5	5	5	15	5	5	5	1	16
5	5	5	15	5	5	5	15	5	5	5	5	20

5	5	5	15	4	4	3	11	3	3	3	5	14
5	5	4	14	5	5	5	15	5	5	4	4	18
5	5	5	15	5	5	5	15	5	5	5	5	20
5	5	5	15	5	5	5	15	5	5	5	5	20
5	4	5	14	4	3	3	10	4	2	3	3	12
4	5	5	14	4	4	4	12	4	4	4	4	16
4	4	4	12	4	4	4	12	4	4	4	4	16





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LAMPIRAN 6
HASIL OLAH DATA SPSS

UJI VALIDITAS

Variabel	Item	r-hitung	r-tabel	Keterangan
Kepercayaan (X1)	X1.1	.711	.149	Valid
	X1.2	.740	.149	Valid
	X1.3	.751	.149	Valid
Keahlian (X2)	X2.1	.536	.149	Valid
	X2.2	.615	.149	Valid
	X2.3	.710	.149	Valid
	X2.4	.669	.149	Valid
Daya Tarik (X3)	X3.1	.680	.149	Valid
	X3.2	.674	.149	Valid
	X3.3	.732	.149	Valid
	X3.4	.672	.149	Valid
	X3.5	.682	.149	Valid
Kesamaan (X4)	X4.1	.625	.149	Valid
	X4.2	.661	.149	Valid
	X4.3	.765	.149	Valid
Menyukai (X5)	X5.1	.728	.149	Valid
	X5.2	.809	.149	Valid
	X5.3	.583	.149	Valid
	X5.4	.777	.149	Valid
	X5.5	.787	.149	Valid
Keakraban (X6)	X6.1	.772	.149	Valid
	X6.2	.544	.149	Valid
	X6.3	.624	.149	Valid
	X6.4	.792	.149	Valid
<i>Celebrity Match-up Congruence with the brand / product (X7)</i>	X7.1	.631	.149	Valid
	X7.2	.822	.149	Valid
	X7.3	.801	.149	Valid
Niat Beli (Y)	Y1.1	.721	.149	Valid
	Y1.2	.636	.149	Valid
	Y1.3	.617	.149	Valid
	Y1.4	.803	.149	Valid

RELIABILITAS KEPERCAYAAN Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

RELIABILITAS KEAHLIAN Reliability Statistics

Cronbach's Alpha	N of Items
.773	4

RELIABILITAS DAYA TARIK Reliability Statistics

Cronbach's Alpha	N of Items
.892	5

RELIABILITAS KESAMAAN Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

RELIABILITAS MENYUKAI Reliability Statistics

Cronbach's Alpha	N of Items
.884	5

RELIABILITAS KEAKRABAN Reliability Statistics

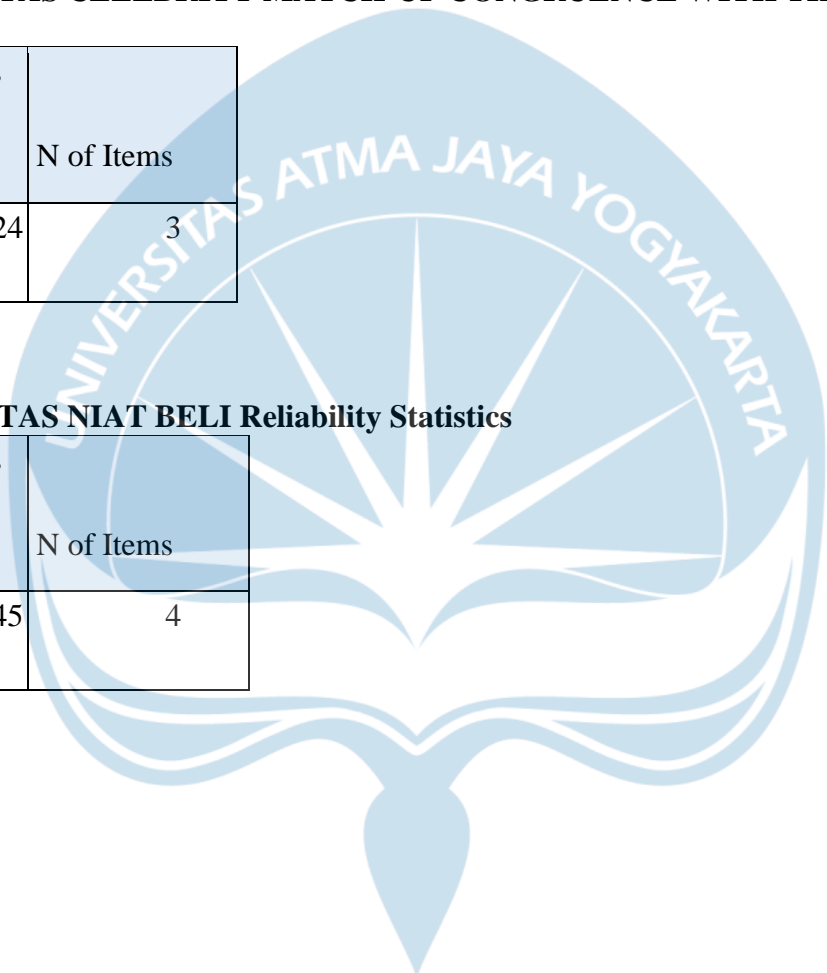
Cronbach's Alpha	N of Items
.819	4

RELIABILITAS CELEBRITY MATCH-UP CONGRUENCE WITH THE BRAND / PRODUCT

Cronbach's Alpha	N of Items
.824	3

RELIABILITAS NIAT BELI Reliability Statistics

Cronbach's Alpha	N of Items
.845	4



ANALISIS STATISTIK DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kepercayaan (X1)	173	3.00	15.00	12.2428	2.42300
Keahlian (X2)	173	9.00	20.00	17.0289	2.46234
Daya Tarik (X3)	173	13.00	25.00	22.3699	3.13859
Kesamaan (X4)	173	3.00	15.00	10.8613	3.01611
Menyukai (X5)	173	10.00	25.00	21.1445	3.68639
Keakraban (X6)	173	4.00	20.00	16.0925	3.56217
<i>Match-up Congruence with the brand / product (X7)</i>	173	7.00	15.00	12.8497	2.08552
Sikap Konsumen atas Merek (X8)	173	8.00	15.00	12.9306	1.93974
Niat Beli (Y)	173	7.00	20.00	16.0520	3.23905
Valid N (listwise)	173				

HASIL STATISTIK REGRESI LINEAR BERGANDA

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Match-up Congruence with the brand / product (X7), Kesamaan (X4), Kepercayaan (X1), Daya Tarik (X3), Keakraban (X6), Keahlian (X2), Menyukai (X5) ^a		Enter

a. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.628	1.97576

a. Predictors: (Constant), Match-up Congruence with the brand / product (X7), Kesamaan (X4), Kepercayaan (X1), Daya Tarik (X3), Keakraban (X6), Keahlian (X2), Menyukai (X5)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.652	1.231		1.343	.181
	Kepercayaan (X1)	.498	.100	.372	4.971	.000
	Keahlian (X2)	-.059	.102	-.045	-.584	.560
	Daya Tarik (X3)	.003	.082	.003	.039	.969
	Kesamaan (X4)	.142	.077	.133	1.840	.068
	Menyukai (X5)	-.113	.094	-.128	-1.199	.232
	Keakraban (X6)	.248	.072	.273	3.446	.001
	Match-up Congruence with the brand / product (X7)	.473	.145	.305	3.257	.001

a. Dependent Variable: Niat Beli (Y)

HASIL REGRESI HIRARKI METODE *FORWARD*

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Kepercayaan (X1)		Forward (Criterion: Probability-of-F-to-enter \leq .050)
2	Keakraban (X6)		Forward (Criterion: Probability-of-F-to-enter \leq .050)
3	<i>Celebrity Match-up Congruence with the brand / product</i> (X7)		Forward (Criterion: Probability-of-F-to-enter \leq .050)
a. Dependent Variable: Niat Beli (Y)			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.515	.512	2.26212
2	.782 ^b	.611	.607	2.03154
3	.796 ^c	.634	.628	1.97594
a. Predictors: (Constant), Kepercayaan (X1)				
b. Predictors: (Constant), Kepercayaan (X1), Keakraban (X6)				
c. Predictors: (Constant), Kepercayaan (X1), Keakraban (X6), <i>Celebrity Match-up Congruence with the brand / product</i> (X7)				

ANOVA ^d						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	929.490	1	929.490	181.640	.000 ^a
	Residual	875.041	171	5.117		
	Total	1804.532	172			
2	Regression	1102.914	2	551.457	133.616	.000 ^b
	Residual	701.618	170	4.127		
	Total	1804.532	172			
3	Regression	1144.700	3	381.567	97.729	.000 ^c
	Residual	659.832	169	3.904		
	Total	1804.532	172			
a. Predictors: (Constant), Kepercayaan (X1)						
b. Predictors: (Constant), Kepercayaan (X1), Keakraban (X6)						
c. Predictors: (Constant), Kepercayaan (X1), Keakraban (X6), <i>Celebrity Match-up Congruence with the brand / product</i> (X7)						
d. Dependent Variable: Niat Beli (Y)						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.306	.888		4.848	.000
	Kepercayaan (X1)	.959	.071	.718	13.477	.000
2	(Constant)	2.654	.837		3.169	.002
	Kepercayaan (X1)	.609	.084	.456	7.280	.000
	Keakraban (X6)	.369	.057	.406	6.482	.000
3	(Constant)	.972	.963		1.010	.314
	Kepercayaan (X1)	.507	.087	.379	5.808	.000
	Keakraban (X6)	.256	.065	.282	3.927	.000
	<i>Celebrity Match-up Congruence with the brand / product (X7)</i>	.370	.113	.238	3.271	.001

a. Dependent Variable: Niat Beli (Y)

Excluded Variables ^d						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Keahlian (X2)	.179 ^a	2.342	.020	.177	.473
	Daya Tarik (X3)	.215 ^a	3.324	.001	.247	.638
	Kesamaan (X4)	.269 ^a	4.157	.000	.304	.620
	Menyukai (X5)	.301 ^a	4.568	.000	.331	.586
	Keakraban (X6)	.406 ^a	6.482	.000	.445	.583
	<i>Celebrity Match-up Congruence with the brand / product (X7)</i>	.389 ^a	6.049	.000	.421	.566
2	Keahlian (X2)	.067 ^b	.930	.353	.071	.442
	Daya Tarik (X3)	.065 ^b	.990	.324	.076	.527
	Kesamaan (X4)	.119 ^b	1.772	.078	.135	.501
	Menyukai (X5)	.092 ^b	1.178	.240	.090	.377
	<i>Celebrity Match-up Congruence with the brand / product (X7)</i>	.238 ^b	3.271	.001	.244	.408
3	Keahlian (X2)	-.017 ^c	-.228	.820	-.018	.385
	Daya Tarik (X3)	-.034 ^c	-.474	.636	-.037	.425
	Kesamaan (X4)	.094 ^c	1.426	.156	.109	.494
	Menyukai (X5)	-.070 ^c	-.762	.447	-.059	.257
a. Predictors in the Model: (Constant), Kepercayaan (X1)						
b. Predictors in the Model: (Constant), Kepercayaan (X1), Keakraban (X6)						
c. Predictors in the Model: (Constant), Kepercayaan (X1), Keakraban (X6), Match-up Congruence with the brand / product (X7)						
d. Dependent Variable: Niat Beli (Y)						



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LAMPIRAN 7

JURNAL ACUAN UTAMA

The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention

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Abstract

Celebrity endorsement has become a popular choice in advertising due to its originality and the celebrity's attractiveness that make a big impact on brand awareness and customer behavior. This study analyzes the effect of celebrity endorsement on customer's attitude toward brand as well as the effect of customer's attitude toward brand on customer's purchase intention in Vietnam. A survey was conducted with 306 individuals in Vietnam. After conducting the explanatory factor analysis (EFA), and multi-variable regression analysis, results indicate that customer's attitude toward brand is positively affected by 03 factors: celebrity match-up congruence with the brand/product, celebrity trustworthiness, and celebrity expertise. Attitude toward brand also has a positive impact on customer's purchase intention.

Keywords: celebrity endorsement, customer's attitude toward brand, purchase intention

1. Introduction

In recent years, the development of commercial communication and of rise-up of live TV shows has attracted lots of attention from the public, especially young generation. Marketing strategies of companies focus mostly on promoting products to the market with core objectives as to persuade their customers; since the customers have got a lot of knowledge, references, and choices before making a purchase decision, competition has also become more severely. There are a number of ways to promote brands, but employing celebrity as an aid to the brand has become popular in all over the world (Friedman et al., 1979; Kamins, 1989). This is because advertisements in which celebrity appears are generating effective outcomes in making the brand identity and retaining customers' attention, that is the mandatory objective of any commerce (Erdogan, 1999; Kamins & Gupta, 1994; Kaikati, 1987; Patti & Frazer, 1988). Belch and Belch (2004, p. 174) showed that "in today's television viewing environment and the "stopping power" of celebrity endorsed commercials are more remarkable". However, if they later make up a negative image of themselves, brand image will also be affected. Therefore, it is very important to select appropriate celebrity to represent a brand.

There have been a lot of studies in the world on the effect of celebrity on brand promotion activities, but this field hasn't been addressed adequately in Vietnam. The questions are that which factors of celebrity endorsement will have effect on customer's attitude toward brand and how is the relationship between customer's attitude toward brand and purchase intention in Vietnam?

2. Literature Review

There are a lot of definitions of celebrity. According to Young and Pinsky (2006, p. 464) "individuals who have achieved a significant level of fame that makes them well known in society". The celebrity has rose to become a powerful force in the 21st century and hold an important role in the contemporary culture (Koernig & Boyd, 2009; Lord & Putrevu, 2009). A celebrity is a person whose name can attract public attention, ignite public interest, and create individual values from the public (Kotler, Keller, & Jha, 2007). However, perhaps the most impressive and widely referenced definition is Daniel Boorstin's (1982, p. 49), in which he defined: as "The celebrity is a person who is known for his well-knownness".

Early definition of celebrity endorsement is mentioned by Freiden (1984). According to him, celebrity endorsement means celebrity in direct connection to an advertised product. According to McCracken (1989, p.

310): “An individual who enjoys public recognition and who uses this recognition on behalf of a customer good by appearing with it in an advertisement”. According to Kotler et al. (2007), celebrity endorsement is one of communication channels that are used by celebrity as a means of expressing their words to promote the brand on basis of their fame and personalities.

2.1 Meaning Transfer Model

According to McCracken (1989), this model is developed to illustrate celebrity endorsement process. Advertising is one of means to transfer individual meaning to the brands. This model is divided into three stages. First stage is the development of celebrity image and description of cultural meaning of the society. In this stage, it is assessed whether subject, people and context are suitable to the celebrity. The second stage is relevant to the celebrity’s transfer of meanings from brand endorsement to the product. In the final stage, brand image is transferred to the customers.



Figure 1. Meaning transfer model

Note. ➔ Path of meaning movement. □ Stage of meaning movement.
Source: McCracken, 1989, p. 45.

2.2 Customer’s Attitude Toward Brand

Customer’s attitude toward brand is predisposition that focuses on favorable or unfavorable impact on a specific brand after watching an advertisement on that brand (Phelps & Hoy, 1996). According to Lutz et al. (1983), customer’s attitude toward brand is the customer’s emotional reaction toward a brand advertisement. It is associated with the customer’s feeling if his/her purchase intention toward the brand is positive or negative, favorable or unfavorable.

2.3 The Elaboration Likelihood Model (ELM)

Elaboration Likelihood Model (ELM) is a model that consists of two phases of response toward advertising incentive. It explains how attitudes are formed on basis of the degree of participation. Current attitude may be changed and it is assumed that when a customer receives a message, he starts processing it. There are two possible directions: Central route used for persuasion if customer participation is high, or peripheral route used for persuasion if customer participation is low. The model has two fundamental factors, motivation and ability to process communication. Motivation means the customer’s readiness, participation, and needs. Ability means the knowledge, qualification, and capacity to process information (Petty et al., 1983).

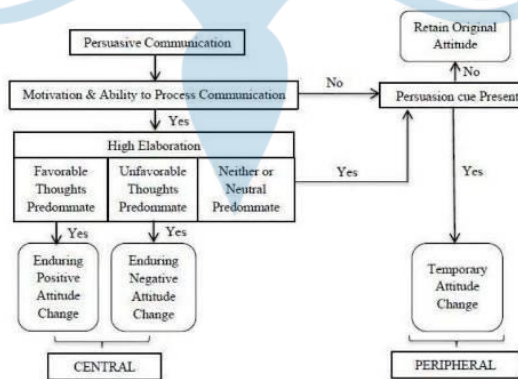


Figure 2. Elaboration Likelihood Model (ELM)

Source: Petty et al., 1983.

2.4 The Relation between Source Credibility Model and Customer's Attitude toward Brand

Hovland & Weiss (1953) introduced a source credibility model, which is further studied by Ohanian (1990) (cited by Armando, 2014). According to source credibility model, "the effectiveness of a message depends on the apparent level of expertise and trustworthiness of the endorser" (Hovland & Weiss, 1953, p. 20)

2.4.1 Celebrity Trustworthiness

Trustworthiness refers to "the honesty, integrity and believability of an endorser" (Erdogan et al., 2001, p. 40). A celebrity is considered as trustworthy (Goldsmith et al., 2000) and his/her trustworthiness is described as a summary of values that create positive features and increase the acceptance of the message (Erdogan, 1999). Trustworthiness is the most useful and effective tool to make the customer be more confident and reliable on the brand (Ohanian, 1990). A hypothesis is provided:

Hypothesis 1 (H1): The more celebrity trustworthiness is perceived by the customer, the more positive customer's attitude toward brand will be.

2.4.2 Celebrity Expertise

Hovland et al. (1953) defines expertise as the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid. The more persuasive a celebrity's expertise is (Aaker, 1997), the more purchase decisions will be generated (Ohanian, 1991). Speck, Schumann, and Thompson (1988) affirms that celebrity is considered as an expert in a specific field, resulting in a higher brand endorsement than a celebrity without expertise (Hoekman & Bosmans, 2010). Following hypothesis is provided:

Hypothesis 2 (H2): The more celebrity expertise is perceived by the customer, the more positive customer's attitude toward brand will be.

2.5 The Relation between Source Attractiveness Model and Customer's Attitude toward Brand

Source attractiveness model is developed by McGuire (1985), he holds that an individual message is accepted and affected by the similarity between the receiver and the sender together with the familiarity and likeliness. The meaning of source attractiveness model is referenced to be a famous philosopher, Aristotle: "beauty is a greater recommendation than any letter of introduction". Aristotle wants to emphasize that the most importance is beauty and attractiveness (Hoekman & Bosmans, 2010).

2.5.1 Celebrity Attractiveness

Physical attractiveness transited via a person's weight, height, and facial beauty is the very first expressions perceived by another (Bardia et al., 2011). This concept does not only means physical attractiveness. It also requires mental skills, personality, lifestyle, and art talents (Erdogan, 1999). A celebrity is attractive because he/she has built up a popular image among the public. His/her attractiveness increases the persuasiveness toward the customers as they want to be like the celebrity that they love (Cohen & Golden, 1972). A hypothesis is given

Hypothesis 3 (H3): The more celebrity attractiveness is perceived by the customer, the more positive customer's attitude toward brand will be.

2.5.2 Celebrity Similarity

Similarity is described as "a supposed resemblance between the source and the receiver of the message" (McGuire, 1985). In other words, a customer may similarize himself with the endorser. People will be more easily influenced when they find the similarity between them and the endorser. If the celebrity and the customers share popular factors, such as similar interest or lifestyle, a better association will be formed (Erdogan, 1999). Following hypothesis is provided:

Hypothesis 4 (H4): The more celebrity similarity is perceived by the customer, the more positive customer's attitude toward brand will be.

2.5.3 Celebrity Liking

Likeability is the "affection for the source as a result of the source's physical appearance and behaviour" (McGuire, 1985, p. 239). In addition, McGuire also holds that when customers like a celebrity, they will like brands associated with the celebrity. A hypothesis is provided:

Hypothesis 5 (H5): The more celebrity liking is perceived by the customer, the more positive customer's attitude toward brand will be.

2.5.4 Celebrity Familiarity

Familiarity means the feeling of similarity by means of emotions and contact with a celebrity (Erdogan, 1999;

Belch & Belch, 2004). Celebrity familiarity will have a more positive impact when the customer himself finds that he/she is similar to the celebrity. This is called the mere exposure effect (Zajonc, 1968). When the customers have short contacts with the celebrity and contact interval becomes longer, the effects of familiarity will improve customer's attitude toward brand. On the contrary, the effect is negative when they have long contacts and contact interval becomes shorter (Bornstein, 1989). A hypothesis is given by:

Hypothesis 6 (H6): The more celebrity familiarity is perceived by the customer, the more positive customer's attitude toward brand will be.

2.6 The Relationship between Brand/Product Match – up Hypothesis Model and Customer's Attitude toward Brand

According to Forkan (1980); Kamins (1989), brand/product match – up hypothesis model means that celebrity image and product message must be similar and matched up in order for the advertisement to be effective.

2.6.1 Celebrity Match-up Congruence With The Brand/Product

A number of studies conducted by Cooper (1984) and Forkan (1980) indicate that celebrity match-up congruence with the brand/product has a significant play. When a product is advertised by a celebrity with suitable image that is highly relevant to the product, the confidence will be higher on the advertisement and the celebrity compared to a product image promoted by a less famous, less relevant person (Kotler, 1997). A hypothesis is given:

Hypothesis 7 (H7): The more celebrity match-up congruence with the brand/product is perceived by the customer, the more positive customer's attitude toward brand will be.

2.6.2 The Relationship between Customer's Attitude toward Brand and Purchase Intention

Customer's purchase intention addresses the predisposition to purchase a certain brand or product (Belch & Belch, 2004). Purchase intention also tells about the possibility that a person will purchase a product (Phelps & Hoy, 1996). Amos, et al. (2008) hold that the customer's positive attitude toward celebrity endorsement will improve his/her purchase intention. Many studies also indicate that customer's attitude toward brand has a positive and significant impact on purchase intention (Mitchell & Olson, 1981; Gresham & Shimp, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996). A hypothesis is provided:

Hypothesis 8 (H8): The more positive customer's attitude toward brand is, the more positive purchase intention will be.

3. Methodology and Research Model

3.1 Methodology

This study is conducted in two major stages. A qualitative study is conducted by face-to-face direct interview on 04 marketing experts and a group discussion is carried out among 12 customers of 18 years old or more, which is intended to modify, supplement, and complete the measurement scale. A quantitative study is carried out to collect data by using a questionnaire survey based on Likert rating scale with 5 options, including "1-Totally Disagree", "2-Disagree", "3-Neutral", "4-Agree", "5-Totally Agree", used to measure observation variables for each factor.

3.2 Proposed Research Model

From theories and previous studies, an analysis is conducted on the effect of the celebrity endorsement consisting of 07 factors, which are: celebrity trustworthiness, celebrity attractiveness, celebrity expertise, celebrity similarity, celebrity liking, celebrity familiarity, celebrity match-up congruence with the brand/product are independent varieties. Customer's attitude toward brand means temporary variable. Purchase intention means dependent variable.

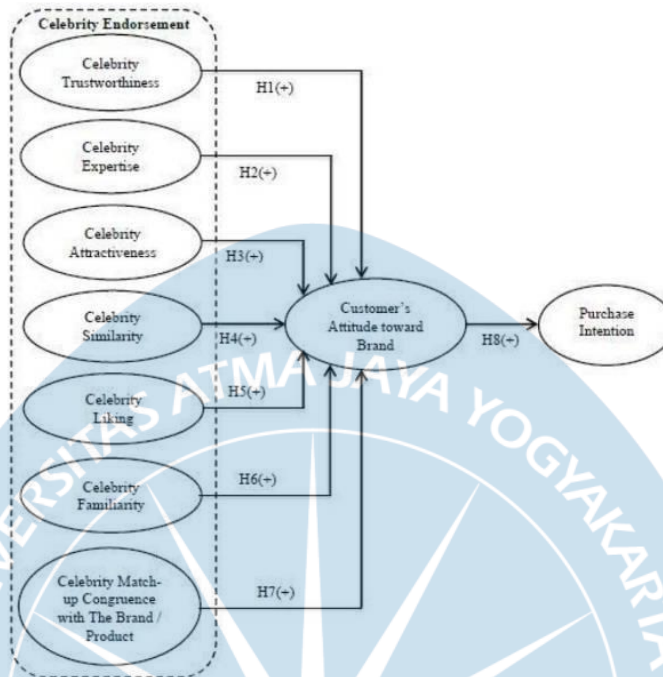


Figure 3. Proposed research model

3.3 Research Data

A total of 534 questionnaire sheets were directly distributed to the customers of 18 years old or more in Vietnam or via online method. A total of 392 sheets were returned and, after being screened, 306 sheets were valid for data analysis, achieving a ratio of 78.06% compared to actual data.

4. Research Results

4.1 Descriptive Statistics by Characteristics

For gender, there are 184 female and 122 male respondents, accounting for 60.1% and 39.9%, respectively, of which 61.4% are single, 38.6% are married. For age, respondents of 18–25 years old account for 28.1%, of 26–35 years old account for 58.5%, 36–45 years old account for 7.5%, and of more than 45 years old account for 5.9%. For education, university respondents account for 45.1%, post-graduate ones account for 28.4%, primary school ones account for 2.6%, secondary school ones account for 7.2%, high school ones account for 8.5%, and college-intermediary school ones account for 8.2%.

4.2 Descriptive Statistics of Model Variables

Table 1. Descriptive statistic of quantitative variables

Content	Min	Max	Mean	Standard Deviation
Celebrity Trustworthiness				
CT1 You believe in celebrity's brand choice.	1	5	3.15	0.904
CT2 You think that the celebrity is an honest person.	1	5	2.92	0.866
CT3 You think that the celebrity provides reliable source of information.	1	5	2.94	0.878
CT4 You think that the celebrity is a sincere person.	1	5	2.93	0.875
CT5 You think that the celebrity is a trustworthy person.	1	5	2.96	0.892
Celebrity Expertise				
CE1 You think that the celebrity is an expert in the field that he/she represents.	1	5	2.60	0.964
CE2 You think that the celebrity has experience in using the brand.	1	5	3.02	0.887

CE3	You think that the celebrity has a lot of knowledge about this brand.	1	5	2.92	0.884
CE4	You think that the celebrity has got high professional qualification.	1	5	2.77	0.908
CE5	You think that the celebrity has skilled this brand.	1	5	3.01	0.905
Celebrity Attractiveness					
CA1	You think that the celebrity has got a strong attractiveness.	1	5	4.01	0.696
CA2	You think that the celebrity is a very classy.	1	5	3.36	0.881
CA3	You think that the celebrity has a very pretty face.	1	5	3.81	0.831
CA4	You think that the celebrity has a very elegant fashion style.	2	5	3.87	0.801
CA5	You think that the celebrity has a very attractive appearance.	1	5	3.82	0.864
CA6	You think that the celebrity has a very persuasive voice.	1	5	3.46	0.846
CA7	You think that the celebrity has a very professional manner.	2	5	3.81	0.778
Celebrity Similarity					
CS1	You think that the celebrity and you share the same culture.	1	5	3.01	0.861
CS2	You think that the celebrity and you share similar lifestyle.	1	5	2.56	0.817
CS3	You think that the celebrity and you share similar interests.	1	5	2.89	0.873
CS4	You think that the celebrity and you share similar perspectives.	1	5	2.60	0.771
CS5	You think that the celebrity and you share similar likings.	1	5	2.67	0.886
Celebrity Liking					
CL1	You like the celebrity's behaviors.	1	5	3.36	0.757
CL2	You like the celebrity's appearance.	1	5	3.75	0.762
CL3	You think that the celebrity is very popular.	1	5	4.07	0.721
CL4	You like the celebrity's voice.	1	5	3.34	0.800
CL5	You like the celebrity's fashion style.	1	5	3.64	0.818
CL6	You like the celebrity's professional manner.	1	5	3.71	0.799
CL7	Overall, you like the celebrity.	1	5	3.66	0.806
Celebrity Familiarity					
CF1	You often see the celebrity on the TV.	1	5	4.15	0.625
CF2	You often see the celebrity on the stage or in the cinema.	1	5	3.31	0.950
CF3	You often see the celebrity at events or festivals.	1	5	3.52	0.877
CF4	You often see the celebrity on the advertising boards.	2	5	4.06	0.627
CF5	You often see the celebrity on the newspapers.	1	5	4.10	0.609
CF6	You often see the celebrity in person.	1	5	2.57	0.994
CF7	You often see the celebrity on the Internet.	1	5	4.15	0.672
CF8	You often listen to the celebrity over the radio.	1	5	3.07	0.989
Celebrity Match-up Congruence with The Brand / Product					
CM1	You often see the celebrity in the advertisements of this brand.	1	5	3.93	0.694
CM2	You think that celebrity image suits this brand.	1	5	3.74	0.736
CM3	You think that this brand is totally suitable for the celebrity to represent.	1	5	3.67	0.779
CM4	You think that the celebrity that represents this brand is trustworthy.	1	5	3.43	0.787
CM5	You believe that the celebrity is using this brand.	1	5	3.05	0.943
Customer's Attitude toward Brand					
AB1	You believe that this brand is a good one.	1	5	3.54	0.724
AB2	You think that this brand is very interesting.	1	5	3.50	0.712
AB3	You like this brand.	1	5	3.44	0.763
AB4	You think that this brand has a good quality.	2	5	3.46	0.751
AB5	You are satisfied with this brand.	1	5	3.46	0.734
AB6	You are confident in this brand.	1	5	3.42	0.766
Purchase Intention					
PI1	You will seek more information on this product.	1	5	3.59	0.806
PI2	You will actively seek for this product.	1	5	3.41	0.857
PI3	You will try this product when you see it.	1	5	3.68	0.762
PI4	You will purchase this product.	1	5	3.34	0.823
PI5	Celebrity appearance in the advertisement has motivated you to purchase this product.	1	5	3.21	1.009

Celebrity trustworthiness: CT1 has the highest mean value (3.15), while CT2 has the lowest mean value (2.92). So, the customers are confident on celebrity's brand choice, but they don't think that the celebrity is honest.

Celebrity expertise: CE2 has the highest mean value (3.02), while CE1 has the lowest mean value (2.60). Hence, the customers think that the celebrity has a lot of experience in using this brand, but they don't think that the celebrity is an expert in the field that he/she represents.

Celebrity attractiveness: CA1 has the highest mean value (4.01), while CA2 has the lowest mean value (3.36). Hence, the customers think that the celebrity has got a strong attractiveness, but they don't think that the celebrity is a very skilled elite.

Celebrity similarity: CS1 has the highest mean value (3.01), while CS2 has the lowest mean value (2.56). Hence, the customers think that the celebrity and they share the same culture, but they don't think that the celebrity and them share similar lifestyle.

Celebrity liking: CL3 has the highest mean value (4.07), while CL4 has the lowest mean value (3.34). Hence, the customers think that the celebrity is very popular, but they don't like his/her voice.

Celebrity familiarity: CF1 and CF7 has the highest mean value (4.15), while CF6 has the lowest mean value (2.57). Hence, the customers agree that they often see the celebrity on the TV and Internet, but they don't agree that they often see the celebrity in person.

Celebrity match-up congruence with the brand / product: CM1 has the highest mean value (3.93), while has the lowest mean value (3.05). Hence, the customers often see the celebrity in brand advertisements, but they don't believe that the celebrity is using this product.

Customer's attitude toward brand: AB1 has the highest mean value (3.54), while AB6 has the lowest mean value (3.42). Hence, the customers believe that the brand represented by the celebrity is a good one, but they don't believe in this brand.

Purchase intention: PI3 has the highest mean value (3.68), while PI5 has the lowest mean value (3.21). Hence, the customers agree that they will try this product when they see it, but they don't think that celebrity appearance in the advertisement has motivated them to purchase the product.

4.3 Testing the Cronbach's Alpha

Celebrity trustworthiness: Removing CT1 has the Cronbach's Alpha if item deleted is 0.908 larger than the Cronbach's Alpha coefficient of the 1st scale test value of 0.907. In the 2nd test, the Cronbach's Alpha coefficient is 0.908, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in factor analysis (EFA).

Celebrity expertise: The Cronbach's Alpha coefficient is 0.817, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, the 5 observation variables are included in EFA.

Celebrity attractiveness: The Cronbach's Alpha coefficient is 0.810, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, the 7 observation variables are included in EFA.

Celebrity similarity: removing CS1 has the Cronbach's Alpha if item deleted is 0.867 larger than the Cronbach's Alpha coefficient of the 1st scale test value of 0.851. In the 2nd test, the Cronbach's Alpha coefficient is 0.867, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in factor analysis (EFA).

Celebrity liking: The Cronbach's Alpha coefficient is 0.833, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, the 7 observation variables are included in EFA.

Celebrity familiarity: 3 varieties which are eliminated because the correlation coefficients of item-total is not satisfied (lower than 0.3) include CF1(0.273), CF6 (0.243), and CF8 (0.297). After eliminating such varieties, the Cronbach's Alpha coefficient has been increased. Hence, the 2nd test shall be conducted, the Cronbach's Alpha coefficient is 0.684, and the item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 5 observation variables are included in EFA.

Celebrity match-up congruence with the brand / product: CM1 and CM5 are eliminated because they have the Cronbach's Alpha if item deleted are 0.787 and 0.801 respectively, and higher than the Cronbach's Alpha coefficient of the 1st test scale of 0.784. In the 2nd test, CM4 is eliminated because it has the Cronbach's Alpha if item deleted is 0.863 higher than the Cronbach's Alpha coefficient of the 2nd scale test value of 0.822. In the 3rd test, the Cronbach's Alpha coefficient is 0.863, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 2 observation variables are included in EFA

Customer's attitude toward brand: AB2 is eliminated because it has the Cronbach's Alpha if item deleted is 0.930, which is higher than the 1st scale test value of 0.923. In the 2nd test, AB1 is eliminated because it has the Cronbach's Alpha if item deleted is 0.931, which is higher than the Cronbach's Alpha coefficient of the 2nd scale test value of 0.930. In the 3rd test, the Cronbach's Alpha coefficient is 0.931, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in EFA.

Purchase intention: PI5 is eliminated because it has the Cronbach's Alpha if item deleted is 0.865, which is higher than the Cronbach's Alpha coefficient of the 1st scale test value of 0.860. In the 2nd test, the Cronbach's Alpha coefficient is 0.865, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in EFA.

Table 2. The Cronbach's Alpha coefficient of the variables in the model

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Celebrity Trustworthiness			
CT2	0.803	0.877	0.908
CT3	0.734	0.901	
CT4	0.828	0.868	
CT5	0.803	0.877	
Celebrity Expertise			
CE1	0.546	0.800	0.817
CE2	0.612	0.779	
CE3	0.706	0.752	
CE4	0.563	0.794	
CE5	0.616	0.778	
Celebrity Attractiveness			
CA1	0.462	0.798	0.810
CA2	0.469	0.800	
CA3	0.661	0.764	
CA4	0.656	0.765	
CA5	0.582	0.778	
CA6	0.488	0.795	
CA7	0.513	0.790	
Celebrity Similarity			
CS2	0.705	0.836	0.867
CS3	0.696	0.840	
CS4	0.784	0.807	
CS5	0.697	0.840	
Celebrity Liking			
CL1	0.523	0.819	0.833
CL2	0.578	0.811	
CL3	0.533	0.818	
CL4	0.562	0.814	
CL5	0.602	0.807	
CL6	0.604	0.807	
CL7	0.666	0.796	
Celebrity Familiarity			
CF2	0.389	0.671	0.684
CF3	0.430	0.641	
CF4	0.513	0.610	
CF5	0.503	0.616	
CF7	0.436	0.636	
Celebrity Match-up Congruence with The Brand / Product			
CM2	0.760		0.863
CM3	0.760		
Customer's Attitude toward Brand			
AB3	0.817	0.917	0.931
AB4	0.814	0.918	
AB5	0.867	0.901	
AB6	0.857	0.904	
Purchase Intention			
PI1	0.733	0.820	0.865
PI2	0.778	0.800	
PI3	0.631	0.860	
PI4	0.719	0.826	

4.4 Explanatory Factor Analysis (EFA)

Explanatory factor analysis is conducted on whether celebrity endorsement has an impact on customer's attitude toward brand. After the 1st analysis, CA1, CA2, CL1, CL3, CL7, CL2, CL5, CE1, CF4, CL6, CL4 are eliminated. After the 2nd analysis, CA6, CA7, CE4 are eliminated. After 3rd analysis, CF5 and CF7 are eliminated. After 4th analysis, factor loading values are satisfactory with KMO coefficient of 0.844 with significance level of the Bartlett test of 0.000.

Table 3. Results of the Explanatory Factor Analysis (EFA)

Conducting times	Eliminating the variable	KMO coefficient	Significance of Bartlett test					
1st time	CA1, CA2, CL1, CL3, CL7, CL2, CL5, CE1, CF4, CL6, CL4	0.883	0.000					
2nd time	CA6, CA7, CE4	0.848	0.000					
3rd time	CF5, CF7	0.834	0.000					
4th time		0.844	0.000					

Composition		Component					
		1	2	3	4	5	6
Celebrity Trustworthiness	CT4	0.874					
	CT5	0.856					
	CT2	0.852					
	CT3	0.789					
Celebrity Similarity	CS4		0.860				
	CS2		0.802				
	CS5		0.758				
	CS3		0.757				
Celebrity Attractiveness	CA5			0.863			
	CA4			0.860			
	CA3			0.847			
Celebrity Expertise	CE2				0.815		
	CE3				0.799		
	CE5				0.769		
Celebrity Match-up Congruence with The Brand / Product	CM2					0.905	
	CM3					0.879	
Celebrity Familiarity	CF3						0.850
	CF2						0.823
Eigenvalues		5.791	2.416	1.705	1.512	1.234	1.108
% of Variance		32.172	13.422	9.472	8.403	6.857	6.156
% Cumulative		32.172	45.594	55.066	63.469	70.326	76.482

Based on results presented in Table 3, 18 observation variables are satisfactory and divided into 6 factor groups. Factors are unchanged from original ones. However, "celebrity liking" factor is eliminated and hypotheses and research model are corrected as follows:

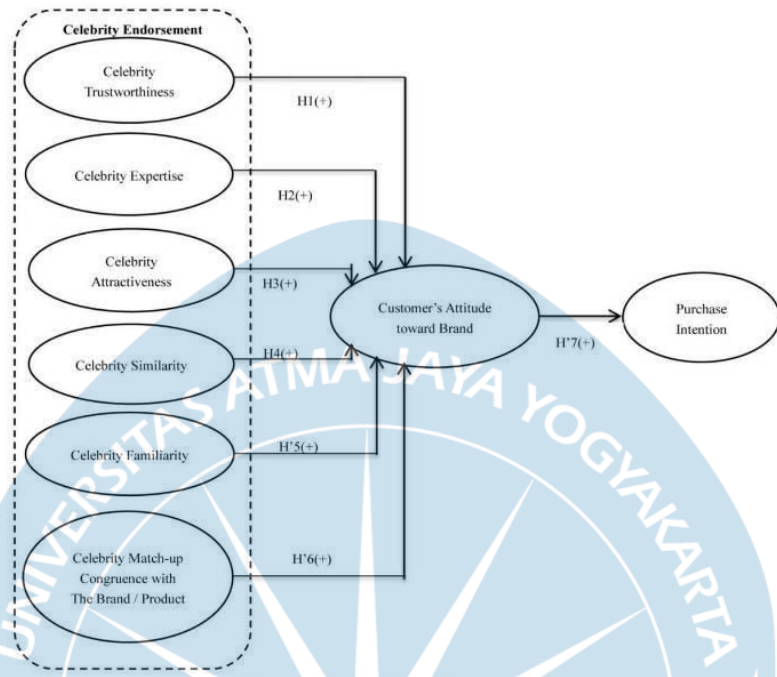


Figure 4. Research model correction

4.5 Regression Analysis

According to results in Table 4, Analysis of the fitness of the regression model on customer's attitude toward brand, Adjusted R² get value is 0.273, which is varied by 27.3% in term of "customer's attitude toward brand", it can be explained by independent factors in the model. F = 20.058 with significant level of 0.000. Therefore, the regression model is considered as overall fit.

Table 4. Results of regression analysis the model of customers' attitude towards brand

Model	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	Sig.	VIF
(Constant)	1.126		4.210	0.000	
Celebrity Trustworthiness	0.182***	0.206	3.491	0.001	1.455
Celebrity Expertise	0.165***	0.181	3.148	0.002	1.385
Celebrity Similarity	0.050	0.052	0.856	0.393	1.548
Celebrity Attractiveness	0.036	0.038	0.717	0.474	1.197
Celebrity Match-up Congruence with The Brand/Product	0.278***	0.288	5.223	0.000	1.275
Celebrity Familiarity	-0.002	-0.003	-0.055	0.956	1.034
R	0.536				
R ²	0.287				
Adjusted R ²	0.273				
F (Anova)	20.058				
Sig. (Anova)	0.000				
Durbin - Watson	2.069				

Note. Dependent variable: Customer's attitude toward brand. ***: Results at the significance level of 1%.

According to the Table 5, the match-up congruence of the regression model of purchase intention, Adjusted R² get value is 0.483, means 48.3% upon the variability of the purchase intention can be explained by the customers'

attitude towards brand. $F = 285.814$ with significant level of 0.000; therefore, the regression model is considered as overall fit.

Table 5. Results of regression analysis the model of purchase intention

Model	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	Sig.	VIF
(Constant)	1.106		7.646	0.000	
Customers' attitude towards brand	0.696***	0.696	16.906	0.000	1.000
R	0.696				
R ²	0.485				
Adjusted R ²	0.483				
F (Anova)	285.814				
Sig. (Anova)	0.000				
Durbin - Watson	1.973				

Note. Dependent variable: Purchase intention. ***: Results at the significance level of 1%.

4.6 Discussion of Results

4.6.1 Celebrity Trustworthiness

This variable is statistically significant at 1%, with value $\beta = 0.206 > 0$, this means that H1 hypothesis is supported. Trustworthiness refers to "the honesty, integrity and believability of an endorser" (Erdogan et al., 2001). The celebrity is considered as a trustworthy person (Goldsmith et al., 2000). A study by Pham & Nguyen (2015) indicates that "celebrity trustworthiness" has a positive impact on "customer's attitude toward the advertisement". Results of this study also find positive impact of "celebrity trustworthiness" on "customer's attitude toward brand". This can be explained as follows: celebrity appearance in commerces in Vietnam has become popular because the celebrity can influence the public. However, "scandals" in their personal lives have caused the public wonder and lose trusts in the celebrity's ethics. Only a few celebrities are acknowledged for their talents and ethics, and they are respected and relied upon by most of the public and colleagues. Therefore, celebrity endorsement will have more impact on the customers than non-celebrity trustworthy.

4.6.2 Celebrity Expertise

This factor is statistically significant at 1%, with value $\beta = 0.181 > 0$, this means that H2 hypothesis is supported. The expertise mentions the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid (Hovland et al., 1953). The more persuasive a celebrity's expertise is (Aaker, 1997), the more purchase decisions will be generated (Ohanian, 1991). A study by Pham and Nguyen (2015) indicates that "celebrity expertise" has a positive impact on "customer's attitude toward the advertisement". Results of this study also find positive impact of "celebrity expertise" on "customer's attitude toward brand". This can be explained as follows: With their attractiveness and influencing ability, celebrities are highly paid for their appearance in advertisements although the brand is not related to their expertises. Therefore, customers feel that they are not assured, and their confidence in the brand is wondered. So, enterprises need to select the celebrities that have expertises related to the brand to be advertised so that customers will be more confident and accept it more positively.

4.6.3 Celebrity Attractiveness

This variable is statistically significant at 5%, with value $\beta = 0.038$, this means that H3 hypothesis is not supported. A study by Pham & Nguyen (2015) indicates that "celebrity attractiveness" has a positive impact on "customer's attitude toward the advertisement". However, this study only considers the "customers' attitude towards brand" and the its results indicate no positive effect of the "celebrity attractiveness" factor on the "customer's attitude toward brand". This can be explained as follows: Most of today's celebrities have pretty, attractive and ideal appearance to make their advertisements more impressive. Therefore, celebrity attractiveness will generate attention toward the customers and make advertisements more attractive, however, attractiveness has no impact on customer's attitude toward brand.

4.6.4 Celebrity Similarity

This factor is statistically significant at 5%, with value $\beta = 0.052$, this means that H4 hypothesis is not supported. A study by Pham and Nguyen (2015) indicates that "celebrity similarity" has a positive impact on "customer's attitude toward the advertisement". However, this study only considers the "customers' attitude towards brand"

and the its results indicate no positive effect of the “celebrity similarity” factor on the “customer’s attitude toward brand”. This can be explained as follows: Celebrities have ideal appearance and outstanding talents. All fans want to become like the ones that they like, from their lifestyle, likings, fashion style, etc. They learn after celebrities and think that they share similar values, to a certain extent, with celebrities. However, similarity only makes advertisements with celebrity endorsement receive more attention and be remembered, but it does not affect customer’s attitude toward brand.

4.6.5 Celebrity Familiarity

This variable is statistically significant at 5%, with value $\beta = 0.003$, meaning that H’5 hypothesis is not supported. The study by Pham and Nguyen (2015) does not consider “celebrity familiarity” factor. A study by Shahrokh and Arefi (2013) indicates that there is a positive impact of “celebrity familiarity” on “source attractiveness model”, and thereby resulting in a positive impact on “the effectiveness of celebrity endorsement”. However, this study only considers the “customers’ attitude towards brand” and the its results indicate no positive effect of the “celebrity familiarity” factor on the “customer’s attitude toward brand”. This can be explained as follows: This celebrity will be covered everywhere so that customers can easily see the ones they love just by clicking or navigating a remote control. It is celebrity familiarity that will help the customers easily memorize and be impressed at the advertisements with celebrity endorsement, but familiarity has no impact on customer’s attitude toward brand.

4.6.6 Celebrity Match-up Congruence with The Brand/Product

This factor is statistically significant at 1%, with value $\beta = 0.288 > 0$, meaning that H’6 hypothesis is not supported. Celebrity match-up congruence with the brand / product may create the absolute confidence through the homogeneous process (Langmeyer & Walker, 1991), and cause positive effect on the customers’ attitude towards advertisement, brand / product and purchase intention (Kirmani & Shiv, 1998). A study by Pham and Nguyen (2015) indicates that “celebrity match-up congruence with the brand / product” has a positive impact on “customer’s attitude toward the advertisement”. Results of this study also find positive impact of “celebrity match-up congruence with the brand / product” on “customer’s attitude toward brand”. This can be explained as follows: everyday, customers can watch a lots of advertisements with celebrity, even the same one in different advertisements. When a brand / product is advertised by a celebrity with suitable image that is highly relevant to the brand / product, the confidence will be higher on the advertisement and the celebrity compared to a brand / product image promoted by a less famous, less relevant person.

4.6.7 Customer’s Attitude toward Brand

This variable is statistically significant at 1%, with value $\beta = 0.696 > 0$, meaning that H’7 hypothesis is not supported. Customer’s attitude toward brand is predisposition that focuses on favorable or unfavorable impact on a specific brand after watching an advertisement on that brand (Phelps & Hoy, 1996). The study by Pham and Nguyen (2015) does not consider the effect of “customer’s attitude toward brand” factor on the “purchase intention”. Studies of Qurat and Mahira (2012), Aycha and Kaouther (2010) and Mazzini et al. (2014) indicate the positive effect of “customer’s attitude toward brand” factor on the “purchase intention”. Results of this study also affirm the correctness of previous studies. This impact is positive and considerable in Vietnamese market. Attitude is used as factor to forecast customer’s intention and behavior (Fishbien & Ajzen, 1975; Ajzen, 1991). When customers have more positive attitude toward brand, they will more likely intend to purchase the products.

5. Conclusions and Recommendations

5.1 Conclusions

The final study model includes 7 factors of celebrity endorsement with impact on customer’s attitude toward brand. Also, factors of attitude toward brand have impacts on customer’s purchase intention. After testing the reliability of the measurement scale and conducting explanatory factor analysis, results are that celebrity liking factor is eliminated while other factors are retained, resulting in a correction of study model hypotheses. Results of the multi-variable regression analysis indicate that customer’s attitude toward brand in Vietnam is positively affected by 03 factors: celebrity match-up congruence with the brand / product, celebrity trustworthiness, and celebrity expertises. Results also indicate that purchase intention is strongly and positively impacted by customer’s attitude toward brand.

5.2 Suggestions of Policy Implications

Based on findings, the study suggests some policy implications as follows:

Firstly, enterprises should pay careful attention to selecting celebrities for promoting the brand. If the celebrity

has made any dispute statement, improper behavior, and a negative scandal, it will negatively affect the brand and reputation of the enterprises. Therefore, it is necessary to select a trustworthy celebrity that is trusted by the public.

Secondly, not every celebrity endorses a brand that is within his/her expertise. Therefore, customers usually wonder that celebrity endorsement is just intended to make the ads attractive, but product quality is not persuasive because it is beyond his/her expertise. Thus, if an enterprise luckily chooses a celebrity that is an expert in the brand that it wants to promote, the persuasiveness and customer's attitude toward brand will be more positively impacted.

Thirdly, when enterprises can formulate a meaningful message that is suitable to the celebrity and brand, this will have a positive impact on customer's attitude toward brand. So, enterprises need to select a suitable celebrity for their brand images and advertising message that they want to transfer, so that customers have better perception of the advertisements and positive attitude toward the brand.

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