

BAB V

PENUTUP

Pada bab ini penulis akan menjelaskan tentang kesimpulan dan implikasi manajerial yang dapat diterapkan pada pemasaran produk Erigo Apparel. Selanjutnya dalam bab ini juga akan dijelaskan mengenai keterbatasan peneliti beserta saran yang diperlukan bagi penelitian berikutnya.

5.1 Profil Responden

Pada bagian profil responden, penulis akan menjelaskan mengenai responden dari penelitian yang berjudul Pengaruh *Attractiveness, Trustworthiness, dan Expertise Celebrity Endorsement* (Arief Muhammad) Terhadap *Purchase Intention* Produk Erigo Apparel. Berdasarkan hasil analisis responden yang telah dilakukan pada Bab IV, berikut kesimpulan yang telah dirangkum oleh penulis:

- a. Responden pada penelitian ini berjumlah 238 responden. Setelah melewati empat pertanyaan filter yang memenuhi kriteria responden, hanya 230 responden yang memenuhi kriteria. Sehingga hanya 230 responden yang menjawab pertanyaan selanjutnya.
- b. Responden berdasarkan usia pada penelitian ini mayoritas responden berusia 21 tahun dengan jumlah 126 responden (54,78%).
- c. Responden berdasarkan jenis kelamin pada penelitian ini memiliki mayoritas responden perempuan dengan jumlah 160 responden (69,6%).
- d. Responden berdasarkan pekerjaan pada penelitian ini memiliki mayoritas responden pelajar atau mahasiswa dengan jumlah 183 responden (79,57%)

- e. Responden berdasarkan pengeluaran pada penelitian ini memiliki mayoritas responden dengan pengeluaran perbulan sebesar Rp. 1.000.001 – Rp. 3.000.000 dengan jumlah 98 responden (42,6%).
- f. Responden berdasarkan penggunaan media sosial pada penelitian ini memiliki mayoritas responden yang menggunakan media sosial instagram sebanyak 169 responden (73,5%) dan lama penggunaan media sosial selama 3 – 5 jam perhari sebanyak 121 responden (52,61%).

5.2 Kesimpulan

Pada bagian kesimpulan, penulis menjelaskan mengenai hasil analisis uji hipotesis yang dilakukan pada Bab IV dengan topik yaitu pengaruh *attractiveness*, *trustworthiness*, dan *expertise*. Tujuan dari penelitian ini yaitu mengetahui pengaruh antar variabel. Berdasarkan uji penelitian yang telah dilakukan, penulis menemukan bahwa:

- a. Berdasarkan hasil pada uji hipotesis penelitian menyatakan bahwa *attractiveness celebrity endorsement* Arief Muhammad tidak berpengaruh terhadap *purchase intention* produk Erigo Apparel (**H1 ditolak**). Hal ini dikarenakan *attractiveness* bukan merupakan hal utama dalam faktor *purchase intention* produk Erigo Apparel. Karena daya tarik seseorang dinilai secara relatif menurut persepsi masing-masing orang.
- b. Berdasarkan hasil pada uji hipotesis penelitian menyatakan bahwa *trustworthiness* berpengaruh terhadap *purchase intention* produk Erigo Apparel (**H2 diterima**). Hal ini menunjukkan bahwa kejujuran seseorang akan dinilai secara keseluruhan bagaimana orang tersebut membawakan

produk dan akan menimbulkan *purchase intention*. Arief Muhammad memiliki *trustworthiness* sehingga masyarakat mempercayakan produk Erigo Apparel yang dibawakan Arief Muhammad memiliki kualitas yang baik dan bagus.

- c. Berdasarkan hasil pada uji hipotesis penelitian menyatakan bahwa *expertise* berpengaruh terhadap *purchase intention* produk Erigo Apparel (**H3 diterima**). Hal ini menunjukkan bahwa *expertise* Arief Muhammad merupakan suatu hal yang dilihat pada *celebrity* dalam melakukan *endorse* produk Erigo Apparel karena jika Arief Muhammad tidak memiliki *expertise* mereka tidak dapat membawakan pesan produk kepada calon konsumen. Arief Muhammad sendiri memiliki *expertise* dalam membawakan produk Erigo Apparel sehingga menimbulkan *purchase intention* kepada masyarakat yang mengikutinya.

5.3 Implikasi Manajerial

Penelitian ini dilakukan dengan tujuan untuk mengetahui bagaimana *trustworthiness*, dan *expertise* terhadap *purchase intention* produk Erigo Apparel. Oleh sebab itu penulis memiliki harapan bahwa penelitian ini dapat memberikan manfaat bagi pihak Erigo Apparel maupun perusahaan dalam bidang *fashion* dalam melakukan pemasaran produk. Berikut implikasi manajerial dalam penelitian ini:

1. Berdasarkan hasil penelitian menunjukkan bahwa menggunakan *celebrity endorsement* dapat mempengaruhi minat beli konsumen. Perusahaan dapat menjadikan pedoman dalam memilih *celebrity endorsement* dapat dilihat

dari *trustworthiness celebrity* yang mampu menumbuhkan rasa percaya konsumen terhadap produk yang dibawakan oleh selebriti.

2. Perusahaan juga dapat memilih *celebrity endorsement* yang memiliki *expertise* atau keahlian dalam membawakan produk sehingga dapat memikat konsumen dengan pengetahuan yang baik tentang produk yang mereka miliki. Maka dari itu, manajer perlu memperhatikan hal yang sangat krusial seperti memilih *celebrity endorsement* dalam memasarkan produk sehingga dapat memunculkan minat beli calon konsumen.

5.4 Keterbatasan Penelitian

Pada penelitian ini, terdapat beberapa keterbatasan dalam pelaksanaan yang tentunya akan mempengaruhi hasil akhir dari penelitian ini. Peneliti menemukan beberapa keterbatasan, yaitu:

1. Penelitian ini menggunakan *celebrity endorsement* yang kurang menarik, sehingga terdapat hipotesis yang tidak diterima (*attractiveness*).
2. Penelitian ini hanya mengambil responden yang mengikuti Arief Muhammad. Sehingga calon responden yang tidak mengikuti Arief Muhammad tidak dapat menjadi responden.
3. Penelitian ini hanya dilakukan kepada 238 responden sehingga hasilnya tidak maksimal.
4. Penelitian ini hanya memiliki 3 variabel (*attractiveness*, *trustworthiness*, dan *expertise*) yang mempengaruhi 1 variabel (*purchase intention*).

5.5 Saran

Berdasarkan keterbatasan penelitian di atas, penulis memberikan saran agar dapat memiliki hasil maksimal pada penelitian berikutnya:

1. Penelitian selanjutnya diharapkan menggunakan *celebrity endorsement* yang memiliki penampilan yang menarik sehingga hipotesis dapat diterima.
2. Pada penelitian selanjutnya diharapkan tidak hanya melakukan penelitian pada responden yang mengikuti Arief Muhammad saja tetapi selebriti lainnya agar responden lebih luas.
3. Penelitian ini dilakukan selanjutnya, diharapkan memperbanyak sampel penelitian agar hasil penelitian maksimal.
4. Penelitian selanjutnya, diharapkan menambah variabel-variabel yang berhubungan dengan *purchase intention*, agar hasil penelitian menjadi lebih maksimal.

DAFTAR PUSTAKA

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining The Impact Of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness And Expertise On The Purchase Intention In The Aesthetic Dermatology Industry. *Review Of International Business And Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Andita, D. Y., Farid Najib, M., Zulfikar, R., & Purnamasari, D. (2021). The Effect of Celebrity Endorser on Purchase Intention of Cosmetic Product among Millennial Generation Consumers. *Jurnal of Innovation Marketing*, 1, 51–60. <https://doi.org/10.35313/jmi.v1i01.14>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability* (Switzerland), 15(3). <https://doi.org/10.3390/su15032744>
- Ceyhan, S., Dogan, I. C., Yildiz, M., & Barca, M. (2018). Boundary Conditions For The Emergence Of Relational Trust Among Exporters And Importers. *Review of International Business and Strategy*, 28(3/4), 358–372. <https://doi.org/10.1108/RIBS-01-2018-0009>
- Chung, S., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement. *Psychology & Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Erz, A., & Heeris Christensen, A.-B. (2018). Transforming Consumers Into Brands: Tracing Transformation Processes of the Practice of Blogging. *Journal of Interactive Marketing*, 43, 69–82. <https://doi.org/10.1016/j.intmar.2017.12.002>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (8th ed.). Universitas Diponegoro Semarang.

- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Universitas Diponegoro Semarang.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Khan, S. K., Rukhsar, A., & Shoaib, M. (2016). *Influence of Celebrity Endorsement on Consumer Purchase Intention*. 18, 6–09. <https://doi.org/10.9790/487X-18110609>
- Ki, C.-W. (Chloe), Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer Marketing: Social Media Influencers As Human Brands Attaching To Followers And Yielding Positive Marketing Results By Fulfilling Needs. *Journal of Retailing and Consumer Services*, 55, 102133. <https://doi.org/10.1016/j.jretconser.2020.102133>
- Koay, K. Y., Cheung, M. L., Soh, P. C.-H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, 34(2), 224–243. <https://doi.org/10.1108/EBR-02-2021-0032>
- Kotler, P., & Armstrong, G. (2014). *Prinsip-prinsip Pemasaran* (13. Jilid 1). Erlangga.
- Kotler P, & Keller. (2015). *Manajemen Pemasaran, Jilid 2* (13th ed.). Erlangga.
- Kotler, P., & Keller. (2016). *Marketing Management* (15th ed.). Pearson.
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the

Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>

Lou, C. (2022). Social Media Influencers and Followers: Theorization of a Trans-Parasocial Relation and Explication of Its Implications for Influencer Advertising. *Journal of Advertising*, 51(1), 4–21. <https://doi.org/10.1080/00913367.2021.1880345>

Marzuki, A., Armerio, C., & Rahayu, P. F. (2020). *Praktikum Statistik*. Ahlimedia Press.

Mukhtazar. (2020). *Prosedur Penelitian Pendidikan*. Absolute Media.

Murwaningtyas, F., Harisudin, M., & Irianto, H. (2020). Effect of Celebrity Endorser Through Social Media on Organic Cosmetic Purchasing Intention Mediated with Attitude. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i3.6393>

Nabil, M., Khaled, H., Taher, H., Ayman, M., Ashoush, N., & Shawky, R. (2022). Celebrity Endorsement And Its Impact On Purchase Intention Of Luxurious Brands. In *The Business and Management Review* (Vol. 13).

Nelson, O., & Deborah, A. (2017). Celebrity Endorsement Influence on Brand Credibility: A Critical Review of Previous Studies. *Online Journal of Communication and Media Technologies*, 7(1). <https://doi.org/10.29333/ojcmnt/2577>

Ngesthiwidya, P. (2004). The Effect of Celebrity Endorser's Perceived Image on The Consumers' Purchase Intention. Islamic University of Indonesia.

Nguyen, N. T. (2021). The Influence Of Celebrity Endorsement On Young Vietnamese Consumers' Purchasing Intention*. *Journal Of Asian Finance, Economics And Business*, 8(1), 951–960. <https://doi.org/10.13106/Jafeb.2021.Vol8.No1.951>

- Ni Wayan Indrayani, I Wayan Suwendra, & Ni Nyoman Yulianthini. (2015). *Pengaruh Kredibilitas, Daya Tarik, Keahlian Bintang Iklan Terhadap Keputusan Pembelian Sepeda Motor Yamaha Mio-Gt*. Jurnal Jurusan Manajemen.
- Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation. *International Journal of Research in Business and Social Science* (2147- 4478), 11(5), 18–32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Media Sahabat Cendekia.
- Olaosebikan, V. (2020). *Impact of Celebrity Endorsement in Advertising of High-Risk Products*. <https://scholarworks.rit.edu/theses>
- Pahala, I., Hasanah, N., Prayoga, A. E., & Musyaffi, A. M. (2022). Restaurant Taxpayer Compliance: The Role of Social Relations and Tax Sanctions. *Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)*, 10(1), 59–69. <https://doi.org/10.21009/JPEB.010.1.5>
- Rachbini, W. (2018). *The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7)*. 20, 59–66. <https://doi.org/10.9790/487X-2008045966>
- Raza, M. A., Ahad, M. A., Shafqat, M. A., Aurangzaib, M., & Rizwan, M. (2014). The Determinants of Purchase Intention towards Counterfeit Mobile Phones in Pakistan. *Journal of Public Administration and Governance*, 4(3), 1. <https://doi.org/10.5296/jpag.v4i3.5846>
- Roshan Priyankara, Sudath Weerasiri, Ravindra Dissanayaka, & Manoj Jinadasa. (2017). Celebrity Endorsement and Consumer Buying Intention With

Relation to the Television Advertisement for Perfumes. *Management Studies*, 5(2). <https://doi.org/10.17265/2328-2185/2017.02.005>

Sarioğlu, C. İ. (2022). Investigation Of The Effects Of Consumers' Attitudes Towards Social Media Advertisements On Their Purchasing Behaviours. *Business & Management Studies: An International Journal*, 10(1), 132–148. <https://doi.org/10.15295/bmij.v10i1.1979>

Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM): Sebuah Pengantar Aplikasi Untuk Penelitian Bisnis*. Salemba Empat.

Shimp, T. A., & Andrews, J. C. (2007a). *Integrated Marketing Communication In Advertising And Promotion* (7th ed.).

Shimp, T. A., & Andrews, J. C. (2007b). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jilid 1. Erlangga.

Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (9th ed.). Cengage Learning. All Rights Reserved.

Shimp, T. A., & Andrews, J. C. (2014). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Salemba Empat.

Solimun, Rinaldo, A. A., & Nurjannah. (2017). *Metode Statistika Multavariat: Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS*. Universitas Brawijaya Press.

Sudaryono. (2017). *Metodologi Penelitian*. PT. Raja Grafindo Husada.

Sufian, A. (2021). The Effectiveness of Celebrity Endorsement in Online Advertisement towards Consumer Purchase Intention. *Revista Gestão*

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2020). *Metode Penelitian Kualitatif Untuk Penelitian Yang Bersifat : Eksploitatif, Enterpretif Dan Konstruktif*. (Suryandari, Ed.). Alfabeta.

Suwarjeni, V. W. (2020). *Akuntansi Biaya*. Pustaka Baru Press.

Van Der Waldt, D., Van Loggerenberg, M., & Wehmeyer, L. (2009). *Celebrity endorsements versus Created spokespersons in advertising: a survey among students*.

Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing Brand Credibility Via Celebrity Endorsement. *Journal of Advertising Research*, 58(1), 16–32.
<https://doi.org/10.2501/JAR-2017-042>

Yuan, S., & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, 20(2), 133–147. <https://doi.org/10.1080/15252019.2020.1769514>

Zhou, Y., & Tainsky, S. (2017). *Number 2 • 2017 • Sport Marketing Quarterly 63 Sport Marketing Quarterly (Vol. 26)*.



LAMPIRAN 1

KUESIONER



Pengaruh *Attractiveness*, *Trustworthiness*, dan *Expertise Celebrity Endorsement* (Arief Muhammad) terhadap *Purchase Intention* Produk Erigo Apparel

Responden yang terhormat,

Perkenalkan nama saya Grace Geralda Wijaya.

Mahasiswi Manajemen Pemasaran Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian untuk keperluan penyusunan skripsi dengan judul "***Pengaruh Attractiveness, Trustworthiness, dan Expertise Celebrity Endorsement (Arief Muhammad) terhadap Purchase Intention Produk Erigo Apparel***".

Berkaitan dengan hal ini, saya memohon ketersediaan Saudara/i untuk meluangkan waktu dalam mengisi kuesioner dibawah ini.

Adapun kriteria responden yang dibutuhkan yaitu:

1. Mengikuti akun Instagram Arief Muhammad.
2. Mengetahui produk Erigo Apparel.

Apabila ada pertanyaan atau hal yang kurang jelas, dapat menghubungi saya melalui email: ggrldw2@gmail.com

Atas perhatian dan waktu Saudara/i saya mengucapkan terimakasih.

* Indicates required question

Pertanyaan Filter

Apakah anda mengetahui produk Erigo Apparel? *



- Ya
- Tidak

Untitled section

Apakah anda mengikuti Arief Muhammad di Instagram? *



- Ya
- Tidak

Sosial media apa yang sering anda gunakan? *

- Instagram
- TikTok
- Twitter
- Facebook

Rata - rata waktu yang anda habiskan untuk bermain sosial media? *

- <3 jam
- 3 - 5 jam
- 6 - 9 jam
- >9 jam



Data Demografi Responden

Jenis Kelamin : *

- Laki - laki
 Perempuan

Usia : *

Your answer

Pekerjaan : *

- Pelajar / Mahasiswa
 Wiraswasta
 Karyawan
 Other: _____

Rata - rata pengeluaran per bulan : *

- ≤Rp. 1.000.000
 Rp. 1.000.001 - Rp. 3.000.000
 Rp. 3.000.001 - Rp. 5.000.000
 >Rp. 5.000.000

ATTRACTIVENESS (Daya Tarik)

Responden dimohon memilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala likert.

Keterangan sebagai berikut:

- STS : Sangat Tidak Setuju (1)
- TS : Tidak Setuju (2)
- N : Netral (3)
- S : Setuju (4)
- SS : Sangat Setuju (5)

Menurut saya Arief Muhammad memiliki penampilan yang elegan. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad memiliki wajah ganteng. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad memiliki penampilan fisik yang seksi. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad memiliki penampilan fisik yang menarik. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

TRUSTWORTHINESS (Kepercayaan)

Menurut saya Arief Muhammad memiliki pengetahuan yang baik saat melakukan *endorsement* pada produk Erigo Apparel. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad tulus saat melakukan *endorsement* pada produk Erigo Apparel. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad jujur saat melakukan *endorsement* pada produk Erigo Apparel. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad dapat dipercaya saat melakukan *endorsement* pada produk Erigo Apparel. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya Arief Muhammad menjadi referensi *influencer* utama saat melakukan *endorsement* pada produk Erigo Apparel. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

EXPERTISE (Keahlian)

Menurut saya Arief Muhammad memiliki pengalaman dalam bidang *fashion*. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya Arief Muhammad memiliki pengetahuan yang baik dalam bidang *fashion*. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya Arief Muhammad memiliki kualifikasi atau sertifikasi dalam bidang *fashion*. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya Arief Muhammad memiliki *skill* dalam bidang *fashion*. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya Arief Muhammad memiliki keahlian dalam bidang *fashion*. *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Purchase Intention (Minat Beli)

Saya ingin mengetahui produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya tertarik untuk mencoba produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mempertimbangkan untuk membeli produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya harus memiliki produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

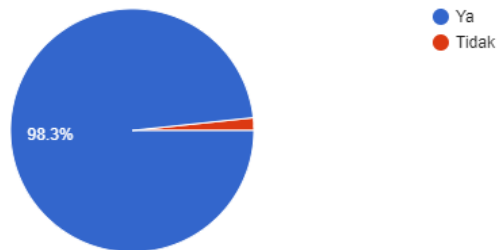


Pertanyaan Filter

Apakah anda mengetahui produk Erigo Apparel?

 Copy

238 responses

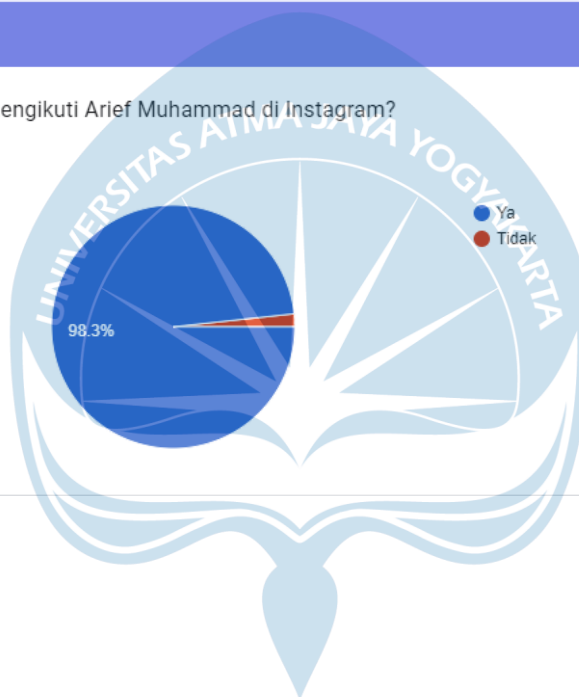


Untitled section

Apakah anda mengikuti Arief Muhammad di Instagram?

 Copy

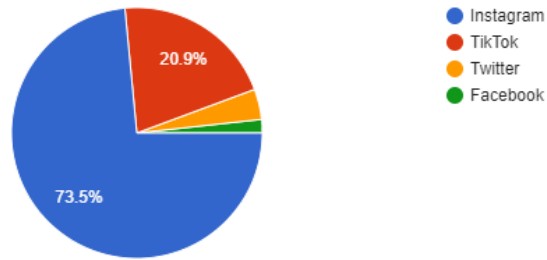
234 responses



Sosial media apa yang sering anda gunakan?

[Copy](#)

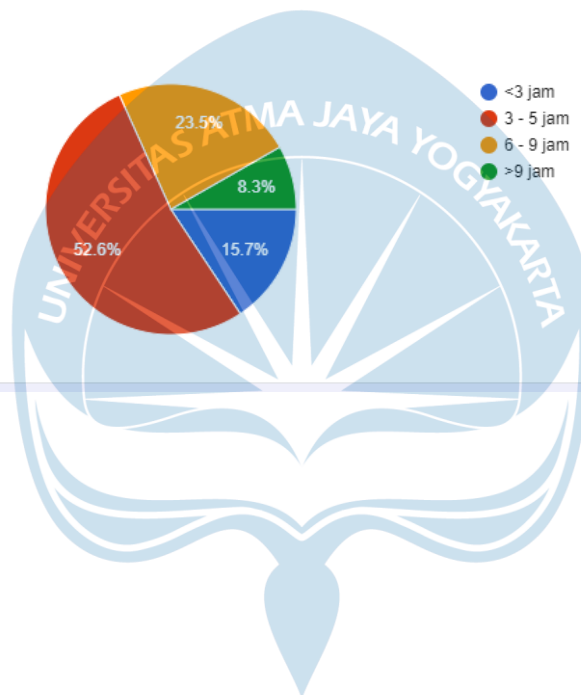
230 responses



Rata - rata waktu yang anda habiskan untuk bermain sosial media?

[Copy](#)

230 responses

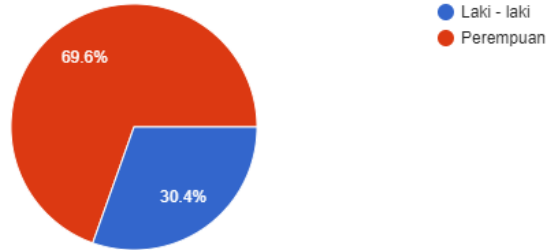


Data Demografi Responden

Jenis Kelamin :

230 responses

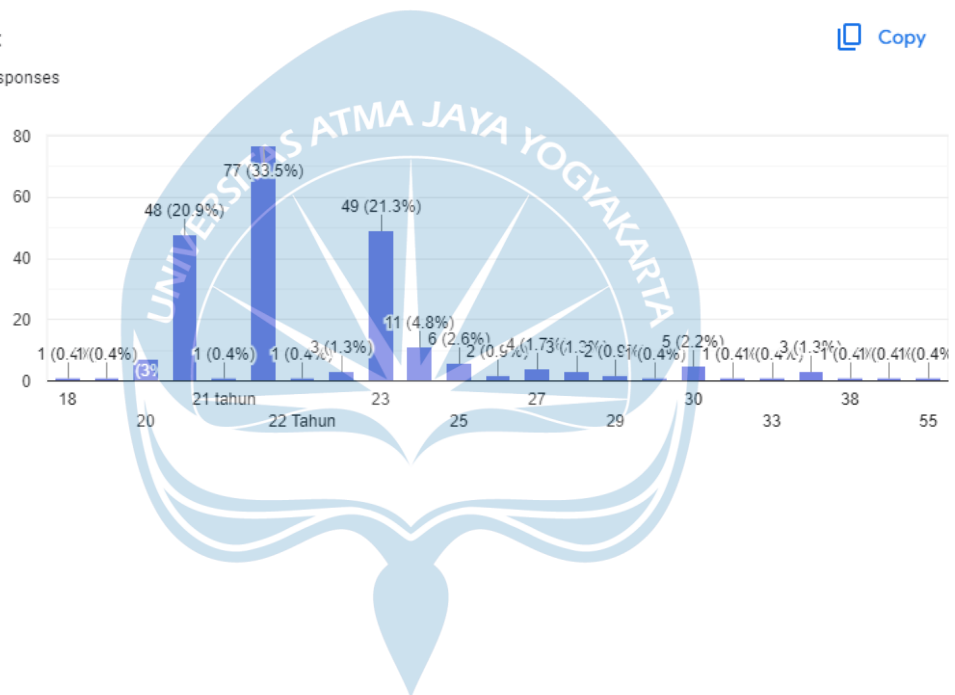
 Copy



Usia :

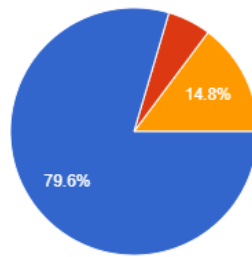
230 responses

 Copy



Pekerjaan :
230 responses

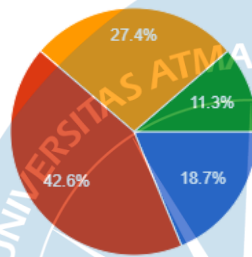
 Copy



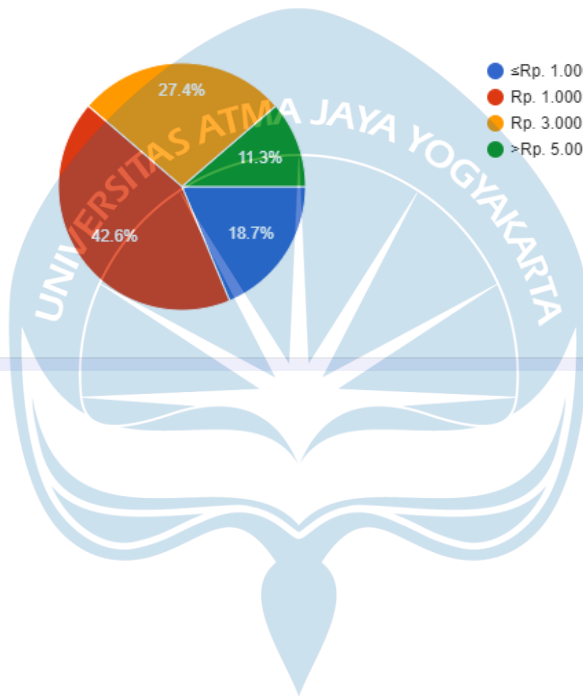
- Pelajar / Mahasiswa
- Wiraswasta
- Karyawan

Rata - rata pengeluaran per bulan :
230 responses

 Copy



- ≤Rp. 1.000.000
- Rp. 1.000.001 - Rp. 3.000.000
- Rp. 3.000.001 - Rp. 5.000.000
- >Rp. 5.000.000

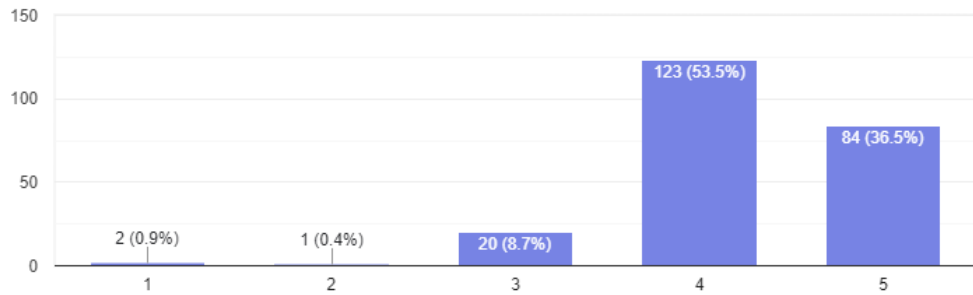


ATTRACTIVENESS (Daya Tarik)

Menurut saya Arief Muhammad memiliki penampilan yang elegan.

 Copy

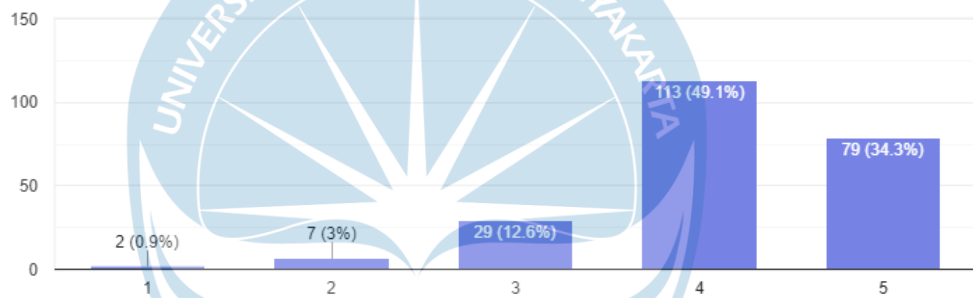
230 responses



Menurut saya Arief Muhammad memiliki wajah ganteng.

 Copy

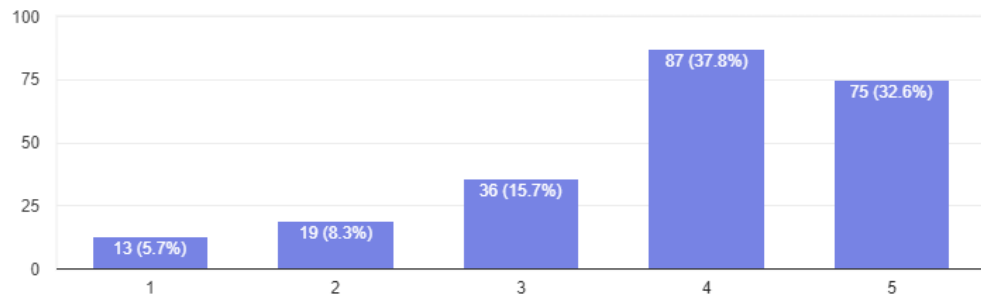
230 responses



Menurut saya Arief Muhammad memiliki penampilan fisik yang seksi.

 Copy

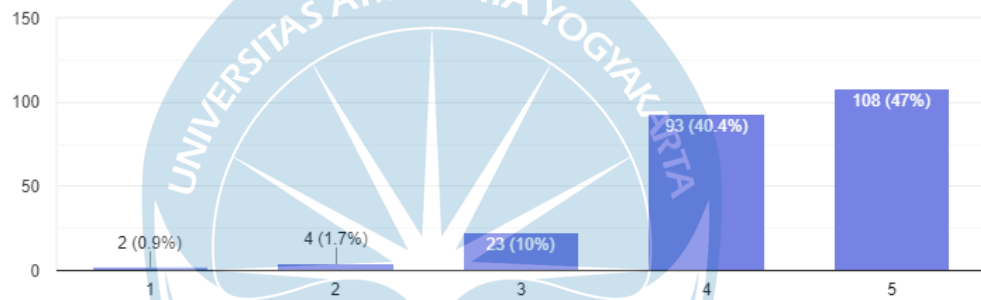
230 responses



Menurut saya Arief Muhammad memiliki penampilan fisik yang menarik.

 Copy

230 responses

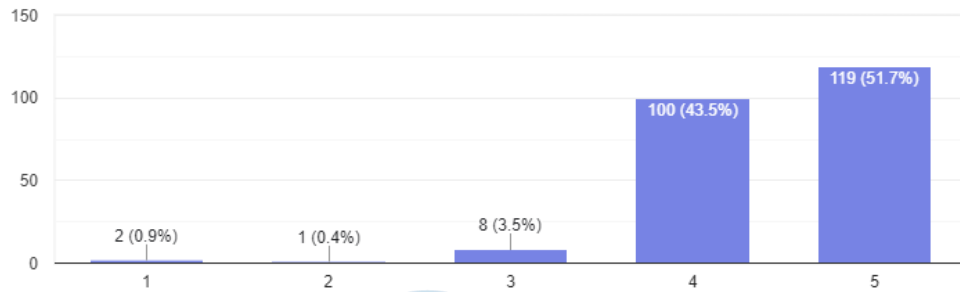


TRUSTWORTHINESS (Kepercayaan)

Menurut saya Arief Muhammad memiliki pengetahuan yang baik saat melakukan *endorsement* pada produk Erigo Apparel.

[Copy](#)

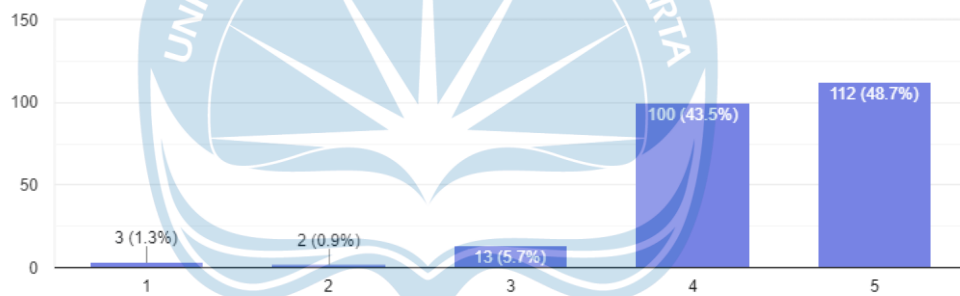
230 responses



Menurut saya Arief Muhammad tulus saat melakukan *endorsement* pada produk Erigo Apparel.

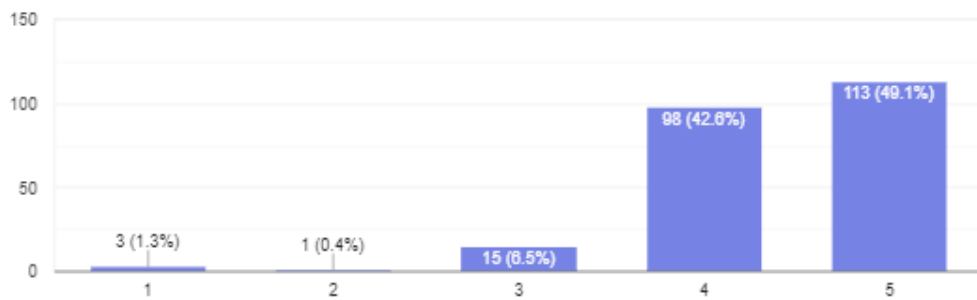
[Copy](#)

230 responses



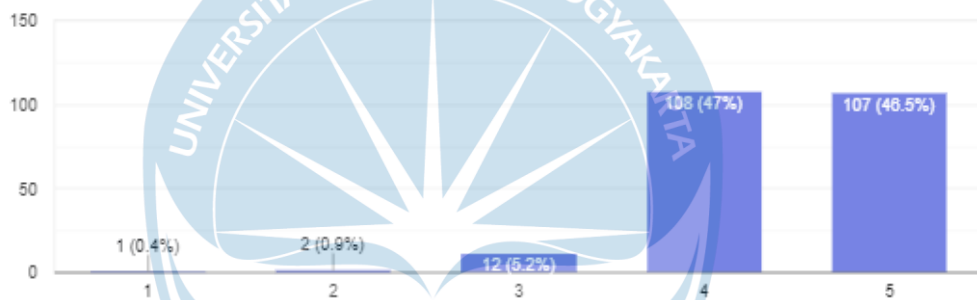
Menurut saya Arief Muhammad jujur saat melakukan *endorsement* pada produk Erigo Apparel. [Copy](#)

230 responses



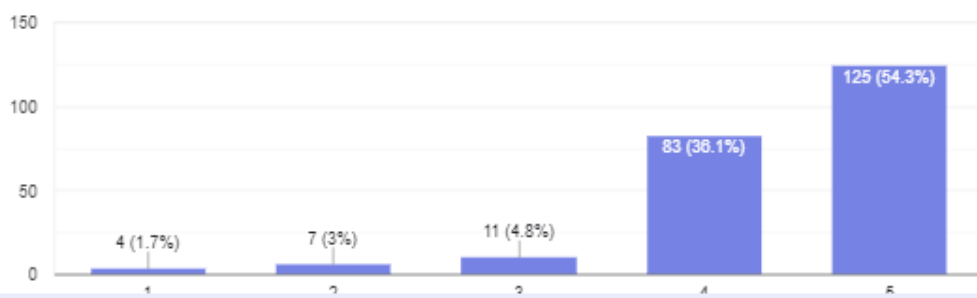
Menurut saya Arief Muhammad dapat dipercaya saat melakukan *endorsement* pada produk Erigo Apparel. [Copy](#)

230 responses



Menurut saya Arief Muhammad menjadi referensi *influencer* utama saat melakukan *endorsement* pada produk Erigo Apparel. [Copy](#)

230 responses

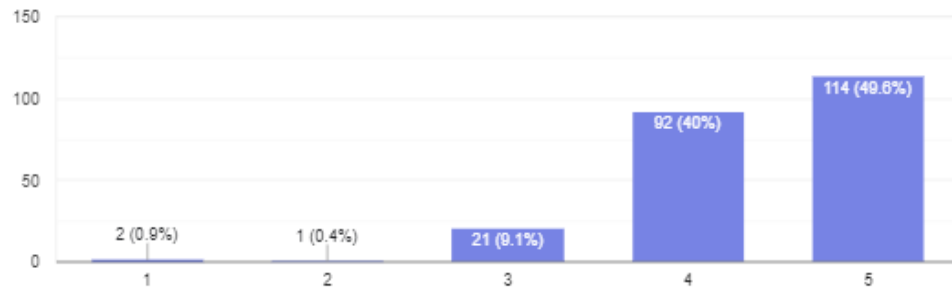


EXPERTISE (Keahlian)

Menurut saya Arief Muhammad memiliki pengalaman dalam bidang *fashion*.

 Copy

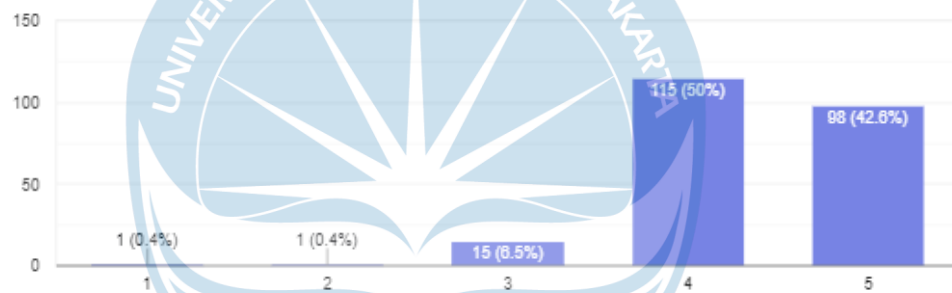
230 responses



Menurut saya Arief Muhammad memiliki pengetahuan yang baik dalam bidang *fashion*.

 Copy

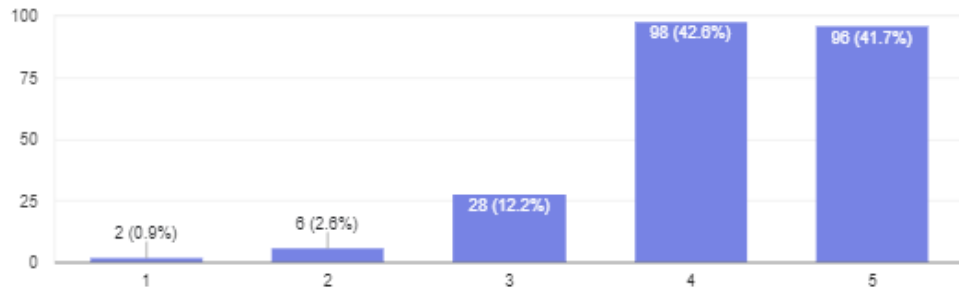
230 responses



Menurut saya Arief Muhammad memiliki kualifikasi atau sertifikasi dalam bidang *fashion*.

 Copy

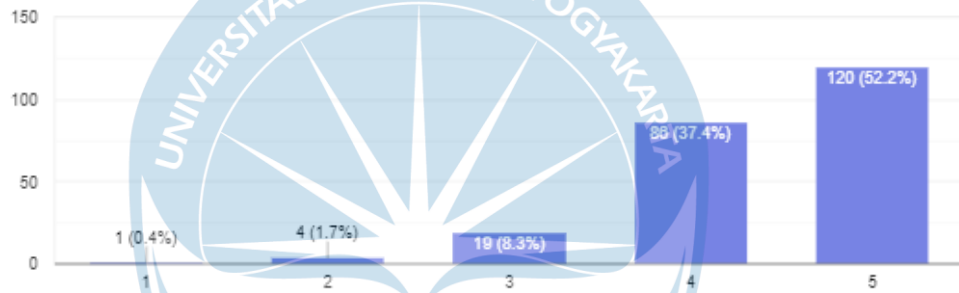
230 responses



Menurut saya Arief Muhammad memiliki *skill* dalam bidang *fashion*.

 Copy

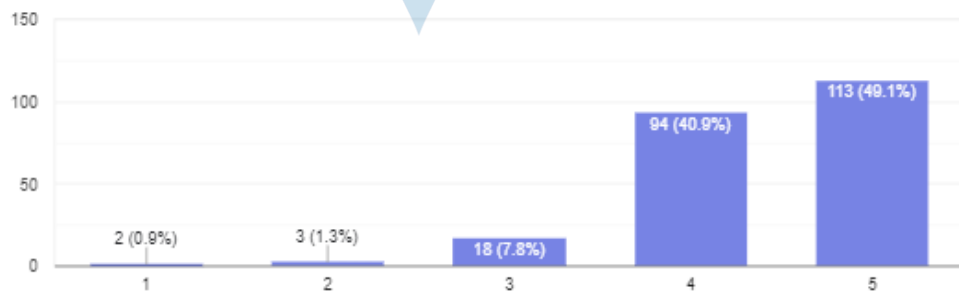
230 responses



Menurut saya Arief Muhammad memiliki keahlian dalam bidang *fashion*.

 Copy

230 responses

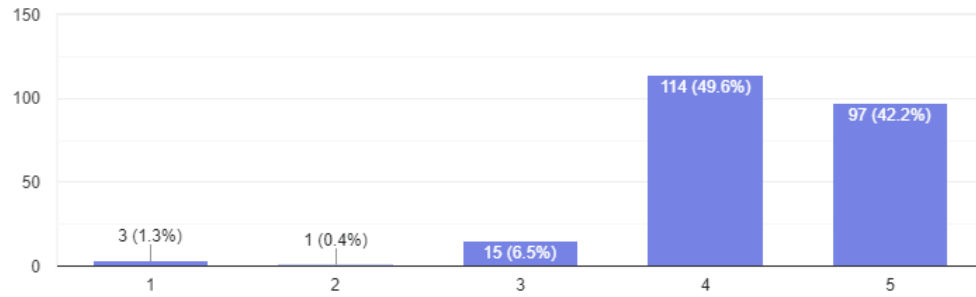


Purchase Intention (Minat Beli)

Saya ingin mengetahui produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad.

 Copy

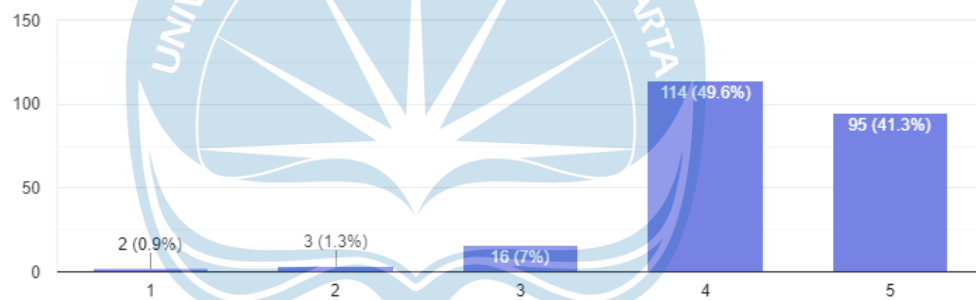
230 responses



Saya tertarik untuk mencoba produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad.

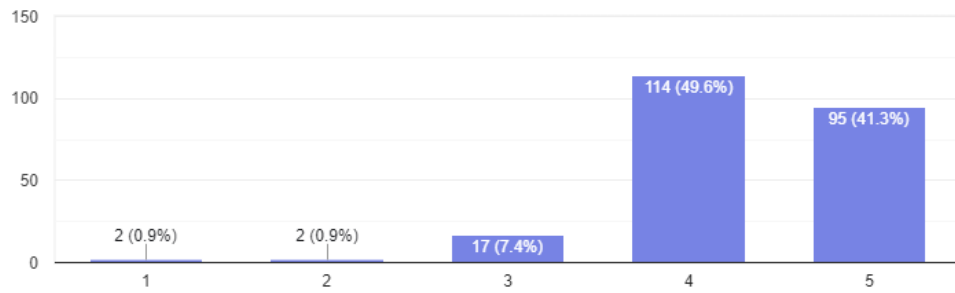
 Copy

230 responses



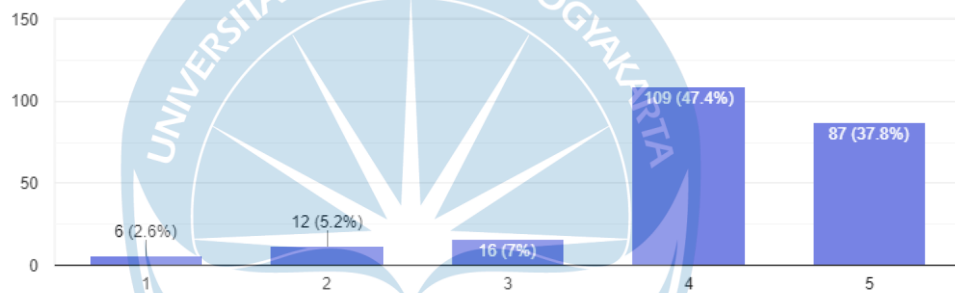
Saya mempertimbangkan untuk membeli produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad. [Copy](#)

230 responses



Saya harus memiliki produk Erigo Apparel setelah melihat konten yang diunggah oleh Arief Muhammad. [Copy](#)

230 responses





Timestamp	No	Apakah anda mengetahui produk Erigo Apparel?	Apakah anda mengikuti Arief Muhammad di Instagram?	Sosial media apa yang sering anda gunakan?	Rata - rata waktu yang anda habiskan untuk bermain sosial media?	Jenis Kelamin :	Usia :	Pekerjaan :	Rata - rata pengeluaran per bulan :
5/6/2023 15:34:11	1	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 15:34:43	2	Ya	Ya	Instagram	3 - 5 jam	Perempuan	20	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 15:49:08	3	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Karyawan	>Rp. 5.000.000
5/6/2023 15:52:13	4	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/6/2023 15:54:50	5	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 15:57:28	6	Ya	Ya	TikTok	>9 jam	Laki - laki	22	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 15:58:08	7	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 16:00:10	8	Ya	Ya	TikTok	<3 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 16:04:59	9	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 16:05:42	10	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 16:06:12	11	Ya	Ya	Instagram	<3 jam	Laki - laki	23	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 16:09:32	12	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023	13	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Karyawan	>Rp. 5.000.000

16:11:25									
5/6/2023 16:17:33	14	Ya	Ya	Instagram	<3 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 16:24:23	15	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 16:34:19	16	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Wiraswasta	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 16:36:28	17	Ya	Ya	Instagram	>9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 17:09:24	18	Ya	Ya	Instagram	<3 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 17:21:09	19	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Karyawan	>Rp. 5.000.000
5/6/2023 20:25:08	20	Ya	Ya	TikTok	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 20:26:02	21	Ya	Ya	TikTok	>9 jam	Laki - laki	22	Pelajar / Mahasiswa	>Rp. 5.000.000
5/6/2023 20:28:04	22	Ya	Ya	TikTok	3 - 5 jam	Perempuan	24	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 20:33:15	23	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	20	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/6/2023 20:54:37	24	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/6/2023 22:42:14	25	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	>Rp. 5.000.000
5/6/2023 23:18:09	26	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 0:26:50	27	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 0:28:59	28	Ya	Ya	Facebook	<3 jam	Laki - laki	42	Wiraswasta	>Rp. 5.000.000
5/7/2023 1:01:15	29	Ya	Ya	TikTok	3 - 5 jam	Perempuan	23	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 6:49:34	30	Ya	Ya	TikTok	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023	31	Ya	Ya	Instagram	>9 jam	Laki - laki	23	Pelajar / Mahasiswa	>Rp. 5.000.000

10:22:48									
5/7/2023 11:19:24	32	Ya	Ya	TikTok	6 - 9 jam	Perempuan	20	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 12:48:18	33	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	23	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 17:45:56	34	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 21:48:08	35	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 21:50:35	36	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	27	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 21:50:42	37	Ya	Ya	Instagram	6 - 9 jam	Perempuan	25	Wiraswasta	>Rp. 5.000.000
5/7/2023 21:51:19	38	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	20	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 21:51:24	39	Ya	Ya	Twitter	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 21:52:11	40	Ya	Ya	Twitter	6 - 9 jam	Perempuan	23	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 21:54:36	41	Ya	Ya	Instagram	3 - 5 jam	Perempuan	27	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 21:56:14	42	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 21:59:24	43	Ya	Ya	Instagram	3 - 5 jam	Perempuan	25	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 22:00:56	44	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	28	Wiraswasta	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 22:03:11	45	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	24	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 22:05:41	46	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/7/2023 23:27:26	47	Tidak							

5/7/2023 23:36:40	48	Ya	Ya	Instagram	3 - 5 jam	Perempuan	24	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 23:38:50	49	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 23:46:53	50	Ya	Ya	Instagram	<3 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/7/2023 23:52:13	51	Ya	Ya	Instagram	<3 jam	Laki - laki	24	Wiraswasta	>Rp. 5.000.000
5/8/2023 0:24:22	52	Ya	Tidak						
5/8/2023 5:13:04	53	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 5:16:25	54	Ya	Ya	Instagram	3 - 5 jam	Perempuan	35	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 8:58:00	55	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 9:10:47	56	Ya	Ya	Instagram	6 - 9 jam	Perempuan	24	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 9:24:10	57	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	25	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 11:33:01	58	Ya	Ya	Instagram	>9 jam	Perempuan	23	Karyawan	>Rp. 5.000.000
5/8/2023 11:44:25	59	Ya	Tidak						
5/8/2023 11:47:03	60	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 11:48:11	61	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 12:32:43	62	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/8/2023 18:37:33	63	Ya	Ya	TikTok	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 19:58:29	64	Ya	Tidak						
5/8/2023 19:58:41	65	Tidak							
5/8/2023 21:09:35	66	Ya	Ya	Twitter	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000

5/8/2023 22:39:49	67	Ya	Ya	TikTok	>9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 22:43:55	68	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 22:45:25	69	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 22:47:53	70	Ya	Ya	TikTok	6 - 9 jam	Perempuan	30	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 22:52:01	71	Ya	Ya	Instagram	6 - 9 jam	Perempuan	35	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 22:52:52	72	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	29	Wiraswasta	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 22:54:13	73	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/8/2023 23:22:04	74	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 23:30:45	75	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	24	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/8/2023 23:47:30	76	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	30	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/9/2023 1:46:19	77	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/9/2023 2:48:22	78	Tidak							
5/9/2023 2:55:02	79	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	28	Wiraswasta	>Rp. 5.000.000
5/9/2023 2:56:11	80	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/9/2023 2:56:27	81	Tidak							
5/9/2023 2:56:42	82	Ya	Tidak						
5/9/2023 5:06:48	83	Ya	Ya	Instagram	3 - 5 jam	Perempuan	38	Wiraswasta	>Rp. 5.000.000
5/9/2023 14:47:26	84	Ya	Ya	TikTok	6 - 9 jam	Laki - laki	30	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/9/2023 23:53:56	85	Ya	Ya	TikTok	6 - 9 jam	Perempuan	25	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/9/2023	86	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000

23:54:50									
5/9/2023 23:55:37	87	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	24	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/9/2023 23:56:29	88	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 2:08:12	89	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 4:51:25	90	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 5:20:46	91	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 7:28:47	92	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 7:46:45	93	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 12:28:44	94	Ya	Ya	Instagram	>9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 13:07:14	95	Ya	Ya	Instagram	<3 jam	Laki - laki	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 13:07:49	96	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 13:11:21	97	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 13:16:48	98	Ya	Ya	Instagram	3 - 5 jam	Perempuan	24	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 13:18:47	99	Ya	Ya	Instagram	6 - 9 jam	Perempuan	20	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 13:27:34	100	Ya	Ya	Instagram	<3 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 13:36:10	101	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 13:38:18	102	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000

5/10/2023 13:38:19	103	Ya	Ya	TikTok	>9 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 14:00:20	104	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 14:02:36	105	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 14:25:07	106	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 15:03:54	107	Ya	Ya	Twitter	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 15:36:53	108	Ya	Ya	TikTok	<3 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 16:08:45	109	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 16:17:23	110	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 16:45:37	111	Ya	Ya	TikTok	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 16:51:39	112	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22 tahun	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 16:52:25	113	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 16:57:13	114	Ya	Ya	TikTok	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 17:18:11	115	Ya	Ya	Instagram	3 - 5 jam	Perempuan	24	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 17:38:17	116	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22 tahun	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 17:45:36	117	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 18:26:17	118	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023	119	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000

18:43:45									
5/10/2023 18:48:02	120	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 18:57:52	121	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 19:02:19	122	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 19:02:31	123	Ya	Ya	Instagram	<3 jam	Perempuan	2q	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 19:19:49	124	Ya	Ya	TikTok	>9 jam	Perempuan	23	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 19:21:34	125	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 19:36:06	126	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 19:47:43	127	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 20:05:21	128	Ya	Ya	Instagram	<3 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 20:06:06	129	Ya	Ya	Instagram	>9 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 21:06:21	130	Ya	Ya	Twitter	>9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 22:14:52	131	Ya	Ya	TikTok	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 22:15:08	132	Ya	Ya	TikTok	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 22:35:05	133	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/10/2023 23:02:30	134	Ya	Ya	Instagram	<3 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 23:02:47	135	Ya	Ya	Instagram	<3 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000

5/10/2023 23:04:01	136	Ya	Ya	TikTok	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 23:08:53	137	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	23	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 23:13:05	138	Ya	Ya	TikTok	6 - 9 jam	Perempuan	22	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 23:17:37	139	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 23:19:05	140	Ya	Ya	Instagram	6 - 9 jam	Perempuan	25	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 23:22:07	141	Ya	Ya	TikTok	6 - 9 jam	Laki - laki	18	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 23:25:19	142	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/10/2023 23:29:34	143	Ya	Ya	Twitter	3 - 5 jam	Perempuan	29	Wiraswasta	>Rp. 5.000.000
5/10/2023 23:30:56	144	Ya	Ya	Instagram	>9 jam	Perempuan	35	Wiraswasta	>Rp. 5.000.000
5/10/2023 23:31:59	145	Ya	Ya	Facebook	<3 jam	Laki - laki	55	Wiraswasta	>Rp. 5.000.000
5/10/2023 23:49:16	146	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/10/2023 23:50:39	147	Ya	Ya	TikTok	6 - 9 jam	Perempuan	22 tahun	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 0:01:06	148	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 0:30:55	149	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Wiraswasta	>Rp. 5.000.000
5/11/2023 0:31:25	150	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 0:36:19	151	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023	152	Ya	Ya	TikTok	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	>Rp. 5.000.000

0:54:53									
5/11/2023 1:07:12	153	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 1:23:22	154	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 7:30:45	155	Ya	Ya	Instagram	3 - 5 jam	Perempuan	30	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 7:36:09	156	Ya	Ya	TikTok	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 9:36:57	157	Ya	Ya	Instagram	>9 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 9:37:26	158	Ya	Ya	Instagram	3 - 5 jam	Perempuan	24	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 9:37:37	159	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 9:47:09	160	Ya	Ya	Twitter	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 9:53:00	161	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21 tahun	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 9:55:52	162	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 9:59:31	163	Ya	Ya	Instagram	<3 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 10:03:40	164	Ya	Ya	Instagram	3 - 5 jam	Perempuan	20	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 10:06:21	165	Ya	Ya	TikTok	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	>Rp. 5.000.000
5/11/2023 10:06:23	166	Ya	Ya	Instagram	3 - 5 jam	Perempuan	20	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 10:32:52	167	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 10:44:45	168	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000

5/11/2023 10:49:16	169	Ya	Ya	Instagram	<3 jam	Perempuan	19	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 10:50:09	170	Ya	Ya	Instagram	<3 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 11:00:03	171	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 12:04:55	172	Ya	Ya	Instagram	<3 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 12:20:57	173	Ya	Ya	Instagram	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 12:24:47	174	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	23	Karyawan	>Rp. 5.000.000
5/11/2023 12:28:07	175	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	>Rp. 5.000.000
5/11/2023 12:34:16	176	Ya	Ya	Instagram	3 - 5 jam	Perempuan	27	Karyawan	>Rp. 5.000.000
5/11/2023 12:35:01	177	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 13:26:44	178	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	21	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 13:34:08	179	Ya	Ya	TikTok	<3 jam	Perempuan	23	Karyawan	>Rp. 5.000.000
5/11/2023 14:26:59	180	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 14:44:08	181	Ya	Ya	TikTok	6 - 9 jam	Laki - laki	30	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 14:45:03	182	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 14:59:45	183	Ya	Ya	Instagram	>9 jam	Perempuan	32	Karyawan	>Rp. 5.000.000
5/11/2023 15:02:52	184	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023	185	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000

15:03:44							Tahun		
5/11/2023 15:13:48	186	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 15:19:23	187	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 15:21:50	188	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 15:26:55	189	Ya	Ya	Instagram	<3 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 15:34:04	190	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 15:37:18	191	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 15:43:38	192	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	33	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 15:49:21	193	Ya	Ya	TikTok	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 15:58:09	194	Ya	Ya	Instagram	<3 jam	Laki - laki	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 16:04:40	195	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	25	Karyawan	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 16:06:36	196	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 16:14:05	197	Ya	Ya	Instagram	<3 jam	Laki - laki	24	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 16:22:41	198	Ya	Ya	Instagram	6 - 9 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 16:36:21	199	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 16:54:26	200	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 17:23:22	201	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000

5/11/2023 17:31:26	202	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 18:13:23	203	Ya	Ya	Instagram	<3 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 18:19:41	204	Ya	Ya	Facebook	<3 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 18:20:36	205	Ya	Ya	TikTok	6 - 9 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 18:46:16	206	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 19:46:28	207	Ya	Ya	Twitter	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 20:03:18	208	Ya	Ya	Instagram	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 20:04:14	209	Ya	Ya	Instagram	6 - 9 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 20:40:01	210	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	>Rp. 5.000.000
5/11/2023 21:08:42	211	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 21:38:15	212	Ya	Ya	Instagram	6 - 9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 21:38:20	213	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 21:49:00	214	Ya	Ya	Instagram	>9 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/11/2023 22:26:54	215	Ya	Ya	Instagram	3 - 5 jam	Perempuan	26	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/11/2023 22:36:26	216	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/11/2023 23:35:41	217	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	27	Wiraswasta	Rp. 3.000.001 - Rp. 5.000.000
5/12/2023	218	Ya	Ya	TikTok	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000

0:36:04									
5/12/2023 0:37:05	219	Ya	Ya	TikTok	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/12/2023 6:39:34	220	Ya	Ya	Instagram	3 - 5 jam	Laki - laki	28	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/12/2023 7:19:15	221	Ya	Ya	Instagram	>9 jam	Perempuan	22	Karyawan	Rp. 3.000.001 - Rp. 5.000.000
5/12/2023 13:02:07	222	Ya	Ya	Instagram	<3 jam	Perempuan	21	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/12/2023 19:17:42	223	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/13/2023 21:14:16	224	Ya	Ya	TikTok	<3 jam	Perempuan	23	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/23/2023 17:51:37	225	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 17:52:27	226	Ya	Ya	Instagram	<3 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 17:53:35	227	Ya	Ya	TikTok	3 - 5 jam	Laki - laki	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 17:56:04	228	Ya	Ya	Instagram	<3 jam	Laki - laki	26	Karyawan	>Rp. 5.000.000
5/23/2023 17:58:40	229	Ya	Ya	TikTok	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 18:03:06	230	Ya	Ya	Instagram	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/23/2023 18:05:56	231	Ya	Ya	Twitter	6 - 9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 19:42:44	232	Ya	Ya	Instagram	3 - 5 jam	Perempuan	23	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 19:47:02	233	Ya	Ya	Instagram	>9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000
5/23/2023 19:48:15	234	Ya	Ya	Instagram	>9 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 3.000.001 - Rp. 5.000.000

5/23/2023 19:54:59	235	Ya	Ya	Facebook	3 - 5 jam	Perempuan	22	Pelajar / Mahasiswa	≤Rp. 1.000.000
5/23/2023 19:56:05	236	Ya	Ya	Instagram	3 - 5 jam	Perempuan	21	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000
5/23/2023 19:58:12	237	Ya	Ya	Instagram	<3 jam	Laki - laki	21	Pelajar / Mahasiswa	>Rp. 5.000.000
5/23/2023 20:07:39	238	Ya	Ya	Instagram	>9 jam	Perempuan	22	Pelajar / Mahasiswa	Rp. 1.000.001 - Rp. 3.000.000





NO	A 1	A 2	A 3	A 4	T 1	T 2	T 3	T 4	T 5	E 1	E 2	E 3	E 4	E 5	T 1	T 2	T 3
1	4	4	4	5	5	4	4	5	4	5	4	4	5	4	4	5	5
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4
4	5	4	5	5	5	3	3	4	5	5	5	5	5	5	5	5	5
5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	4	4	2	4	4	4	4	4	2	4	4	2	4	4	4	4	4
7	4	4	3	4	4	5	5	4	4	5	5	4	4	5	5	4	4
8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
9	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
10	5	4	3	5	5	5	5	5	4	3	5	3	5	5	4	4	4
11	4	3	3	3	4	4	4	4	4	5	4	3	3	3	3	3	3
12	5	3	2	4	5	5	5	5	4	5	5	5	5	5	5	5	4
13	4	4	3	3	5	5	5	5	5	5	5	5	5	5	4	4	5
14	3	3	2	2	4	3	3	4	4	4	4	3	2	4	3	3	3
15	5	5	5	5	4	5	4	5	4	5	5	4	5	5	5	5	4
16	4	5	3	5	4	5	5	3	5	5	5	4	4	5	3	5	4
17	5	5	5	5	5	5	4	4	5	4	3	3	5	5	4	5	5
18	5	5	4	4	5	4	4	5	4	5	5	4	5	4	4	5	5
19	4	4	4	4	5	5	5	5	5	5	4	5	4	5	5	4	4
20	4	4	5	4	5	5	4	5	4	5	4	4	4	5	5	5	5
21	4	5	5	3	4	5	4	3	5	5	3	4	4	5	4	4	5
22	4	4	3	3	5	4	5	4	4	5	4	4	5	5	4	4	5
23	5	5	4	4	5	4	5	5	4	5	4	5	5	5	4	5	5
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
25	3	2	3	4	4	4	4	4	3	3	3	2	2	2	4	4	5
26	4	4	3	4	5	5	4	5	2	5	5	5	5	4	4	4	4
27	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
28	5	5	4	5	5	5	5	4	5	5	5	5	4	5	5	4	5
29	5	1	1	4	5	5	5	5	5	5	5	5	5	5	5	5	5
30	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
31	3	5	5	5	5	3	3	5	5	3	5	5	5	3	3	5	4
32	3	3	2	3	4	4	4	4	4	4	4	4	4	4	3	3	3
33	5	3	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4
34	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4
35	4	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5
36	4	5	1	5	4	5	5	5	5	5	5	5	5	5	4	5	4
37	4	4	5	4	5	4	4	5	5	5	4	5	4	5	4	5	4
38	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5

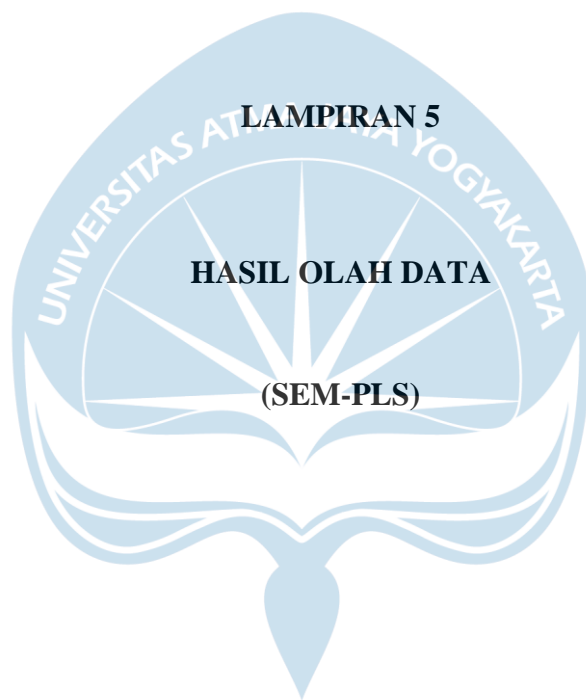
39	5	5	5	5	4	4	5	4	5	5	4	5	5	4	4	5	4
40	5	5	5	4	5	4	5	5	5	5	5	5	5	4	5	5	5
41	5	4	1	5	5	5	5	5	5	5	4	4	4	4	4	4	4
42	4	4	1	5	5	4	5	4	5	5	4	5	5	5	5	4	5
43	5	5	1	5	4	4	4	5	1	5	5	4	5	5	5	4	5
44	5	4	2	5	5	5	4	5	1	5	4	5	4	5	5	5	5
45	5	4	2	5	5	5	4	5	4	4	4	4	5	4	4	5	4
46	4	4	2	5	5	4	5	4	2	5	4	5	4	5	5	4	5
47																	
48	5	4	5	4	5	4	4	5	5	5	4	5	4	5	5	5	5
49	4	5	2	5	5	5	5	5	5	5	5	5	4	5	5	4	5
50	3	2	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3
51	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
52																	
53	5	4	2	4	5	5	5	5	4	5	5	4	5	4	5	5	5
54	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
55	5	5	5	4	4	4	4	4	5	4	5	4	5	5	5	4	5
56	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
57	4	4	1	5	5	5	4	5	5	5	5	5	5	5	5	4	5
58	2	2	2	4	4	4	4	4	5	4	4	4	5	4	4	3	4
59																	
60	4	5	5	4	5	5	5	5	4	5	4	5	5	5	5	4	5
61	4	5	5	5	5	5	5	5	5	4	5	5	5	4	5	4	4
62	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
63	5	4	1	5	4	5	5	5	5	4	5	5	4	5	4	5	4
64																	
65																	
66	4	4	4	5	4	4	5	4	5	5	5	4	5	5	4	4	4
67	5	4	4	5	5	5	4	5	5	4	5	5	4	5	5	5	4
68	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	4	4
69	5	4	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5
70	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
71	5	4	4	4	5	5	5	5	5	5	5	5	5	4	5	4	5
72	5	5	5	5	5	5	5	4	5	5	3	5	5	4	5	5	4
73	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
74	5	5	1	5	5	5	5	5	5	5	5	4	5	5	5	5	4
75	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4
76	5	5	5	5	4	4	4	4	4	4	5	4	5	4	4	5	4
77	5	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4
78																	

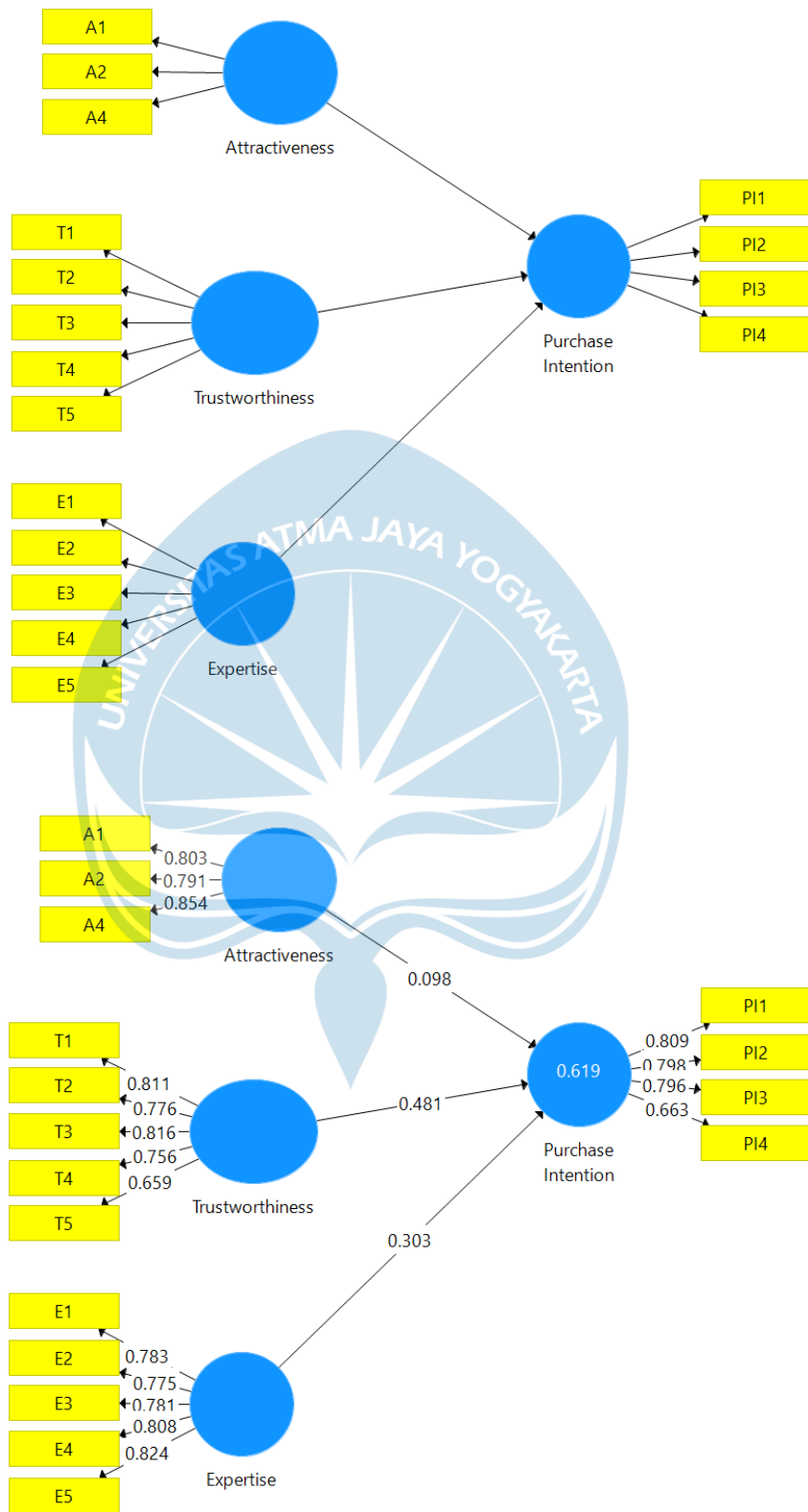
79	5	4	3	4	4	5	5	5	2	5	4	3	4	5	5	4	2
80	4	5	2	4	4	4	4	4	2	4	4	2	4	2	5	4	4
81																	
82																	
83	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	5
84	4	5	1	3	4	5	4	4	2	5	5	2	5	3	5	4	3
85	4	5	1	5	5	4	4	5	5	5	4	5	5	5	5	4	4
86	4	5	4	5	5	4	3	3	3	3	3	3	3	3	3	3	3
87	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
88	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
89	5	3	2	4	5	3	3	3	2	3	3	3	3	3	2	2	2
90	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
91	4	4	5	5	4	5	4	4	5	5	5	4	4	5	5	4	5
92	4	4	4	5	4	4	4	5	5	4	4	5	5	5	4	5	4
93	4	5	4	5	5	4	4	5	4	4	5	4	5	4	5	5	4
94	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	5
95	4	3	5	4	4	5	5	4	4	4	5	4	5	5	5	5	4
96	5	4	5	5	4	5	5	5	4	5	5	4	5	5	5	4	5
97	5	4	4	4	4	4	4	4	4	5	4	4	4	4	5	5	4
98	4	4	5	5	5	5	4	4	4	5	4	4	4	4	4	4	4
99	4	5	5	5	4	4	5	4	5	5	5	4	5	5	4	4	5
100	5	4	4	5	5	5	5	5	5	4	5	5	5	5	4	4	4
101	5	4	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5
102	5	4	4	5	5	4	5	3	3	3	3	3	3	3	3	3	3
103	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	4
104	4	4	5	5	5	5	4	5	5	4	4	5	4	5	4	5	4
105	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5
106	4	5	4	4	5	5	4	4	4	5	4	5	5	4	5	4	4
107	3	4	3	3	3	3	4	4	3	3	4	3	3	4	4	3	3
108	5	4	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5
109	4	4	4	4	5	5	5	5	4	4	4	4	4	4	5	5	5
110	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
111	4	4	4	4	5	3	4	4	5	5	5	4	4	5	5	4	4
112	5	4	4	5	5	4	4	5	5	5	5	4	5	5	5	4	4
113	5	4	4	5	5	5	4	5	5	5	5	4	5	4	5	5	5
114	5	4	4	4	5	5	5	4	5	4	4	4	5	5	4	5	4
115	4	4	5	4	5	5	5	5	5	4	4	4	5	5	5	5	5
116	5	4	5	5	5	4	5	5	5	4	5	5	5	5	4	5	4
117	4	4	3	4	4	4	4	4	4	4	4	3	5	5	4	4	4
118	4	4	5	4	4	4	5	4	5	4	4	4	4	4	4	4	4

119	4	4	4	5	4	4	5	5	5	4	4	4	5	3	4	5	4
120	5	3	3	3	4	3	3	4	4	3	3	3	3	3	5	5	5
121	4	4	4	4	4	4	5	5	4	4	4	4	4	5	4	5	4
122	4	4	4	5	5	3	4	5	5	5	4	3	5	4	5	4	4
123	5	3	3	4	5	4	5	5	4	3	4	3	3	3	4	5	4
124	4	3	3	4	4	4	4	4	4	4	4	5	4	4	4	4	5
125	4	4	3	4	4	4	5	4	5	4	5	4	4	4	4	4	4
126	5	4	5	4	5	4	5	5	4	5	4	5	5	5	5	4	5
127	3	3	3	4	5	5	4	4	5	4	5	4	4	4	5	4	4
128	4	4	4	4	4	5	4	5	5	5	4	5	5	5	4	4	4
129	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
130	4	4	1	4	5	5	5	5	5	4	5	4	4	4	4	4	4
131	5	4	3	4	5	5	4	5	5	4	4	4	4	4	5	4	5
132	4	5	3	5	4	4	5	4	3	4	5	5	4	3	4	5	5
133	4	4	5	4	4	4	5	4	5	4	4	5	4	5	4	5	4
134	4	3	3	4	4	5	4	3	4	4	5	5	5	5	4	5	5
135	3	4	5	3	4	5	3	4	5	3	4	5	3	4	5	3	4
136	3	3	4	4	4	4	4	5	4	5	4	3	3	5	4	4	4
137	3	4	5	3	4	5	3	4	5	3	4	5	3	4	3	4	5
138	3	3	3	3	4	4	4	4	4	4	5	4	4	4	5	5	4
139	4	5	4	5	3	1	2	4	5	4	4	3	5	5	3	4	5
140	3	3	3	3	4	4	3	5	4	4	4	3	3	3	4	4	4
141	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4
142	4	5	4	5	5	4	5	4	5	5	4	5	4	5	5	4	5
143	4	4	4	4	5	5	5	5	5	4	5	4	5	4	5	4	5
144	5	4	5	4	5	5	4	4	4	5	4	4	5	4	5	4	5
145	5	4	4	5	5	5	4	5	5	4	5	5	5	4	4	5	5
146	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	4	4
147	4	4	4	5	4	4	4	5	5	5	4	5	5	4	4	5	5
148	5	4	4	5	5	5	4	4	5	4	5	4	5	4	4	5	4
149	4	5	5	5	5	5	5	5	5	5	4	5	4	4	4	4	5
150	4	3	4	3	5	4	5	3	5	5	4	3	5	5	4	5	4
151	5	4	3	5	4	5	4	5	4	3	5	5	5	4	4	5	4
152	4	4	4	4	4	5	5	4	5	5	4	5	4	5	4	5	4
153	4	4	4	5	5	5	5	5	4	5	4	5	4	5	4	4	4
154	5	3	3	4	4	5	4	4	4	4	5	5	5	5	4	5	4
155	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
156	4	5	5	4	4	4	5	4	5	5	4	4	5	5	4	4	5
157	4	5	5	4	4	4	5	5	5	5	4	4	5	5	5	4	4
158	4	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5

159	4	5	5	5	4	4	5	5	5	4	5	5	5	5	4	4
160	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
161	4	5	5	5	4	5	4	4	5	4	4	4	5	5	5	4
162	4	5	4	4	4	5	5	4	4	4	4	4	4	5	5	4
163	4	4	5	4	5	4	5	5	5	4	5	4	5	5	4	3
164	4	4	5	5	4	5	5	4	4	5	5	5	4	5	4	5
165	4	5	5	4	5	4	5	4	5	5	4	4	5	4	5	5
166	4	5	4	4	4	5	4	4	5	5	5	5	4	5	4	5
167	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4
168	4	4	4	4	4	5	4	4	4	5	4	3	5	5	4	4
169	4	5	4	4	5	5	4	4	4	5	4	4	5	5	4	5
170	4	2	2	2	5	4	4	4	4	5	5	5	5	5	4	5
171	4	4	3	4	4	4	4	4	4	3	4	3	4	4	5	5
172	5	4	4	5	4	5	5	4	4	5	5	4	4	5	4	5
173	4	4	4	5	4	5	5	4	4	4	4	5	4	4	4	4
174	4	4	4	5	5	4	5	5	5	5	5	4	5	5	4	4
175	5	5	4	5	4	5	4	5	5	4	5	4	5	5	4	5
176	3	4	3	4	4	4	4	4	4	5	5	5	5	4	4	4
177	5	4	4	5	5	4	4	5	5	5	4	5	4	5	4	5
178	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	3
179	4	4	5	5	4	5	5	4	5	5	4	4	5	5	4	4
180	4	3	2	4	5	4	5	4	4	3	4	4	4	4	4	4
181	4	5	5	4	5	5	5	4	5	3	3	3	3	4	5	5
182	4	4	2	5	5	4	4	5	5	4	5	3	4	5	5	4
183	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	5
184	5	5	4	4	5	4	5	5	5	5	5	4	4	4	5	5
185	4	3	3	4	4	4	4	4	4	3	3	3	3	3	3	4
186	4	5	4	5	5	5	5	4	4	5	4	5	4	5	4	5
187	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4
188	4	3	4	4	4	4	5	4	4	5	5	4	5	4	4	5
189	4	4	4	5	5	5	4	4	5	4	5	5	5	5	5	4
190	4	5	5	4	4	5	5	4	5	4	5	5	5	4	5	5
191	4	4	4	4	4	4	5	5	4	4	4	4	4	5	4	4
192	4	5	5	4	4	5	5	4	5	4	4	5	4	5	5	5
193	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4
194	5	4	3	4	3	3	3	3	3	5	4	4	4	4	3	2
195	1	2	4	1	1	2	1	2	1	1	2	1	2	1	1	2
196	1	1	4	1	2	1	1	1	1	1	1	1	1	1	1	1
197	4	5	4	5	1	1	1	2	4	5	4	5	4	5	1	1
198	4	5	4	5	4	5	4	5	5	5	4	4	5	5	5	4

199	5	4	4	5	5	5	5	5	5	4	5	4	4	4	5	5	5
200	4	4	4	5	5	5	4	4	5	4	4	5	4	4	4	4	4
201	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
202	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3
203	5	5	5	5	5	4	4	4	5	5	5	4	4	4	4	4	3
204	5	5	4	4	4	5	5	5	4	5	4	4	5	4	4	5	4
205	5	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4
206	3	3	1	4	4	4	4	4	5	5	5	4	5	4	4	5	5
207	4	5	5	4	5	4	4	4	5	4	4	5	5	4	4	4	5
208	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4
209	5	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4
210	5	3	5	3	4	4	5	5	4	3	4	5	5	4	4	4	4
211	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
212	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5
213	3	2	2	3	4	4	4	4	4	4	4	2	4	3	4	4	4
214	4	4	4	5	5	5	5	4	5	5	4	4	5	5	4	5	5
215	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4
216	4	5	4	4	4	4	5	4	5	4	4	5	4	5	4	4	5
217	3	4	5	3	3	2	4	5	3	5	4	3	5	4	4	3	4
218	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
219	4	3	3	4	4	4	3	4	4	4	4	4	3	4	4	4	3
220	4	4	4	3	5	4	5	5	5	4	4	5	5	4	5	3	3
221	4	2	2	2	5	5	5	5	5	2	3	2	2	2	4	4	4
222	5	4	3	4	5	4	5	4	4	4	4	3	3	3	5	4	4
223	5	4	4	5	4	4	5	5	4	4	4	4	5	5	5	4	4
224	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	4	5
225	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	4
226	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
227	5	4	4	5	5	5	4	4	5	4	5	5	5	4	4	4	5
228	4	4	4	5	5	4	4	5	5	5	4	4	5	4	5	4	5
229	4	4	5	5	4	4	5	5	5	4	5	4	5	4	4	5	4
230	5	4	4	4	4	5	4	4	5	5	5	4	4	4	4	5	4
231	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4
232	4	5	5	4	5	5	4	4	5	5	4	5	4	5	5	4	5
233	5	5	2	5	5	5	5	4	5	5	5	5	5	5	5	5	5
234	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
235	4	4	4	5	4	5	4	4	5	4	4	4	5	4	4	4	5
236	4	4	4	4	5	5	5	4	4	4	5	5	4	5	5	5	5
237	4	5	5	5	4	4	5	5	5	5	5	5	4	5	5	4	5
238	5	5	5	4	4	5	5	5	4	4	5	5	4	4	5	5	5





NILAI OUTER LOADING KESELURUHAN VARIABEL

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Outer Loadings

	Attractiveness	Expertise	Purchase Intention	Trustworthiness
A1	0,803			
A2	0,791			
A4	0,854			
E1		0,783		
E2		0,775		
E3		0,781		
E4		0,808		
E5		0,824		
PI1			0,809	
PI2			0,798	
PI3			0,796	
PI4			0,663	
T1				0,811
T2				0,776
T3				0,816
T4				0,756
T5				0,659

HASIL AVE, CRONBACH'S ALPHA, COMPOSITE RELIABILITY KESELURUHAN VARIABEL

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Construct Reliability and Validity

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Attractiveness	0,750	0,754	0,857	0,667
Expertise	0,854	0,855	0,895	0,631
Purchase Intention	0,768	0,782	0,852	0,591
Trustworthiness	0,821	0,824	0,876	0,586

NILAI CROSS LOADING

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

	Attractiveness	Expertise	Purchase Intention	Trustworthiness
A1	0,803	0,500	0,514	0,549
A2	0,791	0,509	0,429	0,399
A4	0,854	0,579	0,478	0,510
E1	0,512	0,783	0,504	0,474
E2	0,493	0,775	0,540	0,556
E3	0,496	0,781	0,550	0,550
E4	0,558	0,808	0,562	0,516
E5	0,513	0,824	0,549	0,509
PI1	0,458	0,547	0,809	0,666
PI2	0,460	0,512	0,798	0,623
PI3	0,484	0,589	0,796	0,525
PI4	0,388	0,442	0,663	0,429
T1	0,492	0,466	0,562	0,811
T2	0,457	0,479	0,566	0,776
T3	0,474	0,524	0,591	0,816
T4	0,475	0,520	0,573	0,756
T5	0,397	0,524	0,530	0,659

HASIL R-SQUARE

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

R Square

	R Square	R Square Adjusted
Purchase Intention	0,619	0,614

HASIL Q-SQUARE

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Construct Crossvalidated Redundancy

Total

	SSO	SSE	Q ² (=1-SSE/SSO)
Attractiveness	690,000	690,000	
Expertise	1150,000	1150,000	
Purchase Intention	920,000	596,490	0,352
Trustworthiness	1150,000	1150,000	

HASIL PATH COEFFICIENTS

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attractiveness -> Purchase Intention	0.098	0.106	0.071	1.382	0,168
Expertise -> Purchase Intention	0.303	0.302	0.083	3.638	0,000
Trustworthiness -> Purchase Intention	0.481	0.470	0.081	5.951	0,000





The Effect of Celebrity Endorser on Purchase Intention of Cosmetic Product among Millennial Generation Consumers

Dara Yuri Andita¹, Moh Farid Najib^{2*}, Rizki Zulfikar³, Dewi Purnamasari⁴

^{1,2}Jurusan Administrasi Niaga, Politeknik Negeri Bandung

³Fakultas Ekonomi, Universitas Komputer Indonesia

⁴Business of Administration Faculty, National Yunlin University of Science and Technology, Taiwan

Correspondence: E-mail: mohfaridnajib@polban.ac.id

ABSTRACT:

The use of celebrity endorsers has become even more attractive to many consumers, including cosmetic consumers in Indonesia. Using the appropriate celebrity endorser is believed as one way to increase sales and to reduce the budget for advertising that become issues for certain companies. The purpose of this study is to examine the factors of the source credibility model consist of attractiveness, trustworthiness, and expertise that have positive or significant effects on consumer purchases intention. Questionnaire were distributed to millennial generation as the targeted cosmetic consumers in Indonesia. By using Likert scale points, the results of the questionnaire distribution received a total of 475 respondents, but only 438 questionnaires used in the test. This study was tested by using SEM-PLS. The results showed that all variables had positive and significant influences on consumer purchase intention in Indonesia. This study examined the influence of celebrity endorsers on social media on the purchase intention of the millennial or Y generation as the focus. The next research is expected to carry the same model, but with different generation as the object of the study.

Keywords:

Celebrity Endorser, Attractiveness, Trustworthiness, Expertise Purchase Intention.

ARTICLE INFO

Article History:

Received 30 Aug 2021

Revised 07 Sept 2021

Accepted 08 Sept 2021

Available online 27 Sept 2021

1. INTRODUCTION

Many people believe that social media is a necessity and is considered as a very important thing (Shareef et al., 2019). One generation that is very dominant in using social media is those who were born in 1980 to 2000 or often referred as Y generation and generation of millennials (McCormick, 2016). Generation Y is a generation that is very easily influenced by advertisements that use celebrity endorsers. They can process the information on this advertisement twice as effectively as the X generation and four times more effective than baby boomers who will create interest in buying (Spears et al., 2013). Likewise, in the cosmetic industry market in Indonesia, the cosmetic industry is dominated by millennials. Therefore, Y generation or the millennial generation has a big contribution to this market.

In this era, the large and medium-sized companies will promote their products by using celebrity endorsers since celebrity endorsers are the best way to promote good and fast feedback (Abbas et al., 2018). Celebrity endorser itself is a general marketing communication strategy to build a brand image. Advertisers believe that celebrity use affects advertising effectiveness, memory, and brand recognition, as well as buying intentions and follow-up (Spry et al., 2011). Celebrities refer to those with well-known personalities, such as actors, entertainers, or athletes. They are recognized by the public because of their achievements in certain fields other than the supported product class (Terence & Andrews, 2013).

The promotion of products by selectively choosing a good and appropriate celebrity endorser in the industry will increase the buyer interest. Purchase intention is a behavior that appears as a response to an object that shows the consumer's desire to make a purchase (Kotler & Keller, 2010). In addition, consumer purchase intention is defined as the possibility that consumers will buy a product and have a significant probability of making a purchase (Choi & Rifon, 2007). To increase purchase intention in the cosmetics industry in Indonesia, marketers must have a celebrity endorser that fits the criteria expected by consumers. To measure the endorsers in the cosmetics industry, it would be better to use the source credibility model by having three main indicators, namely attractiveness, trustworthiness, and expertise (Djafarova & Rushworth, 2017). The research of Ifeanyichukwu (2016) uses the source credibility model in measuring celebrity endorsers to increase consumer purchase intention. Besides, Abbas et al. (2018) states that all indicators of source credibility are significant models with consumer purchase intention. Besides that, from each indicator in the source credibility, they have five criteria that will differentiate these criteria from other industries, where the cosmetics industry will be differ from the food industry and so on (Ifeanyichukwu, 2016).

Therefore, this study was conducted to determine the indicators and criteria that may affect the celebrity endorser of the purchase intention. Also, the development of minimum sales is fixed or even increased, and the advertising costs will be decreased as it will be more effective by using the appropriate celebrity endorser. Based on the identification of problems, the objectives of this research are: to be able to know how the celebrity endorser can significantly influence the purchase intention of millennial consumers in the Indonesian cosmetics market industry; to find out how the characteristics of celebrity endorsers can influence the purchase intention of millennial consumers in the Indonesian cosmetics market

industry; and to find out the millennial consumers interest in buying the Indonesian cosmetics that use the celebrity endorser.

2. LITERATURE REVIEW

2.1 Celebrity Endorser

Celebrity endorsers are one of the most talked-about topics in marketing (Khan, 2018). Celebrities themselves are well-known personalities such as actors, entertainers, or athletes known to the public because of their achievements in other fields (Terence & Andrews, 2013). They convey messages to the target audience with greater persuasive power than the message delivered by the non-celebrity spokesperson as it will be easier to remember (Khan, 2018). Another opinion reinforces that celebrity endorser is a general marketing communication strategy to build a brand image. Advertisers believe that celebrity use affects advertising effectiveness, memory, and brand recognition, as well as buying intentions and follow-up (Spry et al., 2011). The strategy of using celebrity endorsers is the main strategy used by the marketers. This way if promotion is considered to be easier to increase purchase intention because it can give a high influence to consumers and the information will be delivered effectively (Keel & Natarajan, 2012).

2.2 Attractiveness, Trustworthiness, Expertise, and Purchases Intention

Attractiveness is an important factor that influences brand image and consumer purchase intention. Attributes contribute to the effectiveness of messages conveyed by celebrities and this effectiveness leads to the brand image that impacts consumer interest and purchase interest (Khan, 2018). Meanwhile, Terence & Andrews (2013) states that attractiveness refers to traits that are considered pleasant to be seen, in terms of certain group concepts. According to the scale of measurement of the source credibility model, these attractiveness includes classy, sexy, beautiful, attractive and elegant. Abbas et al. (2018) states that there are five indicators in this attractiveness dimension as mentioned previously. First, attractive refers to fun attractiveness while classy refers to how endorsers have their style and extensive knowledge. Third, beautiful means that endorsers have beautiful faces while elegant is something graceful and has its style in dress or karmic order. Last, sexy reflects attraction or sexual attraction. Although it has different research objects, recent research has also confirmed that the indicator of trustworthiness in celebrity endorsers has a significant and positive effect on purchase intention as in the study of Abbas et al. (2018) and Ifeanyi-chukwu (2016).

According to Terence & Andrews (2013), trustworthiness is a dimension that refers to sincere, honest, trustworthy, dependable, and reliable. The listener's willingness to hear what the celebrity is trying to convey through the advertisement and receive the message conveyed by celebrities is referred to as consumer trust in celebrities. The quality of this celebrity endorser makes consumers agree with the message conveyed, which is known as celebrity trust as stated by Khan (2018). In the dimension of trustworthiness, there are five indicators as mentioned by Abbas et al. (2018). First, dependable refers to the trustworthiness and interrelation of an endorser with the product. Second, honest attitude refers to behavior and words while reliable is the relation of an endorser to the marketed product. Fourth, sincere shows the attitude of perseverance or sincerity of an endorser while trustworthy on

reflects the attitude of a trustworthy and trustworthy person. Similar to the previous indicators, in recent research, the indicator of trustworthiness plays a positive role in purchase intention as found in Abbas and Ifeanyichukwu's works. (Abbas et al., 2018; Ifeanyichukwu, 2016).

On the other hand, expertise refers to the level of knowledge, skills, or experience possessed by endorsers. Khan (2018) states that the expertise perceived by endorsers in the minds of consumers is a more significant variable in explaining consumer purchase intentions compared to celebrity attractiveness and trustworthiness. Meanwhile, Terence & Andrews (2013) argues that expertise refers to knowledge, experience, skills, level of expertise, and the qualifications possessed by an endorser as they relate to the brand of endorsers. The indicators possessed by dimensions of expertise consist of five parts: experts that reflect the experience of an endorser in marketing the product; subsequently experienced namely having good; knowledgeable knowledge and information, namely someone who has more knowledge and abilities in a field; qualified where a trained and recognized person in a field of work; and a skillful person who has knowledge, ability or is trained to do some work as stated by Abbas et al. (2018). The last indicator in the source credibility model also has a positive and significant influence on purchase intention as in the language in research on different objects (Abbas et al., 2018; Ifeanyichukwu, 2016) such as knowledge, ability, or trained to do some work. Based on the above understanding, the following hypotheses are to be submitted:

Hypothesis 1: Attractiveness on celebrity endorser has a positive and significant effect on the Indonesian cosmetics industry's purchase intention among millennial generation.

Hypothesis 2: Trustworthiness on celebrity endorser has a positive and significant effect on the Indonesian cosmetics industry's purchase intention among millennial generation

Hypothesis 3: Expertise on celebrity endorser has a positive and significant effect on the Indonesian cosmetics industry's purchase intention among millennial generation

Literature review and discussion of the principles of hypothesis development for this research model can be seen in Figure 1.

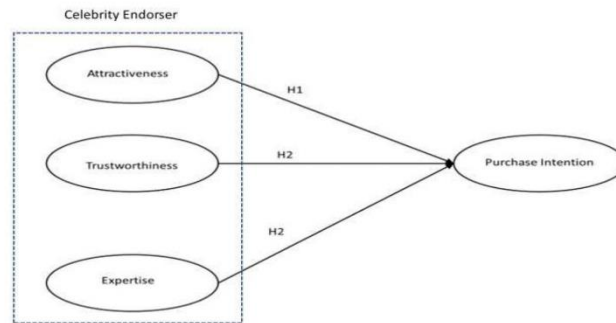


Figure 1. Research Model

3. METHODS

The measurement of each variable in this study has been designed according to the literature. Each indicator of these variables has been pre-tested and revised to ensure the content validity. There are 19 indicators to measure each variable. Attractiveness, trustworthiness, and expertise have five indicators each as stated by Terence & Andrews (2013). Meanwhile, consumer purchase intention has four indicators (Alalwan, 2018). All variables were measured by using a five-point Likert scale.

The sample used in this study is the millennial generation who use social media as well as cosmetic customers in Indonesia. Therefore, determining the sample can be done by using sampling judgment. Meanwhile, the data collection process was carried out by distributing online questionnaires. The total sample obtained is 438 respondents. With these results, it can be stated that the sample criteria in this study meets 95% confidence level and a 5% margin of error (Saunders et al., 2009).

The method of analysis used in this research is multiple regression. This analysis can explain the effect of simultaneous or partial independent variables on the dependent variable. In this study, the independent variables consist of attractiveness, trustworthiness, and expertise of consumers who are interested in buying cosmetics in Indonesia. The data that supports this research is processed using smart-PLS. Multiple regression analysis is an analytical method used to find out how to deal with it. This analysis uses a 95% confidence level.

4. RESULTS

4.1 Description of the Respondents

The profile of respondents in this study is illustrated in Table 1. 69% are women and 64% of respondents are students with an income of 62% around IDR 1,000,000 to IDR 2,000,000 and their cosmetic purchases are dominated by 89% one to three times to buy for cosmetics in a month. The profile of the respondents in this study is described in Table 1.

Table 1. Demographic characteristics of the respondents.

Variable		Frequency	%
Gender	Male	304	69
	Female	134	31
Occupation	Student	280	64
	Employee	90	21
	Entrepreneur	50	11
	Others	18	4
Income	1000k – 2000k	273	62
	2000k – 3500k	63	15
	>3500k	102	23
Cosmetic Purchased	1 – 3 / month	389	89
	4 – 5 / month	31	7
	>5 / month	18	4

4.2 Measurement Model

Furthermore, reliability and validity testing needs to be done to confirm the four constructs. First, reliability testing uses composite reliability (CR). Second, the validity assessment is done by testing the values of convergent validity and discriminant validity. Meanwhile, each indicator also needs to be tested for the level of reliability because it will have an impact on the convergent validity test. Hair et al. (2010) suggested that the loading factor value should be more than 0.5, composite reliability more than 0.6, and average variance extracted (AVE) should be more than 0.5. Each test result is attached to Table 2 and according to the rule of thumb, it can be said that this research has met the criteria.

Table 2. Loading, Composite Reliability, Average Variance Extracted

Construct/item	Loading*	CR	AVE
Attractiveness		0.820	0.533
Attractive	0.767		
Classy	0.737		
Beautiful	0.705		
Elegant	0.710		
Trustworthiness		0.811	0.589
Sincere	0.787		
Trustworthy	0.753		
Dependable	0.760		
Expertise		0.868	0.568
Experience	0.772		
Knowledgeable	0.777		
Expert	0.701		
Qualified	0.755		
Skilled	0.761		
Purchase Intention		0.876	0.531
I would prefer products advertised by celebrities	0.734		
I definitely purchased the products advertised by celebrities	0.752		
I will consider products advertised by celebrities	0.776		
I would recommend products advertised by celebrities	0.734		

In ensuring the suitability of the structural model, it is necessary to use the goodness of fit (GoF) index (Tenenhaus et al., 2005). The results of the model test show that the GoF value is 0.349 (see Table 3). This shows that the proposed model has a good performance (Daryanto et al., 2010). Moreover, by doing a model fit test it is also possible to determine an approximate model fit. Currently, the appropriate criterion for the approximate model implemented for PLS path modeling is to standardize the root mean square residual (SRMR) with a cut-off value of 0.8 (Sinkovics et al., 2016). In Table 3, it can be seen that the SRMR value is less than 0.8.

Table 3. Goodness of fit

Variable	AVE	R ²
Attractiveness	0.533	
Trustworthiness	0.589	
Expertise	0.568	
Purchase Intention	0.531	0.220
Average score	0.555	
AVE × R ²		0.122
GoF = √(AVE × R ²)		0.349
SRMR		0.110

To test the results of the hypothesis whether the relationship has a positive and significant effect or not, it can be seen from the p-value which must be less than 0.5. In Table 4, the three hypotheses have a p-value of less than 0.5 as well as having a positive and significant influence.

Table 4. Hypotheses test

Path	Coef	p-value	Test result
H1 Attractiveness => Purchase Intention	0.228	0.000	Support
H2 Trustworthiness => Purchase Intention	0.138	0.005	Support
H3 Expertise => Purchase Intention	0.175	0.038	Support

5. DISCUSSION

The results of this study show that several indicators must be considered in the cosmetic industry for promotional activities by using celebrity endorsers, namely attractiveness, trustworthiness, and expertise in increasing consumer purchase intention. Furthermore, using celebrity endorsers is considered as one of the most effective ways in promotion. It is used to maintain the level of sales of the cosmetic industry itself and also to reduce the level of advertising cost by using celebrity endorsers advertisement appropriately and effectively.

The attractiveness variable on celebrity endorsers in the source credibility model has five indicators, namely attractive, classy, beautiful, elegant, and sexy (Abbas et al., 2018; Ifeanyichukwu, 2016; McCormick, 2016). However, after research the respondent indicators that can influence purchase intention in the cosmetic industry, there are only four indicators, namely attractive, classy, beautiful, and elegant. In Table 4, attractiveness with these four indicators has a significant and positive effect on consumer purchase intention in cosmetic

products among millennials because it has a p-value of less than 0.5. So, marketers or cosmetic companies must pay attention to these four indicators including attractive, classy, beautiful, and elegant to increase consumer purchase intention in these products.

As with the previous variable, trustworthiness has five indicators in the source credibility of the first model, namely dependable, honest, reliable, sincere, and trustworthy (Abbas et al., 2018; Ifeanyichukwu, 2016; McCormick, 2016). However, what is following this research and its object is the cosmetic industry. There are only three influential indicators, such as dependable, sincere, and trustworthy. These three indicators bring trustworthy to be a significant variable and influence the purchase intention of millennial consumers towards cosmetic products as seen in Table 4. It shows that trustworthiness has a p-value of less than 0.5 which means the hypothesis is accepted. So, marketers or cosmetic companies must pay attention to these three indicators including dependable, sincere, and trustworthy to increase consumer purchase intention in these products.

In this last variable, as with other variables in expertise, there are five indicators, namely experience, knowledge, expert, qualified, and also skilled (Abbas et al., 2018; Ifeanyichukwu, 2016; McCormick, 2016). In this study, there are only indicators of experience, knowledgeable, expert, and qualified are influential. With these four indicators, these variables have a significant and positive effect on millennial consumers' purchase intention in cosmetic product. It can also be seen from Table 4 that hypothesis number three has a p-value below 0.5 which means that the hypothesis is accepted as well as the other two hypotheses. In addition to indicators that are in the attractiveness and trustworthiness variables, marketers can also pay attention to indicators that come from the expertise variable, namely experience, knowledge, expert, and qualifications in increasing millennial consumers' purchase intention in cosmetic products.

6. MANAGERIAL IMPLICATION

Some suggestions are given for companies or marketers in the cosmetics industry related to their promotional activities, especially in advertising. It will be better and more effective when using celebrity endorsers that can increase buying and selling interest faster so that the advertising budget can be stable and managed well every year. In using celebrity endorsers for advertising, marketers must find the right endorsers in the cosmetic industry by paying attention to the indicators that are owned by the celebrity endorser itself which includes attractiveness, trustworthiness, and expertise. If the marketers have and choose the right celebrity endorser, marketers can increase consumer purchase intention in the products more effectively and efficiently.

7. LIMITATION AND RECOMMENDATION

In this study, the authors examined the influence of celebrity endorsers on social media on the purchase intention among millennial or Y generation. Thus, this only focused on one generation, namely generation Y. The next research is expected to carry the same model, but with different generation as the object of the study. For example, it can be a comparison between the promotional method with a focus on advertising by using celebrity endorsers on

social media, which can affect consumers' purchase intention in the cosmetics industry in Indonesia in various age groups.

8. REFERENCES

- Abbas, A., Afshan, G., Aslam, I., & Ewaz, L. (2018). The effect of celebrity endorsement on customer purchase intention: A comparative study. *Current Economics and Management Research*, 4(1), 1–10.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
- Choi, S. M., & Rifon, N. J. (2007). Who is the celebrity in advertising? Understanding dimensions of celebrity images. *The Journal of Popular Culture*, 40(2), 304–324.
- Daryanto, A., de Ruyter, K., & Wetzels, M. (2010). Getting a discount or sharing the cost: The influence of regulatory fit on consumer response to service pricing schemes. *Journal of Service Research*, 13(2), 153–167. <https://doi.org/10.1177/1094670509351566>
- 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.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. In *Vectors*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Ifeanyichukwu, C. D. (2016). Effect of celebrity endorsements on consumers' purchase decision in Nigeria. *International Research Journal of Management*, 9, 98–103.
- Keel, A., & Natarajan, R. (2012). Celebrity endorsements and beyond: New avenues for celebrity branding. *Psychology & Marketing*, 29(9), 690–703.
- Khan, M. M. (2018). The effect of celebrity endorsement on consumer purchase intention—evidence from q mobile liqq advertisement. *Pakistan Business Review*, 19(4), 1065–1082.
- Kotler, P., & Keller, K. I. (2010). *Marketing Management.*, New Delhi: Dorling Kindersley Pvt. Ltd.
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 32, 39–45.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58–69.
- Sinkovics, R. R., Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*.

- Spears, N., Royne, M., & Van Steenburg, E. (2013). Are celebrity-heroes effective endorsers? Exploring the link between hero, celebrity, and advertising response. *Journal of Promotion Management*, 19(1), 17–37.
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility, and brand equity. *European Journal of Marketing*.
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational Statistics and Data Analysis*, 48(1), 159–205. <https://doi.org/10.1016/j.csda.2004.03.005>
- Terence, A. S., & Andrews, J. C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. South-Western College Pub.

