

BAB V

PENUTUP

Pada bab ini peneliti akan menjelaskan mengenai kesimpulan dan implikasi manajerial yang dapat digunakan pada pemasaran Erigo agar dapat meningkatkan kepercayaan merek dan niat beli yang didasarkan dari penelitian yang telah dilakukan. Dalam bab ini juga berisi tentang keterbatasan dalam penelitian dan saran untuk penelitian yang akan datang.

5.1. Kesimpulan

Pada bagian ini menjelaskan mengenai topik yang dipilih dalam penelitian yaitu Pengaruh citra merek, selebriti endorser Arief Muhammad dan pemasaran sosial media terhadap kepercayaan dan keputusan pembelian Erigo apparel. Berdasarkan hasil analisis dan evaluasi deskriptif profil yang dilakukan pada bab sebelumnya, peneliti merangkum kesimpulan bahwa :

1. Diketahui bahwa responden yang mengisi kuesioner ini sebanyak 150 responden dengan rincian laki-laki sebanyak 84 orang (56%) dan perempuan sebanyak 66 orang (44%).
2. Dari 150 responden yang mengisi kuesioner ini yang berusia 17-21 tahun sebanyak 41 orang (27,3%), berusia 22-26 tahun sebanyak 67 orang (44,6%) dan yang berusia 27 tahun atau lebih sebanyak 42 orang (28,1%).
3. Mayoritas responden memiliki penghasilan atau uang saku sebanyak Rp. 500.001,00 – Rp. 1.500.000,00 dengan presentase sebanyak 40% (60 orang).
4. Mayoritas responden mengetahui produk Erigo melalui media sosial. Sebanyak 86 orang (57,3%) mengetahui Erigo dari sosial media.

5. Mayoritas responden menyatakan pernah membeli produk Erigo antara 1-5 kali.
6. Mayoritas responden membeli produk Erigo menggunakan *marketplace* online mereka.
7. Mayoritas responden beralasan membeli produk Erigo karena tertarik dengan desain yang ditawarkan.

Pada bagian selanjutnya, berdasarkan analisis dan hasil uji yang telah dilakukan pada bab sebelumnya, peneliti merangkum kesimpulan bahwa :

1. Menunjukkan bahwa citra merek memiliki pengaruh terhadap kepercayaan merek.
2. Menunjukkan bahwa citra merek memiliki pengaruh terhadap keputusan pembelian.
3. Menunjukkan bahwa kepercayaan merek memiliki pengaruh terhadap keputusan pembelian.
4. Menunjukkan bahwa pemasaran sosial media memiliki pengaruh terhadap keputusan pembelian.
5. Menunjukkan bahwa pemasaran sosial media memiliki pengaruh terhadap keputusan pembelian.
6. Menunjukkan bahwa selebriti endorser tidak memiliki pengaruh terhadap kepercayaan merek.
7. Menunjukkan bahwa selebriti endorser tidak memiliki pengaruh terhadap keputusan pembelian

5.2. Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, diharapkan hasil penelitian ini dapat memberikan dampak yang bermanfaat bagi Erigo maupun merek dan produk lainnya. Berikut implikasi manajerial dalam penelitian ini :

1. Citra merek yang baik harus tetap dijaga dan terus ditingkatkan dengan memberikan kualitas produk dan pelayanan yang terbaik bagi

konsumennya. Terbukti citra merek yang baik dari Erigo dapat mempengaruhi kepercayaan terhadap merek dan mempengaruhi dalam keputusan pembelian konsumennya.

2. Pemasaran media sosial yang baik akan berdampak pada ketertarikan konsumen. Saat ini hampir seluruh orang mempunyai media sosial dan menghabiskan beberapa waktunya untuk membuka media sosial mereka. Erigo dapat merambah seluruh media sosial yang ada dan lebih meningkatkan konten agar lebih banyak orang yang tertarik.
3. Kepercayaan merek yang baik akan mempengaruhi keputusan pembelian. Orang yang mengenal Erigo sebagai brand lokal yang terpercaya tidak akan ragu dalam mempertimbangkan Erigo sebagai pilihan produk berpakaian mereka.

5.3. Keterbatasan dan Saran Penelitian

Berdasarkan hasil penelitian yang dilakukan, terdapat keterbatasan yang telah dirangkum sebagai berikut :

1. Peneliti hanya berfokus pada pemasaran media sosial instagram saja, sehingga ada kemungkinan temuan yang berbeda pada media sosial lainnya.
2. Selebriti endorser tidak memiliki pengaruh positif dan tidak signifikan terhadap kepercayaan merek dan keputusan pembelian.
3. Peneliti berfokus pada selebriti Arief Muhammad saja, sehingga ada kemungkinan temuan yang berbeda pada selebriti lainnya.
4. Syarat untuk mengisi kuesioner ini adalah mengetahui dan pernah membeli produk dari Erigo, sedangkan banyak juga orang yang mengetahui produk Erigo namun belum memiliki produk Erigo.
5. Tabel *fornell-larckel* yang tidak sesuai dengan tabel *cross loading*

Saran untuk penelitian selanjutnya :

1. Penelitian selanjutnya diharapkan meneliti lebih banyak media sosial dan lebih banyak menggunakan nama selebriti.
2. Penelitian selanjutnya diharapkan menjangkau lebih banyak responden, baik yang sudah memiliki produk tersebut atau belum.



Daftar Pustaka

- Ashraf, S., & Azam, F. (2019). *The Influence of Social Media's Marketing Efforts on Brand Equity and Consumer Response and Perceived Value on Brand Loyalty with Presence and Absence of Customer Satisfaction View project Impact of CSR on Customer Loyalty: Putting Customer Trust, Customer Identification, Customer Satisfaction and Customer Commitment into Equation-View project.*
<https://www.researchgate.net/publication/335291550>
- BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148.
<https://doi.org/10.15295/bmij.v6i1.229>
- Arjuna, H., & Ilmi, S. (2020). Effect of Brand Image, Price, and Quality of Product on The Smartphone Purchase Decision. *EkBis: Jurnal Ekonomi Dan Bisnis*, 3(2), 294.
<https://doi.org/10.14421/ekbis.2019.3.2.1190>
- Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The Effects of Social Media Marketing on Online Consumer Behavior.

International Journal of Business and Management, 8(14).

<https://doi.org/10.5539/ijbm.v8n14p66>

- Indarto, E. W., & Qomariah, N. (2018). The Effect of Brand Image and Product Attributes on Customer Satisfaction THE EFFECT OF BRAND IMAGE AND PRODUCT ATTRIBUTES ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY Indexed in Google Scholar. *Journal of Applied Management (JAM)*, 16. <https://doi.org/10.21776/ub.jam.2018>
- Kim, A. J. and Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Bareto, A. M. (2020). Measuring Brand Equity With Social Media. 68-85.
- BILGIN, Y. (2018). The effect of social media marketing activities on brand awareness, brand image, and brand loyalty. *Business & Management Studies: An International Journal*, Vol. 6, 128-148.
- Ceyhan, A. (2019). The impact of perception related social media marketing applications on consumers' brand loyalty and purchase intention. *Emerging Markets Journal*, Vol. 9, 88-100.
- Devita, V. D., Fenalosa, A., & Hilao, E. (2019, December 05). *Pengguna Aktif Bulanan Aplikasi E-commerce di Indonesia dan Asia Tenggara*. Retrieved from iprice:

<https://iprice.co.id/trend/insights/pengguna-aktif-bulanan-aplikasi-e-commerce-di-indonesia-dan-asia-tenggara/>

Hassan, M., Bashir, M. A., & Fahim, S. M. (2019). Consumer Perception of Sales Promotion Intensity, Marketing Activities on Social Media and Uniqueness of Brands. *Journal of Business & Economics, Vol.11(2)*, 87-98.

Karimuddin, A. (2015, January 26). *Traveloka Jadi Situs Pemesanan Kamar Hotel dan Tiket Pesawat Terpopuler Menurut Survei Nusaresearch*. Retrieved from daily social: <https://dailysocial.id/post/traveloka-populer-survei-nusaresearch>

Pusparisa, Y. (2019, November 12). *10 Agen Perjalanan Online Populer*. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2019/11/12/10-agensiperjalanan-online-pilihan-konsumen#>

Sehar, R., Ashraf, S., & Azam, F. (2019). The Influence of Social Media's Marketing Efforts on Brand Equity and Consumer Response. *IUP Journal of Marketing Management*, 30-53.

Wassan, F., & Yousaf, U. (2017). The Consumer Attitude Towards Social Media Advertising And The Influence Of Corporate Reputation On Consumer Response. *AU E-Journal of Interdisciplinary Research*.

Yazdanparast, A., Joseph, M., & Muniz, F. (2016). Consumer based brand equity in the 21st century: an examination of the role of social media marketing. *Vol.17*, 245-255.



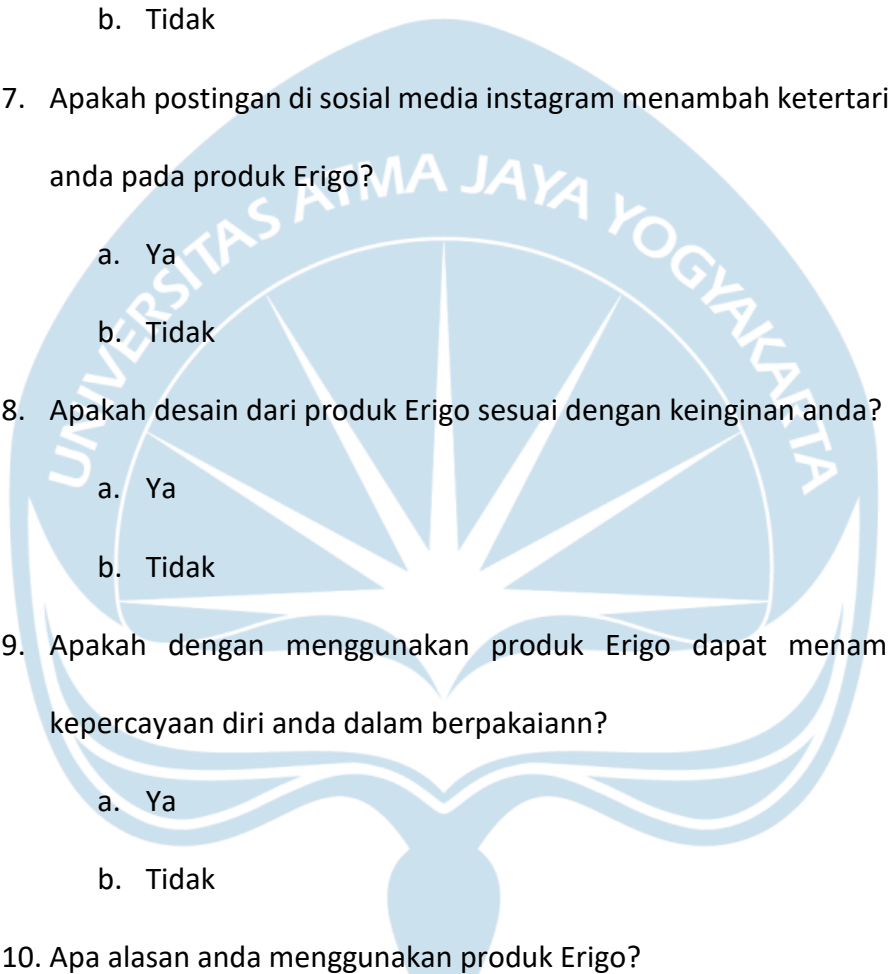
LAMPIRAN I

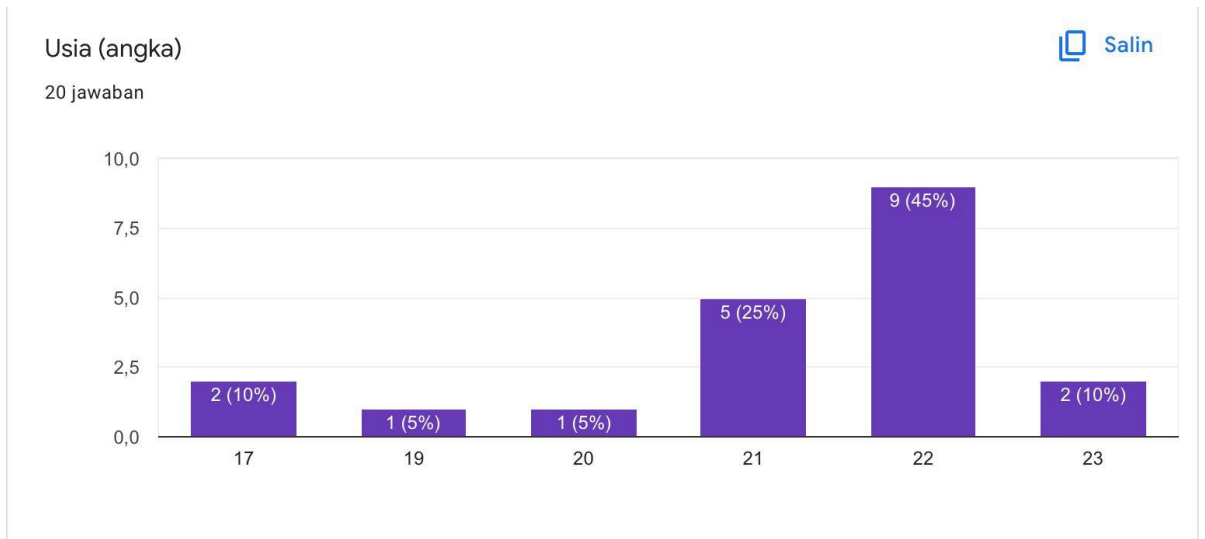
HASIL PILOT STUDY

Pilot Study dilakukan dengan menyebarkan kuesioner kepada 20 responden yang terdiri dari 9 orang laki-laki dan 11 orang perempuan.

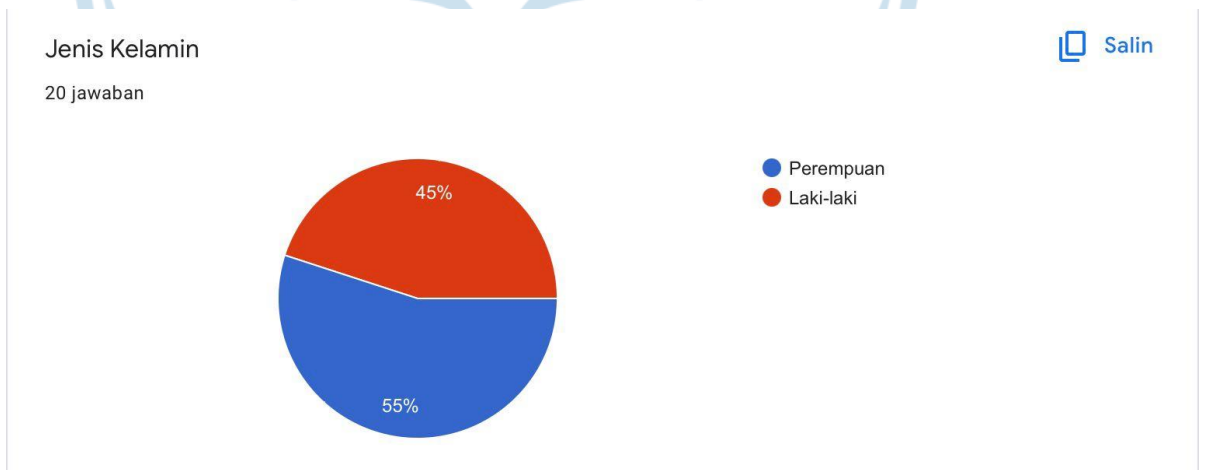
Berikut merupakan indikator pilot study :

1. Usia (angka)
2. Jenis Kelamin (laki-laki / perempuan)
3. Pendapatan atau uang saku
 - a. <Rp. 500.000,00
 - b. Rp. 500.001,00 – Rp. 1.000.000,00
 - c. Rp. 1.000.001,00 – Rp. 1.500.000,00
 - d. Rp. 1.500.001,00 – Rp.2.000.000,00
 - e. >Rp. 2.000.001,00
4. Apakah anda mengetahui produk Erigo apparel?
 - a. Ya
 - b. Tidak
5. Apakah Erigo apparel merupakan salah satu produk pakaian pilihan anda?
 - a. Ya
 - b. Tidak

- 
6. Apakah endorse yang dilakukan Erigo dengan bekerjasama dengan artis membuat anda tertarik dengan produk Erigo?
- Ya
 - Tidak
7. Apakah postingan di sosial media instagram menambah ketertarikan anda pada produk Erigo?
- Ya
 - Tidak
8. Apakah desain dari produk Erigo sesuai dengan keinginan anda?
- Ya
 - Tidak
9. Apakah dengan menggunakan produk Erigo dapat menambah kepercayaan diri anda dalam berpakaian?
- Ya
 - Tidak
10. Apa alasan anda menggunakan produk Erigo?



Dari hasil kuesioner yang saya sebar, saya mendapatkan sebanyak 20 responden. Dari 20 responden ini usia mereka sangat beragam. Usia 17 tahun sebanyak 2 orang, usia 19 tahun 1 orang, usia 20 tahun 1 orang, usia 21 tahun 5 orang, usia 22 ada 9 orang dan usia 23 tahun ada 2 orang.

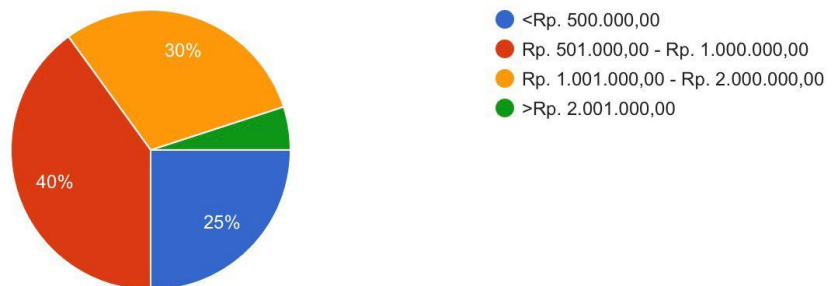


Dari responden yang mengisi kuesioner saya, sebanyak 11 orang (55%) adalah perempuan dan 9 orang lainnya (45%) adalah laki-laki.

Pendapatan atau uang saku

Salin

20 jawaban

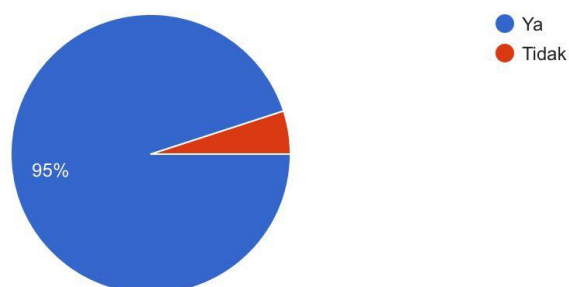


Pendapatan atau uang saku dari para responden saya juga beragam, sebanyak 25% (5 orang) memiliki pendapatan atau uang saku kurang dari Rp. 500.000,00., sebanyak 40% (8 orang) memiliki pendapatan atau uang saku antara Rp. 501.000,00 sampai dengan Rp. 1.000.000,00., sebanyak 30% (6 orang) memiliki pendapatan atau uang saku antara Rp. 1.001.000,00 sampai dengan Rp. 2.000.000., dan sebanyak 5% (1 orang) memiliki uang saku atau pendapatan lebih dari Rp. 2.000.000,00.

Apakah anda mengetahui produk erigo apparel?

Salin

20 jawaban

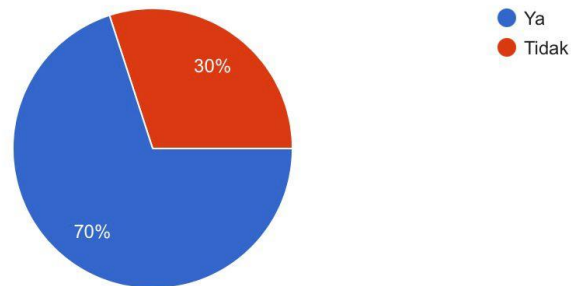


Dari 20 responden yang mengisi form kuesioner, sebanyak 19 orang (95%) mengetahui tentang produk erigo dan 1 orang (5%) tidak mengetahui produk erigo ini.

Apakah erigo apparel merupakan salah satu produk pakaian pilihan anda?

Salin

20 jawaban

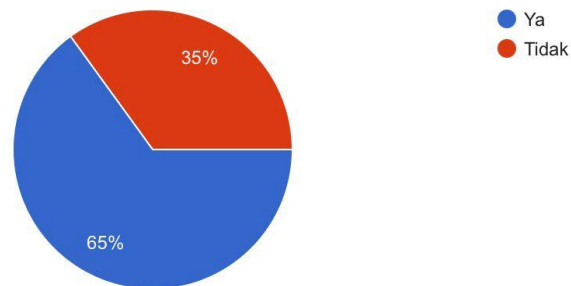


Sebanyak 70% (14 orang) mengungkapkan bahwa erigo merupakan salah satu produk pilihan mereka dan sebanyak 30% (6 orang) mengungkapkan bahwa erigo bukan salah satu produk pakaian pilihan mereka.

Apakah endorse yang dilakukan erigo dengan bekerjasama dengan artis membuat anda tertarik dengan produk erigo?

Salin

20 jawaban

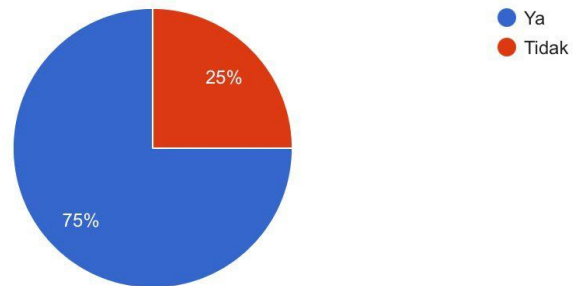


Dengan mengendorse artis-artis ternama ternyata membuat 65% (13 orang) responden saya menjadi tertarik dengan erigo, namun 35% (7 orang) tidak tertarik dengan endorse yang dilakukan oleh artis-artis ini.

Apakah postingan di sosial media instagram menambah ketertarikan anda pada produk erigo?

Salin

20 jawaban

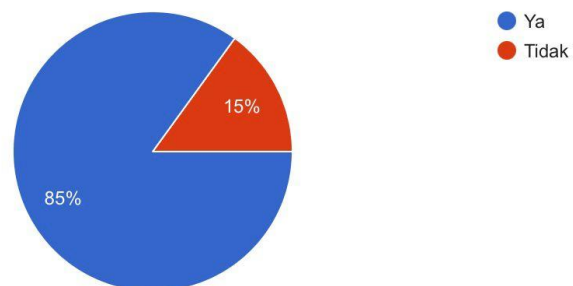


Postingan produk erigo di sosial media instagram membuat 15 orang dari 20 orang tertarik dengan produk erigo dan 5 orang lainnya tidak tertarik dengan postingan di sosial media instagram.

Apakah desain dari produk erigo sesuai dengan keinginan anda?

Salin

20 jawaban

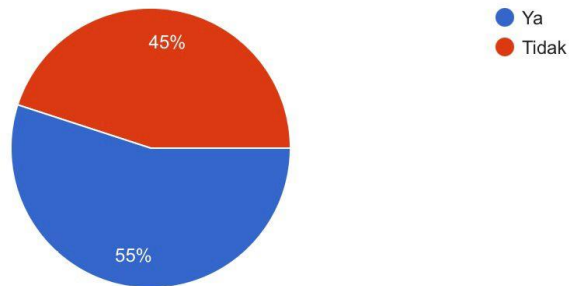


Sebanyak 85% (17 orang) beranggapan bahwa desain-desain dari produk erigo sesuai dengan keinginan mereka dan sisanya sebanyak 15% (3 orang) beranggapan desain dari produk-produk erigo belum sesuai dengan yang mereka inginkan.

Apakah dengan menggunakan produk erigo dapat menambah kepercayaan diri anda dalam berpakaian?

Salin

20 jawaban



55% (11 orang) beranggapan bahwa dengan memakai produk dari erigo dapat menambah kepercayaan diri mereka dan 45% lainnya (9 orang) tidak sependapat bahwa dengan memakai produk dari erigo dapat menambah kepercayaan diri mereka.

Apa alasan lain anda membeli dan menggunakan produk dari erigo?

20 jawaban

Desain sangat menarik & kekinian, bagus buat anak muda

murah bagus

murah hehe

Murah dan kualitas bagus

tidak ada,tidak punya erigo

-

saya tidak menggunakan karna pasaran dan mahal makasih

Kualitas baik dengan harga yang terjangkau

tidak ada

banyak diskon dan desain yang beragam

karna bahan pakaiannya bagus dan desain jg keren keren sesuai dgn trend saat ini

Lucu desainnya

Keren aja gt desainnya

Terjangkau harga

Produk lokal tp harga tidak terlalu mahal

Harga terjangkau

Karena kualitas bahan yang bagus dan juga nyaman saat digunakan

harga terjangkau kualitas bagus

Harga murah produk berkualitas

Kualitas bagus



LAMPIRAN II
KUESIONER PENELITIAN

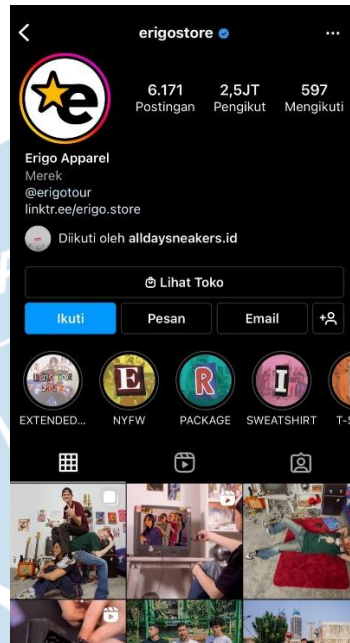
A. Profiling Responden

1. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
2. Usia : ... tahun
3. Rata-rata pendapatan atau uang saku per bulan :
 - a. \leq Rp. 500.000,00
 - b. Rp. 500.001,00 – Rp. 1.500.000,00
 - c. Rp. 1.500.001,00 – Rp. 2.500.000,00
 - d. \geq Rp. 2.500.001,00

B. Filter Responden

1. Darimana anda mengetahui Erigo?
 - a. Sosial media
 - b. Rekomendasi orang lain
 - c. Melihat secara langsung
 - d. Endorser
 - e. Lainnya (sebutkan)
2. Berapa kali anda pernah membeli produk Erigo?
 - a. 1-5 kali
 - b. 6-10 kali
 - c. \geq 10 kali
3. Dimana anda membeli produk Erigo?
 - a. Official store
 - b. Marketplace online
 - c. Pameran erigo
4. Apa alasan anda membeli produk Erigo?
 - a. Tertarik dengan desain yang ditawarkan
 - b. Karena sedang viral di sosial media

- c. Tertarik karena selebritis endorser
- d. Banyak teman yang mempunyai
- e. Lainnya (sebutkan)



Berikut merupakan akun sosial media Erigo dengan nama @erigostore

5. Apakah anda mengetahui sosial media Instagram Erigo (@erigostore)

- a. Ya
- b. Tidak

6. Apakah anda mengikuti media sosial instagram @erigostore?

- a. Ya
- b. Tidak

7. Apakah postingan sosial media Instagram @erigostore menarik bagi anda?

- a. Ya
- b. Tidak

8. Apakah produk Erigo memuaskan bagi anda?

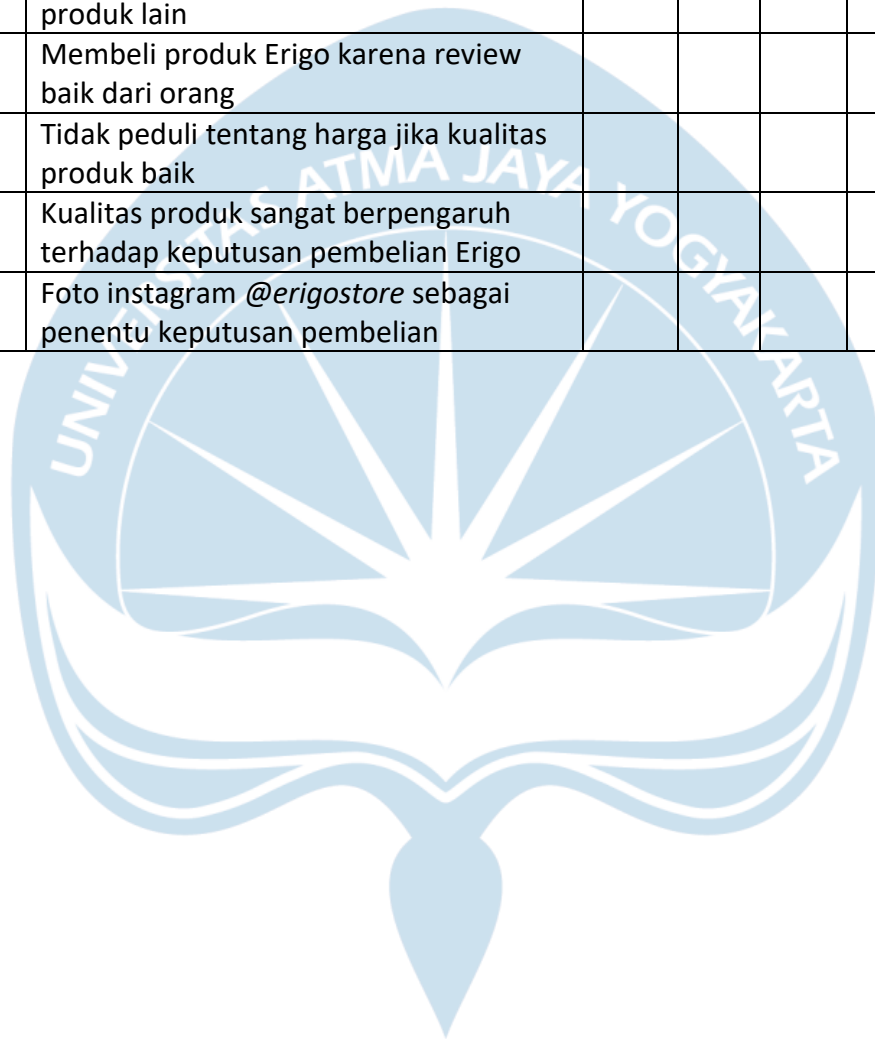
- a. Ya
- b. Tidak v

Pertanyaan mengenai variabel penelitian :

No	Indikator	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)

Citra Merek						
1	Erigo memiliki reputasi nama yang baik					
2	Erigo dikenal sebagai brand yang paling trendi					
3	Erigo memiliki ciri khas atau simbol yang mudah dikenali					
4	Erigo memberikan kepercayaan kualitas merek terbaik bagi konsumen					
Selebriti Endorser						
1	Arief Muhammad memiliki pengalaman yang baik dalam memilih pakaian mereka					
2	Arief Muhammad memiliki keahlian yang baik dalam memilih pakaian mereka					
3	Arief Muhammad dapat dipercaya dalam mengendrose					
4	Arief Muhammad berpenampilan menarik					
Pemasaran Sosial Media						
1	Postingan instagram <i>@erigostore</i> menarik bagi pembeli?					
2	Iklan di instagram <i>@erigostore</i> memfasilitasi kegiatan promosi					
3	Jangkauan iklan instagram <i>@erigostore</i> cepat mendapatkan pembeli					
4	Foto produk Erigo disajikan dengan kualitas terbaik					
5	Caption dari postingan instagram <i>@erigostore</i> menambah kepercayaan untuk membeli					
Kepercayaan Merek						
1	Erigo menawarkan saya gaya pakaian terbaru					
2	Erigo memenuhi kebutuhan berpakaian saya					
3	Erigo mempermudah transaksi pakaian saya					
4	Erigo menarik kepuasan saya sekarang dan di masa depan					

5	Erigo memberikan masukan yang baik untuk kebutuhan berpakaian saya					
	Keputusan Pembelian					
1	Kualitas produk Erigo yang baik membuat kita tidak akan pindah ke produk lain					
2	Membeli produk Erigo karena review baik dari orang					
3	Tidak peduli tentang harga jika kualitas produk baik					
4	Kualitas produk sangat berpengaruh terhadap keputusan pembelian Erigo					
5	Foto instagram @erigostore sebagai penentu keputusan pembelian					



LAMPIRAN III
KUESIONER ASLI

Pertanyaan	Sumber
Citra Merek 1. This online shop has a reputable name 2. This online shop is known as the trendiest fashion shop online	Halimin, Michael, Elizabeth and Hatane (2020)

Pertanyaan	Sumber
Selebriti Endorser 1. A celebrity has good experiences in choosing their fashion 2. A celebrity has a good expertise in choosing their fashion	Halimin, Michael, Elizabeth and Hatane (2020)

Pertanyaan	Sumber
Pemasaran Sosial Media 1. Instagram posts attract buyers 2. Advertesing instagram facilitate promotion 3. Instagram ad reach quickly gain sales 4. Photo highest quality products 5. Caption attract buyers added confidence in instagram	Osly and Ravita (2019)

Pertanyaan	Sumber
Kepercayaan Merek 1. Offer me the latest fashion style 2. Fulfil my fashion needs 3. Simplify my fashion transaction process 4. Be interested in my present and future satisfaction	Halimin, Michael, Elizabeth and Hatane (2020)

5. Offer me good advice for my fashion needs	
--	--

Pertanyaan	Sumber
<p>Keputusan Pembelian</p> <ol style="list-style-type: none"> 1. When the quality of a good quality product will not be moved to another product 2. Buy the product because other people review 3. No matter the price of the most important quality of a good product 4. Product quality is very influential for the brand product purchasing decisions 5. Photos instagram product as a determinant of purchasing decisions 	Osly and Ravita (2019)

LAMPIRAN IV

PROFILING RESPONDEN DAN JAWABAN PERTANYAAN

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	23	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	22	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	35	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Ya	Ya
Perempuan	18	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Ya	Ya
Perempuan	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Tidak	Ya	Ya
Perempuan	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Ya	Ya
Perempuan	21	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Tidak	Ya	Ya
Laki-laki	23	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Official store	Dikado sodara	Ya	Tidak	Ya	Tidak

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Ya	Ya
Laki-laki	24	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya
Laki-laki	20	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Ya	Ya
Laki-laki	37	≤ Rp. 500.000,00	Sosial media	1-5 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Tidak	Tidak	Tidak	Tidak
Perempuan	21	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Official store	Tertarik karena selebritis endorser	Ya	Tidak	Ya	Ya
Laki-laki	25	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Official store	Tertarik karena selebritis endorser	Ya	Tidak	Ya	Ya
Laki-laki	17	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Official store	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	23	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	19	≤ Rp. 500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	20	≤ Rp. 500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	25	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	21	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	19	≤ Rp. 500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	29	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	27	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	23	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Official store	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	26	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	27	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	23	Rp. 1.500.001,00 – Rp. 2.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Perempuan	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Ya	Ya	Ya	Ya
Perempuan	25	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	6-10 kali	Official store	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	18	≤ Rp. 500.000,00	Endorser	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	20	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Official store	Tertarik karena selebritis endorser	Ya	Ya	Tidak	Ya
Perempuan	25	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	25	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Tidak	Tidak
Perempuan	25	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Ya	Tidak
Perempuan	27	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Ya	Tidak	Ya	Ya
Perempuan	29	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Official store	Tertarik dengan desain yang ditawarkan	Ya	Ya	Tidak	Tidak
Perempuan	24	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	23	≥ Rp. 2.500.001,00	Rekomendasi orang lain	1-5 kali	Official store	Banyak teman yang mempunyai	Ya	Ya	Tidak	Tidak
Perempuan	30	≥ Rp. 2.500.001,00	Melihat secara langsung	1-5 kali	Official store	Tertarik karena selebritis endorser	Tidak	Tidak	Ya	Ya
Perempuan	28	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Tidak	Tidak	Tidak
Perempuan	22	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	21	Rp. 500.001,00 – Rp. 1.500.000,00	Melihat secara langsung	6-10 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Endorser	1-5 kali	Official store	Karena sedang viral di sosial media	Ya	Tidak	Ya	Tidak
Perempuan	25	≥ Rp. 2.500.001,00	Rekomendasi orang lain	1-5 kali	Pameran Erigo	Tertarik karena selebritis endorser	Ya	Ya	Tidak	Tidak
Perempuan	18	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	1-5 kali	Official store	Tertarik karena selebritis endorser	Tidak	Ya	Ya	Tidak
Perempuan	22	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Ya
Perempuan	29	≥ Rp. 2.500.001,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Tidak
Laki-laki	26	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	27	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Tidak	Tidak
Perempuan	20	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	6-10 kali	Marketplace online	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Tidak

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	24	≥ Rp. 2.500.001,00	Endorser	6-10 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	29	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Tidak	Ya
Perempuan	30	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	23	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Perempuan	28	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	6-10 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Perempuan	21	≤ Rp. 500.000,00	Sosial media	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	17	≤ Rp. 500.000,00	Melihat secara langsung	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Ya	Ya
Perempuan	21	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Official store	Tertarik karena selebritis endorser	Ya	Tidak	Ya	Ya
Perempuan	30	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	25	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Pameran Erigo	Tertarik karena selebritis endorser	Tidak	Tidak	Ya	Ya
Perempuan	29	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	6-10 kali	Marketplace online	Banyak teman yang mempunyai	Ya	Ya	Ya	Ya
Perempuan	26	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Official store	Karena sedang viral di sosial media	Ya	Tidak	Tidak	Tidak
Perempuan	21	≤ Rp. 500.000,00	Melihat secara langsung	1-5 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Ya	Tidak	Tidak
Perempuan	27	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Ya
Perempuan	29	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Pameran Erigo	Banyak teman yang mempunyai	Ya	Tidak	Tidak	Tidak
Perempuan	24	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	27	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	28	Rp. 500.001,00 – Rp. 1.500.000,00	Melihat secara langsung	1-5 kali	Official store	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Tidak

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	17	≤ Rp. 500.000,00	Sosial media	6-10 kali	Official store	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	27	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Ya	Tidak	Ya
Perempuan	29	Rp. 1.500.001,00 – Rp. 2.500.000,00	Melihat secara langsung	6-10 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	25	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya
Perempuan	23	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Tidak	Tidak	Tidak	Ya
Perempuan	21	≤ Rp. 500.000,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Ya
Perempuan	27	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Perempuan	25	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Tidak	Tidak	Tidak	Tidak
Perempuan	28	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Tidak	Tidak

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	17	≤ Rp. 500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	19	≤ Rp. 500.000,00	Rekomendasi orang lain	6-10 kali	Marketplace online	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Ya
Laki-laki	20	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Official store	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	23	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	22	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Marketplace online	Banyak teman yang mempunyai	Ya	Tidak	Tidak	Tidak
Laki-laki	20	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Pameran Erigo	Tertarik karena selebritis endorser	Tidak	Tidak	Tidak	Tidak
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Melihat secara langsung	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Tidak	Tidak
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Tidak	Tidak	Tidak	Tidak
Laki-laki	25	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	6-10 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Tidak	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	30	≥ Rp. 2.500.001,00	Melihat secara langsung	1-5 kali	Pameran Erigo	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Ya
Laki-laki	26	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	22	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	6-10 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	26	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	21	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	25	Rp. 1.500.001,00 – Rp. 2.500.000,00	Melihat secara langsung	1-5 kali	Pameran Erigo	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	28	≥ Rp. 2.500.001,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Tidak
Laki-laki	29	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Tidak	Tidak	Tidak	Ya
Laki-laki	30	≥ Rp. 2.500.001,00	Sosial media	≥ 10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	24	≥ Rp. 2.500.001,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Tidak	Ya	Ya
Laki-laki	28	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	25	≥ Rp. 2.500.001,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Tidak
Laki-laki	29	Rp. 1.500.001,00 – Rp. 2.500.000,00	Endorser	6-10 kali	Official store	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Laki-laki	25	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	19	≤ Rp. 500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	22	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	6-10 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Laki-laki	22	Rp. 500.001,00 – Rp. 1.500.000,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Banyak teman yang mempunyai	Ya	Ya	Tidak	Tidak
Laki-laki	25	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	28	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	21	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Official store	Tertarik karena selebritis endorser	Ya	Tidak	Tidak	Tidak
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	24	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Tidak
Laki-laki	26	Rp. 1.500.001,00 – Rp. 2.500.000,00	Rekomendasi orang lain	1-5 kali	Official store	Banyak teman yang mempunyai	Ya	Ya	Tidak	Tidak
Laki-laki	29	≥ Rp. 2.500.001,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Banyak teman yang mempunyai	Tidak	Tidak	Tidak	Tidak
Laki-laki	27	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	20	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	21	≥ Rp. 2.500.001,00	Endorser	6-10 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Tidak	Tidak	Tidak

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	29	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	23	Rp. 500.001,00 – Rp. 1.500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Banyak teman yang mempunyai	Ya	Ya	Ya	Ya
Laki-laki	20	Rp. 1.500.001,00 – Rp. 2.500.000,00	Melihat secara langsung	6-10 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	17	≤ Rp. 500.000,00	Rekomendasi orang lain	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	19	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Tidak	Tidak	Tidak	Tidak
Laki-laki	23	Rp. 500.001,00 – Rp. 1.500.000,00	Melihat secara langsung	1-5 kali	Pameran Erigo	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	27	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Laki-laki	20	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	18	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Karena sedang viral di sosial media	Ya	Ya	Tidak	Ya
Laki-laki	22	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya
Laki-laki	19	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	26	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya
Perempuan	21	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	22	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Tidak	Tidak	Tidak
Perempuan	27	Rp. 1.500.001,00 – Rp. 2.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Laki-laki	28	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Laki-laki	20	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Tidak	Tidak	Ya
Laki-laki	29	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	17	≤ Rp. 500.000,00	Sosial media	1-5 kali	Official store	Banyak teman yang mempunyai	Ya	Ya	Tidak	Tidak
Perempuan	19	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Tidak	Tidak	Ya
Laki-laki	32	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Laki-laki	25	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Ya	Ya
Perempuan	21	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Perempuan	18	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	26	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

Jenis kelamin	Usia	Rata-rata pendapatan atau uang saku per bulan	Darimana anda mengetahui Erigo?	Berapa kali anda pernah membeli produk Erigo?	Dimana anda membeli produk Erigo?	Apa alasan anda membeli produk Erigo?	Apakah anda mengetahui sosial media Instagram Erigo? (@erigostore)	Apakah anda mengikuti sosial media Instagram Erigo?	Apakah postingan sosial media Instagram @erigostore menarik?	Apakah produk Erigo memuaskan?
Perempuan	23	Rp. 500.001,00 – Rp. 1.500.000,00	Sosial media	1-5 kali	Pameran Erigo	Banyak teman yang mempunyai	Ya	Ya	Ya	Ya
Perempuan	27	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya
Laki-laki	29	≥ Rp. 2.500.001,00	Sosial media	1-5 kali	Official store	Karena sedang viral di sosial media	Ya	Ya	Tidak	Ya
Laki-laki	22	Rp. 500.001,00 – Rp. 1.500.000,00	Endorser	1-5 kali	Official store	Banyak teman yang mempunyai	Ya	Ya	Ya	Ya
Laki-laki	24	Rp. 1.500.001,00 – Rp. 2.500.000,00	Sosial media	1-5 kali	Marketplace online	Tertarik karena selebritis endorser	Ya	Ya	Ya	Ya
Laki-laki	28	≥ Rp. 2.500.001,00	Sosial media	6-10 kali	Marketplace online	Tertarik dengan desain yang ditawarkan	Ya	Ya	Ya	Ya

LAMPIRAN V

DATA PENELITIAN

Citra Merek

Erigo memiliki reputasi nama yang baik	Erigo dikenal sebagai brand yang paling tren di	Erigo memiliki ciri khas atau simbol yang mudah dikenali	Erigo memberikan kepercayaan kualitas merek terbaik bagi konsumen
5	4	5	4
4	5	5	5
3	3	3	3
3	3	3	3
4	3	2	4
4	4	5	4
4	3	4	4
3	4	3	3
5	5	5	5
5	5	4	4
4	3	4	4
1	1	1	1
4	4	5	4
4	4	5	4
4	4	4	3
4	4	3	4
5	5	4	5
4	5	4	4
4	4	4	5
4	5	4	5
5	5	5	4
5	5	4	4
4	5	5	5
4	4	5	5
5	4	4	4
5	5	4	4
4	4	5	5
3	3	4	5
5	4	4	3
5	4	4	3
5	4	3	5

Erigo memiliki reputasi nama yang baik	Erigo dikenal sebagai brand yang paling trendi	Erigo memiliki ciri khas atau simbol yang mudah dikenali	Erigo memberikan kepercayaan kualitas merek terbaik bagi konsumen
5	3	4	4
5	4	5	3
5	4	5	4
5	4	3	5
5	5	4	4
4	3	5	4
5	5	4	4
5	5	4	3
5	4	4	4
4	5	5	3
3	5	4	3
3	4	3	4
4	3	4	5
5	5	5	5
4	4	4	5
4	4	5	3
3	4	4	5
5	5	4	5
5	4	4	5
4	4	5	4
4	5	4	4
5	4	4	4
5	4	3	3
4	3	5	4
4	5	4	3
3	4	3	4
5	5	4	5
4	4	3	4
4	4	3	3
4	4	4	4
5	4	5	5
4	5	4	4
5	4	5	4
5	5	3	3
3	4	3	3

Erigo memiliki reputasi nama yang baik	Erigo dikenal sebagai brand yang paling trendi	Erigo memiliki ciri khas atau simbol yang mudah dikenali	Erigo memberikan kepercayaan kualitas merek terbaik bagi konsumen
4	4	4	5
5	4	4	5
4	5	5	5
5	5	3	4
4	4	4	4
4	3	4	5
5	4	3	5
4	3	4	5
5	4	4	4
4	5	4	4
4	4	4	3
4	3	4	3
4	5	4	4
4	5	4	4
4	3	5	3
5	4	3	4
4	3	4	3
4	5	4	5
4	5	4	4
4	3	5	5
4	3	3	5
4	3	5	3
3	4	5	5
4	3	4	5
3	4	5	4
3	4	5	4
4	4	5	5
4	3	4	5
4	4	3	5
3	4	5	5
3	4	5	5
3	3	4	4
3	4	5	5
4	5	5	4
4	4	5	5

Erigo memiliki reputasi nama yang baik	Erigo dikenal sebagai brand yang paling trendi	Erigo memiliki ciri khas atau simbol yang mudah dikenali	Erigo memberikan kepercayaan kualitas merek terbaik bagi konsumen
5	4	5	4
3	4	5	4
3	4	5	5
5	4	5	4
3	4	5	3
3	4	5	5
4	5	4	4
3	4	5	4
4	3	4	5
5	4	4	5
5	4	3	4
4	5	3	4
3	4	4	5
3	4	5	3
3	4	5	5
3	4	5	4
4	5	5	3
5	5	5	5
4	5	3	4
3	4	5	4
3	4	5	5
4	3	4	4
2	2	4	2
4	2	4	2
2	2	4	2
4	2	4	2
4	3	5	4
4	3	4	4
2	2	1	1
4	1	1	1
4	4	4	4
2	1	2	1
4	4	5	4
4	4	5	4
1	1	2	3

Erigo memiliki reputasi nama yang baik	Erigo dikenal sebagai brand yang paling tren di	Erigo memiliki ciri khas atau simbol yang mudah dikenali	Erigo memberikan kepercayaan kualitas merek terbaik bagi konsumen
5	5	5	5
2	1	2	1
4	4	5	5
5	4	4	5
5	5	5	5
5	5	4	4
5	5	5	4
2	2	2	2
5	5	5	5
4	4	4	4
1	4	4	1
5	5	5	4
5	4	4	4
5	5	4	4

Selebriti Endorser

Arief Muhammad memiliki pengalaman yang baik dalam memilih pakaian	Arief Muhammad memiliki keahlian yang baik dalam memilih pakaian	Arief Muhammad dapat dipercaya dalam mengendrose	Arief Muhammad berpenampilan menarik
4	4	5	5
5	4	5	5
3	3	3	3
3	3	3	3
4	4	5	4
4	4	5	5
4	4	4	3
3	3	2	4
5	4	4	5
4	4	4	4
3	3	4	4
1	1	1	1
4	4	5	5
4	4	4	4
4	4	4	5

Arief Muhammad memiliki pengalaman yang baik dalam memilih pakaian	Arief Muhammad memiliki keahlian yang baik dalam memilih pakaian	Arief Muhammad dapat dipercaya dalam mengendrose	Arief Muhammad berpenampilan menarik
4	5	5	4
4	5	4	5
5	4	4	3
4	5	5	5
3	4	5	5
4	5	4	4
5	5	4	5
4	4	4	5
4	4	5	5
5	5	5	4
5	5	4	5
5	5	4	5
4	4	5	5
5	5	4	3
5	4	4	3
5	5	4	4
4	5	5	5
4	4	5	4
5	5	5	5
5	5	4	4
5	5	4	4
4	4	5	4
4	3	5	5
5	5	4	4
3	5	5	4
5	3	5	5
5	5	4	3
4	3	3	3
4	4	4	4
5	5	5	5
5	5	5	5
5	4	5	4
4	3	4	5
5	4	4	5
4	3	5	4

Arief Muhammad memiliki pengalaman yang baik dalam memilih pakaian	Arief Muhammad memiliki keahlian yang baik dalam memilih pakaian	Arief Muhammad dapat dipercaya dalam mengendrose	Arief Muhammad berpenampilan menarik
4	4	4	3
5	4	4	3
5	5	4	5
5	4	5	4
5	4	5	4
5	4	5	5
4	4	5	5
4	5	4	4
3	4	3	3
4	5	4	3
4	5	4	4
4	4	4	4
4	4	4	4
4	4	5	4
3	4	4	3
4	4	3	3
4	4	3	3
4	4	4	3
5	5	5	4
4	5	4	4
4	5	5	4
3	4	4	4
4	4	5	3
5	4	5	4
4	4	5	4
4	5	5	4
5	4	3	4
4	3	4	3
4	3	4	4
5	4	3	4
4	5	4	3
3	5	4	3
4	3	4	3
4	4	3	5
5	5	4	4

Arief Muhammad memiliki pengalaman yang baik dalam memilih pakaian	Arief Muhammad memiliki keahlian yang baik dalam memilih pakaian	Arief Muhammad dapat dipercaya dalam mengendrose	Arief Muhammad berpenampilan menarik
4	4	5	4
5	4	4	3
4	5	3	5
3	4	3	5
4	3	3	4
4	5	4	3
4	5	3	4
3	5	3	4
5	4	4	3
3	5	4	4
4	4	5	4
3	4	5	5
4	4	4	5
3	4	5	3
3	5	4	3
4	5	4	4
3	4	5	3
5	4	4	5
3	4	5	5
5	4	5	4
3	4	5	3
5	3	4	5
3	4	4	4
3	4	5	5
3	4	3	5
5	4	5	4
3	4	3	3
3	4	5	5
3	4	5	5
5	3	4	4
3	4	5	4
5	4	3	4
4	4	5	4
5	5	5	5
4	4	5	3

Arief Muhammad memiliki pengalaman yang baik dalam memilih pakaian	Arief Muhammad memiliki keahlian yang baik dalam memilih pakaian	Arief Muhammad dapat dipercaya dalam mengendrose	Arief Muhammad berpenampilan menarik
3	5	4	3
3	4	5	4
4	5	4	3
2	2	4	2
2	2	2	2
4	4	4	4
4	4	5	4
4	4	5	5
4	5	5	5
1	2	1	1
4	4	5	5
4	5	5	5
4	4	4	4
4	5	5	5
4	4	5	4
2	1	2	2
4	4	5	5
4	3	4	3
5	5	5	5
4	4	5	5
5	5	5	5
5	5	5	5
4	4	4	4
5	5	5	5
4	4	4	4
5	5	4	5
1	1	2	2
5	5	5	5
5	5	5	5
4	4	5	5

Pemasaran Sosial Media

Postingan instagram @erigostore menarik bagi pembeli?	Iklan di instagram @erigostore memfasilitasi kegiatan promosi	Jangkauan iklan instagram @erigostore cepat mendapatkan pembeli	Foto produk Erigo disajikan dengan kualitas terbaik	Caption dari postingan instagram @erigostore menambah kepercayaan untuk membeli
4	4	4	5	4
5	5	5	5	5
4	4	4	4	4
3	3	3	3	3
3	4	4	4	4
4	5	4	4	5
4	4	3	4	4
4	4	4	4	4
5	4	5	5	5
4	4	4	4	5
4	4	3	3	3
1	1	1	1	1
4	4	4	5	4
3	4	4	4	4
4	4	5	4	4
4	3	4	4	5
4	3	4	4	5
5	4	4	4	4
4	4	5	5	4
5	4	3	4	5
5	5	4	5	4
4	4	4	4	5
5	5	5	4	5
5	5	4	3	3
4	5	4	4	5
4	4	5	4	4
5	4	4	4	5
4	4	3	5	5
5	4	5	5	4
5	5	4	5	4
5	3	4	5	4
3	3	3	4	3
5	4	4	4	4
5	4	4	5	3
5	3	4	5	4

Postingan instagram @erigostore menarik bagi pembeli?	Iklan di instagram @erigostore memfasilitasi kegiatan promosi	Jangkauan iklan instagram @erigostore cepat mendapatkan pembeli	Foto produk Erigo disajikan dengan kualitas terbaik	Caption dari postingan instagram @erigostore menambah kepercayaan untuk membeli
5	4	5	4	3
4	5	4	4	5
4	4	3	5	4
5	4	4	5	5
4	4	3	5	5
4	4	5	5	4
5	5	5	5	4
4	4	3	4	4
4	4	5	5	4
4	5	4	4	4
4	3	5	4	5
4	5	4	4	4
5	5	5	4	5
5	4	4	5	4
5	4	5	5	4
4	5	5	4	5
5	4	5	4	5
5	4	5	4	4
5	4	5	4	5
5	4	5	4	5
4	3	5	5	5
4	4	5	5	4
5	4	5	4	5
4	4	4	5	4
5	4	4	4	3
4	4	4	4	4
4	4	5	5	5
5	4	4	4	5
4	4	3	4	3
4	3	4	5	4
4	3	4	3	4
4	3	4	4	4
4	4	4	3	4
4	5	5	4	5
4	4	4	4	5

Postingan instagram @erigostore menarik bagi pembeli?	Iklan di instagram @erigostore memfasilitasi kegiatan promosi	Jangkauan iklan instagram @erigostore cepat mendapatkan pembeli	Foto produk Erigo disajikan dengan kualitas terbaik	Caption dari postingan instagram @erigostore menambah kepercayaan untuk membeli
5	4	3	4	4
4	3	5	5	3
5	4	4	5	4
5	5	5	4	4
4	4	4	3	4
4	4	3	3	4
4	3	5	4	4
4	3	4	4	3
4	4	4	4	4
3	4	5	3	3
4	5	4	3	4
4	4	4	4	3
5	4	5	4	3
4	5	3	4	5
5	4	5	4	3
3	4	3	5	4
5	4	3	5	4
4	3	5	4	4
3	4	5	3	4
5	3	4	5	4
3	4	5	3	4
4	3	4	5	5
4	3	4	5	3
4	3	4	4	5
5	3	4	4	4
3	4	4	5	3
3	4	4	4	5
3	4	5	4	4
3	3	5	4	5
3	4	4	4	4
4	4	5	4	4
5	4	3	5	4
3	4	3	3	5
3	4	5	5	4
4	3	4	5	5

Postingan instagram @erigostore menarik bagi pembeli?	Iklan di instagram @erigostore memfasilitasi kegiatan promosi	Jangkauan iklan instagram @erigostore cepat mendapatkan pembeli	Foto produk Erigo disajikan dengan kualitas terbaik	Caption dari postingan instagram @erigostore menambah kepercayaan untuk membeli
4	3	4	5	5
5	5	4	3	4
3	4	4	5	3
4	4	4	4	4
4	4	5	4	3
5	4	4	4	5
4	3	4	3	4
5	3	4	5	4
4	5	5	4	5
5	3	4	3	4
5	5	4	3	4
5	4	4	5	3
5	4	3	4	4
5	4	5	5	4
4	5	4	5	3
3	4	5	5	5
3	4	4	5	4
5	4	4	4	4
2	2	2	3	1
2	2	2	3	2
2	2	2	4	2
2	2	2	4	3
4	4	4	4	2
4	3	4	5	3
2	1	1	2	1
4	1	1	4	1
4	4	5	5	4
2	1	1	2	1
4	4	4	5	4
2	2	4	4	4
1	4	5	5	4
5	4	4	5	4
2	1	1	4	1
2	2	3	2	2
5	4	4	5	4

Postingan instagram @erigostore menarik bagi pembeli?	Iklan di instagram @erigostore memfasilitasi kegiatan promosi	Jangkauan iklan instagram @erigostore cepat mendapatkan pembeli	Foto produk Erigo disajikan dengan kualitas terbaik	Caption dari postingan instagram @erigostore menambah kepercayaan untuk membeli
5	4	4	4	4
5	5	5	5	5
5	5	5	5	5
2	2	3	4	2
5	5	5	4	4
4	4	5	5	5
4	4	4	4	4
5	4	4	5	5
5	4	5	5	5
4	4	4	4	3

Kepercayaan Merek

Erigo menawarkan saya gaya pakaian terbaru	Erigo memenuhi kebutuhan berpakaian saya	Erigo mempermudah transaksi pakaian saya	Erigo menarik kepuasan saya sekarang dan di masa depan	Erigo memberikan masukan yang baik untuk kebutuhan berpakaian saya
4	4	4	4	4
4	3	4	4	4
4	4	4	4	4
4	3	3	3	3
3	3	4	4	4
4	5	4	5	4
3	3	3	3	4
3	3	3	4	4
5	4	5	5	5
4	4	5	5	4
3	3	3	3	3
1	1	1	1	1
4	4	5	4	3
3	4	5	4	4
5	4	4	4	3
4	4	3	5	5
5	4	4	3	5
4	4	4	5	5

Erigo menawarkan saya gaya pakaian terbaru	Erigo memenuhi kebutuhan berpakaian saya	Erigo mempermudah transaksi pakaian saya	Erigo menarik kepuasan saya sekarang dan di masa depan	Erigo memberikan masukan yang baik untuk kebutuhan berpakaian saya
4	5	4	4	5
5	4	4	5	5
5	4	4	5	4
5	5	4	4	5
5	4	5	4	5
5	5	5	4	4
5	5	4	4	5
5	5	5	4	4
5	4	5	4	5
4	3	5	5	5
3	4	5	3	5
4	5	5	4	5
5	4	4	5	4
4	4	5	3	3
4	4	5	4	4
4	4	5	4	4
5	4	4	5	4
4	3	3	3	5
3	4	5	4	5
5	4	4	5	5
5	4	4	5	5
4	4	4	3	5
4	5	4	4	3
4	5	4	4	3
4	3	4	3	3
4	4	5	4	4
5	4	4	4	4
4	4	5	3	5
5	3	5	4	3
4	4	5	5	5
5	4	4	4	4
4	5	5	5	4
5	4	4	4	5
4	5	4	5	4
5	4	5	4	5

Erigo menawarkan saya gaya pakaian terbaru	Erigo memenuhi kebutuhan berpakaian saya	Erigo mempermudah transaksi pakaian saya	Erigo menarik kepuasan saya sekarang dan di masa depan	Erigo memberikan masukan yang baik untuk kebutuhan berpakaian saya
4	5	5	5	4
5	4	5	4	5
4	3	4	5	4
5	4	4	5	4
4	5	5	4	5
4	3	5	4	4
5	3	5	4	3
4	4	4	4	4
4	5	4	4	4
4	4	4	4	5
4	4	5	5	4
5	4	4	4	5
4	4	4	4	5
4	3	4	4	4
4	4	4	3	4
5	4	4	5	4
5	4	4	5	5
4	4	4	4	4
4	4	5	4	4
4	4	3	4	4
5	4	4	5	5
4	5	4	4	5
4	4	4	4	3
3	5	4	4	4
4	3	4	4	3
4	3	4	3	4
3	3	4	4	4
4	4	4	4	3
5	4	4	4	5
3	4	4	4	5
4	5	3	4	5
5	4	3	4	5
4	3	5	5	4
5	4	5	3	4
4	4	4	4	5

Erigo menawarkan saya gaya pakaian terbaru	Erigo memenuhi kebutuhan berpakaian saya	Erigo mempermudah transaksi pakaian saya	Erigo menarik kepuasan saya sekarang dan di masa depan	Erigo memberikan masukan yang baik untuk kebutuhan berpakaian saya
5	4	4	4	5
3	5	4	4	3
3	5	4	3	5
4	4	3	4	4
4	3	5	4	4
4	3	4	5	4
3	4	3	4	4
3	4	5	4	5
3	4	4	4	4
3	4	5	4	3
4	5	4	4	5
4	5	3	4	5
5	4	4	5	3
5	3	4	5	4
4	5	5	5	4
5	4	4	5	5
3	5	4	3	4
4	5	3	4	5
5	4	5	4	4
3	4	4	5	3
5	3	4	4	4
5	3	4	5	4
4	4	5	4	4
3	4	5	4	4
5	3	4	5	3
4	5	5	3	4
3	4	4	4	3
5	4	4	5	4
5	4	4	4	3
4	3	4	5	5
5	4	5	4	5
5	4	4	5	3
3	4	4	4	3
4	4	5	5	4
3	4	5	4	5

Erigo menawarkan saya gaya pakaian terbaru	Erigo memenuhi kebutuhan berpakaian saya	Erigo mempermudah transaksi pakaian saya	Erigo menarik kepuasan saya sekarang dan di masa depan	Erigo memberikan masukan yang baik untuk kebutuhan berpakaian saya
2	1	2	1	2
2	1	3	2	1
2	2	4	2	2
2	2	4	2	3
4	4	5	3	3
4	4	5	4	4
1	2	2	1	2
1	1	4	2	2
4	5	5	4	4
2	1	4	1	1
4	3	5	4	4
4	4	5	4	4
4	5	1	5	1
5	5	5	5	4
2	2	4	1	1
4	3	5	3	3
5	5	5	5	4
5	5	5	3	3
5	5	5	3	3
5	5	5	5	5
4	3	5	3	4
4	4	5	5	4
5	5	5	5	5
5	4	4	4	4
4	5	5	5	5
4	4	5	5	5
4	4	5	3	5

Keputusan Pembelian

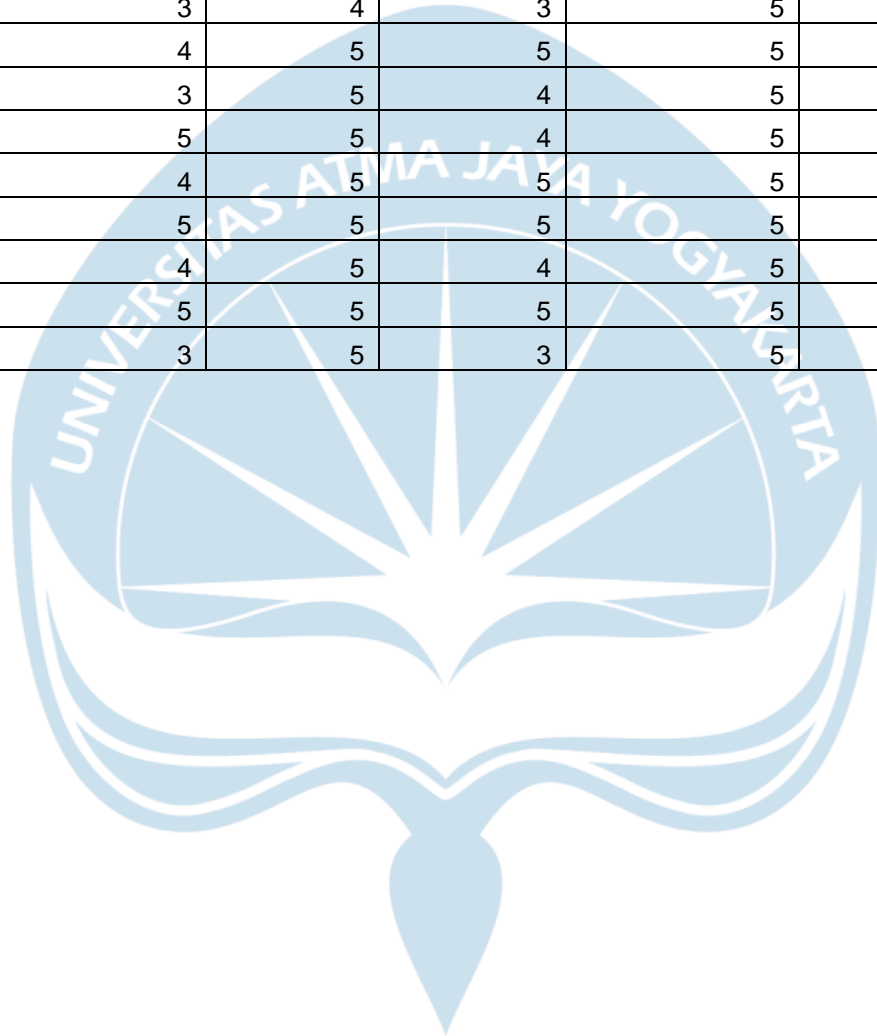
Kualitas produk Erigo yang baik membuat saya tidak akan pindah ke produk lain	Membeli produk Erigo karena review baik dari orang	Tidak peduli tentang harga jika kualitas produk Erigo baik	Kualitas produk sangat berpengaruh terhadap keputusan pembelian Erigo	Foto instagram @erigostore sebagai penentu keputusan pembelian
4	5	2	4	4
2	4	3	5	5
4	4	4	4	4
3	3	3	3	3
3	4	4	4	4
5	4	4	5	5
2	3	2	4	4
3	2	3	4	4
5	4	4	5	5
4	5	4	4	4
3	4	3	5	4
1	1	1	1	1
3	4	4	4	4
4	5	4	4	4
4	5	5	4	4
5	5	4	4	3
5	4	4	5	5
5	5	5	4	4
4	4	5	5	5
4	5	4	5	3
5	5	5	4	4
4	4	5	5	4
5	4	4	4	5
5	4	4	5	5
5	4	4	3	5
5	5	4	4	5
5	4	3	5	5
5	5	4	4	5
5	4	4	4	4
5	4	5	5	4
4	5	4	4	5
3	4	3	4	3
3	4	4	4	4
4	4	3	4	3
4	5	4	4	5

Kualitas produk Erigo yang baik membuat saya tidak akan pindah ke produk lain	Membeli produk Erigo karena review baik dari orang	Tidak peduli tentang harga jika kualitas produk Erigo baik	Kualitas produk sangat berpengaruh terhadap keputusan pembelian Erigo	Foto instagram @erigostore sebagai penentu keputusan pembelian
3	4	4	3	5
5	4	4	3	5
5	4	4	4	5
4	5	4	4	4
3	5	5	4	5
5	5	3	4	5
5	4	4	5	5
4	4	4	3	4
4	3	4	5	5
5	5	5	4	4
5	5	4	5	4
5	4	4	5	4
4	4	4	5	5
4	5	5	4	4
5	5	4	4	5
4	4	3	4	5
5	4	5	5	5
5	5	4	4	5
5	5	4	4	5
4	5	4	5	5
4	5	4	5	4
4	5	4	4	4
4	4	5	5	5
4	3	5	5	4
4	4	4	5	4
5	4	4	5	5
4	5	4	4	4
4	4	4	4	5
4	5	4	4	4
4	4	4	3	4
3	4	3	4	4
3	3	3	4	3
5	4	3	4	5
5	4	5	4	4
4	5	4	3	5

Kualitas produk Erigo yang baik membuat saya tidak akan pindah ke produk lain	Membeli produk Erigo karena review baik dari orang	Tidak peduli tentang harga jika kualitas produk Erigo baik	Kualitas produk sangat berpengaruh terhadap keputusan pembelian Erigo	Foto instagram @erigostore sebagai penentu keputusan pembelian
3	4	4	4	5
4	4	4	3	5
4	4	5	4	3
4	5	5	4	5
4	4	4	5	4
4	4	4	3	3
3	4	4	4	4
4	3	4	3	4
4	4	4	5	4
4	3	5	4	5
4	5	3	5	3
4	3	4	4	5
3	4	3	4	5
4	5	3	5	4
4	3	5	4	4
4	3	3	5	5
5	5	4	5	4
3	4	4	4	5
4	3	4	4	5
5	4	3	4	4
4	4	5	3	4
4	3	4	4	5
3	4	4	5	4
4	3	5	5	4
4	4	3	5	4
4	5	4	5	5
4	4	4	4	4
3	4	5	4	4
3	4	5	4	4
4	5	4	4	4
3	4	5	4	3
3	4	5	4	5
4	3	5	5	4
4	5	4	4	5
5	4	4	3	5

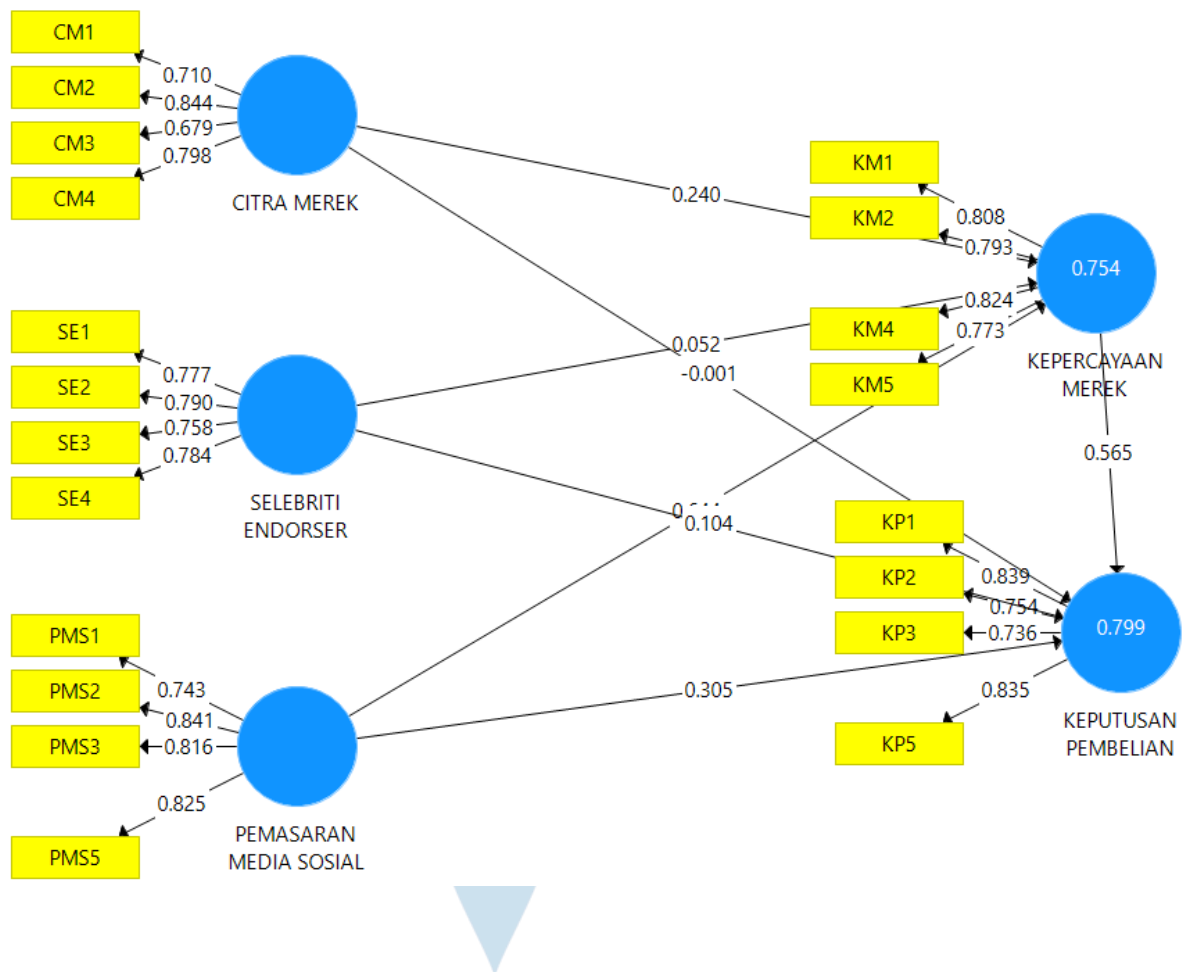
Kualitas produk Erigo yang baik membuat saya tidak akan pindah ke produk lain	Membeli produk Erigo karena review baik dari orang	Tidak peduli tentang harga jika kualitas produk Erigo baik	Kualitas produk sangat berpengaruh terhadap keputusan pembelian Erigo	Foto instagram @erigostore sebagai penentu keputusan pembelian
4	5	4	4	5
5	3	4	5	4
3	4	5	3	4
3	4	5	3	4
4	5	4	5	4
4	5	4	3	5
3	4	4	3	4
5	5	3	4	5
5	5	4	4	4
3	4	5	4	3
5	5	3	4	5
5	5	4	4	5
3	5	4	5	4
4	5	5	4	5
4	5	3	4	4
3	4	5	5	4
3	4	5	3	4
4	5	5	4	3
1	2	1	4	1
1	2	1	4	1
2	2	1	4	1
2	2	1	4	3
4	5	2	4	4
2	4	2	5	4
1	2	1	2	1
1	4	1	4	2
4	5	4	4	5
2	2	1	4	2
4	5	4	5	5
4	5	3	5	5
4	1	5	1	2
4	5	2	5	5
1	2	1	3	2
3	4	3	5	3
5	5	3	5	5

Kualitas produk Erigo yang baik membuat saya tidak akan pindah ke produk lain	Membeli produk Erigo karena review baik dari orang	Tidak peduli tentang harga jika kualitas produk Erigo baik	Kualitas produk sangat berpengaruh terhadap keputusan pembelian Erigo	Foto instagram @erigostore sebagai penentu keputusan pembelian
3	5	3	5	5
3	4	3	5	5
4	5	5	5	5
3	5	4	5	4
5	5	4	5	5
4	5	5	5	5
5	5	5	5	5
4	5	4	5	5
5	5	5	5	5
3	5	3	5	5



LAMPIRAN VI HASIL UJI VALIDASI

Model Uji Validitas dan Reliabilitas



Nilai *Outer Loading* Keseluruhan Variabel

	CITRA MEREK	KEPERCAYAAN MEREK	KEPUTUSAN PEMBELIAN	PEMASARAN SOSIAL MEDIA	SELEBRITI ENDORSER
CM1	0.709				
CM2	0.842				
CM3	0.679				
CM4	0.8				
KM1		0.808			
KM2		0.793			
KM4		0.824			
KM5		0.773			
KP1			0.839		
KP2			0.752		
KP3			0.74		
KP5			0.833		
PMS1				0.739	
PMS2				0.841	
PMS3				0.816	
PMS5				0.828	
SE1					0.771
SE2					0.796
SE3					0.755
SE4					0.787

Hasil *Cronbach's Alpha*, *Composite Reliability*, *AVE* keseluruhan Variabel

Validitas dan Reliabilitas Konstruk

	Matriks	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
		Cronbach's ...	rho_A	Reliabilitas ...	Rata-rata V...
CITRA MER...		0.756	0.785	0.845	0.578
KEPERCAYA...		0.812	0.812	0.876	0.639
KEPUTUSA...		0.801	0.807	0.871	0.628
PEMASARA...		0.821	0.825	0.882	0.651
SELEBRITI E...		0.782	0.785	0.860	0.605

Hasil Fornell-Larcker Criterion

Validitas Diskriminan

	CITRA MER...	KEPERCAYA...	KEPUTUSA...	PEMASARA...	SELEBRITI E...
CITRA MER...	0.760				
KEPERCAYA...	0.757	0.800			
KEPUTUSA...	0.719	0.873	0.793		
PEMASARA...	0.754	0.849	0.831	0.807	
SELEBRITI E...	0.604	0.490	0.518	0.455	0.778

Hasil Cross Loading

Validitas Diskriminan

	CITRA MER...	KEPERCAYA...	KEPUTUSA...	PEMASARA...	SELEBRITI E...
CM1	0.710	0.475	0.454	0.470	0.557
CM2	0.844	0.695	0.668	0.688	0.440
CM3	0.679	0.454	0.434	0.489	0.407
CM4	0.798	0.632	0.588	0.610	0.463
KM1	0.630	0.808	0.700	0.659	0.436
KM2	0.593	0.793	0.706	0.713	0.380
KM4	0.583	0.824	0.704	0.693	0.327
KM5	0.616	0.773	0.684	0.649	0.426
KP1	0.560	0.716	0.839	0.695	0.361
KP2	0.576	0.633	0.754	0.556	0.551
KP3	0.489	0.674	0.736	0.650	0.256
KP5	0.649	0.740	0.835	0.721	0.478
PMS1	0.599	0.604	0.616	0.743	0.431
PMS2	0.634	0.688	0.673	0.841	0.327
PMS3	0.578	0.701	0.696	0.816	0.348

LAMPIRAN VII
HASIL UJI SEM-PLS

Hasil R-Square

R Square

Matriks	R Square	Adjusted R Square
	R Square	Adjusted R ...
KEPERCAYA...	0.754	0.749
KEPUTUSA...	0.799	0.794

Hasil F-Square

f Square

Matriks	f Square					
		CITRA MER...	KEPERCAYA...	KEPUTUSA...	PEMASARA...	SELEBRITI E...
CITRA MER...			0.081	0.000		
KEPERCAYA...				0.391		
KEPUTUSA...						
PEMASARA...			0.727	0.116		
SELEBRITI E...			0.007	0.034		

Hasil Q-Square

Redundansi Validasi-silang Konstruk

Total	Kasus1	Kasus2	Kasus3	Kasus4
	SSO	SSE	Q ² (=1-SSE...	
KEPUTUSA...	600.000	315.888	0.474	
KEPERCAYA...	600.000	329.856	0.450	
CITRA MER...	600.000	600.000		
PEMASARA...	600.000	600.000		
SELEBRITI E...	600.000	600.000		

Hasil Path Coefficients

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Citra Merek -> Kepercayaan Merek	0.238	0.241	0.078	3.047	0.002
Citra Merek -> Keputusan Pembelian	0.208	0.21	0.069	3.014	0.003
Kepercayaan Merek -> Keputusan Pembelian	0.874	0.873	0.031	27.805	0.000
Pemasaran Sosial Media -> Kepercayaan Merek	0.645	0.635	0.064	10.023	0.000
Pemasaran Sosial Media -> Keputusan Pembelian	0.563	0.555	0.064	8.829	0.000
Selebriti Endorser -> Kepercayaan Merek	0.055	0.065	0.07	0.774	0.439
Selebriti Endorser -> Keputusan Pembelian	0.048	0.056	0.061	0.778	0.437

LAMPIRAN VII
JURNAL ACUAN



The Effect of Celebrity Endorsement on Instagram Fashion Purchase Intention: The Evidence from Indonesia

Halimin Herjanto (Corresponding author)

University of the Incarnate Word, United States of America
herjanto@uiwtx.edu
<https://orcid.org/0000-0003-2917-0014>

Michael Adiwijaya

Petra Christian University, Indonesia
michaels@petra.ac.id
<https://orcid.org/0000-0001-6186-242X>

Elizabeth Wijaya

Petra Christian University, Indonesia
michaels@petra.ac.id

Hatane Samuel

Petra Christian University, Indonesia
samy@petra.ac.id
<https://orcid.org/0000-0002-5266-0137>

Abstract. To maintain the significantly positive influence of celebrity endorsement (CE) on Instagram user consumption behavior, scholars and business practitioners are motivated to have a better understanding of this phenomenon. Literature on CE focuses on its direct effect on attitude toward various brand components; however, this study takes a different approach by developing a new conceptual model and a set of hypotheses that aims to generate a better picture of the relationship between two brand components (brand image and brand trust) and repurchase intention. The present study also examines the moderating role of CE in the relationship between brand image and brand trust as well as repurchase intention.

Received: 10/3/2019. **Accepted:** 2/7/2020

Copyright © 2020 Halimin Herjanto, Michael Adiwijaya, Elizabeth Wijaya, Hatane Samuel. Published by Vilnius University Press. This is an Open Access article distributed under the terms of the Creative Commons Attribution Licence, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

The hypotheses were tested using online survey data from 220 Indonesian respondents. To test the theoretical model, this study employs ordinary least square regression (OLS), as well as Baron and Kenny's (1986) method to test moderating hypotheses. The results show that the hypothesized model of CE on brand image, brand trust and repurchase intention fits the data. In addition, the findings also demonstrate that CE moderates the relationship between brand image and brand trust, and between brand image and repurchase intention.

The findings offer important contributions to the academic by enriching the body of literature on online consumption behavior. They reveal the moderating effect of CE, and potentially inspire scholars to conduct further research. To business practitioners, this study suggests the importance of engaging with celebrities to endorse their brands. At the same time, to avoid the risk of reverse image, managers are recommended to think carefully about which celebrities are suitable to represent their brands.

Keywords: *celebrity endorsement, brand image, brand trust, purchase intention.*

Introduction

To improve their digital infrastructure, Indonesia introduced the Internet superhighway "Palapa Ring" that connects districts and cities across Indonesia (Beritasatu, 2019). As a result, 65% of Indonesian population, or 171 million Indonesians, have Internet access (Indonesia Investment, 2019). This Internet superhighway allows 96% of its users to experience online shopping through company websites and social media. Accordingly, in 2019 alone, Indonesian online shopping accounted for \$20.3 billion, of which \$2.3 billion, or nearly 12%, went to fashion-related purchasing (Datareportal, 2019). To encourage online spending, the Indonesian fashion industry employs local celebrities to represent and endorse their brands on their social media, such as Instagram (Danniswara et al., 2017). Although Instagram is claimed as Indonesian most preferable online shopping platform (Greenhouse, 2019) and is considered as a suitable marketing tool for the fashion industry (Moatti & Abecassis-Moedas, 2018), one third of the fashion industry suggests that CE on Instagram does not highlight their products, and therefore they do not view Instagram as an important platform (Ipsos, 2018). To ensure the fashion industry's social media attractiveness and effectiveness, scholars attempted to find answers by more intensively examining the CE phenomenon. For example, Wahloonluck and Chokesamritpol's (2013) study on Thai's social media found that CE helps the ice cream industry reach its customers and promote its brands. To these authors, featuring celebrities on social media improves social media attractiveness. A different study by Phua, Syan and Lim (2018) on the effect of CE on US online E-cigarette consumption behavior revealed that CE improves customer engagement. Similarly, Djafarova and Rushworth's (2017) investigation on British online purchasing habit documented that CE positively affects young female online purchasing decision. In contrast, other scholars have found that featuring celebrities on Instagram also potentially lowers a brand's perceived uniqueness (De Veirman et al., 2017)

and more importantly, the image of celebrities can overpower the fashion brand (Fong & Yazdanifard, 2014).

Adding to this inconsistency, none of these researchers above examined the effect of CE on Instagram in the context of the fashion industry. Thus, their findings may not be applicable to the fashion industry. In addition, most of this research was conducted outside Indonesia and thus the findings may not be suitable for Indonesian context. Based on these caveats, current studies into the effect of CE on Instagram are incomplete. Therefore, the subject is in need of further investigation (Totoatmojo, 2015). Thus, the present study aims to further explore the effect of celebrities on brand image and brand trust as well as purchase intention. In addition, this study also investigates the moderating effect of CE on the relationship among brand image, brand trust and repurchase intention in Indonesian context.

Conceptual framework

Purchase intention

Ajzen and Fishbein (2004) argue that intention is the most important mental state that serves as the gateway to determine customer behavior. Based on this definition, purchase intention can be translated as the degree of customer tendency to buy similar products or services in the near future (Diallo, 2012). To Lin and Lu (2010), the degree of purchase intention occurs when a customer simultaneously experiences a strong psychological state that stimulates willingness, wants and buying desire. According to Ajzen and Fishbein (2004), different psychological states are responsible for purchase intention. Among these psychological factors, Tseng and Lee (2013) suggest that different brand components are considered most important. It is because these brand components serve as evaluation tools that build stronger brand attitude that produces stronger purchase intention.

Brand image

Brand image is the product of a customer's positive evaluation toward brand attributes which is stored in customer mind (Hsieh & Lindridge, 2015). According to Wang and Yang (2010), the strength of brand image is determined by its stability, favorability and uniqueness. That is, the consistency of quality performance, the likeability of brand attributes, and the distinctiveness of brand features generate stronger brand credibility and brand position in the customer-evoked set. This way, Chauhan (2013) concludes that strong brand image becomes a customer benchmark in making a decision. Accordingly, a strong brand image promotes brand trust (Liao et al., 2009) and repurchase intention (Wang & Yang, 2010).

Brand trust

Pribadi et al. (2019) argue that brand trust is one of the most important pillars of a strong brand. To these authors, brand trust is generated by the combination of brand personality and brand experience. That is, when a customer feels that their personality matches with the brand, they feel emotionally connected, and at the same time, it improves the positive experience with the brand. This way, this positive experience generates a higher brand trustworthiness and more importantly improves a customer's sense of security and likability. As a result, brand trust positively contributes to a stronger brand attachment, brand commitment (Esch et al., 2006) and brand faithfulness (Pribadi et al., 2019).

Celebrity endorsement

CE can be explained as the validating statements made by celebrities or public figures in support of a brand with the aim of increasing the attractiveness of the brand (Zamudio, 2016). Seno and Lukas (2017) suggest that the more credible and attractive the celebrity is, the more effective the CE becomes. In other words, the celebrity's degree of credibility enhances the trustworthiness of a brand, and his/her degree of attractiveness improves its likeability (Ohanian, 1990). In general, credibility is generated by a celebrity's relevant knowledge, expertise and consumption experience of that brand (Forounhandeh et al., 2011) and a celebrity's attractive physical characteristics, such as body shape or sexiness, promote the attractiveness of the brand (Erdogan et al., 2001). In today's overflowing product availability, a customer has to decide which brands he/she needs to purchase. In this selection process, a customer tends to evaluate available brands based on personal experience as well as on the opinion of the public and experts. According to Bednall and Collings (2000), public and expert opinion is a strong influencer, particularly when a customer perceives the endorser as "fitting" with the brand. That is, the image of the endorser supports the image of the brand. Examples can include David Beckham and H&M fast clothing. David Beckham, a former England soccer captain, is represented as sporty, sexy and rebellious, and his image fits with the H&M motto "The H&M way". According to Charbonneau and Garland (2010), celebrity "fitness" with a brand is crucial because the image of the celebrity transfers to and complements the brand. Accordingly, it improves customer brand awareness and differentiates the endorsed brand from its competitors (Sagar et al., 2011). A failure to find a perfect balance between a celebrity and a brand generates a reverse image, which leads to customer confusion and a negative attitude toward the brand (Charbonneau & Garland, 2010). Thus, the characteristics and image of the celebrity determine the success of the CE (Hakimi et al., 2011).

Celebrity endorsement on social media

Recent studies show that CE boosts the fashion industry's social media popularity and attractiveness (Danniswara et al., 2017). For example, based on 330 Korean Facebook users, Um (2013) found that CE helps to increase the need for affiliation and self-identity. To this author, following celebrity-endorsed fashion not only fulfils such need but also allows him/her to feel good about him/herself. Accordingly, this positive feeling promotes positive brand attitude and purchase intention. This finding confirmed Thanh's (2016) Facebook study in Vietnam. Similarly, Cunningham and Bright's (2012) study on the effect of CE on Twitter revealed that CE improves the perception of brand relevance. That is, Twitter users view an endorsed brand to fit with their interest. This finding supported Jin and Phua's (2014) study on Twitter CE in the US. Laila and Sjabadhyni's (2017) study on Indonesian Instagram online spending behavior noted that CE improves the online shopper's willingness to repurchase. They argue that CE increases an Instagram user's degree of perceived congruency. This finding reinforced Wahloonluck and Chokesamritpol's (2013) study in Thailand. Despite these extensive efforts, Djafarova and Rushworth (2017) suggest that research on CE on social media is limited. Figure 1 presents a model of the direct and moderating effect of CE. This model offers a brief conceptual framework of the direct and indirect impact of the various constructs toward purchase intention.

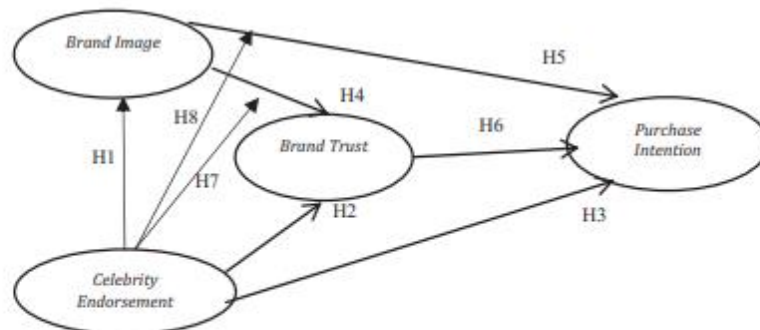


FIGURE 1. The celebrity endorsement model

Source: Authors' own contribution

Hypotheses development

The effect of celebrity endorsement on brand image

Traditionally, a brand is regarded as a unique product/service identifier that consists of name, design, style and words or logo (Omar & Williams, 2006). A customer views these brand characteristics as reflecting a manufacturer's desire to distinguish their

product's value, culture and benefits. In other words, a customer perceives a brand as the manufacturer's promise or guarantee to deliver a quality product (Merz et al., 2009). A manufacturer's failure to fulfil its promise, or to fulfil it in a timely manner, hurts the brand experience (Pribadi et al., 2019). When a manufacturer's promise is fulfilled, the image of the brand immediately improves (Maroko & Uncles, 2008); that is, it enhances a customer's positive perception and beliefs (Nandan, 2005), which ultimately guides a customer to purchase the brand (Wijaya, 2013). Brand image is known as a customer's overall impression and perception of the brand (Wymer, 2013). According to Wijaya (2013), building a strong brand image is a complex process that is determined by brand identity, brand competence, brand personality, brand attitude and brand association. Among these components, brand association is the only component that is always associated with external factors, such as a celebrity. For example, Under Armour is associated with Dwayne "The Rock" Jackson, and Nike is associated with Michael Jordan. This association encourages a customer who idolizes a certain celebrity to become more involved (Gong & Li, 2017) and to view the value and image of their celebrity idol within the brand (Chan et al., 2013). Accordingly, this study hypothesizes:

H1: *CE positively influences brand image.*

The effect of celebrity endorsement on brand trust

Brand trust is customer's confidence in the brand's ability to deliver a high-quality performance (Wang & Emurian, 2005). A high degree of customer confidence develops when a brand closely relates to a customer's self-concept, is in line with a customer values and can fulfil a customer's need (Mowen & Minor, 2000). Hegner and Jevons (2016) argue that when a brand is able to gain a customer's confidence, it allows the customer to predict the brand's future performance and accordingly, the customer is comfortable in continuing to consume the product (Laroche et al., 2012). However, Nick Black (2009), the managing partner of Intensions Consulting, suggests that to maximize the strength of brand trust, marketers should associate their brands with customer trust drivers. These include external opinion leaders such as celebrities (Erdogan et al., 2001). A celebrity is viewed as a famous person who enjoys public recognition for his or her achievements or dedication in a specific field (Karasiewicz & Kowalczyk, 2014). This definition shows that a celebrity is someone who is experienced and an expert in his or her field and therefore, a customer tends to view a celebrity as an alternative source of information. As a public figure, a celebrity's behaviors are always subject to general public scrutiny. A customer evaluates a celebrity's knowledge and behavior and decides whether the celebrity is capable of maintaining these to meet public expectations. This includes what he/she endorses and encourages people to use or wear. For example, a customer trusts that as a professional basketball player, Michael Jordan has a good knowledge about basketball. This includes what gear he needs to wear to achieve his best performance. When a customer sees him wearing his endorsed Nike shoes dur-

ing his basketball matches or in his personal life, he/she is more likely to trust that Michael Jordan is genuinely wearing the shoes because of their performance. Accordingly, seeing Michael Jordan's trust in the brand will encourage a customer to trust the brand as well. Based on this argument, the present study hypothesizes that:

H2: *CE positively influences brand trust.*

The effect of celebrity endorsement on purchase intention

Self-identity theory maintains that a customer compares and evaluates whether he/she meets the identity that he/she wants to portray to the rest of the group members or society (Tajfel & Turner, 1979). When a customer wants to maintain or improve his/her status or belongingness, the customer is more likely to enhance his/her self-image by adopting a brand that has been endorsed by celebrities. Psychologically, adopting a celebrity-endorsed brand reinforces a customer's self-identity and to some extent, it provides a sense of personal and status similarity with their idol (Dib & Johnson, 2019). As a result, a customer feels better about him/herself with a boost in self-confidence, and life becomes more enjoyable and meaningful (Tantiseneepong et al., 2012). Consequently, to maintain such positive feeling, a customer tends to develop a better brand attitude (Chin et al., 2017), which encourages a stronger connection to the brand (Escalas & Bettman, 2015) and produces a solid brand preference (Albert et al., 2017). Ultimately, it improves a customer's purchase intention. Based on this discussion, it can be said that:

H3: *CE positively influences purchase intention.*

The effect of brand image on brand trust

Makasi et al. (2014) suggest that a strong brand image provides a competitive advantage. That is, a strong brand image provides a strong indication of product quality (Khasawneh & Hasouneh, 2010) and conveys an overall positive impression (Chao et al., 2015), which helps reduce a customer's perception of risk while improving a customer's familiarity with the brand (Makasi et al., 2014). During this process of brand familiarization, brand image serves as the first brand characteristic that the customer encounters. Psychologically, a customer screens the overall brand attributes, and if these attributes match or exceed his/her expectations, a brand is awarded a positive brand image. To illustrate, Abercrombie and Fitch (A&F) portrays itself as a fashion leader amongst young people. When a customer visits A&F stores and encounters product design, store ambiance, floor staff and advertising materials, it confirms his/her expectations and creates a stronger brand image. Different studies have shown that brand image is responsible for strengthening brand trust. For example, based on 355 European participants, Esch et al. (2006) found that brand image strengthens brand trust.

Similarly, Liao et al. (2009) confirmed that brand image is responsible for brand trust. Recently, Alhaddad's (2015) Syrian study also found that brand image directly affects brand trust. Based on the literature review, this study also proposes that:

H4: *Brand image positively influences brand trust.*

The effect of brand image on purchase intention

Although online transactions offer convenience, Harridge-March (2006) argues that there are still customers who do not trust such transactions. One reason for this is that a brand may have a weak brand image (Wu et al., 2011). For a customer, brand image is a barometer to evaluate the acceptability and suitability of a brand. If a brand is involved in negative events, a customer is more likely to perceive the brand negatively and accordingly he/she will avoid association with the brand. For example, in early 2000, Nike was found to be using sweatshops in Asia. This scandal led to some of Nike's customers switching brands because they did not want to be associated with Nike's negative image. Thus, scholars concluded that brand image is important because it is responsible for building customers' positive perception (Alhaddad, 2015) and dedication toward the brand (Malik et al., 2012), which in turn is responsible for loyalty and future purchase intention (Porral & Lang, 2015). These findings were confirmed by Tariq et al. (2013) and Wu et al. (2011), who also recognized the effect of brand image on purchase intention. These sets of studies show that brand image positively improves a customer's purchase intention. Thus, the present study hypothesizes that:

H5: *Brand image positively influences purchase intention.*

The effect of brand trust on purchase intention

Pribadi et al. (2019) suggest that brand trust is crucial to building customer loyalty. That is, the more a customer trusts a brand, the higher his/her customer loyalty is and accordingly, the more profitable and sustainable the fashion brand becomes. In other words, brand trust encourages a stronger and more enthusiastic brand relationship (Xie et al., 2014). According to Kim et al. (2015), a close relationship can reduce negative perceptions and improve a customer's tolerance towards the brand. This is because a customer is likely to believe that the brand will not take advantage of him/her and will always deliver good quality products. Accordingly, when a customer receives consistently good products and experiences, he/she is more willing to rely on the brand and ultimately to commit to future purchases (Hahn & Kim, 2009). Punyatoya (2014) has confirmed that strong brand trust leads to repurchase intention. Accordingly, this study hypothesizes that:

H6: *Brand trust positively influences purchase intention.*

The moderating effect of celebrity endorsement

The effect of brand image on brand trust is regarded as one of the most important relationships in building a strong brand (Esch et al., 2006). The authors suggest that without a strong brand image, a brand will have no relationship with a customer. Alfanda et al. (2018) maintain that this relationship is made more powerful through the use of CE. Dib and Johnson (2019) point out that when a customer views a celebrity image, he/she transfers it to the brand the celebrity is endorsing. That is, a customer no longer perceives the brand as ordinary; instead, the brand now serves as a tool to bring the customer one step closer to their idolized celebrity. For example, a basketball enthusiast customer feels that his/her performance improves by wearing a pair of Air Jordan, or a customer who wears something from the Love Bravery clothing line feels that he/she has a similar fashion sense to Lady Gaga. Accordingly, a customer feels that a brand improves their personal and social identity (Arsena et al., 2014). Over time, such positive experiences improve a customer's confidence, trust in the brand, and ultimately encourage purchase intention. Thus, this study hypothesizes that:

H7: *CE positively moderates the relationship between brand image and brand trust.*

H8: *CE positively moderates the relationship between brand image and purchase intention.*

Methodology

Considering the aim of this research is to examine the effect of CE on Instagram users, the data for this study were collected online using a convenience sampling method between 1 September 2018 and 30 November 2018. The authors selected this time frame because during this particular period Indonesian Instagram traffic jumped significantly (Napoleon, 2020), and online fashion industries intensified their celebrity endorsements to boost their sales during this holiday season. An online survey was developed and posted to the Petra Christian University's student announcement site. Al-Maghrabi et al. (2011) suggest that an online survey is suitable for online behavior related research. At the beginning of the online survey, participants were asked to answer screening questions by selecting at least one local celebrity (including Michelle Pangemanan, Ruth Stefanie, Lily Stephanie and Stephanie Gunawan) that they are currently following on Instagram. Participants accomplished this by choosing the celebrity from a drop down list, and followed the rest of the questions based on their Instagram online purchase experience. These screening questions ensure the eligibility of participants and suitability and quality of data collected. Those who had never bought from online shops endorsed by celebrities and who did not have an Instagram account were excluded. The characteristics of this sample are discussed in the next section.

All the scales adopted in this study were borrowed and adjusted from the published literature. These scales used five-point Likert-type scales anchored at extremely disagree

to extremely agree. Two CE scales were borrowed from Ohanian (1990), two original brand image items were adopted from Aaker (1996), five brand trust items were modified from Delgado-Ballester and Munuera-Aleman (2000), and two purchase intention scales were transformed from Moon et al. (2008). To ensure the accuracy of the adopted items, this study followed McGorry's (2000) double translation procedures. The questionnaire was first translated into Indonesian by a professional translator, then the Indonesian version was re-translated to English by one of the authors.

Data analysis and discussion

A total of 249 university students from different disciplines at the Petra Christian University in Indonesia participated in this study; however, 29 of these respondents were excluded due to incomplete responses. These respondents were Indonesian citizens currently living in Surabaya metropolitan. In total, 66 % or 144 respondents were female, and 34% or 76 respondents were male. All the respondents were between 17 and 37 years of age. In total, 43% of respondents earned between 3 and 5 million rupiah, 39% earned between 6 and 10 million rupiah, 9% earned between 11 and 15 million rupiah, and the final 9% earned more than 15 million rupiah. Out of the total number of respondents, 9%, 23%, 46% and 22% spent less than 1 hour, between 1 and 3 hours, between 3 and 5 hours and more than 5 hours on social media respectively. Altogether, 61% of respondents believed that celebrity endorsement affected their online purchases, while 39% did not. With regard to endorsements, 79%, 18%, 2% and 1% of respondents saw a celebrity endorsement a week ago, two weeks ago, one month ago and more than a month ago respectively, while 23% of respondents were exposed to 1- 3 celebrity endorsements per week, and 77% were exposed to more than 3 celebrity endorsements per week.

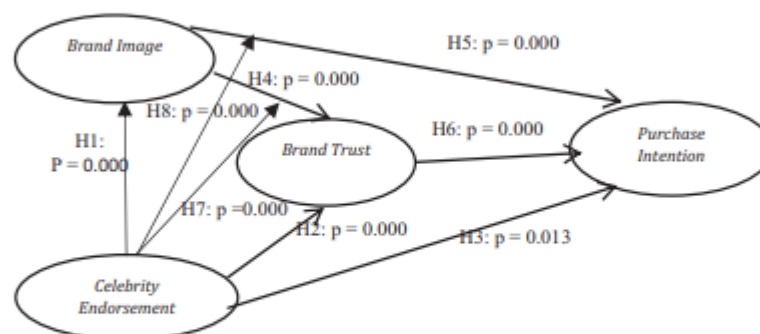


FIGURE 2. The statistic results of celebrity endorsement model

Source: Authors' own contribution

To test the validity of each scale, a principle component analysis with Eigenvalue > 1 was conducted and then rotated by varimax factor rotation. In addition, a minimum value of 0.40 was used to indicate the loading of any factors. Although the Cronbach alpha of brand image was 0.684, less than the standard consensus score of 0.7, Rahimnia and Hassanzadeh (2013) suggest that Cronbach alpha scores larger than 0.6 are acceptable. Table 1 provides the psychometric characteristics of the adopted scales. Displayed in this table are the suitability of scale (validity), the consistency of scale (reliability) and the mean of each scale. Additionally, Figure 2 presents the model of the direct and indirect impact of CE with p values.

TABLE 1. Brief Overview of the Psychometric Properties Scale.

Scale	Means	λ	α
CE			.858
A celebrity has good experiences in choosing their fashion.	4.02	.847	
A celebrity has a good expertise in choosing their fashion.	3.96	.886	
Brand image			.684
This online shop has a reputable name.	3.67	.772	
This online shop is known as the trendiest fashion shop online.	3.40	.822	
Brand trust			.885
This online shop will:			
Offer me the latest fashion style	3.77	.665	
Fulfil my fashion needs	3.94	.744	
Simplify my fashion transaction process	3.78	.804	
Be interested in my present and future satisfaction	3.80	.795	
Offer me good advice for my fashion needs	3.67	.761	
Purchase intention			.863
I will buy the fashion item again.	3.48	.773	
I have a strong likelihood of buying the fashion item again.	3.50	.832	
Notes: λ = factor loading and α = Cronbach alpha			

Source: Authors' contribution

The hypotheses were tested by OLS, and Baron and Kenny (1986) procedures were used to examine the moderator hypotheses. The OLS regression analyses found that CE was positive and significantly affected brand image ($\beta = .479$ $p = .000$) and brand trust ($\beta = .412$ $p = .000$). This means that CE is a crucial factor in establishing strong branding. In today's society, personal image is more important than ever. Thus, there is a strong attempt by people to maintain or improve their image in order to continue group membership and to gain validation from their social network. A failure to main-

tain this image leads to undesirable perceptions, negative judgments and wider personal spaces (Zorrilla, 2014) amongst the public, which further generates barriers and difficulties (Leung, 2014). Opinion leader theory suggests that in order to improve his/her personal image, a customer tends to look up to a celebrity, and this includes how the celebrity dresses. A customer believes that a celebrity wears a certain brand of fashion to support his/her image. Accordingly, when a customer wants to improve his/her self-image, he/she may choose to wear a similar brand to a celebrity, which automatically increases the image of the brand. It was also found that CE helps in building higher brand trust. The commitment of a celebrity to wear his/her endorsed brand shows that the celebrity genuinely believes in the brand, and witnessing this behavior is likely to develop stronger brand trust. It is important, then, that a celebrity shows commitment to his/her endorsed brand. As also predicted, CE was found to be responsible for higher purchase intention ($\beta = .206$ $p = .013$). One possible reason for this finding could be that a customer finds meaning and experiences a positive feeling by owning a celebrity endorsed brand product. For example, a customer who wears a celebrity endorsed fashion brand is viewed as a fashionable person – someone who is both “cool” and proud. Researchers such as Um and Kim (2016) also found this relationship to be significant. Thus, H1, H2 and H3 were supported.

This study also confirms that a strong brand image leads to stronger brand trust ($\beta = .228$ $p = .000$) and purchase intention ($\beta = .410$ $p = .000$). As Keller (1993) explains, brand image serves as a customer barometer to differentiate brands based on their uniqueness, strengths and favorability. That is, when a customer perceives a brand as exclusive, good quality and associated with tangible and intangible benefits (e.g., associated with his/her idolized celebrity), he/she views the brand as trustworthy. Thus, these three positive perceptions tend to reduce a customer’s sense of risk, eventually leading to higher brand trust. This study complements the study of Ke et al. (2016), who also found that brand image improves purchase intention. A positive brand image develops a favorable response from a customer based on his/her higher self-image. That is, when a customer wears a branded fashion product, he/she feels good and perceives himself/herself as having a higher status, leading to an increase in his/her future purchase intention. The findings of this study parallel those of Aghekyan-Simonian et al. (2012), whose study also examined the effect of brand image on purchase intention in the context of the online fashion environment and confirmed that brand trust improves purchase intention. That is, the more trustworthy the brand, the higher the purchase intention. Therefore, H4 and H5 were also supported.

The regression results also show that a strong brand trust is responsible for purchase intention ($\beta = .554$ $p = .000$). Stronger brand trust is likely to lead to a customer’s confidence in a brand’s attributes and qualities and his/her perception of the brand as reliable thus providing the customer with cognitive and affective peace of mind. Because of this positive experience, customers tend to maintain their business relationship with the brand (Sherriff & Yip, 2008) by showing their public commitment through spread-

ing positive word of mouth (Chen et al., 2011) and increasing their repurchase intention. The findings lend support to the studies of Borzooei and Asgari (2013), who also found that brand trust increases purchase intention. Therefore, H6 was also supported.

Finally, the present study also confirmed the moderating effect of CE. The findings showed that CE affects the relationship between brand image and trust ($\beta = .191$ $p = .000$) as well as the relationship between brand image and purchase intention. This means that CE is responsible for determining how strongly brand image affects brand trust and purchase intention ($\beta = .191$ $p = .000$). The rationale behind these findings can be explained by Plummer's (1985) brand personality theory. According to Plummer (1985), each brand has a different personality. That is, a brand has emotional characteristics that make it unique and allow it to connect to its customers. However, identifying a brand's personality is challenging, and it is possible that a customer will fail to understand the brand's image and therefore develop less attachment to the brand. CE of a brand is likely to help a customer identify with a brand's image as the characteristics and image of the celebrity transfer to the brand, making it easier for the customer to identify with the brand. Thus, when a customer thinks about a brand, he/she is likely to think about the celebrity who endorses it and vice versa. Because of this, CE plays a crucial role in creating a strong brand image, which further leads to brand trust and purchase intention. Accordingly, it is crucial for fashion brands to employ celebrities who display similar characteristics to the fashion brand. The findings support the studies of Dib and Johnson (2019), who also found that CE has moderating effects in different contexts. Thus, H7 and H8 were accepted. Table 2 presents an overview of the hypotheses results.

TABLE 2. Summary of the Hypotheses Testing

Hypotheses		F	R ²	β	P	Results
H1	Celebrity endorsement à Brand image	39.132	.152	.479	0.000***	Supported
H2	Celebrity endorsement à Brand trust	69.413	.389	.412	0.000***	Supported
H3	Celebrity endorsement à Purchase intention	74.044	.507	.206	0.013*	Supported
H4	Brand image à Brand trust	69.413	.389	.228	0.000***	Supported
H5	Brand image à Purchase intention	74.044	.507	.410	0.000***	Supported
H6	Brand trust à Purchase intention	74.044	.507	.554	0.000***	Supported
H7	BImageXCeleb à Brand trust	61.400	.361	.191	0.000***	Supported
H8	BImageXCeleb à Purchase intention	78.216	.419	.191	0.000***	Supported

* $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$

Source: Authors' own research

Conclusion

The findings of this study offer an important additional insight into the CE phenomenon. The present model conceptualized CE as directly affecting brand image, brand trust and purchase intention. The study hypothesized that CE moderates the relationship between brand image and brand trust as well as between brand image and purchase intention. This model also hypothesized that brand image is responsible for brand trust and purchase intention. The statistical analyses confirmed all these hypotheses drawn from the proposed model. The findings show the importance of CE in building a stronger brand and increasing purchase intention. The authors believe that the findings of this study enrich CE studies and fill the gap in the academic literature by incorporating into one model the moderating effect of CE on branded products and the impact of brand image, brand trust and CE on purchase intention.

Implications and future research directions

The findings offer the fashion industry and scholars some important information to consider. For fashion industry managers, this study shows the importance of employing celebrities to endorse their brands. At the same time, to avoid the risk of reverse image, managers are recommended to think carefully about which celebrities are suitable to represent their brands. For scholars, the findings of this study enhance understanding of the moderating effect of CE. Very few prior studies have focused on the moderating role of CE. This research specifically identified the moderating effect of CE on two brand components – brand image and brand trust – and on purchase intention.

Although this research was designed and conducted carefully, several limitations existed and should be noted for future research. First, the data was solely collected through the online survey. According to Zong and Vowles (2013), an online survey experiences bias issues. That is, online survey accuracy depends on the participant's subjective understanding of questions listed in the online survey and thus a participant's answer may be not completely accurate and not represent reality. Hence, future research may replicate this study by employing a paper and pencil type of survey. Second, the context of this study was limited to fashion brands. The extension of this study to different contexts, such as services (e.g., hotel, airlines or restaurants), may provide a different picture of CE. Third, this study focused on four female celebrities only; therefore, the results may be biased toward females. Future researchers are recommended to include male celebrities in their investigations. Finally, the present model only tested a few constructs and may not provide a complete picture of the phenomenon. Therefore, future research could incorporate other constructs such as brand personality, brand experience and brand enthusiasm, as well as celebrities' nationality as a potential moderator.

References

- Aaker, D. A. (1996). *Building Strong Brand*. New York: The Free Press.
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W.S., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19, 325–331.
- Albert, N., Ambroise, L., & Valette-Florence, P. (2017). Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements? *Journal of Business Research*, 81, 96–106.
- Alfanda, R., Ma'arif, J.J., Darsono, N., & Chan, S. (2018). Celebrity endorsement as moderating variable on the relationship between loyalty and corporate credibility of travel companies in Aceh. *International Journal of Contemporary Research and Review*, 9(4), 20726–20734.
- Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management*, 3(4), 1–8.
- Al-Maghrabi, T., Dennis, C., Halliday, S.V., & BinAli, A. (2011). Determinants of Customer Continuance Intention of Online Shopping. *International Journal of Business Science & Applied Management*, 6(1), 41–66.
- Arsena, A., Silvera, D., & Pandelaere, M. (2014). Brand trait transference: When celebrity endorsers acquire brand personality traits. *Journal of Business Research*, 67 (7), 1537–1543.
- Ajzen, I., & Fishbein, M. (2004). Questions raised by a reasoned action approach: Comments on Ogden (2003). *Health Psychology*, 23(4), 531–434.
- Baron, R.M., & Kenny, D.A. (1986). The moderator-mediator variable distinctions in social psychological research: Conceptual, strategic and statistical consideration. *Journal of Personality and Social Psychology*, 51(6), 1173–1182.
- Bednall, D.H.B., & Collings, A. (2000). Effect of public disgrace on celebrity endorser value. *Australasian Marketing Journal*, 8(2), 47–57.
- Beritasatu (2019). *Indonesia Completes Palapa Ring Internet Superhighway*. Available at <https://jakartaglobe.id/tech/indonesia-completes-palapa-ring-internet-superhighway>. (Accessed 18 December 2019).
- Black, N. (2009) *The six drivers trust from Nick Black*. Available at <http://www.nickblack.org/2009/09/brand-trust-six-drivers-of-trust.html>. (Accessed 5 July 2019).
- Borzooei, M., & Asgari, M. (2013). The Halal brand personality and its effect on purchase intention). *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 481–491.
- Chan, K., Ng, Y.L., & Luk, E.K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14 (2), 167–179.
- Chao, E., Fiore, A., & Belk, D.W. (2015). Validation of a fashion brand image scale capturing cognitive, sensory and affective associations: Testing its role in an extended brand equity model. *Psychology & Marketing*, 32 (1), 28–48.
- Charbonneau, J., & Garland, R. (2010). Product effects on endorser image: The potential for reverse image transfer. *Asia Pacific Journal of Marketing and Logistics*, 22(1), 101–110.
- Chauhan, N. M. (2013). Consumer Behavior and His Decision of Purchase. *Management and Pharmacy*, 2(5), 1–4.
- Chen, Y., Fay, S., & Wang, Q. (2011). The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. *Journal of Interactive Marketing*, 25(2), 85–94.
- Chin, V.V., Choy, T.Y., & Pang, L.F. (2017). The effect of celebrity endorsement on brand attitude and purchase intention. *Journal of Global Business and Social Entrepreneurship*, 1(4), 141–150.
- Cunningham, N., & Bright, L. (2012). The Power of A Tweet: An Exploratory Study Measuring the Female Perception of Celebrity Endorsement on Twitter. *2012 AMA Educators' Proceedings*, 416–423.

- Danniswara, R., Sandhyaduhita, P. I., & Munajat, Q. (2017). The impact of EWOM referral, celebrity endorsement, and information quality on purchase decision: A case of Instagram. *Information Resources Management Journal*, 30(2), 23–43. <https://doi.org/10.4018/IRMJ.2017040102>
- Datareportal (2019). *Digital 2019 Spotlight: Ecommerce in Indonesia*, Available at <https://datareportal.com/reports/digital-2019-ecommerce-in-indonesia>. (Accessed 18 December 2019).
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude. *International Journal of Advertising*, 36(5), 798–828.
- Delgado-Ballester, E., & Manuera-Aleman, J. L. (2000). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 36(11/12), 1238–1258.
- Diallo, M.F. (2012). Effects of Store Image and Store Brand Price Image on Store Brand Purchase Intention: Application to an Emerging Market. *Journal of Retailing and Consumer Services*, 19(3), 360–367.
- Dib, H., & Johnson, L.W. (2019). Gay male consumers seeking identity in luxury consumption: The self-concept. *International Journal of Business Marketing and Management*, 4(2), 25–39.
- Djafarova, E., & Rushworth, C. (2017). Exploring the Credibility of Online Celebrities' Instagram Profiles in Influencing the Purchase Decisions of Young Female Users. *Computers in Human Behavior*, 68, 1–7.
- Erdogan, B.Z., Baker, M.J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of Advertising Research*, 41(3), 39–48.
- Escalas, J.E., & Bettman, J.R. (2015). Managing brand meaning through celebrity endorsement. *Brand Meaning Management*, 12, 29–52.
- Esch, F.R., Langer, T., Schmitt, B.H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationship affect current and future purchases. *Journal of Product & Brand Management*, 15(2), 98–105.
- Fong, L.S., & Yazdanifard, R. (2014). Celebrity Endorsement as a Marketing Tool. *Global Journal of Management and Business Research*, 14(4), 1–4.
- Forouhandeh, B., Nejatian, H., Ramanathan, K., & Forouhandeh, B. (2011). Determining advertisement's efficiency: Celebrity endorsement versus non-celebrity models. Paper presented at 2nd International Conference on Business and Economic Research (2nd ICBER 2011), Lankawi, Malaysia.
- Gong, W., & Li, X. (2017). Engaging Fans on Microblog: The Synthetic Influence of Parasocial Interaction and Source Characteristics on Celebrity Endorsement. *Psychology & Marketing*, 34, 720–732.
- Greenhouse (2019). *Indonesia's Social Media Landscape: An Overview*. Available at <https://greenhouse.co/blog/indonesias-social-media-landscape-an-overview/>. (Accessed 18 December 2019).
- Hahn, K.H., & Kim, J. (2009). The effect of offline brand trust and perceived internet confidence on online shopping intention in the integrated multi-channel context. *International Journal of Retail & Distribution Management*, 37(2), 126–141.
- Hakimi, B.Y., Abedniya, A., & Zaeim, M.N. (2011). Investigate the impact of celebrity endorsement on brand images. *European Journal of Scientific Research*, 58(1), 116–132.
- Harridge-March, S. (2006). Can the building of trust overcome consumer perceived risk online? *Marketing Intelligence & Planning*, 24(7), 746–761.
- Hegner, S. M., & Jevons, C. (2016). Brand trust: A cross national validation in Germany, India, and South Africa. *Journal of Product & Brand Management*, 25(1), 58–68.
- Hsieh, M.H., & Lindridge, A. (2015). Product-, Corporate- and Country Image Dimensions and Purchase Behavior: A Multicountry Analysis. *Academy of Marketing Science*, 32(3), 251–270.
- Indonesia Investments (2019). *Number of Internet Users in Indonesia Rises to 171 Million*. Avail-

- able at <https://www.indonesia-investments.com/news/todays-headlines/number-of-internet-users-in-indonesia-rises-to-171-million/item9144>. (Accessed 18 December 2019).
- Ipsos (2018). *Instagram's Impact on Indonesian Businesses*. Available at <https://www.ipsos.com/en/instagram-impact-indonesian-businesses>. (Accessed 18 December 2019).
- Jin, S.A.A., & Phua, J. (2014). Following Celebrities' Tweets about Brands: The Impact of Twitter based Electronic Word of Mouth on Consumers' Source Credibility Perception, Buying Intention and Social Identification with Celebrities. *Journal of Advertising*, 43(2), 181–195.
- Karasiewicz, G., & Kowalczyk, M. (2014). Effect of celebrity endorsement in advertising activities by product type. *International Journal of Management and Economics*, 44, 74–91.
- Ke, D., Chen, A., & Su, C. (2016). Online trust building mechanisms for existing brands: The moderating role of the e-business platform certification system. *Electronic Consumer Research*, 16, 189–216.
- Keller, K. L. (1993). Conceptualizing, measuring and managing customer based brand equity. *Journal of Marketing*, 57(1), 1–22.
- Khasawneh, K., & Hasouneh, A.B.I. (2010). The effect of familiar brand names on consumer behavior: A Jordanian perspective. *International Research Journal of Finance and Economics*, 43, 34–57.
- Kim, H., Hur, W.M., & Yeo, J. (2015). Corporate brand trust as a mediator in the relationship between consumer perception of CSR, corporate hypocrisy, and corporate reputation. *Sustainability*, 7(4), 3683–3694.
- Laila, R., & Sjabadhyni, B. (2017). The influence of celebrity endorsement types and congruency celebrity with the body care products on Instagram users' intention to purchase. *Advances in Social Science, Education and Humanities Research*, 139, 190–196.
- Laroche, M., Habibi, M.R., Richard, M.O., & Sankaranarayanan, R. (2015). The effect of social media-based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767.
- Leung, K. (2014). Globalization of Chinese firms: What happens to culture?" *Management and Organization Review*, 10(3), 391–397.
- Liao, S.H., Chung, Y.C., & Widowati, R. (2009). The relationships among brand image, brand trust, and online word of mouth: An example of online gaming. *Proceedings of the 2009 IEEE IEEM*, 2207–2211, Hong Kong.
- Lin, L. Y., & Lu, C. Y. (2010). The Influence of Corporate Image, Relationship Marketing and Trust on Purchase Intention: The Moderating Effects of Word of Mouth. *Tourism Review*, 65(3), 16–34.
- Makasi, A., Govender, K., & Madzorera, N. (2014). Re-branding and its effects on consumer perceptions: A case study of a Zimbabwean bank. *Mediterranean Journal of Social Sciences*, 5(20), 2582–2588.
- Malik, M. E., Ghafoor, M.M., & Iqbal, H.K. (2012). Impact of brand image, service quality and price on customer satisfaction in Pakistan telecommunication sector. *International Journal of Business and Social Science*, 3(23), 123–129.
- Maroko, L., & Uncles, M.D. (2008). Characteristics of successful employer brands. *Journal of Brand Management*, 16(3), 160–175.
- McGorry, S. Y. (2000). Measurement in a cross-cultural environment: Survey translation issues. *Qualitative Market Research: An International Journal*, 3, 74–81.
- Merz, M. A., He, Y., & Vargo, S.L. (2009). The evolving brand logic: A service-dominant logic perspective. *Journal of the Academic Marketing Science*, 37, 328–344.
- Moatti, V., & Abecassis-Moedas, C. (2018). *How Instagram became the Natural Showcase for the Fashion World*. Available at <https://www.independent.co.uk/life-style/fashion/features/instagram-fashion-industry-digital-technology-a8412156.html>. (Accessed 19 December 2019).

- Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, Product Type, and Price Influences on Consumer Purchase Intention to Buy Personalized Product Online. *Journal of Business Research*, 61, 31–39.
- Mowen, J., & Minor, M. (2000). *Consumer behavior – A framework*. New Jersey: Prentice Hall.
- Nandan, S. (2005). An exploration of the brand identity – brand image linkage. A communication perspective. *Journal of Brand Management*, 12(4), 264–278.
- Ohanian, R. (1990). Constructions and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Napoleon (2020). *Instagram Users in Indonesia*. Available at <https://napoleoncat.com/stats/instagram-users-in-indonesia/2018/12>
- Omar, M., & Williams, R.L. (2006). Managing and maintaining corporate reputation and brand identity: Haier group logo. *Journal of Brand Management*, 13(4/5), 268–275.
- Phua, J., Syuan, J., & Lim, D. J. (2018). Understanding Consumer Engagement with Celebrity Endorsed E-Cigarette Advertising on Instagram. *Computers in Human Behavior*, 84, 93–102.
- Plummer, J.T. (1985). How personality makes a difference? *Journal of Advertising Research*, 24(6), 27–31.
- Porral, C.C., & Lang, M.F. (2015). Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention. *British Food Journal*, 117(2), 506–522.
- Pribadi, A. P., Adiwijaya, M., & Herjanto, H. (2019). The effect of brand trilogy on cosmetic brand loyalty. *International Journal of Business Society*, 20(2), 730–742.
- Punyatoya, P. (2014). Linking environmental awareness and perceived brand eco-friendliness to brand trust and purchase intention. *Global Business Review*, 15(2), 279–289.
- Rahimnia, F., & Hassanzadeh, J.F. (2013). The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporation. *Information & Management*, 50, 240–247.
- Sagar, M., Khandelwal, R., Mittal, A., & Singh, D. (2011). Ethical Positioning Index (EPI): An innovative tool for differential brand positioning. *Corporate Communications: An International Journal*, 16(2), 124–138.
- Seno, D., & Lukas, B.A. (2017). The equity effect of product endorsement by celebrities. *European Journal of Marketing*, 41(1/2), 21–134.
- Sherriff, L. T. K., & Yip. L. S. (2008). The Moderator Effect of Monetary Sales Promotion on the Relationship between Brand Trust and Purchase Behavior. *Journal of Brand Management*, 15(6), 452–464.
- Tajfel, H., & Turner, J.C. (1979). An integrative theory of intergroup conflict. In W.G. Austin, and S. Worchel (Eds.), *The Social Psychology of Intergroup Relations* (pp. 33–47). Monterey: Books-Cole.
- Tantisenepong, N., Gorton, M., & White, J., (2012). Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, 15(1), 57–69.
- Tariq, M. I., Nawaz, M.R., Nawaz, M.M., & Butt, H.A. (2013). Customer perceptions about branding and purchase intention: A study of FMCG in an emerging market. *Journal of Basic and Applied Scientific Research*, 3(2), 340–347.
- Thanh, T. H. H. (2016). The Impacts of Celebrity Endorsement in Ads on Consumer Purchasing Intention: A Case of Facebook. *International Journal of Scientific & Technology Research*, 5(8), 25–27.
- Totoatmojo, K.M. (2015). The Celebrity Endorser (Selebgram) Effect toward Purchase Intention on Instagram Social Media. Paper presented at 3rd ASEAN academic Society International Conference, Bangkok, Thailand.

- Tseng, L. Y., & Lee, T. S. (2013). Investigating the Factors Influence Tweens' Purchase Intention through Peer Conformity in Taiwan. *Advances in Management & Applied Economics*, 3(3), 259–277.
- Um, N. H. (2013). Celebrity scandal fallout: How attribution style can protect the sponsor. *Psychology & Marketing*, 30(6), 529–541.
- Um, N. H., & Kim, S. (2016). Determinants for effects of celebrity negative information: When to terminate a relationship with a celebrity endorser in trouble? *Psychology & Marketing*, 33(10), 121–134.
- Wahloonluck, R., & Chokesamritpol, K. (2013). The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram). *Unpublished Master thesis*, Available at <http://www.diva-portal.org/smash/get/diva2:626251/FULLTEXT01.pdf>
- Wang, X., & Yang, Z. (2010). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 23(3), 177–188.
- Wang, Y. D., & Emurian, H.H. (2005). An overview of online trust: Concepts, elements and implications. *Computers in Human Behavior*, 21(1), 105–125.
- Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55–65.
- Wu, P.C.S., Yeh, G.Y.Y., & Hsiao, C.R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19, 30–39.
- Wymer, W. (2013). Deconstructing the brand nomological network. *International Review on Public and Nonprofit Marketing*, 10(1), 1–12.
- Xie, L.S., Peng, J.M., & Huan, T.C. (2014). Crafting and testing a central precept in service-dominant logic: Hotel employees' brand citizenship behavior and customers' brand trust. *International Journal of Hospitality Management*, 42, 1–8.
- Zamudio, C. (2016). Matching with the stars: How brand personality determines celebrity endorsement contract formation. *International Journal of Research in Marketing*, 33, 409–427.
- Zorrilla, A. (2014). Adult education for critical consciousness: Luis Camnitzer and his art as critical public pedagogy. *Paper presented at Adult Education Research Conference, Harrisburg, PA.*