INFLUENCER MARKETING EFFECTIVENESS AND PARTICIPANT SATISFACTION IN PAID WEBINARS: A CASE STUDY OF JIH ACADEMY

Written by:

Name	: Kalam Suryatmojo Dim Zarita
Student Number	: 22311079
Department	: IUP Management
Specialization	: Marketing Management

UNDERGRADUATE PROGRAM IN MANAGEMENT

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2026

INFLUENCER MARKETING EFFECTIVENESS AND PARTICIPANT SATISFACTION IN PAID WEBINARS: A CASE STUDY OF JIH ACADEMY

Internship Final Project

Compiled and submitted to meet the final exam requirements in order to obtain a Bachelor's degree in Management Study Program Faculty of Business and Economics, Islamic University of Indonesia

Kalam Suryatmojo Dim Zarita

Student Number: 22311079

UNDERGRADUATE PROGRAM IN MANAGEMENT

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2026

DECLARATION OF AUTHENTICITY

Hereby, I state that in this internship document, there are no works that have been submitted by other people to obtain a bachelor's degree in a university, and to the best of my knowledge, there are also no works or opinions that have been written or published by other people, except those that are written in reference, in this manuscript and mentioned in the Ref. If it is proven that this statement is not true, I am capable of receiving any punishment/sanction according to the applicable provisions.

Yogyakarta, 6 March 2026



Kalam Suryatmojo Dim Zarita

ADVISORS' APPROVAL

INFLUENCER MARKETING EFFECTIVENESS AND PARTICIPANT SATISFACTION IN PAID WEBINARS: A CASE STUDY OF JIH ACADEMY

Internship Final Project

Written By:

KALAM SURYATMOJO DIM ZARITA

Student Number: 22311079

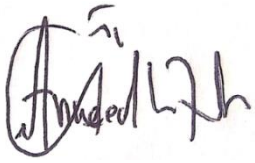
Approved By:

Content Advisor,



Istyakara Muslichah, SE., MBA 19, February, 2026

Language Advisor,



Annida Nurul Faiza Asni, M.Pd. 12, March, 2026

BERITA ACARA UJIAN TUGAS AKHIR

TUGAS AKHIR BERJUDUL

INFLUENCER MARKETING EFFECTIVENESS AND PARTICIPANT SATISFACTION IN PAID WEBINARS: A CASE STUDY OF JIH ACADEMY

Disusun oleh: Kalam Suryatmojo Dim Zarta

Nomor Mahasiswa: 22311079

Telah dipertahankan dihadapan Tim Penguji dan dinyatakan Lulus

pada hari, tanggal: Kamis 26 Februari 2026

Penguji/Pembimbing TA : Istyakara Muslichah, S.E., MBA.

Penguji : Alldila Nadhira Ayu Setyaning, S.E., MBA.

Mengetahui
Dekan Fakultas Bisnis dan Ekonomika
Universitas Islam Indonesia



Prof. Johan Arifin, S.E., M.Si., Ph.D.

ABSTRACT

This study aimed to analyze the effectiveness of influencer marketing in enhancing purchase intentions and participant satisfaction in paid webinars hosted by JIH Academy. The study employed a quantitative approach. Data were collected through questionnaires distributed to 135 webinar participants, comprising 65 participants from influencer-led webinars and 70 from non-influencer webinars. The data were analyzed using descriptive statistical analysis. Prior to the main analysis, validity and reliability tests were conducted to ensure the research instrument accurately and consistently measured purchase intentions and satisfaction levels. The findings revealed that webinars featuring influencer speakers attracted significantly higher participant attendance and yielded comparatively higher satisfaction levels compared to non-influencer webinars. Influencer-led webinars demonstrated stronger results in dimensions such as attractiveness, expertise, authenticity, and interaction, which contributed to higher purchase intentions. This study also found that participant satisfaction is influenced by perceived trainer performance, perceived usefulness of training, and perceived efficiency of training. These findings provide practical insights for JIH Academy in optimizing digital marketing strategies and improving webinar effectiveness in the healthcare training sector.

Keywords: Influencer Marketing, Social Media Promotion, Purchase intention, Satisfaction

PREFACE

Through gratitude to Allah SWT, the grace, Taufik, and guidance that have been granted so that, as researchers of this internship report with the title of the final project 'INFLUENCER MARKETING EFFECTIVENESS AND PARTICIPANT SATISFACTION IN PAID WEBINARS: A CASE STUDY OF JIH ACADEMY' as the fulfillment of the requirements to receive a Bachelor's degree in the department of management international program, Faculty of business and economic wants to note that it was impossible to accomplish this final internship report alone, without the help, encouragement, guidance, and advice of many parties in the process of preparation of this final internship assignment. On this occasion, the researcher feels privileged to thanks:

1. All praise is due to Allah SWT, for His continuous guidance, facilitation, and blessings that enabled the completion of this research.
2. May peace and blessings be upon the Prophet Muhammad SAW, the most exemplary role model for all humankind, particularly for Muslims, until the end of time.
3. Mr. Johan Arifin, S.E., M.Si., Ph.D. as the Dean of the Faculty of Business and Economics, Universitas Islam Indonesia.
4. Mr. Abdur Rafik, S.E., M.Sc., as the Head of the Undergraduate Management Study Program, for his guidance and academic direction.
5. Mrs. Katiya Nahda, S.E., M.Sc., as the Secretary of the International Management Study Program. Thank you for guiding me with patience and for always being kind, cheerful, and positive, as well as for providing continuous encouragement throughout my four years of study. You have been not only a lecturer, but also like a sister to me, as you were always willing to listen to my concerns during my time at

UII. Your support has given me positive motivation to step out of my comfort zone and to be more courageous in facing challenges.

6. Mrs. Istyakara Muslichah, SE, MBA, CMPM. As the Supervisor of the Internship Final Project who has guided, and provided motivation to the researcher so that she could successfully complete the Internship Final Project.
7. Thank you to Annida Nurul Faiza Asni, M.Pd., as the language advisor, who also plays a big role in helping me to complete this final report.
8. Thank you to PT Unisia Global Medika, where the author conducted his internship and research. Thank you for your assistance and hospitality while the author was completing an internship and gathering data for research.
9. To the author's parents, Sarjita, who became a father figure in the author's life. Thank you for being a father who always strives to give the author a good life, endless love, motivation, enthusiasm, and meaningful prayers.
10. My beloved Ani, Mom. Thank you for all your love, prayers, encouragement, and endless sacrifices. Thank you for being the greatest source of strength in the author's life, constantly encouraging them never to give up, even when everything feels overwhelming. Without your presence and sincere love, this journey might not have come this far. Thank you for being an amazing mother, capable of facing various challenges and life situations with resilience and sincerity.

    Thank you for being an extraordinary and loving mother.

11. Dim Zarita as the oldest sibling, Mahardhika as the second sibling, and Rahadyan as the youngest sibling. The author would also like to express gratitude to the family of Dim Zarita

    Suryanugraha, namely Maya, Syakara Bumi, and Syakira Ghiya, for their prayers, support, attention, and motivation consistently provided throughout the process of compiling this internship report.

12. Classmates of the 2022 IUP programme who have always been together: Muhammad Egan, Muhammad Luthfi, Allinajja Bintang, Muhammad Fhonna, Ahmad Haidar, Schat Akmal, Putri, Avita, Mochammad Raihan, Kamal, Galih, Nova, Salima, Marshanda, Natania, Afita, Muhammad Rafly, and Salaisa, who have always provided invaluable assistance, support, and friendship.

13. My friends during my studies, namely Ryan, Della , Kirey, Rizkha, Aisyah, Ariqo, Ananda, Aisya, and Hayatun who provided assistance, support, and such valuable friendship.

14. To my fellow companions in this academic journey whom I met at Fordo, namely Salima, Rahman, Syifa, and Citra even though we have only known each other for a short time, thank you for choosing to be present in this important season of my life; your support, encouragement, and sincere care meant more than you may ever realize, and I am truly grateful that our paths crossed during a phase that shaped me so deeply.

15. Old friends, namely Mariefatulloh, Ferdi, Putra, Axel, Dika, Jihan, Amelia, Rafi, Voni, Chanaya, Auryn, Radhiya, Yayuh, Rafa, Marshanda, Herma, and Vanes who always provided assistance, support, and such valuable friendship.

16. Last but not least, my deepest gratitude goes to myself, Kalam Suryatmojo Dim Zarita. Thank you for always being willing to learn, for striving to give your best at every step, and for remaining open to new things that once felt unfamiliar and far from easy. None of this would have been possible if the past version of the writer had not been brave enough to leave home and study in a completely unfamiliar place without the presence of parents, to seize every opportunity that came along, and to keep moving forward even when the direction ahead was uncertain. Today, all of those efforts have finally paid off as this final report work has been successfully completed. This achievement may be written today by the author himself, but in the future it will be read with pride by the author himself as a reminder that every brave step ever taken, no matter how small, has led the author to this point.

TABLE OF CONTENT

DECLARATION OF AUTHENTICITY iii
ADVISORS' APPROVAL iv
BERITA ACARA UJIAN TUGAS AKHIR v
ABSTRACT vi
PREFACE vii
TABLE OF CONTENT xi
LIST OF TABLE xiv
LIST OF FIGURES xv
LIST OF APPENDICES xvi
CHAPTER 1 1
INTRODUCTION 1
1.1 Company Profile 1
1.1.1 Brand 2
1.1.2 Vision and Mission 3
1.2 Background 3
1.3 Problem Formulation 14
1.4 Research Objectives 14
1.5 Implication/Contribution 14
1.5.1 Practical Contribution 15
1.5.2 Theoretical Contribution 15
1.5.3 Expected Solution 16
1.5.4 Impact on the Company 17
CHAPTER II 18
LITERATURE REVIEW 18
2.1 Theoretical Basis 18
2.1.1 Influencer Marketing 18
2.1.2 Social Media as a Webinar Promotion Platform 20
2.1.3 Purchase intention 22
2.1.4 Satisfaction 23
2.1.5 Source Characteristics 27
2.2 Previous Research 28
CHAPTER III 31
METHODOLOGY 31
3.1 Research Focus 31
3.3 Unit Analysis 32
3.4 Data Collection 32

3.5 Primary Data 34
3.5.1 Questionnaires 34
3.6 Validity and Reliability Test 40
3.6.1 Validity Test 40
3.6.1 Reliability Test 41
3.7 Data Analysis 43
CHAPTER IV 45
RESEARCH FINDINGS AND DISCUSSION 45
4.1 Data Collection 45
4.2 Respondent Profile 45
1) Respondent Gender 46
2) Respondent Occupation 46
3) Social Media Platforms Used 48
4) Familiarity with the Speakers 49
5) Webinar Information Source 49
4.3 Test Result 51
1) Validity Test 51
2) Reliability Test 54
4.4 Result of Data Analysis 55
1) Source Characteristic 55
2) Satisfaction 63
4.5 Discussions 72
1) Attractiveness 72
2) Expertise 73
3) Originality 74
4) Homophily 75
5) Interaction 76
6) Perceived Trainer Performance 77
7) Perceived Usefulness of Training 78
8) Perceived Efficiency of Training 79
9) Image Satisfaction 80
10) Purchase intention 81
CHAPTER V 82
CONCLUSION AND RECOMMENDATION 82
5.1 Conclusion 82
5.2 Recommendation 83
5.3 Research Limitations 84
REFERENCES 85
APPENDICES 92

LIST OF TABLE

Table 1.1..... 6
Table 3. 1. 32
Table 3. 2. 33
Table 3. 3. 35
Table 3. 4. 42
Table 4.1..... 45
Table 4.2..... 46
Table 4.3..... 47
Table 4. 4. 48
Table 4. 5. 49
Table 4. 6. 50
Table 4. 7. 53
Table 4. 8. 54
Table 4.9..... 55
Table 4.10..... 57
Table4.11. 58
Table 4.12..... 59
Table 4.13..... 60
Table 4.14..... 62
Table 4.15..... 63
Table 4.16..... 65
Table 4.17..... 66
Table 4.18..... 67
Table 4.19..... 69
Table 4.20..... 70

LIST OF FIGURES

Figure 1.1. 8
Figure 1.2. 11
Figure 1.3. 12
Figure 1.5. 12
Figure 1.6. 13
Figure 2.1. 30

LIST OF APPENDICES

Appendix1. 87
Appendix2. 91
Appendix3. 209
Appendix4. 211

CHAPTER I

INTRODUCTION

1.1 Company Profile

The establishment of PT Unisia Global Medika (UGM) began with an initiative by a number of employees of PT Unisia Medika Farma (UMF) who were engaged in business activities in the service sector, particularly in the provision of human resource training. However, the profits from these business activities were initially recorded as part of PT UMF's income. This posed a problem, as PT UMF is a company that focuses on the health sector through the management of JIH Hospital, and is therefore not permitted to diversify its business outside its main field. To overcome this obstacle and accommodate opportunities for business development in training services, PT UGM was established as an independent entity. PT UGM was then directed to focus specifically on service activities, including training, webinars, conferences, forums, symposiums, socialization events, workshops, technical guidance, coaching, and mentoring, particularly in the context of healthcare.

Since PT UGM is a company that was newly established after the Covid-19 pandemic and did not yet obtain Accreditation from the Ministry of Health at the time of its establishment, the company initially focused on organizing various activities such as webinars, training, and workshops in non-health fields using the UMF Assessment Center brand. After one year of operation, PT UGM finally obtained Accreditation A from the Ministry of Health, which enabled the company to expand its activities into the health sector. Through the JIH Academy brand, PT UGM then began organizing various training programs, webinars, and workshops aimed at helping health workers improve their competencies and skills. Both brands are still running and remain part of PT UGM's main activities to this day.

1.1.1 Brand

1. UMF Assessment Center

UMF Assessment Center is an institution that concentrates on developing human resources (HR) through the Assessment Center approach. UMF Assessment Center has high integrity and objectivity to obtain and place Human Resources who have competitive advantages and are appropriate to the needs of the organization (the right man in the right place). The methods used in assessment centers have been used by various companies, and have been proven to be able to effectively help companies in managing Human Resources.

2. JIH Academy

JIH Academy is an educational training institution focused on developing both soft and hard competencies to meet employee development needs in industries such as healthcare services, banking, hospitality, consumer goods, manufacturing, and others. In addition, JIH Academy collaborates with the Human Resource Training Center of the Ministry of Health (PPSDM Kemenkes) and is accredited with an A rating, enabling it to conduct SKP-certified training programs for other healthcare professionals.

Employee training and development programs provide opportunities to expand knowledge, not only for the employees themselves but also more broadly within the organizational scope. Employee training is essential for ensuring a successful and competitive workforce. In the healthcare industry, which involves various job pressures that are quite challenging, filling the gaps in employees' professional

development very important to ensure they remain productive and satisfied. Training, both in hard skills and soft competencies, is highly beneficial in helping improve employee performance. Hard skill training assists employees in solving problems effectively and efficiently, while soft competency training can make a significant difference in how employees carry out their responsibilities—how they interact with patients, collaborate with colleagues, and communicate with supervisors.

1.1.2 Vision and Mission

1. Vision

To become an excellent and reputable *rahmatan lil'alamin* (a blessing for all creation) company, in developing competent and professional human resources who contribute meaningfully to organizations and society in Indonesia.

2. Mission

a) Organizing quality human resource training according to the competencies needed and following the development of science.

b) Providing competent and certified trainers.

c) Creating a work environment that is oriented towards a culture of continuous learning.

1.2 Background

Since the COVID-19 pandemic, significant changes have occurred in social and economic activities, including in the education and training sectors. Social restrictions and

health protocols accelerated digital transformation and limited face-to-face interactions (Xiang et al., 2021). One of the most affected sectors was the organization of seminars and scientific conferences. Prior to the pandemic, such events were generally conducted offline, enabling direct interaction between participants and speakers. However, social distancing policies prompted a shift to online formats known as webinars (web seminars) (Nunes et al., 2020).

This digital transformation also influenced consumer behavior, particularly among training participants who had become increasingly accustomed to using digital technology for educational purposes. Webinars are no longer regarded as a temporary solution, but rather as an effective and flexible medium for delivering training programs. In this context, PT Unisia Global Medika adopted webinars not only as a learning platform but also as a marketing strategy. Through webinars, the company can reach a broader audience beyond geographical boundaries, improve operational cost efficiency, and provide greater time flexibility for participants. Furthermore, the online format facilities real-time, two-way interaction between speakers and participants, supporting a more participatory and adaptive learning process that aligns with the needs of professionals in the healthcare sector.

The shift from regular seminars to webinars was not only a temporary solution during the pandemic, but it also became a new way of delivering seminars that is still used even after the pandemic (Neubauer et al., 2021). Webinars are seen as more flexible, cost-effective, and able to reach a larger audience, especially because they are not limited by place and time. Organizers can invite speakers from different locations without worrying about accommodation and logistics, while participants can join the seminar from anywhere (Ganesananthan et al., 2022).

Researchers discovered an interesting phenomenon during their internship at PT UGM, particularly within the JIH Academy brand, which regularly organizes various webinar activities. In practice, there are two types of speakers used: doctors within the company and doctors who also serve as active influencers on social media. The phenomenon that emerged showed that webinars with speakers who were both doctors and influencers attracted more participants than webinars that only featured speakers from within the company.

Differences in marketing strategies were also evident in their practical implementation across webinar formats. In webinars that did not involve influencers, promotion was conducted through personal social media and in collaboration with several paid promotion service accounts. Meanwhile, in webinars involving influencers relied on the influencers' personal social media accounts as the primary channel for marketing activities. Based on this phenomenon, this study was conducted to compare influencer-based marketing strategies with non-influencer social media marketing strategies in influencing participants' intentions to attend webinars organized by JIH Academy.

Leveraging the potential of webinar-based learning, PT Unisia Global Medika established JIH Academy in 2023. JIH Academy is a training institution that holds Grade A Accreditation from the Ministry of Health of the Republic of Indonesia, obtained in 2024. It offers various programs such as training, seminars, conferences, forums, symposiums, socialization events, workshops, technical guidance, coaching, and mentoring within the healthcare sector. These programs are designed for a range of healthcare stakeholders, including hospitals, community health centers (*puskesmas*), clinics, health departments, and health universities (both lecturers and students). The programs are supported by experienced instructors, consultants, and professional practitioners. JIH Academy's goal is to improve the

technical skills and abilities of healthcare workers and to support the performance of health organizations across Indonesia. One of the key advantages of JIH Academy is that each workshop or training session can include direct observation or a visit to “JIH” Hospital Yogyakarta (Piwulang by JIH Academy, 2024).

For approximately two (2) years since its establishment, JIH Academy has organized seven (7) webinars, with the following titles:

Table 1.1

JIH Academy Webinar Title

No	Webinar Title	Category
1	Management Code Blue dan Early Warning System in Hospital Settings	Free
2	Webinar Emergency Series 2	Free
3	From Athletes to Geriatric Patients: Stem Cells as a New Hope for Healthy Joints	Paid
4	Beautiful Without Surgery *(Cantik Tanpa Operasi)*	Paid
5	Differentiating Chest Pain Due to GERD and Heart *(Diferensiasi Nyeri Dada Akibat GERD dan Penyakit Jantung)*	Paid
6	Pain and Vascular Innovation: A Cutting-Edge Appraoch for Medical Practitioners *(Inovasi Nyeri dan Vaskular: Pendekatan Terkini untuk Praktisi Medis)*	Paid
7	Integrated Neurology in Practice: CaseBased Clinical Insights	Paid

Based on Table 1.1, there were seven webinar titles: two were free, and the other five were paid. JIH Academy's revenue will increase if the number of paid webinar participants meets or exceeds the minimum target of 25. To that end, JIH Academy has implemented a marketing strategy to increase sales through social media and paid promotion. Since the COVID-19 pandemic, the world has experienced changes in social and economic conditions, where people have adopted new ways of conducting business by accelerating digital adoption (Mhlanga et al., 2022).

Social media marketing is defined as an online marketing approach that utilizes social media platforms to promote products and services while facilitating direct engagement with consumers to enhance brand awareness and drive sales (Ahmad Luthfi Hanif, 2025). In the context of this study, social media marketing refers to promotional activities conducted through institutional accounts and paid advertising services without the involvement of influencers. This strategy is positioned as a comparative independent variable alongside influencer marketing in examining its effect on participants' purchase intention and satisfaction. One such strategy is social media marketing, which has proven highly effective due to its ability to reach consumers quickly, cost-effectively, and personally. Social media has become a strategic tool for businesses to build stronger customer relationships post-pandemic through interactive and responsive communication (Dwivedi et al., 2021).

By implementing this marketing strategy, the sales targets for participants were achieved for the four paid webinars conducted by JIH Academy, with the following details:

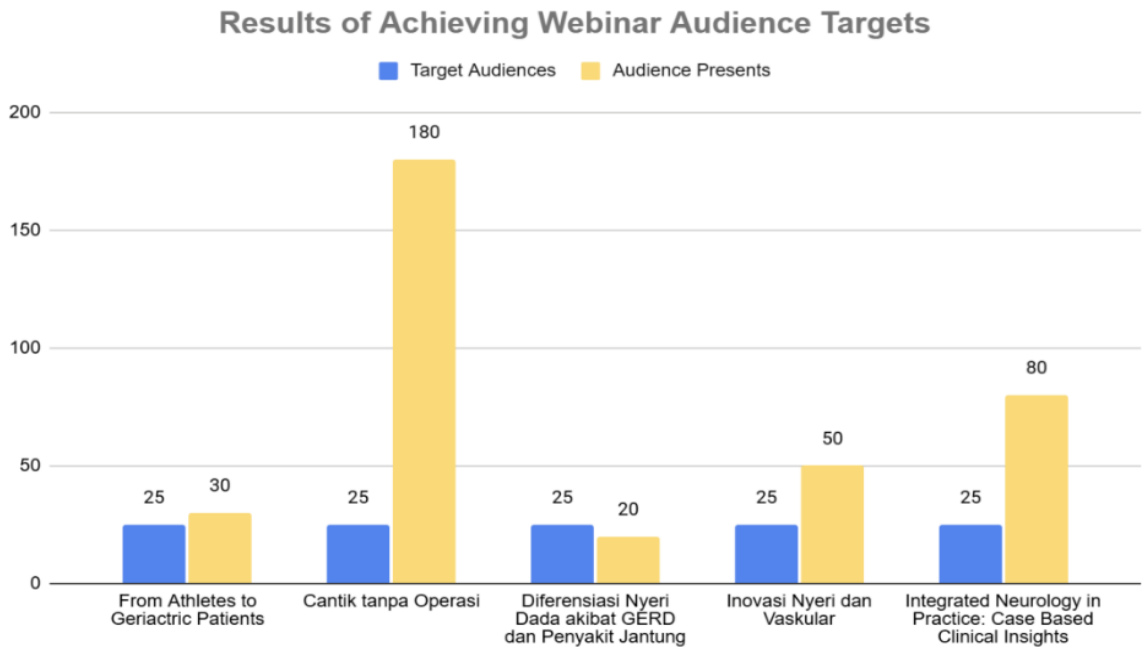


Figure 1.1

Results of Achieving Webinar Audience Targets

Based on Figure 1.1, it is evident that out of the five paid webinar titles, only one title failed to meet its target. This was the webinar titled “Results of Achieving Webinar Audience Targets.” It can be seen that one webinar did not reach its target number of participants, namely the webinar on “Differentiating Chest Pain due to GERD and Heart Disease.” The webinar attracted only 20 participants out of a target of 25, thus failing to meet the previously set audience number. This finding shows that not all webinars were able to attract maximum audience interest, even though they had the same participant target. The webinar that did not reach its target featured a non-influencer speaker, someone who had neither high influence nor wide social media reach. Unlike influencers, who generally have a loyal audience and high levels of engagement across various digital platforms, non-influencer speakers tend to face limitations in building public appeal.

From a marketing perspective, this condition is closely associated with purchase intention, which refers to a consumer's likelihood or willingness to purchase a product or service after being exposed to specific marketing stimuli (Amanda et al., 2022). In the context of JIH Academy, purchase intention represents participants' decisions to register for and pay for the offered webinars. Therefore, assessing purchase intention is essential for evaluating the effectiveness of both influencer-based and non-influencer promotional strategies. In addition, Figure 1.1 also shows that all webinars had the same target audience of 25 participants, regardless of whether the speakers were influencers or non-influencers. However, the results showed significant differences. Webinars with influencer speakers exceeded their targets, with very high attendance; for example, the webinar Beautiful Without Surgery *(Cantik Tanpa Operasi)* attracted 180 participants. This fact shows that, even though the initial target set was the same, the presence if influencers in webinar activities significantly increased audience reach through their influence in building public trust and interest in the event (Li & Peng, 2021).

Influencer marketing refers to the strategic use of individuals with a substantial and engaged social media following to promote products or services by leveraging their credibility and the trust they have established with their audience to influence consumer attitudes and purchasing intentions (Karipidis et al., 2010). In this study, influencer marketing is conceptualized as a primary independent variable to affect participants' purchase intention and satisfaction with JIH Academy's paid webinars. This webinar features a speaker who is both a doctor and an influencer, namely Conservative Dentistry Specialist Dr. Mirza Mangku Anom, Sp.KG, who has a verified Instagram account with 515,000 followers. In this category, the speaker can be considered an Influencer Marketer due to their credibility, where consumers perceive the source as having relevant knowledge,

expertise, or experience, and the source is trusted to provide objective and unbiased information (Lea-Greenwood, 2013). Influencer marketing is a marketing tactic that uses people with large social media followings to influence consumer intentions. Due to their popularity, reputation, and communication skills, influencers are trusted to shape opinions and encourage people to buy products. Influencers are considered valuable in today's digital environment for increasing brand awareness and strengthening the relationship between customers and the products promoted on platforms such as YouTube, Instagram, and TikTok (Shukmalla et al., 2023).

Influencer fees are the amount company pays an influencer to promote its products or services, and they vary widely depending on factors such as follower count, engagement rate, reputation, and platform. As there is no standard price, these fees can vary significantly from one influencer to another. This wide variation in fees is what makes the use of influencer marketing often seen as a strategy with relatively high potential costs, especially when involving influencers with large reach and credibility (Azahra & Sholihah, 2024). In terms of costs in this context, the fees paid to each speaker are not included in the promotional budget for each webinar. However, in the observed phenomenon, the cost of organizing webinars involving influencer speakers tends to be slightly higher and more expensive than webinars with non-influencer speakers who have similar honorariums. Despite the cost difference, the presence of influencers has proven to have a much more significant impact, both in increasing the number of participants, promoting greater reach, and improving particioant satisfaction with webinars compared to those without influencers.

This study aims to provide strategic input for start-ups in assessing the effectiveness of the webinars they hold. The evaluation focuses on consumer perceptions and responses to two types of webinars, namely those featuring influencers as speakers and those without. By comparing the two, this study aims to provide an empirical picture of the extent to which the presence of an influencer can affect the effectiveness of a webinar from the perspective of participants or consumers. Previous research conducted by Li & Peng (2021) shows that the presence of an influencer in promotional activities can increase consumer tryst, strengthen perceptions of product credibility, and increase consumers' interest in making purchase intentions. Therefore, the application of marketing strategies involving influencers is considered effective in building emotional closeness between brands and audiences, which ultimately contributes to an increase in consumers' purchase intentions and actions.

Satisfaction is defined as the overall evaluation of consumers or participants toward a service experience, based on the extent to which their expectations are fulfilled or exceeded (Simbolon & Sumiati, 2025). In this study, satisfaction represents participants' perceptions of webinar quality, speaker performance, and the perceived benefits gained from both influencer-led and non- influencer-led webinars. In addition, this study also discussed the level of satisfaction of webinar participants involving influencer and non-influencer speakers. The focus of the discussion was on analyzing the difference in participant satisfaction between webinars featuring influencer speakers and webinars featuring non-influencer speakers, to determine the extent to which the status of the speaker influenced participants' perceptions and experiences during the event.



Figure 1.2

Webinar From Athletes to Geriatric Patients: Stem Cells as a New Hope for Healthy Joints

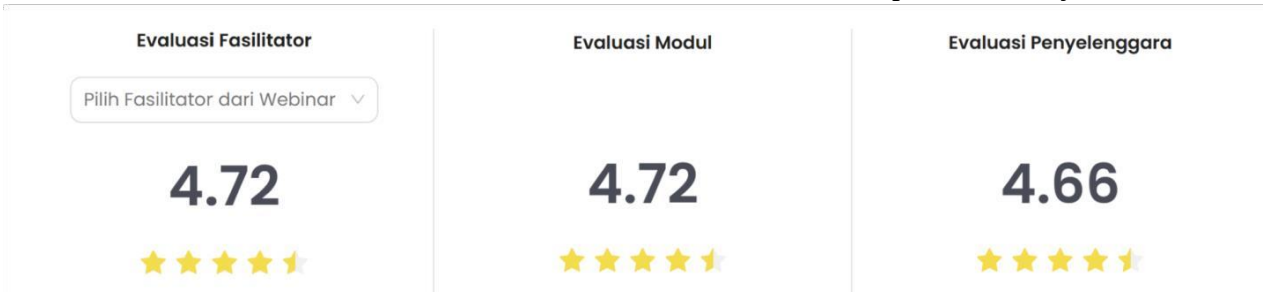


Figure 1.3

Webinar Cantik tanpa Operasi

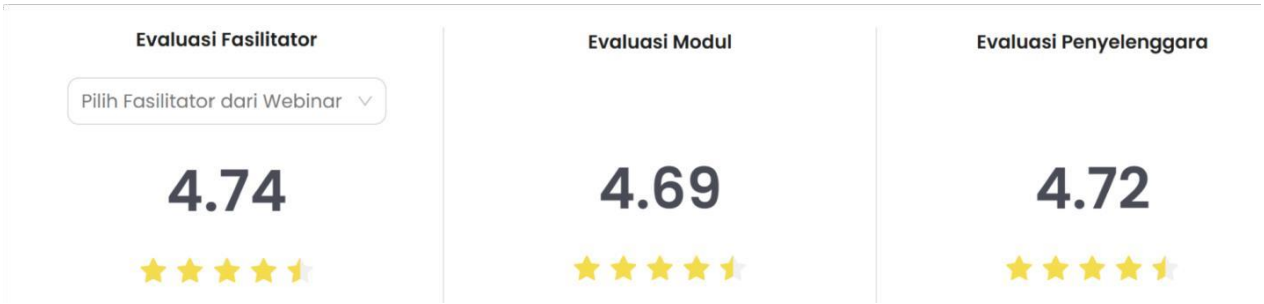


Figure 1.4 Webinar Diferensiasi Nyeri Dada akibat GERD dan Penyakit Jantung



Figure 1.5

Webinar Inovasi Nyeri dan Vaskular

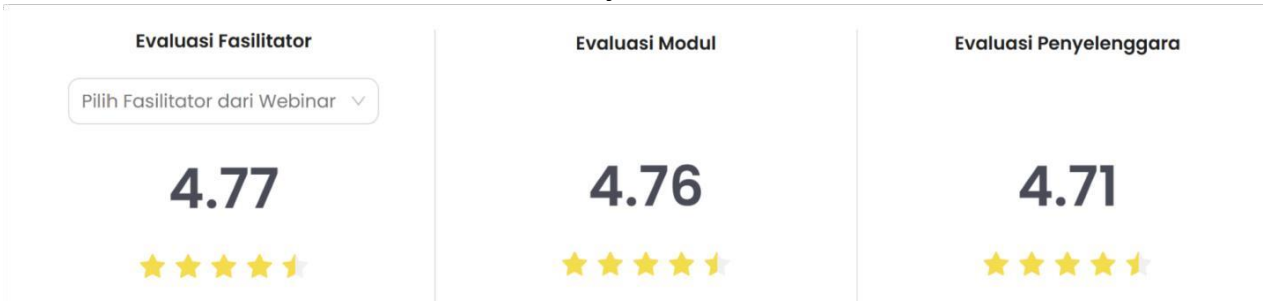


Figure 1.6

Webinar Integrated Neurology in Practice: Case-Based Clinical Insights

Based on Figures 1.2 to 1.6, the level of participant satisfaction with the webinars organized by JIH Academy showed that the difference between webinars with influencer and non-influencer speakers was not very noticeable. However, webinars featuring influencer speakers were recorded as having slightly higher participant satisfaction than webinars featuring non-influencer speakers. Based on these results, the researcher decided to further elaborate on the field findings by using the three main factors from Giangreco et al.'s (2009) study as a reference for analysis. This approach was taken because the questionnaire used in this study was also compiled using indicators adapted from that study. Thus, further analysis is expected to provide a deeper understanding of the factors that influence participants' satisfaction levels with the webinars organized by JIH Academy.

In addition, this study compares participant satisfaction between webinars featuring influencer and non-influencer speakers in order to gain a deeper understanding of the influence of the speaker's context on consumer interest and satisfaction.

1.3 Problem Formulation

Based on the established problem formulation, this study aims to analyze how influencer marketing influences participants' interest and purchase intentions regarding paid webinar products at JIH Academy. In addition, this study seeks to measure participants' satisfaction and compare satisfaction levels between webinars featuring influencer speakers and those featuring non-influencer speakers. Based on the aforementioned backround, the research questions are formulated as follows:

1. How does Influencer Marketing strategy increase participants' interest or purchasing intentions regarding paid webinar products at JIH Academy?

2. How do participant satisfaction levels differ between influencer-led webinars and non-influencer webinars hosted by JIH Academy?

1.4 Research Objectives

1. To Analyze the effect of influencer-led webinars on participants' interest and purchasing intentions toward JIH Academy's paid webinar products.

2. To compare participant satisfaction levels between influencer-led and non-influencer webinars hosted by JIH Academy.

3. To offer practical insights into the role of speaker type (influencer vs. non-influencer) in shaping participants' purchase intentions and satisfaction in JIH Academy's webinar programs.

1.5 Implication/Contribution

1.5.1 Practical Contribution

This study is expected to provide useful recommendations for PT. Unisia Global Medika in its efforts to improve the effectiveness of its existing digital marketing strategies. The findings of this study can be used by the company to encourage consumer interest and purchasing intentions, as well as to inform the development of ongoing marketing programs to optimize the promotion of JIH Academy products and services on an ongoing basis. In addition, this study also aims to analyze the level of participant satisfaction with the webinars organized by JIH Academy, particularly in comparing activities that feature influencer and non-influencer speakers. Understanding the level of participant satisfaction is important because it can provide an overview of the audience's perception of the quality, relevance, and delivery of the material in the webinar. Ultimately, this can influence participants' interest in returning to similar activities or their purchasing intentions regarding the services offered by JIH Academy.

1.5.2 Theoretical Contribution

This research is expected to enhance the understanding of how digital marketing strategies function effectively, particularly by comparing the impact of Influencer Marketing and Social Media Strategies on consumer purchase intentions.

The findings of this study aim to deepen insights into the role of the speaker or public figure credibility in shaping such intentions. Moreover, this research also seeks to examine customer or participant satisfaction, focusing on how satisfaction with webinars organized by JIH Academy may influence participants' trust, engagement, and subsequent purchase intentions. Understanding participant satisfaction is crucial, as it not only reflects the perceived value and effectiveness of the webinar content but also serves as a determining factor in the long-term success of digital marketing initiatives. Therefore, the results of this study may serve as a useful reference for future research exploring the relationships among digital marketing, audience trust, customer satisfaction, and purchase intentions, while also contributing new theoretical perspectives to the development of content-based marketing strategies in other sectors.

1.5.3 Implication of the Study

The practical implications of this research are the identification of a marketing strategy that is both more effective and capable of creating a stronger impact in increasing paid webinar participation at JIH Academy. By comparing the Influencer Marketing Strategy and the Social Media Strategy, this study seeks to assist JIH Academy in identifying the most efficient approach to achieving its audience targets. Furthermore, this research highlights the crucial role of customer satisfaction as a key determinant of marketing success and the long-term sustainability of webinar programs. By gaining a deeper understanding of participant satisfaction, particulary in aspects such as content quality, delivery, and relevance, JIH Academy can develop marketing strategies that not only attract a larger number of participants but also enhance their overall experience and foster greater loyalty. Consequently, JIH

Academy is expected to strengthen the appeal of its programs, improve participant target achievement, increase satisfaction levels, and ensure the sustainability of its services within the healthcare sector.

1.5.4 Impact on the Company

This study has the potential to provide valuable insights for PT Unisia Global Medika by comparing the effectiveness of Influencer Marketing Strategies and Social Media Marketing Strategies in shaping customer purchase intentions related to JIH Academy's products. In addition, the research seeks to analyze customer satisfaction, particularly examining how satisfaction with webinars and digital marketing content influences customer trust, loyalty, and purchasing intentions. Understanding customer satisfaction is crucial, as it serves as a key indicator of how effectively marketing strategies meet audience expectations and deliver positive experiences. Therefore, this study is expected to help PT. Unisia Global Medika optimizes its marketing strategies not only to attract more customers but also to enhance customer satisfaction and foster long-term engagement with JIH Academy's products and services.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Influencer Marketing

Influencer marketing refers to individuals who serve as influencers and can generally influence the mindset and preferences of the target audience. They (influencers) not only build a certain image, but can also shape perceptions of a product or service so that people are encouraged to make purchasing intentions (Darmawan & Setiawan, 2024). According to Anggraini & Ahmadi (2024), influencer marketing is a modern marketing strategy that uses public figures or individuals who have influence on social media to influence the perceptions and purchasing intentions of consumers or potential consumers towards a product or service, thereby increasing brand exposure and credibility. In other words, influencer marketing is a marketing strategy that involves influential individuals who can influence the opinions and behavior of their followers by using social media as the main means of brand promotion and communication (Agustin & Amron, 2022). In this context, influencers are individuals with a loyal, active follower base, making it easier for them to convey messages, share content, and influence audiences' views and behavior on social media platforms (Hodijah et al., 2021). They are individuals who are active on social media and have successfully built a community of followers by sharing personal stories about lifestyle, interests, and consumption experiences with certain products or services (Childers et al., 2019).

According to Chen et al. (2024), influencers with high levels of popularity, credibility, and attractiveness play an important role in shaping purchasing intentions. Through their ability to build trust, attract audience attention, and present a positive image of the products or services being promoted, influencers can effectively drive purchasing intentions.

In other words, influencer marketing is a form of modern marketing strategy that utilizes the power of influential individuals on social media to shape consumers' perceptions, attitudes, and purchasing intentions regarding a product or service. Through their ability to build a personal image, create authentic emotional connections with followers, and convey messages in a persuasive and relevant manner, influencers are able to increase brand trust and credibility in the eyes of their audience. The success of this strategy is greatly influenced by the quality of the influencers themselves particularly in terms of popularity, credibility, appeal, and influence, as these factors play a crucial role in attracting public attention and driving consumer purchasing intentions. Thus, influencer marketing can be seen as an effective tool for companies to expand their market reach and strengthen their brand's positive image through a more humanistic, relevant, and tailored approach that aligns with the characteristics of today's digital audience. Furthermore, this theory is relevant in research due to the role of influencers in shaping the audience's perceptions, interests, and intentions regarding webinars organised by JIH Academy. Through aspects such as credibility, appeal, and the ability to build trust, influencers contribute to creating a positive image and increasing participants' interest in attending webinars. Therefore, this theory is used to understand how the use of influencers in marketing strategies can influence webinar participants' purchasing intentions, while also distinguishing the

level of comparison of promotional effectiveness between webinars with influencers and those without.

2.1.2 Social Media as a Webinar Promotion Platform

Social media marketing aims to increase product awareness and image within the community. This marketing strategy uses digital platforms to build two-way communication between companies and consumers or potential consumers (Darmawan & Setiawan, 2024). According to Dwivedi et al. (2021), marketing through social media can enhance consumer knowledge and awareness of a brand more effectively than traditional marketing methods because social media allows for faster, more interactive message delivery and reaches a wider audience.

Furthermore, social media marketing enables brands to foster meaningful engagement with consumers through online social platforms, where consumers naturally interact and engage every day (Khairunnisa et al., 2022). According to Van Dijck (2013), social media is a digital platform that focuses on customer engagement through various activities and interactions facilitated online, thus functioning as a web-based tool that plays a role in strengthening relationships with customers. In this context, modern marketing strategies use various social media platforms to reach and engage target audiences. Consumers no longer play a passive role as recipients of messages, but also as content creators who contribute to the relationship and interaction between companies and customers (Nadaraja & Yazdanifard, 2013). This shows a paradigm shift in marketing communication, where social media users help shape brands' image and reputation through their active participation.

According to Riswanto et al. (2023), social media is a digital platform that has revolutionized the way individuals interact and communicate in the modern era. Through various websites and applications, social media allows users to participate in information exchange, share content, and build and maintain relationships with other users. Therefore, social media not only functions as a means of communication but also as a social space that influences consumer behavior and intentions. Social media marketing as a modern strategy involves various activities on social media, such as sharing positive, reliable reviews, and high-quality product information. This strategy has been proven to directly influence consumer purchasing intentions (Munawaroh & Nurlinda, 2023). By utilizing two-way communication, companies can create a positive image through intense digital interaction and engagement with their audience. Thus, this communication strategy builds consumer trust and directly influences purchasing intentions through interactive, convincing digital experiences (Keke, 2022).

In other words, social media marketing constitutes an effective strategy for building brand awareness, shaping a positive brand image, and fostering stronger relationships between companies and consumers. Through two-way communication and active engagement on digital platforms, companies can better understand audience needs while fostering authentic, sustainable interactions. Social media functions not only as a promotional medium but also as a participatory platform where consumers actively help shape brand perceptions. Thus, this strategy plays a crucial role in influencing consumer purchasing intentions and enhancing brand loyalty in the digital era. Furthermore, this theory is relevant to the research because it explains how digital marketing strategies through various social media.

Platforms can shape audience awareness and interest in products or services, particularly webinars organised by JIH Academy. Through social media, organisers can establish two-way communication with prospective participants, convey information quickly, attractively, and interactively, and build a positive image that encourages purchasing intentions.

2.1.3 Purchase Intention

Purchase Intention describes a person's tendency to consciously consider, plan, and express a desire to purchase a product from a particular brand (Spears & Singh, 2004) According to Kotler et al. (1999), purchase intention is volatile and can change when consumers face unexpected situations, such as changes in income, the emergence of more urgent needs, or negative information from the social environment. These situational factors can shift consumer priorities, weakening or even eroding previously formed purchase intentions (Radwan et al., 2021). The purchase intention increases if it correlates with high-quality influencers or endorsements, because their credibility and influence can build trust and positive perceptions of the promoted product (Goldsmith et al., 2000). Image satisfaction with SMIs' image reflects consumers' positive evaluation of influencers' social presence, the quality of interactions established, and the level of satisfaction arising from their experience of following the content or promotions presented (Dabholkar et al., 2009). Image satisfaction will increase when influencers are perceived as positive, convincing figures with a strong image in the eyes of their audience. Increased satisfaction with this image can ultimately drive purchase intention significantly, as consumers tend to

be more trusting, feel confident, and are encouraged to follow the recommendations made by influencers (Li & Peng., 2021).

In other words, a purchase intention is a consumer tendency that is formed through a process of rational and emotional consideration, but is dynamic in nature as it can change when consumers encounter unexpected situations. In the context of modern marketing, influencers have a strategic role in building credibility, strengthening positive images, and creating satisfaction with images, which ultimately has a direct impact on increasing purchase intentions. The relevance of this theory in research lies in the ability of influencers to not only shape positive perceptions, but also significantly encourage purchase intentions for paid webinars organized by JIH Academy. Through a strong image, proven credibility, and convincing interactions, influencers can increase participant interest, reinforce positive assessments of the quality of the event, and encourage intentions to register for webinars more quickly and with greater confidence.

2.1.4 Satisfaction

According to Kotler et al. (1999), customer satisfaction occurs when the performance of a product or service meets or exceeds consumer expectations. These expectations are formed from experience, recommendations, and marketing information, so companies need to manage them realistically to avoid disappointment. This is also a form of emotional response that arises after consumers use or interact with a product or service. This reaction reflects the results of consumer evaluations of the quality, performance, and experience obtained during the consumption process.

Thus, becoming the main measure in assessing the extent to which companies are able to meet or exceed consumer expectations (Pramudita & Japarianto 2013).

Furthermore, according to Yunus Alaan (2016), customer satisfaction is determined by five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Among these five dimensions, tangibles and reliability are the most influential factors because customers tend to assess the comfort of facilities and the accuracy of service as the main aspects that shape satisfaction. According to Giangreco et al (2009), customer satisfaction in the context of webinar-based training is an emotional and cognitive evaluation of participants' learning experiences, which includes the relevance of the material, the quality of the instructor, the perceived benefits, and the reliability of the technology. Participant satisfaction increases when the training is able to meet their expectations through useful material, communicative instructors, and interactive technological support. Explanation of 3 aspects of training assessment, namely:

1. Perceived trainer performance (PTP): Trainer performance is considered the most important factor in the success of a training programme. This reflects the general belief that trainers with dynamic and competent personalities are not only able to deliver material effectively, but can also shape participants' positive perceptions of teaching quality. This perception then plays a major role in the overall evaluation of the training, as the trainer's abilities influence both the participants' understanding and their level of satisfaction with the training programme (Giangreco et al., 2009).

2. Perceived usefulness of training (PUT): This assessment covers the extent to which the course content is relevant to the objectives set, the usefulness of the topics discussed in relation to participants' current learning needs, and its contribution to future career development. The evaluation also considers the relevance of the training material to current job requirements and participants' perceptions of the balance between theoretical and practical aspects (Giangreco et al., 2009). Participants assessed that the training provided tangible benefits in developing their competencies, skills, and readiness to meet professional demands. This is reflected in the perception that the training is able to improve relevant abilities, provides a meaningful learning experience, and offers practical value for participants' personal development and work readiness (Fuchs, 2022).
3. Perceived efficiency of training (PET): Participants' assessments cover various aspects related to the organisation and administration of the training they attended. This evaluation includes participants' perceptions of the training location, scheduling, and frequency of sessions, and the use of teaching aids and materials, such as books, slides, case studies, and training-related reports (Giangreco et al., 2009). In addition, participants also assess the overall implementation of the training, including the benefits gained, the quality of implementation, and the relevance of the material to their needs and work. This assessment provides a comprehensive picture of the effectiveness of the training programme and the extent to which the

training is able to meet participants' expectations (Sahinidis & Bouris, 2007).

In other words, customer satisfaction is the result of the alignment between expectations and actual experiences after using a product or service. This satisfaction is influenced by quality, performance, and the experience of interacting with the company, where the tangible and reliability dimensions play the most dominant roles. In the context of webinar-based training, participant satisfaction is determined by the relevance of the material, the competence of the instructor, the benefits gained, and reliable technological support. Thus, customer satisfaction reflects the extent to which the service successfully provides value and an experience that meets or exceeds consumer expectations. Furthermore, this theory is relevant in this study to understand how participants perceive the overall quality of the webinar. This theory is used to explain the extent to which participants feel satisfied after attending the webinar based on several aspects, such as the relevance of the material presented, the ability and clarity of the speakers in conveying information, the ease of using technology during the activity, and the benefits felt after attending the webinar. Through the application of this theory, the research seeks to analyse how participants' direct experiences in attending webinars contribute to the formation of their satisfaction levels, thereby providing a comprehensive picture of the effectiveness and quality of webinar implementation from the participants' perspective.

2.1.5 Source Characteristics

This study describes the characteristics of SMI (Social Media Influencers) sources through five main aspects, namely attractiveness, expertise, authenticity, homophily, and interaction. All of these aspects interact and contribute together in shaping changes in consumer attitudes, namely:

1. Attractiveness: The attractiveness of social media influencers mainly stems from their physical appearance and body shape, which are considered ideal (Li & Peng, 2021). These emotional feelings make interactions between the audience and influencers more enjoyable, resulting in satisfaction with the influencer's image on social media. In addition, the appeal of influencers also helps attract consumers' attention to a brand's advertisements and fosters curiosity and a desire to learn more about the promoted product (Gotlieb & Sarel, 1991).
2. Expertise: Influencers who possess in-depth knowledge, are able to convey information clearly, and provide logical explanations will be considered more credible by their audience (Ying & Dikčius, 2023). This high level of credibility encourages increased audience trust, fosters brand loyalty, and increases interest in purchasing the product (Xiao et al., 2018).
3. Homophily: Homophily is an important social characteristic that plays a role in building trust and increasing consumer engagement (Ying & Dikčius, 2023). This is because the perception of similarity and closeness between influencers and their followers makes the audience

feel that they have similar experiences, values, or views to those influencers (Ayeh et al., 2013).

4. Interaction: Active interaction by influencers on social media plays an important role in helping consumers gain a deeper understanding of product information (Coyle, James et al., 2012). Through intense and responsive communication, satisfaction with influencers can be fostered, thereby influencing consumers' purchasing intentions (Jun & Yi, 2020).
5. Originality: Originality refers to the degree of novelty or modernity of something. The higher the degree of originality, the more likely it is to attract attention and create a surprise effect, encouraging people to talk about it and spread information about it (Moldovan et al., 2011). Unique or contemporary content is reflected in how SMIs build closeness and connection with consumers. With new, relevant, and authentic content, consumers can enjoy a pleasant and engaging experience (Li & Peng, 2021).

2.2 Previous Research

In this report, the author was inspired by the research of Li & Peng. (2021) entitled *"Influencer Marketing: Purchase Intention and Its Antecedents,"* which discusses how the characteristics of an influencer on social media can influence consumer attitudes and purchase intentions toward promoted products. This study attempts to explain the influence path starting from the five main characteristics of influencers, namely attractiveness, expertise, originality, homophily, and interaction, which form two types of consumer attitudes, namely

satisfaction with the influencer's image and trust in advertisements. These two attitudes then encourage consumer attachment to the brand, which ultimately increases purchase intention. The results show that three main characteristics, namely expertise, originality, and homophily, have a significant influence on the formation of attitudes and purchase intentions, while attractiveness only affects image satisfaction but not trust in advertisements, and interaction only affects trust in advertisements but not image satisfaction. In this study, the researchers applied these variables to identify the factors that influence individuals' intentions to register for webinars organized by JIH Academy. This approach is expected to help understand which variables have the most significant influence on participants' interest and intentions in participating in these activities.

In this report, the author was also inspired by the research of Giangreco et al. (2009) , entitled “Trainees’ Reactions to Training: An Analysis of the Factors Affecting Overall Satisfaction with Training,” which discusses how various situational factors can affect participants' satisfaction levels with the training program they are attending. This study focuses on the first level of Kirkpatrick's evaluation model, namely participants' reactions to training, highlighting three main factors: perceived training efficiency, perceived usefulness of training, and perceived trainer performance. The results of the study showed that these three factors had a positive influence on participant satisfaction, with perceptions of the usefulness of training being the most dominant factor. However, this study did not find any substitution effects between factors, which means that organizations needed to pay attention to all these aspects in a balanced manner to achieve optimal participant satisfaction. Thus, this article emphasizes that the level of training participant satisfaction does not only depend on the trainer's ability, but also on the relevance of the material and the efficiency of the training delivery, which

together form a meaningful and quality training experience. In this study, researchers applied these variables to determine the factors that influence participants' satisfaction levels with webinars featuring influencer and non-influencer speakers. This approach aims to identify whether these variables indicate differences in participant satisfaction levels between webinars featuring influencer speakers and webinars featuring non-influencer speakers organized by JIH Academy.

2.3. Research framework

Based on the researcher's explanation above, a research model framework can be created as shown in the figure 2.1.

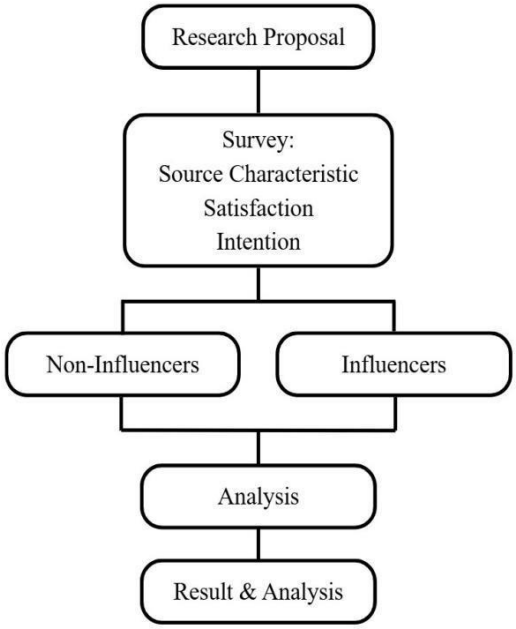


Figure 2.1

Conceptual Research

CHAPTER III

METHODOLOGY

3.1 Research Focus

The researchers chose to use a quantitative approach that focused on the collection and analysis of numerical data. According to Sekaran and Bougie (2016), quantitative data is numerical data that is generally collected through structured instruments such as questionnaires. This approach was used because it provides an objective picture of respondents' perceptions of purchasing intentions and customer satisfaction levels. In this study, data were obtained through a closed questionnaire, which was an instrument that provided a number of answer options predetermined by the researcher, so that respondents only needed to choose the option that best suited their views (Sekaran & Bougie, 2016). Through analysis of consumer perceptions regarding purchasing intentions and their satisfaction with the services used, this study is expected to provide a comprehensive overview of the effectiveness of promotional strategies. In addition, the findings from this study are also expected to serve as a basis for companies in designing more targeted marketing strategies and helping to maintain long-term relationships with consumers.

3.2 Method

The survey method was conducted by distributing questionnaires to respondents, who were consumers of the product being studied. This study aimed to collect data and information about respondents' preferences, perceptions, and experiences regarding the services provided. By surveying respondents, this study focused on purchasing intentions and consumer satisfaction with services that influence consumer perceptions. This data were analyzed

descriptively to draw conclusions that provided a comprehensive understanding of the conditions being studied.

3.3 Unit Analysis

The unit of analysis in this study refers to the individuals from whom data were collected to support the research objectives. The unit of analysis used in this study consisted of participants of JIH Academy webinars. These participants also served as the respondents of the questionnaire. The questionnaire was distributed to two groups of respondents: participants who attended webinars featuring influencer speakers and participants who attended webinars featuring non-influencer speakers.

3.4 Data Collection

Based on Table 3.1, the data collection method in this study used primary data obtained from questionnaires and observations. Data collection was conducted by distributing the questionnaire link online through official WhatsApp groups and email channels of JIH Academy webinar participants. The distribution process began in April 2025 and was completed in July 2025, during which responses were collected until the required number of respondents was achieved. The population of this study was all participants of webinars with influencers and webinars without influencers. For webinars with influencers, the total number of participants was 180, and for webinars without influencers, the total number of participants was 230, with four different webinars.

Table 3. 1

Population

Event	Frequency	Number of Participant

Influencer	1 (May 2025)	180
Non-Influencer	4 (April - July 2025)	230

As it was not possible to reach all participants, this study used a random sampling method. The sample size was determined using the Slovin formula, as this study had two groups with different numbers of participants. The Slovin formula used in this study is as follows:

$$n = \frac{N}{1 + N(e^2)}$$

n = Sample

N = Population

e = error tolerance level

As shown in Table 3.2, the sample size was determined using the Slovin formula. A total population of 180 participants in influencer-led webinars yielded a sample size of 65, while a total population of 230 participants in non-influencer webinars yielded a sample size of 70.

Table 3. 2

Sample Size

Influencer	65
Non-Influencer	70

There were 135 respondents in this study, divided into two questionnaires, 65 respondents and 70 respondents. The researchers here distributed the research questionnaires

with the help of JIH Academy employees, which are distributed randomly among the group of participants who attend the webinar and are distributed after the webinar is over.

3.5 Primary Data

Primary data were the main data obtained directly from respondents through observation and questionnaire distribution. This data collection were carried out directly by researchers either in the field or outside the field. Primary data is a source of data that can be obtained by researchers directly through observation in the field or in the form of primary data in this study obtained through two techniques, namely observation and questionnaires (Sugiyono, 2016).

3.5.1 Questionnaires

According to Arikunto (2013), a questionnaire is a list of questions given to people who are willing to respond according to the user's request. This questionnaire was designed using several questions and opinions regarding the factors influencing the intention to purchase a webinar that uses influencers and non-influencers. The questionnaire in this study consisted of two parts, namely questions used to measure purchasing intentions regarding the research product and questions regarding customer satisfaction with the service. Each question item was measured using a Likert scale with seven rating levels, ranging from 1 = “strongly disagree” to 7 = “strongly agree” (Li & Peng, 2021). In compiling the questionnaire, the questions were divided between two different groups of respondents, namely webinar participants with influencers and webinar participants without influencers. This division aimed to measure differences in perception and satisfaction levels among participants based on the type of resource person used. The letter "X" in each question

refers to the relevant resource person, where the name of the resource person is adjusted to the context of each webinar so that respondents can provide relevant and accurate assessments of their experiences.

The variables used in this study refer to two relevant literature sources. The variables Attractiveness, Expertise, Originality, Homophily, Interaction, Image Satisfaction, and Purchase intention were adapted from Li & Peng. (2021) article. Meanwhile, the variables Perceived Trainer Performance, Perceived Usefulness of Training, and Perceived Efficiency of Training refer to Giangreco et al. (2009) article as the conceptual and operational basis for the research instrument. For details on the questions for each variable, see Table 3. 3.

Table 3. 3

List Questions

Code	**QUESTIONS**
ATTRACTIVENESS	
AT1	Does "X" look attractive?
AT2	Does "X" have a charming appearance?
AT3	Does "X" look elegant?

AT4	Does "X" look enthusiastic?
EXPERTISE	
EX5	Does "X" have the expertise to recommend this webinar?
EX6	In your opinion, how experienced is "X" in recommending this webinar convincingly?
EX7	In your opinion, how knowledgeable is "X" about how to recommend this webinar?
EX8	Is "X" qualified to recommend this webinar?
EX9	In your opinion, how well does "X" recommend this webinar so that it is interesting to follow?

ORIGINALITY	
OR10	Is "X" original?
OR11	Is "X" trendy?

HOMOPHILY	
HO12	I feel that "X" has a lot in common with me.
HO13	I feel that the values held by "X" are similar to the values I hold.
HO14	I feel that the image or style of "X" reflects myself.
INTERACTION	
IN15	"X" responds to my messages or questions quickly.
IN16	I find it easy to contact "X" through social media or other platforms.
IN17	"X" responds to my comments and feedback quickly.
Perceived trainer performance	
PTP18	"X"'s ability to deliver webinar material.
PTP19	"X"'s ability to engage participants during the webinar.
PTP20	"X"'s ability to manage time during the webinar session.
PTP21	"X"'s mastery of the material.

PTP22	The learning methodology used by "X" during the presentation of the material.
Perceived usefulness of training	
PUT23	The topics covered in the webinar are useful for my current job responsibilities.
PUT24	The webinar topics are relevant to my future career development.
PUT25	The webinar topics suit my individual learning needs.
PUT26	The material presented is in line with the objectives explained at the beginning of the webinar.
PUT27	The webinar has a good balance between theory and practice.
Perceived efficiency of training	
PET28	The material used in the webinar was appropriate and relevant to the topic discussed.

PET29	The webinar was well organized (including the platform, media equipment, and agenda).

PET30	The schedule and frequency of the webinars were appropriate and not burdensome for participants.
IMAGE SATISFACTION	
IS31	I am pleased to receive information about "X".
IS32	I am pleased to see the information available about "X".
IS33	I feel happy when searching for and gathering information about "X".
IS34	I prefer promotions from "X" over social media.
IS35	I am pleased to be able to interact directly with "X".
PURCHASE INTENTION	

PD36	I will attend webinars organized by JIH Academy if they feature speakers such as "X" in the future.
PD37	I really want to attend webinars organized by JIH Academy that feature speakers such as "X".
PD38	I will most likely attend webinars organized by JIH Academy that feature speakers such as "X".
PD39	If I have extra money, I will attend webinars organized by JIH Academy that feature speakers such as "X".

3.6 Validity and Reliability Test

3.6.1 Validity Test

According to Sekaran and Bougie (2016), face validity indicates that the items in the questionnaire appear to be capable of measuring the concept being studied, where each indicator appears relevant and appropriate to the variable being measured. In this study, face validity was established through direct discussions with the supervising lecturer, which involved a review of the literature and research instruments relevant to the research topic, as well as aligning the indicators with those commonly used in previous studies. In addition, the questionnaire instrument was approved by the internship supervisor from PT. UGM before being given to respondents. Through this process, the supervising lecturer assessed whether each item

in the questionnaire appeared appropriate, feasible, and logical for use in measuring the research variables.

3.6.1 Reliability Test

Reliability is a measure of the internal consistency of a research instrument that shows the extent to which the items in the instrument are interrelated and consistently measure the same construct. In addition, reliability also reflects the stability of measurement results, namely the ability of the instrument to produce relatively similar results when measurements are repeated under similar conditions.

In this study, reliability testing was conducted using Cronbach's Alpha coefficient as the main method for assessing the internal consistency of the measurement instrument. Cronbach's Alpha was chosen based on the consideration that this method is the most commonly used technique in quantitative questionnaire-based research to test the correlation and stability between items in a single construct. The process of calculating and evaluating Cronbach's Alpha values was carried out using Microsoft Excel to ensure that each question item was able to function consistently in measuring the same construct.

The research data were arranged in a table in Microsoft Excel, where each column represented one question item, and each row represented one respondent. The initial stage of calculating Cronbach's Alpha was done by calculating the variance of each item and the total variance of the combined scores of all items. Excel provides statistical functions that allow researchers to calculate individual item variance and total variance based on the accumulation of respondent scores. Furthermore, these

variance values are used to calculate Cronbach's Alpha coefficient according to the established formula.

The Cronbach's Alpha coefficient value obtained from this analysis was used to describe the level of internal consistency of the research instrument (Nugroho et al., 2023). Cronbach's Alpha values range from 0 to 1, where values closer to 1 indicate higher reliability. In general, Cronbach's Alpha values ≥ 0.70 are considered to meet acceptable reliability criteria, while values below this threshold indicate potential inconsistencies between items in the measurement instrument. By utilizing Microsoft Excel, researchers conducted instrument reliability testing efficiently and systematically, thereby ensuring the quality and reliability of measurements in this study. The Cronbach's Alpha formula used in this study is as follows:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum \sigma_i^2}{\sigma_{\text{total}}^2}\right)$$

Notes:

$\sum \sigma b_2$ = Sum of item variances

σt = Total variance

According to Sugiyono (2013), a research instrument is considered reliable if it has a reliability coefficient or Cronbach's Alpha value of 0.6 or higher. Conversely, if the Cronbach's Alpha value is below 0.6, the instrument is considered unreliable. Therefore, a Cronbach's Alpha value equal to or greater than 0.6 indicates that the measurement instrument is valid and reliable for use in research.

Table 3. 4

Instrument Reliability Categories

Reliability	Categories
0.00-0.199	Very low
0.20-0.399	Low
0.40-0.599	Adequate
0.60-0.799	Strong
0.80-1.00	Very Strong

3.7 Data Analysis

This study utilized questionnaire data analyzed using descriptive statistical analysis to describe respondents' perceptions of influencer and non-influencer webinars at JIH Academy. The questionnaire data will be processed using descriptive statistics, which are used to present an overview of the research object, both through data collected from samples and populations. In practice, data processed using descriptive statistics is generally presented as a measure of data centralisation (Sugiyono 2016). Among the various measures of data centralisation that are often used, the mean is one of them. The mean is defined as a method used to calculate the average value of a series or set of data (Rahayu 2022). Through this approach, researchers can understand the patterns of respondents' perceptions of the variables studied, namely purchasing intentions and customer satisfaction levels. After the descriptive analysis results are obtained, the next step is to compare the two data groups, namely webinars involving influencers and webinars without influencers. The purpose of this comparison is to see the extent of differences in perceptions and customer satisfaction levels based on the type of

resource person used. Thus, this analysis is expected to provide an empirical picture of the effectiveness of using influencers in increasing purchasing intentions and participant satisfaction with webinars organised by JIH Academy.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter explains the findings from data collection during the internship. The results of the data collection were taken from observations at PT. Unisia Global Medika and questionnaires were given to 135 respondents, but divided into 2 categories.

4.1 Data Collection

The questionnaire was distributed to respondents via Google Forms. The questionnaire was distributed to customers who participated in the JIH Academy webinar. At the beginning, researchers distributed questionnaires through the webinar participants' WhatsApp group after the webinar was completed, until all data were successfully collected. The first webinar was held on 19 April 2025, while the last webinar was held on 26 July 2025.

4.2 Respondent Profile

A total of 135 respondents participated in this questionnaire, all of whom were participants in the JIH Academy Webinar. According to Roscoe (1975), this study used the generally recommended sample size determination reference, which is a minimum sample size ten times larger than the number of indicators studied. Purchase intentions were measured across nine categories, namely Attractiveness, Expertise, Originality, Homophily, Interaction, Image Satisfaction, and Purchase Intention. Customer satisfaction was measured across three categories, namely Perceived Trainer Performance, Perceived Usefulness of Training, and Perceived Efficiency of Training. The profiles of the JIH Academy Webinar participants were obtained from these findings.

1) Respondent Gender

Table 4.1 shows the gender of respondents in two categories of activities, namely "Webinar with Influencers" and "Webinar without Influencers". The table shows that all 70 respondents in the "Webinar with Influencers" category were female. In contrast, in the "Webinar without Influencers" category, there were 25 male respondents and 45 female respondents. These results show that there is no significant difference between the two activity categories.

Table 4.1

Gender of respondents

Gender	**Frequency**	
	Webinar with Influencers	**Webinar without Influencers**
Male	0	25
Female	70	45

2) Respondent Occupation

Table 4.2 shows the professions of respondents who participated in two types of webinars, namely "Webinar with Influencers" and "Webinar without Influencers". In the "Webinar with Influencers" category, the largest number of respondents came from the Dentist profession with 56 people, followed by other professions such as Doctor with 10 respondents, Special Dentist in Conservative Dentistry with 3 respondents, and other professions with 1 respondent. Meanwhile, in the "Webinar without Influencers" category, the largest number of respondents came

from the Doctor profession with 54 respondents, followed by other professions such as Neurology Specialist with 8 respondents, Orthopaedics & Traumatology Specialist with 2 respondents, Internal Medicine Specialist with 2 respondents, Physical Medicine & Rehabilitation Specialist with 1 respondent, and other professions with 3 respondents. Overall, the table shows that "Webinars with

Influencers had more respondents from the Dentist profession, while Webinars without Influencers had more respondents from the Doctor profession.

Table 4.2

Profession

Webinar with Influencer	
Profession	**Frequency**
Doctor	10
Specialist Dentist in Conservative Dentistry	3
Dentist	56
Others	`1
Webinar without Influencer	
Profession	**Frequency**
Doctor	54
Orthopaedics and Traumatology Specialist	2
Physical Medicine and Rehabilitation Specialist	1
Internal Medicine Specialist	2

Neurology Specialist	8
Others	3

3) Social Media Platforms Used

Table 4.3 shows that the social media platforms used by respondents to access the two types of webinars, namely "Webinars with Influencers" and "Webinars without Influencers." In the "Webinars with Influencers" category, it can be seen that 67 respondents used Instagram, followed by 2 respondents who used TikTok, and 1 respondent who used other platforms. No respondents used YouTube or Facebook to access "Webinars with Influencers." Meanwhile, in the "Webinars without Influencers" category, it appears that 65 respondents used Instagram, followed by 3 respondents who used Facebook, 1 respondent who used YouTube, and 1 respondent who used other platforms. No respondents used TikTok to access "Webinars without Influencers." Overall, the majority of respondents used Instagram more for both types of webinars.

Table 4.3

Social Media respondent

Social Media	**Frequency**	
	Webinar with Influencers	**Webinar without Influencers**
Instagram	67	65
YouTube	0	1
Facebook	0	3

Tiktok	2	0
Others	1	1

4) Familiarity with the Speakers

Table 4.4 shows the respondents' familiarity level with two categories of webinars, namely “Webinars with Influencers” and “Webinars without Influencers.” In “Webinars with Influencers,” 66 respondents said they were familiar, and 4 respondents said they were not familiar. Meanwhile, for “Webinars without Influencers,” 22 respondents stated that they were familiar with them, while 48 respondents stated that they were not familiar with them. In this case, it shows that the number of respondents who are familiar is higher for “Webinars with Influencers” compared to “Webinars without Influencers”.

Table 4. 4

Respondents' familiarity with the speaker

Familiar	**Frequency**	
	Webinar with Influencers	**Webinar without Influencers**
Yes	66	22
No	4	48

5) Webinar Information Source

Based on Table 4.5, the respondents' exposure to information about two categories of webinars, namely “Webinars with Influencers” and “Webinars without

Influencers". In "Webinars with Influencers," 50 respondents stated that they were exposed through following the social media accounts of the information sources, followed by 4 respondents through content from social media sources, 13 respondents through news on social media, and 2 respondents stated that they had never been exposed. In addition, 1 respondent was exposed through other categories, and no respondents were exposed through news on television and radio. Meanwhile, in "Webinars without Influencers," 3 respondents followed the social media accounts of information sources, followed by 9 respondents who were exposed through content from sources on social media, and 55 respondents who were exposed through news on social media. In addition, 2 respondents stated that they had never been exposed, and 1 respondent was included in the "Others" category. Similar to the first category, no respondents were exposed through television or radio news. The data showed that the main way participants were exposed in the influencer-led webinar group was by following the influencer's personal social media account. In contrast, in the non-influencer webinar group, most participants were reached through social media content.

Table 4. 5

Sources of Information Exposure by Participant Group

Source of Exposure	Webinar **Frequency**	
	Influencer-Led Webinar	**Non-Influencer Webinar**
Become a follower of the source's social media account	50	3

Content from sources on social media	4	9
News in the media (television or radio)	0	0
News on social media	13	55
Never been exposed	2	2
Others	1	1

4.3 Test Result

1) Validity Test

In this research, validity testing was conducted using face validity, namely by consulting and directly assessing the research instruments by the academic supervisor and internship supervisor. The consultation process aimed to ensure that each question in the questionnaire was in accordance with the research concept and objectives. The results from the two supervisors can be seen in Table 4. 6.

Table 4.6

Content Validity Index

Code	Expert 1	Expert 2	Experts who agree	I-CVI	Result
AT1	1	1	2	1,00	Item allowed
AT2	1	1	2	1,00	Item allowed
AT3	1	1	2	1,00	Item allowed

AT4	1	1	2	1,00	Item allowed
EX5	1	1	2	1,00	Item allowed
EX6	1	1	2	1,00	Item allowed
EX7	1	1	2	1,00	Item allowed
EX8	1	1	2	1,00	Item allowed
EX9	1	1	2	1,00	Item allowed
QR10	1	1	2	1,00	Item allowed
QR11	1	1	2	1,00	Item allowed
HO12	1	1	2	1,00	Item allowed
HO13	1	1	2	1,00	Item allowed
HO14	1	1	2	1,00	Item allowed
IN14	1	1	2	1,00	Item allowed
IN15	1	1	2	1,00	Item allowed
IN16	1	1	2	1,00	Item allowed
PTP17	1	1	2	1,00	Item allowed
PTP18	1	1	2	1,00	Item allowed
PTP19	1	1	2	1,00	Item allowed
PTP20	1	1	2	1,00	Item allowed
PTP21	1	1	2	1,00	Item allowed

PUT22	1	1	2	1,00	Item allowed
PUT23	1	1	2	1,00	Item allowed
PUT24	1	1	2	1,00	Item allowed
PUT25	1	1	2	1,00	Item allowed
PUT26	1	1	2	1,00	Item allowed
PET27	1	1	2	1,00	Item allowed
PET28	1	1	2	1,00	Item allowed
PET29	1	1	2	1,00	Item allowed
IS30	1	1	2	1,00	Item allowed
IS31	1	1	2	1,00	Item allowed
IS32	1	1	2	1,00	Item allowed
IS33	1	1	2	1,00	Item allowed
IS34	1	1	2	1,00	Item allowed
PT35	1	1	2	1,00	Item allowed
PT36	1	1	2	1,00	Item allowed
PT37	1	1	2	1,00	Item allowed
PT38	1	1	2	1,00	Item allowed
			S-CVI	**1,00**	The item is good

According to Davis (1992), if a study involves two experts, the minimum value that must be achieved for the instrument to be declared valid is 0.8. The results of

The study, based on Table 4.6, shows that the validity test score obtained is 1.0. Thus, the instrument used in this study has met and even exceeded the minimum required limit, so it can be declared valid for use in the data collection process.

2) Reliability Test

Table 4.7 shows that all variables studied have met the reliability criteria. Referring to Sugiyono (2013) in Table 3.2, the Cronbach's Alpha values obtained are in the adequate to very strong category. Therefore, it can be concluded that all variables in this study have an adequate level of reliability, so that the instruments used are reliable and suitable for further analysis.

Table 4. 7

Results of all Cronbach' Alpha variables

Variables	**Cronbach' Alpha**	**Category**
Attractiveness	0,79	Strong
Expertise	0,74	Strong
Originality	0,58	Adequate
Homophily	0,67	Strong
Interaction	0,83	Very Strong
Perceived Trainer Performance	0,75	Strong
Perceived Usefulness of Training	0,80	Very Strong

Perceived Efficiency of Training	0,83	Very Strong
Image Satisfaction	0,78	Strong
Purchase Intention	0,93	Very Strong

4.4 Result of Data Analysis

1) Source Characteristic

The results of this questionnaire answered the researcher's questions regarding the comparison of the effectiveness of Influencer Marketing and Social Media Marketing strategies in driving participants' interest and purchasing intentions for JIH Academy's paid webinars, which were analyzed through five source characteristics, namely: attractiveness, expertise, originality, homophily, and interaction.

Table 4. 8

Webinar Questionnaire Results: Attractiveness Variables

Attractiveness		
Question Code	**Average**	
	Influencers	**Non-Influencers**
AT1	6,714	6,271
AT2	6,542	6,185
AT3	6,614	6,142

AT4	6,442	6,085
Average Variable Attractiveness	**6,578**	**6,171**

Based on Table 4.8, the Attractiveness variable shows that the perception of attractiveness in webinars involving influencers is consistently higher than in webinars that do not involve influencers. The average for each item (Q1–Q4) in the influencer category is in the range of 6.442–6.714, while in the non-influencer category, it is in the range of 6.085–6.271. This difference indicates respondents' answers to the question “Are the speakers attractive, interesting, elegant, and good-looking?” This means that respondents tend to feel that the influencer category is higher than the non-influencer category.

Overall, the average ‘Attractiveness’ variable for influencers is 6.578, slightly higher than 6.171 in the non-influencer category. With a difference of around 0.407, these results show that influencers who are speakers are perceived as more attractive, more interesting, more elegant, and better looking than non-influencer speakers. This is supported by the results of observations during the webinars that have been held, where respondents showed a higher interest in the personal characteristics of influencer speakers.

Table 4.9

Webinar Questionnaire Results: Expertise Variables

Expertise

Question Code	Average	
	Influencers	**Non-Influencers**
EX5	6,642	6,528
EX6	6,628	6,514
EX7	6,657	6,428
EX8	6,685	6,414
EX9	6,657	6,457
Average Variable Expertise	**6,654**	**6,468**

Based on Table 4.9, the Expertise variable shows that respondents' perceptions of the expertise of speakers in webinars involving influencers are consistently higher than in webinars that do not involve influencers. The average score for each question item (Q1–Q5) for the influencer category was in the range of 6.628–6.685, while for the non-influencer category it was in the range of 6.414–6.528. This difference shows that respondents answered the question “Does the speaker have the expertise, experience, knowledge, qualifications, and skills appropriate to the webinar topic?” This means that respondents tend to feel that the influencer category is higher than the non-influencer category.

Overall, the average value of the “Expertise” variable in the influencer category reached 6.654, slightly higher than the non-influencer category, which had an average value of 6.468. With a difference of around 0.186, these results show that influencer speakers were perceived to have a better level of expertise, both in terms of competence, experience, knowledge, qualifications, and skills relevant to the webinar theme presented.

Table 4.10

Webinar Questionnaire Results: Originality Variables

Originality		
Question Code	**Average**	
	Influencers	**Non-Influencers**
OR10	6,528	6,257
OR11	6,671	6,157
Average Variable Originality	**6,600**	**6,207**

Based on Table 4.10, the ‘Originality’ variable shows that respondents' perceptions of the level of originality of the speakers in webinars involving influencers are higher than in webinars that do not involve influencers. The average score for each question item (Q1–Q2) for the influencer category was in the range of 6.528–6.671, while for the non-influencer category it was in the range of 6.157–6.257. This difference shows that respondents' answers to the question “Are the speakers considered original and give a

modern impression?" These results suggest that respondents perceived influencer speakers as more original compared to non-influencer speakers.

Overall, the average value of the 'Originality' variable in the influencer category reached 6.600, slightly higher than the non-influencer category, which had an average value of 6.207. With a difference of around 0.393, these results showed that influencer sources were perceived as more original and more relevant to current developments and trends.

Table 4.11

Webinar Questionnaire Results: Homophily Variables

Homophily		
Question Code	**AveRage**	
	Influencers	**Non-Influencers**
HO12	6,328	6,242
HO13	6,342	6,485
HO14	6,228	6,242
Average Variable Homophily	**6,300**	**6,323**

Based on Table 4.11, the 'Homophily' variable shows that respondents' perceptions of the level of similarity between themselves and the speakers were relatively balanced or slightly higher in the non-influencer category between webinars involving influencers and non-influencers. The average score for each question item (Q1–Q3) for

the influencer category was in the range of 6.228–6.342, while for the non-influencer category it was in the range of 6.242–6.485. This difference indicates respondents' answers to the questions “Do they feel they have a lot in common with the speaker, Does the speaker have values that are relevant to those held by the respondents, and Does the speaker have an image or style that is relevant to the respondents?” did not show significant differences between the two categories of speakers.

Overall, the average value of the ‘Homophily’ variable in the non-influencer category was 6.323, slightly higher than the influencer category, which had an average value of 6.300. With a difference of around 0.023, these results show that non-influencer sources were perceived as having slightly more similarities with the respondents, in terms of values, image, and personal style. However, the difference was very small, so it can be interpreted that the level of homophily of respondents towards influencer and non-influencer sources is at a relatively equal level.

Table 4.12

Webinar Questionnaire Results: Interaction Variables

Interaction		
Question Code	**Average**	
	Influencers	**Non-Influencers**
IN15	6,657	6,171
IN16	6,657	6,128

IN17	6,657	6,271
Average Variable Interaction	**6,600**	**6,190**

Based on Table 4.12, the 'Interaction' variable shows that respondents' perceptions of the level of interaction between speakers in influencer-led webinars was higher than in non-influencer webinars. The average score for each question item (Q1–Q3) for the influencer category was the same, namely 6.657, while for the non-influencer category it ranged from 6.128 to 6.271. This difference reflects respondents' answers to the question, "Is the speaker considered quick to respond to messages, easy to contact, and responsive to comments and feedback?" This means that respondents tended to feel that the influencer category was higher than the non-influencer category.

Overall, the average 'Interaction' variable in the influencer category reached a value of 6.600, slightly higher than the non-influencer category, which had an average value of 6.190. With a difference of around 0.410, these results showed that influencer sources were perceived as more responsive and more active in building interactions with webinar participants.

Table 4.13

Questionnaire Results for all Variables

Variable	**Influencer**	**Non-Influencer**	**Differences in Percentage**
	Average		
Attractiveness	6,578	6,171	6,6%

Expertise	6,654	6,468	2,88%
Originality	6,600	6,207	6,33%
Homophily	6,300	6,323	-0,36%
Interaction	6,600	6,190	6,62%
Overall Average	**6,546**	**6,272**	**4,37%**

Based on Table 4.13, the results of data processing from both questionnaires showed that respondents' perceptions of webinars involving influencers and webinars without influencers did not show a very significant difference. However, webinars featuring influencer speakers still received higher average scores on all variables measured. The average overall variable score for webinars with influencers was 6.546, with the highest score on the Interaction variable at 6.600 and the lowest score on the Homophily variable at 6.300. Meanwhile, webinars without influencers had an overall average variable score of 6.272, with the highest score on the Expertise variable at 6.468 and the lowest score on the Interaction variable at 6.190.

This shows that even though the difference in perception between the two types of webinars was relatively small (all of them under 10%), respondents still considered webinars involving influencers to have a slightly higher impact than webinars without influencers. Although the Homophily variable for webinars without influencers appears to be slightly higher, the overall results for all variables show that webinars with influencers receive higher ratings than webinars without influencers. This perception

supports the observation that participants feel more satisfied with speakers who are influencers than with speakers who are not influencers.

2) Satisfaction

Table 4.14

Webinar Questionnaire Results: Perceived Trainer Performance Variables

Perceived Trainer Performance		
Question Code	**Average**	
	Influencers	**Non-Influencers**
PTP18	6,657	6,585
PTP19	6,485	6,557
PTP20	6,485	6,5
PTP21	6,614	6,471
PTP22	6,5	6,514
Average Variable Perceived Trainer Performance	**6,548**	**6,525**

Based on Table 4.14, the variable 'Perceived Trainer Performance' shows that respondents' perceptions of the speakers in webinars involving influencers and non-influencers were relatively balanced. The average score for each question item (Q1–Q5).

For the influencer category is 6.485–6.657, while for the non-influencer category it is 6.471–6.585. This shows that respondents' answers to questions about ‘The resource person's ability to deliver webinar material, engage participants during the webinar, manage time, master the material, and the learning methodology used during the delivery of the material’ did not show significant differences between the two categories of resource persons.

Overall, the average variable for ‘Perceived Trainer Performance’ in the influencer category reached a value of 6.548, slightly higher than the non-influencer category, which received an average value of 6.525. With a difference of about 0.023, these results explain that influencer and non-influencer speakers are perceived as almost equal by webinar participants. This shows that the factor of speaker performance is not viewed solely in terms of whether they are influencers or not, but rather in terms of their performance in delivering material, engaging participants, managing time, mastering the material, and the learning methodology used.

Table 4.15

Webinar Questionnaire Results: Perceived Usefulness of Training Variables

Perceived Usefulness of Training		
Question Code	**Average**	
	Influencers	**Non-Influencers**
PUT23	6,442	6,414
PUT24	6,357	6,414
PUT25	6,528	6,385

PUT26	6,657	6,528
PUT27	6,6	6,357
Average Variable Perceived Usefulness of Training	**6,517**	**6,420**

Based on Table 4.15, the variable ‘Perceived Usefulness of Training’ shows that respondents' perceptions of the usefulness of webinars involving influencers and non-influencers are relatively balanced. The average score for each question item (Q1–Q5) for the influencer category was in the range of 6.357–6.657, while for the non-influencer category it was in the range of 6.357–6.528. This shows that respondents' answers to the questions ‘Usefulness of webinar topics for current job responsibilities, relevance of topics to future career development, suitability of topics to individual learning needs, suitability of material to webinar objectives, and balance between theory and practice’ did not show significant differences between the two webinar categories.

Overall, the average variable of ‘Perceived Usefulness of Training’ in the influencer category reached a value of 6.517, slightly higher than the non-influencer category, which obtained an average value of 6.420. With a difference of about 0.097, these results give the perception that webinars with influencer speakers are slightly more useful for participants. However, the difference between the two categories is not significant, suggesting that the usefulness of webinars is more influenced by the suitability of the material to the participants' needs than by the status of the speaker as an influencer or non-influencer.

Table 4.16

Webinar Questionnaire Results: Perceived Efficiency of Training Variables

Perceived Efficiency of Training		
Question Code	**Average**	
	Influencers	**Non-Influencers**
PET28	6,628	6,614
PET29	6,757	6,614
PET30	6,785	6,671
Average Variable Perceived Efficiency of Training	**6,723**	**6,633**

Based on Table 4.16, the variable ‘Perceived Efficiency of Training’ shows that respondents' perceptions of the efficiency of webinars involving influencers and non-influencers are relatively high in both categories, with values tending to be higher in the influencer category. The average score for each question item (Q1–Q3) for the influencer category was in the range of 6.628–6.785, while for the non-influencer category it was in the range of 6.614–6.671. This shows that respondents' answers to questions about “the suitability and validity of the material with the topics discussed, the smooth running of the webinar, including the platform and media completeness, and the suitability of the webinar schedule and frequency planning” were slightly higher for webinars involving

influencer speakers.

Overall, the average variable for “Perceived Efficiency of Training” in the influencer category reached a value of 6.723, higher than the non-influencer category, which obtained an average value of 6.633. With a difference of around 0.090, these results show that webinars with influencer speakers are perceived as slightly more efficient by participants. However, the difference is not very significant, so it can be interpreted that the efficiency of webinars is more influenced by technical aspects and webinar planning than by the status of the speaker as an influencer or non-influencer.

Table 4.17

Questionnaire Training Assessment: Results for all Variables

Variable	**Influencer**	**Non-Influencer**	**Differences in Percentage**
	Average		
Perceived Trainer Performance	6,548	6,525	0,35%
Perceived Usefulness of Training	6,517	6,420	1,51%
Perceived Efficiency of Training	6,723	6,633	1,36%
Overall Average	**6,596**	**6,561**	**1,07%**

Based on Table 4.17 shows that the average satisfaction of respondents for all research variables falls into two categories. These results indicate that consumers have significant perceptions between the two categories, namely webinars with influencers and

webinars without influencers. The average scores for Perceived Trainer Performance were 6.548, Perceived Usefulness of Training was 6.517, and Perceived Efficiency of Training was 6.723. The average score for this group was 6.596.

Meanwhile, in the results of webinars without influencers, the average score for Perceived Trainer Performance was 6.525, Perceived Usefulness of Training was 6.420, Perceived Efficiency of Training was 6.633. The average score for this group was 6.561. Overall, the table shows that the average scores for all variables, including the overall average score, were higher for webinars with influencers than for webinars without influencers. This perception supports the finding that participants are slightly higher (all of them under 10%) webinars with influencer speakers over webinars with non-influencer speakers.

Table 4.18

Webinar Questionnaire Results: Image Satisfaction Variables

Image Satisfaction		
Question Code	**Average**	
	Influencers	**Non-Influencers**
IS31	6,528	6,271
IS32	6,585	6,214
IS33	6,571	6,2
IS34	6,485	6,042

IS35	6,628	6,228
Average Variable Image Satisfaction	**6,560**	**6,191**

Based on Table 4.18, the ‘Image Satisfaction’ variable shows that respondents' perceptions of the level of satisfaction with the image of the source in webinars involving influencers are higher than in webinars that do not involve influencers. The average score for each question item (Q1–Q5) for the influencer category was 6.485–6.628, while for the non-influencer category it was 6.042–6.271. This shows that respondents' answers to the questions ‘Enjoyment of receiving information from the source, interest in the information provided, enjoyment in searching for and gathering information from the source, preference for the source's content over others, and enjoyment of being able to interact directly with the source’ tend to be higher for influencer sources than for non-influencer sources.

Overall, the average ‘Image Satisfaction’ variable in the influencer category reached a value of 6.560, higher than the non-influencer category, which obtained an average value of 6.191. With a difference of around 0.369, these results show that influencer sources are perceived as being able to build a more positive and satisfying image for webinar participants. These results show that satisfaction with the image of the speaker is influenced by the participants' positive experiences in receiving information, content preferences, and the quality of interaction established during the webinar.

Table 4.19

Webinar Questionnaire Results: Purchase intention Variables

Purchase intention		
Question Code	**Average**	
	Influencers	**Non-Influencers**
PI36	6,714	6,042
PI37	6,742	6,142
PI38	6,814	6,114
PI39	6,857	6,042
Average Variable Purchase intention	**6,782**	**6,085**

Based on Table 4.19, the 'Purchase intention' variable shows a difference in perception between webinars that use influencer speakers and webinars that use non-influencer speakers. The average score for each question item (Q1–Q4) for the influencer category is 6.714–6.857, while for the non-influencer category it is 6.042–6.142. This shows that respondents gave higher ratings to the questions 'intention to attend webinars in the future, desire to attend webinars, likelihood of attending webinars, and willingness to attend webinars if they had more funds' when the webinar used influencer speakers compared to non-influencer speakers.

Overall, the average 'Purchase intention' variable for webinars with influencer speakers reached a value of 6.782, while for webinars with non-influencer speakers it was

6.085. With a difference of around 0.697, these results show that influencer speakers are able to encourage stronger intentions among participants to attend webinars, in terms of desire, future plans, and financial willingness. This shows that the presence of influencer speakers plays a role in shaping participants' behavioral intentions towards webinar participation more positively than webinars with non-influencer.

Table 4.20

Questionnaire Satisfaction

Image Satisfaction	6,560	6,191	5,96%
Purchase intention	6,782	6,085	9,65%

Based on Table 4.20 shows that the average satisfaction of respondents for all research variables falls into two categories. These results indicate that consumers have significant perceptions between the two categories, namely webinars with influencers and webinars without influencers. The average scores for Image Satisfaction was 6.560, and Purchase Intention was 6.782.

Meanwhile, in the results of webinars without influencers, the average score for Image Satisfaction was 6.191, and Purchase intention was 6.085. Overall, the table shows that the average scores for all variables, were higher for webinars with influencers than for webinars without influencers (all of them under 10%).

4.5 Discussions

1) Attractiveness

The results of this study indicate that the attractiveness variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding addresses the first research question regarding how influencer marketing strategies enhance participants' interest and purchase intentions toward JIH Academy's paid webinars. The higher perceived attractiveness suggests that influencer speakers are more effective in capturing participants' attention and creating a positive impression, thereby contributing to stronger interest and purchase intention. According to Chen et al. (2024), influencers who have a high level of attractiveness tend to be more capable of shaping the audience's perception of the speaker. Influencers with higher levels of attractiveness are generally perceived more positively by participants, because this attractiveness increases the influencer's ability to influence the audience's attitudes, attention, and assessment of the message being conveyed (Wang & Scheinbaum, 2018). Therefore, webinars at JIH Academy that invite influencers with high levels of attractiveness are more likely to increase participants' interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers, the findings of this study confirm that the attractiveness aspect of influencer marketing contributes to increasing participants' interest and purchasing intentions, thus answering the formulated research problem.

2) Expertise

The results of this study indicate that the expertise variable in webinars featuring influencer speakers received a slightly higher perception score compared to those featuring non-influencer speakers. This finding addresses the first research question concerning how influencer marketing strategies enhance participants' interest and purchase intentions toward JIH Academy's paid webinars. The higher perceived expertise suggests that influencer speakers are regarded as more knowledgeable and competent in delivering the webinar content, thereby increasing participants' confidence in the information presented and strengthening their interest and purchase intention. According to AlFarraj et al. (2021), an influencer needs to have adequate knowledge, experience, and skills to support their role in a particular field. These skills are important characteristics for influencers to perform their functions effectively and gain the trust of their followers (Daneshvary & Schwer, 2000). Perceptions of influencer expertise are formed when audiences assess that influencers have a level of competence, skills, and knowledge relevant to the topic being discussed, so that the messages conveyed are considered more credible and trustworthy (Schouten et al., 2019). Therefore, webinars at JIH Academy invite influencers with a level of knowledge, experience, and skills that are more relevant to the topic being discussed. This perception is more likely to increase participants' interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers. The findings of this study align with prior research, demonstrating that the expertise dimension of influencer marketing contributes to the formation of positive perceptions and the strengthening of participants' purchase intentions.

3) Originality

The results of this study indicate that the originality variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding directly answers the first research question regarding how influencer marketing strategies increase participants' interest and purchasing intentions toward paid webinar products at JIH Academy. The higher perception of originality suggests that influencer speakers are seen as more unique, modern, and authentic in delivering webinar content, which helps create stronger emotional connections with participants and enhances their interest and purchasing intentions. According to Casaló et al. (2020), the originality and modernity displayed by influencers are perceived to play a role in forming connections with participants. Higher levels of originality and modernity are associated with stronger perceptions of relevance and a more visible image of influencer authenticity. In addition, providing original material can give participants new experiences, evoke positive feelings, and contribute to higher participant satisfaction (Li & Peng, 2021). Therefore, webinars at JIH Academy invited influencers who had a level of authenticity and uniqueness that played a role in building connections with participants. This perception can increase participant interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers. The findings of this study are consistent with previous research, indicating that the originality dimension of influencer marketing contributes to building stronger participant connections and strengthening purchasing intentions toward paid webinar products.

4) Homophily

The results of this study indicate that the homophily variable in webinars featuring non-influencer speakers received a slightly higher perception score compared to webinars featuring influencer speakers. This finding also addresses the first research question regarding how influencer marketing strategies increase participants' interest and purchasing intentions toward paid webinar products at JIH Academy. However, unlike other source characteristics variables, homophily does not appear to be a major differentiating factor between influencer and non-influencer speakers. Both categories are perceived to have relatively high levels of similarity with participants, which suggests that homophily alone does not significantly distinguish the effectiveness of influencer marketing in this context. According to Santiago & Serralha (2022), the relationship between influencers and their followers is influenced by their level of homophily. The greater the similarities shown by an influencer with their followers in terms of values, lifestyle, and views the higher the level of interaction between them. Therefore, homophily is seen as an important factor in shaping the perception of influencer credibility, because these similarities make influencers feel closer, more authentic, and more trustworthy to their followers (Djafarova & Rushworth, 2017). Therefore, webinars at JIH Academy that invite both influencer and non-influencer speakers do not show significant differences in terms of the level of similarity perceived by participants. Both categories of speakers are considered to have relatively high levels of homophily, so homophily is not a major distinguishing factor between the two speakers in this study. Therefore, both webinars featuring influencers and non-influencers have the potential to increase participant interest and positively influence their purchasing intentions regarding paid webinar products at JIH Academy. In line with this perspective, the findings of this study indicate that both

influencer and non-influencer speakers are perceived to share similarities with participants, which contributes positively to participants' interest and purchasing intentions, even though homophily is not the primary factor distinguishing the two speaker categories.

5) Interaction

The results of this study indicate that the interaction variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding directly answers the first research question regarding how influencer marketing strategies increase participants' interest and purchasing intentions toward paid webinar products at JIH Academy. The higher perception of interaction suggests that influencer speakers are considered more capable of creating active, responsive, and engaging communication with participants, which enhances audience involvement and strengthens their interest and purchasing intentions. According to Ryding et al. (2023), influencers are perceived to be more capable of increasing audience interaction than non-influencers because they are perceived to have stronger appeal and credibility and are able to build more active and responsive engagement. Furthermore, influencers also tend to be perceived as more authentic and have a psychological closeness to their audience, so that the interaction that is built becomes more intense and sustainable (Byun and Ahn 2023). Therefore, webinars at JIH Academy that invite influencers with higher interaction rates tend to encourage more active audience engagement. This perception of interaction rates has the potential to increase participant interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers. The findings of this study are consistent with previous research, indicating that the interaction

dimension of influencer marketing contributes to stronger audience engagement and reinforces participants' purchasing intentions toward paid webinar products.

6) Perceived Trainer Performance

The results of this study indicate that the perceived trainer performance variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding addresses the second research question regarding how satisfied participants were with webinars featuring influencers and non-influencers. The higher perception of trainer performance suggests that influencer speakers are viewed as more effective in delivering material, facilitating learning, and managing the webinar session, which contributes to a more positive learning experience and higher participant satisfaction. According to Chen et al. (2025), influencers tend to be viewed positively when they are able to deliver material effectively, so that they are not only seen as content creators but also as presenters who influence the learning experience of participants. Furthermore, according to Wilczyński et al. (2025), the level of trust and credibility of influencers as resource persons plays an important role in shaping participants' assessments of trainer performance. Therefore, webinars at JIH Academy that invite influencers with high credibility and trustworthiness, as well as the influencers' ability to convey knowledge effectively, tend to form positive perceptions among participants. These perceptions can increase participant interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers. The findings of this study indicate that influencer-led webinars at JIH Academy tend to generate more positive

evaluations of trainer performance, which ultimately contribute to higher participant satisfaction compared to webinars featuring non-influencer speakers.

7) Perceived Usefulness of Training

The results of this study indicate that the perceived usefulness of the training variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding addresses the second research question regarding how satisfied participants were with webinars featuring influencers and non-influencers. The higher perception of training usefulness suggests that influencer-led webinars are considered more relevant, practical, and beneficial to participants' professional needs, which contributes to a more meaningful learning experience and higher participant satisfaction. According to Chen et al. (2025), training with influencers as speakers can be beneficial when the learning content provides practical value, relevance, and applicability to their needs, indicating that the perceived benefits of learning are closely related to the value of the material delivered by the speaker. In addition, Andriani et al. (2023), found that training can be considered positive if it improves participants' understanding, skills, and confidence after participating in the program, indicating that the usefulness of training is reflected in the benefits felt by participants. Therefore, webinars at JIH Academy that invite influencers who are able to deliver training material that is relevant and tailored to the needs of participants create a positive perception among participants. This perception has the potential to increase participant interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers. The findings of this study indicate that influencer-led webinars at JIH Academy tend to generate higher

perceptions of usefulness, which ultimately contribute to greater participant satisfaction compared to webinars featuring non-influencer speakers.

8) Perceived Efficiency of Training

The results of this study indicate that the perceived efficiency of training variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding addresses the second research question regarding how satisfied participants were with webinars featuring influencers and non-influencers. The higher perception of training efficiency suggests that influencer-led webinars are viewed as more organized, clear, and time-effective, which enhances participants' overall learning experience and contributes to higher levels of satisfaction. According to Giangreco et al. (2009), trainees' perceptions of training efficiency are strongly influenced by their reactions to the training process, including how well the trainer organizes the session, delivers the content clearly, and manages time effectively. When trainers are able to present material concisely and maintain participant engagement, the training process is more likely to be perceived as efficient by participants. In addition, Sun et al. (2025), explain that influencers, as content communicators, generally adopt an engaging and audience-oriented communication style that emphasizes clarity, relevance, and efficient message delivery. These characteristics make it easier for audiences to understand key messages more quickly and stay focused, thereby supporting a more efficient learning process. Therefore, webinars at JIH Academy that use influencer speakers are perceived to have a higher level of training efficiency. This efficiency can be understood as the result of effective trainer communication performance, in line with the main criteria for efficient training delivery, thereby forming participants' positive assessment of the training process. This perception has the potential

to increase participant interest and positively influence their purchasing intentions regarding paid webinar products compared to webinars featuring non-influencer speakers. The findings of this study indicate that influencer-led webinars at JIH Academy tend to generate higher perceptions of training efficiency, which ultimately contribute to greater participant satisfaction compared to webinars featuring non-influencer speakers.

9) Image Satisfaction

The results of this study indicate that the image satisfaction variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding addresses the second research question regarding how satisfied participants were with webinars featuring influencers and non-influencers. The higher perception of image satisfaction suggests that influencer-led webinars are more effective in shaping positive image evaluations among participants, which contributes to a stronger sense of satisfaction after experiencing the webinar. According to Permadani & Hartono (2022), influencers with high source characteristics have a significant influence on image satisfaction. These characteristics play a role in shaping the image perception built by influencers, which then becomes the basis for consumer evaluation of the brand. Furthermore, this image perception influences consumer assessment after they experience and evaluate the brand, thereby impacting the formation of image satisfaction (Rachmawati, 2024). Therefore, this shows that perception of image satisfaction in the influencer category suggests that influencers tend to be perceived as more effective in shaping positive image evaluations, which subsequently contribute to higher levels of image satisfaction compared to non-influencers. The findings of this study indicate that influencer-led webinars at JIH Academy tend to create more positive image perceptions, which ultimately contribute to

higher levels of image satisfaction compared to webinars featuring non-influencer speakers.

10) Purchase intention

The results of this study indicate that the purchase intention variable in webinars featuring influencer speakers received a slightly higher perception score compared to webinars featuring non-influencer speakers. This finding directly answers the first research question regarding how influencer marketing strategies increase participants' interest and purchasing intentions toward paid webinar products at JIH Academy. The higher perception of purchase intention suggests that the presence of influencer speakers contributes to the formation of positive attitudes toward the webinar products, which strengthens participants' intention to make a purchase. According to Lim et al. (2017), the presence of influencers as a source of marketing communication plays a role in increasing purchase intentions, especially when influencers are able to build positive consumer attitudes towards the products or services being promoted. Credibility and the level of trust in influencers are key factors in forming these positive attitudes, which can encourage consumers to make a purchase (Saima & Khan, 2021). Therefore, this shows that influencers, through their credibility and ability to build trust, are effective in shaping positive consumer attitudes, which in turn encourage consumers' intention to make purchases. The findings of this study indicate that influencer-led webinars at JIH Academy tend to generate stronger purchase intentions compared to webinars featuring non-influencer speakers, confirming the effectiveness of influencer marketing strategies in shaping participants' purchasing decision.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the results of the internship report at PT. Unisia Global Medika, the following conclusions can be drawn:

1. Based on the findings of this study, webinars featuring influencer speakers proved to be more effective in increasing participant interest and positively influencing their purchasing intentions regarding paid webinar products at JIH Academy. This conclusion is supported by participants' higher ratings on the main source characteristics indicators, namely attractiveness, expertise, originality, and interaction, which were consistently rated slightly higher for influencer speakers than non-influencer speakers. These indicators reflect participants' more positive perceptions of the role and performance of influencer speakers during webinars, which in turn contribute to participant interest and purchase intentions. Although the overall difference between influencer and non-influencer speakers is relatively small, the research results show a consistent pattern in which webinars led by influencers have the potential to increase participant interest and purchasing intentions.
2. The participants' satisfaction level with the webinars in both categories shows that, on all training assessment indicators and image satisfaction, participants were more satisfied with webinars using influencer speakers than withwebinars with non-influencer speakers. Although overall influencers are higher, the difference is not very significant.

5.2 Recommendation

Based on the results of the internship report, there are a few recommendations for PT. Unisia Global Medika.

1. Based on the results of this study, both source characteristics indicators and satisfaction indicators show that webinars using influencer speakers are perceived slightly better by participants compared to webinars using non-influencer speakers. Although the differences are not significant, influencer speakers tend to create a more engaging experience and higher participant satisfaction. In terms of cost, the total expense of organizing webinars with influencer and non-influencer speakers is not very different when considering both speaker fees and promotional costs. Therefore, PT Unisia Global Medika is recommended to use influencer speakers for future webinar events. Even though influencer fees are generally higher, promotion becomes easier and more effective because influencers can promote the webinar through their own social media. On the other hand, webinars without influencers usually require additional promotional costs, such as paid social media ads and other marketing efforts.
2. To strengthen the JIH Academy brand, this study recommends collaborating with external influencers who have no direct affiliation with the organization. The involvement of external influencers has the potential to expand brand exposure, reach a wider audience segment, and enhance brand credibility from an outside perspective. Through collaboration with influencers outside the organization, the JIH Academy brand has the opportunity to build a stronger brand image.

5.3 Research Limitations

1. This study has limitations in the process of collecting respondent data, where researchers encountered difficulties in obtaining an adequate number of respondents

at one time, so data collection had to be carried out gradually and periodically. These limitations were influenced by the researchers' limited access to webinar participants and differences in the response rates of respondents after the webinar took place.

2. The results of this study cannot be fully generalized to other contexts or organizations, as findings may differ in different environments. In this study, the influencers involved were internal speakers who already worked at PT. UGM had ingrained values and strong relationships with the brand. This condition may influence participants' perceptions, as influencers not only act as promotional figures but also represent the organization itself. Therefore, the positive perceptions and satisfaction levels found in this study may be influenced by existing brand values and familiarity with influencers, which may not be the same if the webinar uses external influencers or is organized by another institution.

REFERENCES

Agustin, N., & Amron, A. (2022). Pengaruh Influencer Marketing Dan Persepsi Harga Terhadap Minat Beli Skincare Pada Tiktok Shop. *Kinerja*, *5*(01), 49–61.

Ahmad Luthfi Hanif. (2025). Pengaruh Social Media Marketing terhadap Purchase Intention melalui Consumer Brand Engagement: Survei pada Perusahaan GoFood Indonesia. *Jurnal Manajemen dan Ekonomi Kreatif*, *3*(1), 41–55. https://doi.org/10.59024/jumek.v3i1.511

Alaan, Y. (2016). Pengaruh service quality (tangible, empathy, reliability, responsiveness, dan assurance) terhadap customer satisfaction: Penelitian pada Hotel Serela Bandung. *Jurnal Manajemen*.

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

Amanda, D., Baskara, I., & Unggul, U. E. (2022). *Pengaruh social media marketing terhadap Purchase Intention dengan Moderasi E-Wom.*

Andriani, A. D., Chotimah, D. H., & Fauziah, S. S. (2023). The role of influencer academy's content creator class in improving high school students' public speaking ability. *The International Journal of Education Management and Sociology*, 2(1), 71–77.

Arikunto, S. (2013) Prosedur Penelitian Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.

Ayeh, J. K., Au, N., & Law, R. (2013). Predicting the intention to use consumer-generated media for travel planning. *Tourism Management*, *35*, 132–143. https://doi.org/10.1016/j.tourman.2012.06.010

Azahra, P. N., & Sholihah, D. D. (2024). Penerapan strategi efisiensi biaya endorsement dengan rate card dan engagement rate dalam kampanye influencer CV Avero Indonesia. *Jurnal Ekonomi dan Perbankan Syariah*, *9*(5).

Bui, T. Q., Nguyen, N. T., Nguyen, K. K., & Tran, T. T. (2021). Antecedents Affecting Purchase Intention of Green Skincare Products: A Case Study in Vietnam. *The Journal of Asian Finance, Economics and Business*, *8*(3), 1295–1302.

Byun, K. J., & Ahn, S. J. (Grace). (2023). A Systematic Review of Virtual Influencers: Similarities and Differences between Human and Virtual Influencers in Interactive Advertising. *Journal of Interactive Advertising*, *23*(4), 293–306.

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*,

117, 510–519. https://doi.org/10.1016/j.jbusres.2018.07.005

Chen, X., Yu, T., Dai, J., Jing, Y., & Wang, C. (2025). Unveiling learners' intentions toward influencer-led education: An integration of qualitative and quantitative analysis. *Interactive Learning Environments*, *33*(5), 3469–3487.

Chen, Y., Qin, Z., Yan, Y., & Huang, Y. (2024). The Power of Influencers: How Does Influencer Marketing Shape Consumers' Purchase Intentions? *Sustainability*, *16*(13), 5471. https://doi.org/10.3390/su16135471

Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues & Research in Advertising*, *40*(3), 258–274.

Coyle, J. R., Smith, T., & Platt, G. (2012). "I'm here to help": How companies' microblog responses to consumer problems influence brand perceptions. *Journal of Research in Interactive Marketing*, *6*(1), 27–41. https://doi.org/10.1108/17505931211241350

Dabholkar, P. A., Van Dolen, W. M., & De Ruyter, K. (2009). A dual-sequence framework for B2C relationship formation: Moderating effects of employee communication style in online group chat. *Psychology & Marketing*, *26*(2), 145–174. https://doi.org/10.1002/mar.20265

Daneshvary, R., & Schwer, R. K. (2000). The association endorsement and consumers' intention to purchase. *Journal of Consumer Marketing*, *17*(3), 203–213. https://doi.org/10.1108/07363760010328987

Darmawan, A. T., & Setiawan, M. B. (2024). Pengaruh influencer marketing, electronic word of mouth dan social media marketing terhadap keputusan pembelian (studi kasus pada pembelian produk Erigo di Kota Semarang). *Jurnal Ekonomi dan Ekonomi Syariah*, 7(1), 778–790.

Davis, L. L. (1992). Instrument review: Getting the most from a panel of experts. *Applied Nursing Research*, *5*(4), 194–197. https://doi.org/10.1016/S0897-1897(05)80008-4

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase intentions of young female users. *Computers in Human Behavior*, *68*, 1–7. https://doi.org/10.1016/j.chb.2016.11.009

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*, 102168.

Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, *15*(4), 291–314. https://doi.org/10.1362/026725799784870379

Fera Anggraini & Mirzam Arqy Ahmadi. (2024). Pengaruh Influencer Marketing terhadap Keputusan Pembelian Produk Kecantikan di Kalangan Generasi Z: Literature Review. *Journal of Management and Creative Business*, *3*(1), 62–73.

Fuchs, K. (2022). An interview study to explore the perceived usefulness of in-house training programs in tourism and hospitality education. *Heliyon*, *8*(12), e12547. https://doi.org/10.1016/j.heliyon.2022.e12547

Ganesananthan, S., Zahid, A., Choudhry, A., Vadiveloo, T. V., Khan, N., Yang, T., Urrehman, H., Mahesh, S., & Yousef, Z. (2022). The Utility and Educational Impact of a Virtual Webinar to Deliver an International Undergraduate Cardiovascular Conference. *Advances in Medical Education and Practice*, *Volume 13*, 993–1002. https://doi.org/10.2147/AMEP.S376114

Giangreco, A., Sebastiano, A., & Peccei, R. (2009). Trainees' reactions to training: An analysis of the factors affecting overall satisfaction with training. *The International Journal of Human Resource Management*, *20*(1), 96–111.

Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, *29*(3), 43–54. https://doi.org/10.1080/00913367.2000.10673616

Handayani, N. T., & Usman, O. (2021). The effect of online customer review, influencer marketing, and website quality on purchase intentions in the Shopee online marketplace.

Hodijah, C., Intan, A. J. M., Solihah, R., & Maria, S. (2021). The Role of Influencer Marketing to Improve Organizational Performance and its Impact on Purchasing intentions. *Budapest International Research and Critics Institute - Journal*

Iblasi, W., Bader, D., & ALqurini, S. (2016). The Impact of Social Media as a Marketing Tools on purchasing intentions. *International Journal of Managerial Studies and Research*, *4*(1), 14–28.

Jun, S., & Yi, J. (2020). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product & Brand Management*, *29*(6), 803–814. https://doi.org/10.1108/JPBM-02-2019-2280

Karipidis, P., Tsakiridou, E., Aggelopoulos, S., & Belidis, A. (2010). Consumers' purchasing and store switching intentions in respect of eco-marked products. *International Journal of Economics and Business Research*, *2*(6), 511. https://doi.org/10.1504/IJEBR.2010.035702

Keke, M. E. (2022). The use of digital marketing in information transport in social media: The example of Turkish companies. *Transportation Research Procedia*, *63*, 2579–2588.

Khairunnisa, S., Budiyanti, H., & Haeruddin, M. I. W. (2022). Pengaruh Sosial Media Marketing Instagram, Brand Image, dan Kualitas Produk terhadap Keputusan Pembelian pada MS Glow (Studi Kasus pada Konsumen Distributor MS Glow Panakukkang di Kota Makassar). *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 2(4), 110–126.

Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (1999). *Principles of marketing* (2nd ed).

Kotler, P., Keller, K. L., Hoon, A. C., & Wee, C. H. (2021). *Marketing management: Global Edition* (16th ed.). Pearson Education.

Lea-Greenwood, G. (2013). *Fashion marketing communications*. John Wiley & Sons. Li,

Y., & Peng, Y. (2021). Influencer marketing: Purchase intention and its antecedents. *Marketing Intelligence & Planning*, *39*(7), 960–978. https://doi.org/10.1108/MIP-04-2021-0104

Lim, X. J., Radzol, A. R. M., Cheah, J.-H., & 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), 19–36.

Maurine, S. N. (2023). Consumer behaviour and the role of influencer marketing on purchase intentions.

Mhlanga, D., Denhere, V., & Moloi, T. (2022). COVID-19 and the Key Digital Transformation Lessons for Higher Education Institutions in South Africa. *Education Sciences*, *12*(7), 464. https://doi.org/10.3390/educsci12070464

Moldovan, S., Goldenberg, J., & Chattopadhyay, A. (2011). The different roles of product originality and usefulness in generating word-of-mouth. *International Journal of Research in Marketing*, *28*(2), 109–119. https://doi.org/10.1016/j.ijresmar.2010.11.003

Munawaroh, I., & Nurlinda, R. A. (2023). Pengaruh social media marketing dan brand ambassador terhadap keputusan pembelian melalui brand image pada produk skincare Whitelab. *Journal of Applied in Business Management and Accounting.*

Nadaraja, R., & Yazdanifard, R. (2013). Social media marketing: Advantages and disadvantages.

Neubauer, M. S., Adams, T., Adelman-McCarthy, J., Benelli, G., Bose, T., Britton, D., Burchat, P., Butler, J., Cartwright, T. A., Davídek, T., Dumarchez, J., Elmer, P., Feickert, M., Galewsky, B., Gill, M., Gladki, M., Goel, A., Guyer, J. E., Jayatilaka, B., … Zhang, Y. (2021). *Learning from the Pandemic: The Future of Meetings in HEP and Beyond* (No. arXiv:2106.15783). arXiv. https://doi.org/10.48550/arXiv.2106.15783

Nugrogo, A. A., Dwijayanti, I., & Setyawati, R. D. (2023). *Statistik berbantu MS. Excel*.

Nunes, S., Little, S., Bhatia, S., Boratto, L., Cabanac, G., Campos, R., Couto, F. M., Faralli, S., Frommholz, I., Jatowt, A., Jorge, A., Marras, M., Mayr, P., & Stilo, G. (2020). *ECIR 2020 Workshops: Assessing the Impact of Going Online* (No. arXiv:2005.06748). arXiv. https://doi.org/10.48550/arXiv.2005.06748

Piwulang by JIH Academy. (2025, June 12). *Lembaga pelatihan terakreditasi A.* https://piwulang-id.com/tentang-kami

Pramudita, Y. A., & Japarianto, E. (2013). Analisa pengaruh customer value dan customer experience terhadap customer satisfaction di De Kasteel Resto Surabaya. *Jurnal Manajemen Pemasaran Petra.*

Permadani, N. A., & Hartono, A. (2022). Analysis of the Effect of Attraction, Expertise, Interaction, Image Satisfaction, and Advertising Trust on Purchase Intention in Social Media Influencer Marketing on Erigo Consumers in Indonesia. *Budapest International Research and Critics Institute (BIRCI-Journal)*. https://doi.org/10.33258/birci.v5i2.4867

Qazzafi, S. (2019). Consumer buying intentions process toward products. *International Journal of Scientific Research and Engineering Development*, *2*(5).

Radwan, A. F., Mousa, S. A., Mohamed, M. M., & Youssef, E. Y. M. (2021). Impact of Social Media Influencer Marketing On Youth Purchase Intentions in UAE. *Media Watch*, *12*(3). https://doi.org/10.15655/mw/2021/v12i3/165405

Rachmawati, E. (2024). The Role of Influencer Marketing, Customer Feedback, Corporate Social Responsibility, and Product Quality on Brand Image and Customer Loyalty in the Beauty and Personal Care Market in Indonesia. *The Es Economics and Entrepreneurship*, *3*(01). https://doi.org/10.58812/esee.v3i01.301

Riswanto, A., Sepriano, Zafar, T., Dewi, L., & Erwin. (2023). Sosial Media Marketing. In Efitra (Ed.), 1 (1 ed., hal. 3). PT. Sonpedia Publishing Indonesia.

Roscoe, J. . (1975) *Fundamental research statistics for the behavioral sciences*. New York: Holt Rinehart and Winston.

Ryding, D., Boardman, R., & Konstantinou, R. (2023). Optimising the Effect of Influencer Marketing: Exploring Consumers' Interaction with Different Influencer Types on Instagram. In C. L. Wang (Ed.), *The Palgrave Handbook of Interactive Marketing* (pp. 641–664). Springer International Publishing. https://doi.org/10.1007/978-3-031-14961-0_28

Sahinidis, A. G., & Bouris, J. (2008). Employee perceived training effectiveness relationship to employee attitudes. *Journal of European Industrial Training*, *32*(1), 63–76. https://doi.org/10.1108/03090590810846575

Saima, & Khan, M. A. (2021). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, *27*(4), 503–523.

Santiago, J. K., & Serralha, T. (2022). What more influences the followers? The effect of digital influencer attractiveness, homophily and credibility on followers' purchase intention. *Issues in Information Systems*, 23(1), 86–101.

Schouten, A.P., Janssen, L. and Verspaget, M. (2019), "Celebrity vs influencer endorsements in advertising: the role of identification, credibility, and product-endorser fit", *International Journal of Advertising*, pp. 1-24.

Sekaran, U., & Bougie, R. (2016). *Research methods for business : a skill-building approach*

Shukmalla, D., Savitri, C., & Pertiwi, W. (2023). Pengaruh Content Marketing Dan Influencer Marketing Terhadap Keputusan Pembelian Produk Kosmetik Lokal di Tiktok Shop (Studi Pada Mahasiswa Manajemen Universitas Buana Perjuangan Karawang). *Jurnal Mirai Management*, *8*(3), 326–341.

Simbolon, M. F. A. M., & Sumiati, S. (2025). Pengaruh Social Media Marketing dan Customer Satisfaction Terhadap Purchase Decision Dimediasi Oleh Repurchase Intention Pada E- Commerce Shopee. *eCo-Buss*, *8*(1), 971–985. https://doi.org/10.32877/eb.v8i1.2968

Sugiyono (2016) *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: PT Alfabet.

Sun, L., Zhou, K., Li, L., Cheung, W. M., & Lin, C.-H. (2025). From teachers to influencers: Exploring edu-influencers' social media practices through uses and gratification theory. *System*, *133*, 103774.

Van Dijck, J. (2013). The culture of connectivity: A critical History Of Social media . UK: Oxford University Press.

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

Wilczyński, B., Antczak, H., De Tillier, K., Taraszkiewicz, M., Sobczak[3], K., & Zorena, K. (2025). Physiotherapy students' trust in social-media physiotherapy influencers: Implications for digital-literacy training in medical education. *BMC Medical Education*, *25*(1), 1215.

Xiang, S., Rasool, S., Hang, Y., Javid, K., Javed, T., & Artene, A. E. (2021). The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth. *Frontiers in Psychology*, *12*, 633597. https://doi.org/10.3389/fpsyg.2021.633597

Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer

marketing credibility: A heuristic-systematic model. *Journal of Media Business Studies, 15(3), 188–213. https://doi.org/10.1080/16522354.2018.1501146*

Ying, Y., & Dikčius, V. (2023). Influencer characteristics in social media influencer marketing: A systematic literature review. In *Business and Management 2023: 13th International Scientific Conference Proceedings*. Vilnius Gediminas Technical University. https://doi.org/10.3846/bm.2023.1024

APPENDICES

Appendix 1

Kuesioner Persepsi Peserta Terhadap Webinar yang di selenggarakan JIH Academy A. Data Identitas Responden

1. Nama:....
2. Jenis Kelamin:...
   - Laki - laki
   - Perempuan
3. Asal Instansi:....
4. Profesi:...
   - Dokter Umum
   - Dokter Spesialis Orthopaedi dan Traumatologi
   - Dokter Spesialis Kedokteran Fisik dan Rehabilitas Medik
   - Dokter Spesialis Penyakit Dalam
   - Dokter Spesialis jantung dan Pembuluh Darah ● Dokter Spesialis Neurologi ● Lainnya:...
5. Nomor Whatsapp aktif:...
6. Webinar apa yang anda ikuti?:
   - Inovasi Nyeri dan Vaskular: Pendekatan Terkini untuk Praktisi Medis
   - From Athletes to Geriatric Patients: Stem Cells as a New Hope for Healthy Joints

- Diferensiasi Nyeri Dada akibat GERD dan Penyakit Jantung ● Integrated Neurology in Practice: Case Based Clinical Insights ● Lainnya:...

7. Siapa narasumber webinar yang anda ikuti?:
    - Dr.dr. Meiky Fredianto, SpOT (K), AIFO-K, FICS & dr. Luthfi Hidayat, Sp.OT (K)
    - dr. Resa Budi Deskianditya, Sp.N & dr. Untung Gunarto, Sp.N (K), MM
    - dr. Mochammad Khalimur Rouf, Sp.PD & dr. M.Ulil Aidie Jomansyah, Sp.Jp
    - Dr. dr. Abdul Gofir, M.Sc., Sp.N,Subps.NIOO(K), Dr. dr. Astuti, Sp.N,Subsp.NGD(K) & dr. Yudiyanta, Sp.N,Subsp. NN(K) ● Lainnya:...
8. Apakah anda memiliki media sosial?
    - Ya
    - Tidak
9. Sosial media apa saja yang anda ikuti?
    - Instagram
    - Facebook
    - Tiktok
    - YouTube
    - Lainnya:...
10. Apakah anda familiar dengan narasumber (minimal salah satu) sebelum memutuskan untuk mendaftar webinar ini?
    - Ya
    - Tidak
11. Dari mana anda paling sering terpapar informasi atau konten dari narasumber tersebut?
    - Menjadi follower akun media sosial milik narasumber
    - Pernah terpapar konten narasumber di media sosial
    - Berita di media (TV, radio)
    - Berita di media sosial ● Belum pernah terpapar ● Lainnya:...

Table 1	
Apakah narasumber “X” atraktif?	Skala Likert 1 - 7
Apakah narasumber “X” menarik?	Skala Likert 1 - 7

Apakah narasumber pilihan JIH Academy elegan?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy berpenampilan baik (good looking)?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy memiliki keahlian dengan webinar ini?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy berpengalaman sesuai dengan webinar ini?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy berpengetahuan sesuai dengan webinar ini?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy memiliki kualifikasi sesuai dengan webinar ini?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy memiliki keterampilan sesuai	Skala Likert

dengan webinar ini?	1 - 7
Apakah narasumber pilihan JIH Academy orisinil?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy kekinian?	Skala Likert 1 - 7
Saya merasa memiliki banyak kesamaan dengan narasumber pilihan JIH Academy	Skala Likert 1 - 7
Narasumber pilihan JIH Academy memiliki nilai-nilai yang relevan dengan yang saya anut.	Skala Likert 1 - 7
Narasumber pilihan JIH Academy memiliki citra atau gaya yang relevan dengan diri saya.	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy cepat dalam merespon pesan?	Skala Likert 1 - 7

Apakah narasumber pilihan JIH Academy mudah untuk dihubungi/dijangkau?	Skala Likert 1 - 7
Apakah narasumber pilihan JIH Academy merespon komentar dan masukan dengan cepat?	Skala Likert 1 - 7
Saya senang menerima informasi oleh narasumber pilihan JIH Academy	Skala Likert 1 - 7
Saya senang melihat informasi yang tersedia oleh narasumber pilihan JIH Academy	Skala Likert 1 - 7
Saya merasa senang ketika mencari dan mengumpulkan informasi oleh narasumber pilihan JIH Academy	Skala Likert 1 - 7
Saya lebih menyukai konten dari narasumber pilihan JIH Academy dibandingkan yang lainnya.	Skala Likert 1 - 7
Saya senang bisa berinteraksi langsung dengan narasumber pilihan JIH Academy	Skala Likert 1 - 7
Saya mempercayai konten yang disampaikan oleh narasumber pilihan JIH Academy	Skala Likert 1 - 7
Konten narasumber pilihan JIH Academy memberikan informasi yang relevan dengan webinar ini.	Skala Likert 1 - 7
Konten narasumber pilihan JIH Academy berisi informasi yang nyata/fakta.	Skala Likert 1 - 7
Saya mendapatkan banyak informasi dari konten yang disampaikan ole narasumber pilihan JIH Academy.	Skala Likert 1 - 7
Saya merasa memiliki hubungan batin dengan webinar yang menggunakan narasumber pilihan JIH Academy.	Skala Likert 1 - 7
Webinar yang diisi oleh narasumber pilihan JIH Academy dapat membantu saya menjadi pribadi seperti yang saya inginkan.	Skala Likert 1 - 7

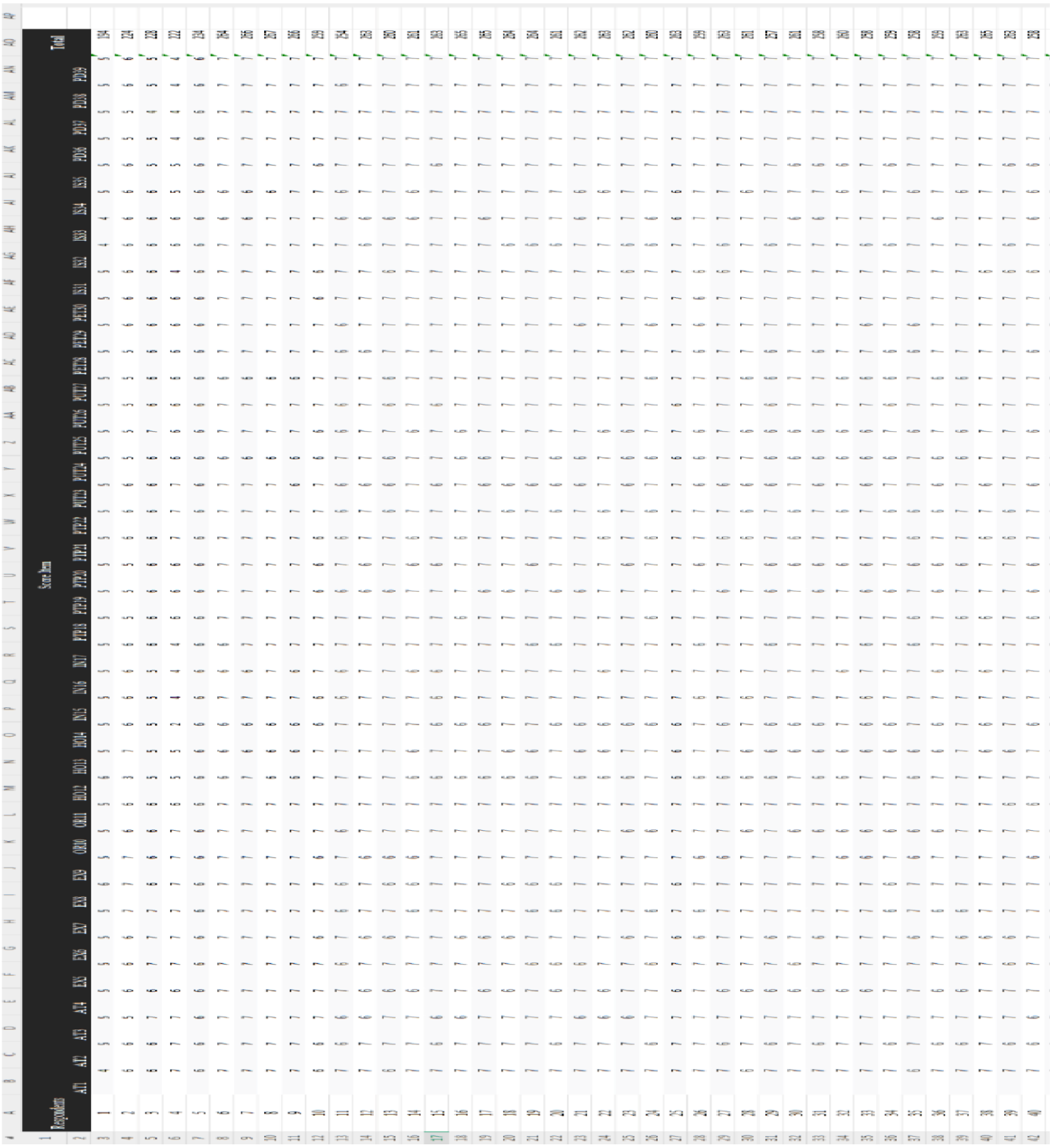
Webinar yang diisi oleh narasumber pilihan JIH Academy mencerminkan siapa diri saya.	Skala Likert 1 - 7
Saya dapat mengidentifikasi diri saya dengan Webinar yang diisi narasumber pilihan JIH Academy.	Skala Likert 1 - 7
Saya merasa bahwa Webinar yang diisi narasumber pilihan JIH Academy mencerminkan seperti apa saya melihat diri saya sendiri.	Skala Likert 1 - 7
Webinar yang diisi narasumber pilihan JIH Academy sangat cocok dengan saya.	Skala Likert 1 - 7
Saya akan mengikuti webinar jika menggunakan narasumber pilihan JIH Academy seperti yang sudah saya ikuti.	Skala Likert 1 - 7
Saya benar-benar ingin mengikuti webinar yang menggunakan narasumber pilihan JIH Academy seperti yang sudah saya ikuti.	Skala Likert 1 - 7
Kemungkinan besar saya akan mengikuti webinar yang menggunakan narasumber pilihan JIH Academy seperti yang sudah saya ikuti.	Skala Likert 1 - 7
Jika saya memiliki uang lebih, saya akan mengikuti webinar yang menggunakan narasumber pilihan JIH Academy seperti yang sudah saya ikuti.	Skala Likert 1 - 7

Table 2	
Kemampuan narasumber dalam menyampaikan materi webinar.	Skala Likert 1 - 7
Kemampuan narasumber dalam melibatkan peserta selama webinar.	Skala Likert 1 - 7
Kemampuan narasumber dalam mengelola waktu selama sesi webinar.	Skala Likert 1 - 7

Tingkat penguasaan materi oleh narasumber.	Skala Likert 1 - 7
Metodologi pembelajaran yang digunakan selama penyampaian materi.	Skala Likert 1 - 7
Topik yang disampaikan dalam webinar bermanfaat bagi tanggung jawab kerja saya saat ini.	Skala Likert 1 - 7
Topik webinar relevan dengan pengembangan karier saya di masa depan.	Skala Likert 1 - 7
Topik webinar sesuai dengan kebutuhan belajar saya secara individu.	Skala Likert 1 - 7
Materi yang disampaikan sesuai dengan tujuan yang telah dijelaskan di awal webinar.	Skala Likert 1 - 7
Webinar memiliki keseimbangan yang baik antara teori dan praktik.	Skala Likert 1 - 7
Materi yang digunakan dalam Webinar sesuai dan valid dengan topik yang dibahas.	Skala Likert 1 - 7
Penyelenggaraan webinar (termasuk platform, kelengkapan media, dan alur acara) berlangsung dengan baik.	Skala Likert 1 - 7
Perencanaan jadwal dan frekuensi webinar sudah sesuai dan tidak memberatkan peserta.	Skala Likert 1 - 7

Appendix 2

Data Result



	Respondents	Score Item																																						Total
		AT1	AT2	AT3	AT4	EX5	EX6	EX7	EX8	EX9	OR10	OR11	HD12	HD13	HD14	IN15	IN16	IN17	PTP18	PTP19	PTP20	PTP21	PTP22	PUT23	PUT24	PUT25	PUT26	PUT27	PET28	PET29	PET30	IS31	IS32	IS33	IS34	IS35	PD36	PD37	PD38	PD39	
42	40	7	6	6	7	7	7	7	7	6	7	6	7	7	6	7	7	7	6	6	6	7	7	6	7	6	7	7	6	7	7	6	7	6	6	6	7	7	7	7	258
43	41	6	6	7	7	7	7	7	7	7	7	6	7	6	7	6	7	7	7	7	6	7	6	7	6	7	6	7	6	7	7	7	6	6	7	6	7	7	7	7	260
44	42	7	6	6	7	7	7	6	7	6	6	6	7	6	7	7	7	6	6	7	7	6	7	7	6	7	6	7	6	7	7	6	7	7	6	7	7	7	7	7	258
45	43	7	7	7	7	6	7	6	7	7	7	7	7	6	6	6	7	6	7	7	6	7	6	7	7	7	6	7	7	7	7	7	6	7	7	7	7	7	7	7	263
46	44	7	6	7	6	7	7	7	6	6	6	7	6	6	6	7	7	7	7	7	6	7	6	6	6	7	7	7	6	7	6	7	7	6	6	7	7	7	7	7	257
47	45	6	6	6	6	7	7	7	7	7	6	7	6	7	7	7	7	7	7	7	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	265
48	46	7	7	6	6	7	7	6	7	6	5	6	7	6	6	6	7	6	7	6	7	6	6	7	6	6	7	7	7	7	7	6	7	7	7	6	7	7	7	7	255
49	47	6	7	6	6	7	7	7	6	6	7	6	6	7	6	7	7	7	7	7	6	6	7	6	6	7	7	7	7	7	7	6	7	7	7	6	7	6	6	7	257
50	48	7	7	7	6	6	7	7	7	7	6	6	5	6	6	7	6	6	6	7	7	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	7	6	6	6	245
51	49	7	7	6	6	6	7	7	7	7	6	6	6	7	7	6	6	7	6	6	7	7	6	6	7	7	7	7	7	7	7	6	7	7	6	6	7	7	7	7	258
52	50	6	7	7	6	7	7	6	6	7	7	7	6	6	7	7	7	6	7	7	7	7	7	6	7	6	7	7	7	7	7	6	7	6	6	7	6	6	7	7	259
53	51	6	6	6	6	7	7	7	7	7	6	7	6	6	6	7	7	7	7	7	7	7	6	6	7	7	7	6	6	7	7	7	7	7	6	7	7	7	7	7	260
54	52	6	6	7	6	7	7	6	6	7	6	7	7	7	5	6	6	6	6	7	6	7	7	7	7	6	6	6	6	6	7	6	7	7	7	6	6	7	7	7	252
55	53	7	6	7	7	7	7	7	6	6	7	6	6	6	5	7	7	6	6	7	6	7	7	7	7	6	6	7	6	7	6	6	7	6	6	7	6	7	7	7	254
56	54	7	7	6	7	6	6	7	7	6	6	6	6	6	6	7	7	7	7	6	7	7	6	6	6	6	6	6	7	7	7	6	6	7	6	7	6	7	7	7	253
57	55	7	6	6	6	7	7	7	6	6	6	7	6	6	6	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6	7	7	7	258
58	56	7	7	6	7	6	6	7	6	6	7	7	6	7	6	6	7	7	6	6	6	6	7	6	6	7	7	6	6	7	7	7	6	7	7	6	6	6	7	7	253
59	57	7	6	7	6	6	7	7	7	6	7	7	6	7	6	7	6	6	7	6	7	6	7	6	6	6	7	7	7	7	7	7	6	6	7	7	7	7	7	7	258
60	58	7	7	7	7	6	7	7	7	7	6	7	7	7	6	7	6	7	7	7	6	7	6	7	7	6	7	7	7	7	7	7	7	7	6	7	7	7	7	7	265
61	59	6	7	6	6	7	7	6	6	7	6	6	7	6	7	7	7	6	7	6	6	7	6	7	7	7	6	6	6	6	6	6	6	7	7	7	6	6	7	7	252
62	60	7	7	6	6	7	7	6	6	7	7	7	7	6	7	6	6	7	7	6	7	7	6	6	7	7	7	7	6	6	6	6	7	6	7	7	7	7	7	7	258
63	61	6	6	7	6	6	7	7	7	7	6	5	6	6	6	7	7	6	6	6	6	6	6	6	6	6	7	7	7	7	7	7	6	6	6	7	6	6	6	7	248
64	62	7	6	6	6	6	6	7	7	7	6	6	6	6	6	7	6	7	7	6	7	7	7	7	7	7	7	7	7	7	7	6	6	7	6	6	7	7	7	7	257
65	63	7	7	7	7	6	7	6	6	7	7	7	6	7	7	6	6	6	7	6	6	7	7	6	7	6	6	7	7	7	7	7	6	7	6	7	7	7	7	7	259
66	64	7	7	7	7	6	6	7	6	7	7	6	7	6	7	7	7	7	7	6	7	7	7	7	6	7	7	6	7	7	6	6	6	7	6	7	7	7	7	7	261
67	65	6	7	7	6	6	6	7	7	7	7	6	7	6	7	7	7	7	6	6	7	7	7	7	6	7	6	7	7	7	7	6	6	7	7	7	5	6	7	7	258
68	66	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	233
69	67	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	5	7	6	6	7	5	266
70	68	7	7	7	7	7	7	7	7	7	6	6	6	6	6	4	4	4	6	6	6	7	7	7	7	7	7	7	7	7	6	6	6	4	4	6	6	6	6	6	242
71	69	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	273
72	70	5	5	5	6	7	7	7	7	7	6	5	5	5	5	5	5	5	7	7	7	7	7	7	7	7	7	7	7	7	6	6	5	6	4	4	6	6	6	4	234
73	71	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	273
74	72	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	273
75	73	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	272
76	74	4	3	5	5	5	5	5	5	5	5	4	3	4	4	4	3	4	4	4	4	5	5	4	5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	176
77	75	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	273
78	76	5	6	5	6	6	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	264
79	77	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	6	6	7	7	7	7	7	7	6	6	6	6	6	7	7	6	6	6	6	6	5	6	5	5	249
80	78	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	5	6	7	7	7	7	7	7	6	6	7	6	7	7	7	6	6	6	6	6	5	5	5	5	249

	Respondents	AT1	AT2	AT3	AT4	EX5	EX6	EX7	EX8	EX9	OR10	OR11	HO12	HO13	HO14	IN15	IN16	IN17	PTP18	PTP19	PTP20	PTP21	PTP22	PUT23	PUT24	PUT25	PUT26	PUT27	PET28	PET29	PET30	IS31	IS32	IS33	IS34	IS35	PD36	PD37	PD38	PD39	Total
81	79	7	7	7	6	7	7	7	7	7	7	6	6	6	6	6	6	6	7	7	7	7	7	6	6	6	7	6	7	6	7	6	6	6	6	6	5	5	5	4	246
82	80	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	6	6	7	7	7	7	7	7	6	6	7	5	7	7	7	6	6	6	5	6	5	5	5	4	247
83	81	7	7	7	7	7	7	7	7	7	7	6	7	5	5	6	6	6	7	7	6	6	6	6	6	7	7	6	6	6	6	6	6	6	5	6	5	5	5	5	242
84	82	7	6	6	6	6	6	6	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	5	5	5	6	7	7	6	6	6	6	6	6	6	5	5	231
85	83	7	6	6	6	7	7	7	6	6	7	6	6	6	6	6	6	6	7	6	6	6	6	6	6	6	6	6	7	7	7	6	6	6	6	6	6	6	6	6	243
86	84	7	7	6	7	6	6	6	6	6	7	7	6	6	6	6	6	6	7	7	6	6	6	6	6	5	6	6	7	7	7	6	6	6	6	6	6	6	6	6	243
87	85	7	7	6	6	6	7	7	7	7	7	6	6	6	6	7	6	7	7	7	7	7	6	6	6	6	7	6	7	7	7	7	6	6	6	6	5	5	5	4	247
88	86	7	7	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	7	7	7	7	7	6	6	6	7	6	7	7	7	6	6	6	6	6	6	5	5	5	243
89	87	7	6	7	7	6	7	6	6	6	6	6	6	7	6	7	5	6	7	7	7	6	6	6	6	6	6	6	7	7	7	6	6	6	6	6	5	5	6	6	243
90	88	6	6	6	5	6	7	6	6	7	6	6	5	7	7	6	6	6	6	6	7	7	7	6	7	6	6	6	7	7	7	6	7	6	7	5	5	6	6	6	243
91	89	5	6	5	5	6	7	6	6	7	6	6	7	6	6	6	7	6	7	7	6	7	6	6	7	6	7	6	6	7	7	6	7	6	5	6	6	6	5	6	241
92	90	7	5	6	6	6	6	6	7	6	6	6	7	6	5	6	6	7	6	7	7	6	6	7	6	7	7	7	7	6	7	6	6	6	5	6	6	6	6	5	242
93	91	6	6	7	5	6	6	7	6	6	6	6	5	6	6	6	6	6	7	7	7	6	6	7	7	7	7	7	7	7	7	6	6	6	6	6	5	6	6	6	244
94	92	7	6	5	6	6	6	7	6	7	6	6	7	6	5	6	7	6	7	6	6	6	7	7	7	7	7	7	6	7	7	6	6	7	6	6	6	6	6	5	246
95	93	6	6	5	6	6	6	6	6	6	5	6	6	6	5	6	6	7	7	7	6	6	7	6	6	7	7	6	7	6	6	7	6	6	6	6	6	6	6	5	238
96	94	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	7	7	6	6	7	7	6	6	6	7	7	7	6	6	6	6	6	6	6	5	5	239
97	95	5	6	5	5	6	6	6	6	6	6	6	6	6	5	6	6	6	7	7	6	6	7	6	6	6	7	6	6	6	7	6	6	6	6	6	6	6	6	6	235
98	96	6	6	6	5	6	6	6	6	7	6	5	6	7	7	6	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	5	5	6	6	6	6	246
99	97	6	7	7	6	7	6	6	7	7	6	6	6	7	7	6	7	6	7	6	6	7	7	6	7	6	7	7	6	6	6	6	6	6	6	7	6	6	6	7	250
100	98	6	7	6	5	7	7	6	6	6	6	6	5	7	7	6	6	6	6	6	7	7	6	6	6	6	6	7	7	7	7	6	7	7	6	6	6	6	7	6	246
101	99	6	6	6	6	7	7	7	7	7	6	6	6	7	6	6	6	6	7	7	6	6	7	6	6	6	7	7	7	7	7	6	6	6	6	6	6	6	6	7	249
102	100	6	5	6	5	7	7	6	6	6	6	6	6	7	7	6	6	7	6	6	6	6	7	7	7	7	7	7	7	7	7	7	6	7	7	6	6	6	6	7	250
103	101	7	7	7	6	6	6	6	7	7	7	6	6	7	7	6	6	7	7	7	7	6	6	7	7	7	7	7	7	7	7	6	6	6	6	5	6	6	6	6	253
104	102	6	6	5	6	7	6	7	6	6	6	5	6	7	7	6	6	6	6	7	7	6	7	6	6	6	7	7	6	6	7	6	6	6	7	7	6	6	6	7	245
105	103	7	7	6	5	7	7	7	7	7	6	6	7	7	7	6	7	6	7	7	6	6	7	6	6	6	6	6	7	7	7	7	7	6	6	7	7	7	7	6	256
106	104	6	6	6	6	7	7	7	7	6	7	5	7	7	7	6	6	6	6	6	7	7	7	7	6	6	7	7	7	6	7	7	7	6	6	7	6	7	7	6	254
107	105	6	6	7	6	7	7	6	7	6	6	6	7	6	7	7	6	6	6	6	7	7	6	6	6	7	7	7	7	7	6	6	6	6	6	6	6	7	6	6	249
108	106	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	233
109	107	5	6	5	6	7	7	7	6	7	6	5	7	7	6	6	6	7	7	7	7	7	6	6	6	6	6	6	7	7	7	6	6	7	7	6	7	7	7	7	251
110	108	6	6	5	6	7	6	6	6	7	6	6	7	7	7	6	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	6	7	7	7	254
111	109	7	6	7	6	7	7	7	7	7	6	6	7	7	7	6	6	6	7	6	6	6	7	6	7	7	6	7	6	7	6	6	7	7	6	6	6	6	6	6	252
112	110	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	233
113	111	6	7	6	6	7	7	7	6	6	6	6	6	7	7	6	6	7	7	6	7	6	6	6	6	6	6	7	7	7	7	7	6	6	6	7	7	6	7	6	251
114	112	6	6	5	6	6	7	6	7	6	6	6	7	7	7	6	6	7	6	6	7	7	7	6	6	6	7	7	6	7	6	6	6	7	7	6	7	7	7	7	251
115	113	6	6	5	6	7	6	6	6	6	7	6	6	7	6	7	6	6	7	6	6	7	6	7	6	6	6	6	6	6	6	6	7	6	6	6	7	7	6	7	244
116	114	6	7	6	6	7	7	7	6	6	6	7	7	7	7	7	7	7	7	7	6	6	7	6	7	7	7	7	7	7	7	6	6	7	7	6	6	6	6	7	258
117	115	6	5	5	6	6	6	6	6	7	6	7	6	6	6	7	6	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	6	6	6	248
118	116	6	7	6	6	6	7	7	7	7	6	6	7	7	7	7	7	6	6	6	6	6	6	7	7	7	6	6	6	6	7	6	6	6	7	7	6	6	6	7	251
119	117	6	7	7	6	6	7	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	238
120	118	6	5	6	6	6	7	7	6	6	6	7	6	7	7	6	6	6	7	7	6	7	7	6	6	6	7	6	7	7	7	7	6	6	6	6	6	6	6	6	247
121	119	6	5	6	6	6	6	6	6	6	6	7	6	7	6	6	6	6	7	7	7	6	7	7	7	7	7	6	7	7	7	7	6	6	6	7	7	7	7	6	251
122	120	6	7	7	6	7	7	7	7	7	6	6	7	7	7	6	6	7	6	7	6	6	6	7	7	7	6	6	7	7	7	7	6	6	6	6	6	6	6	7	254

Responders	Score Item																																								Total
	AT1	AT2	AT3	AT4	EX5	EX6	EX7	EX8	EX9	OR10	OR11	HO12	HO13	HO14	IN15	IN16	IN17	PTP18	PTP19	PTP20	PTP21	PTP22	PUT23	PUT24	PUT25	PUT26	PUT27	PET28	PET29	PET30	IS31	IS32	IS33	IS34	IS35	PD36	PD37	PD38	PD39	
121	7	6	7	6	7	6	6	7	7	6	7	7	7	7	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	6	7	6	7	7	7	263
122	6	5	6	6	6	7	6	6	7	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	234
123	6	6	5	6	7	6	7	6	6	6	6	6	7	6	6	6	6	6	7	7	7	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	7	241
124	6	5	5	6	6	6	6	6	7	6	6	7	7	6	6	6	7	7	7	7	6	6	7	6	6	6	6	7	6	7	7	7	6	6	7	6	6	6	7	246
125	5	6	6	6	6	5	5	6	6	6	6	6	7	6	6	7	6	7	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	6	7	6	6	6	236
126	7	6	7	6	7	7	6	7	6	7	6	6	7	6	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6	7	6	7	7	259
127	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	234
128	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	273
129	6	7	6	6	7	6	6	6	6	6	7	6	6	5	6	6	7	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	238
130	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	234
131	7	6	6	6	7	7	6	6	6	6	7	5	7	6	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	6	6	6	6	252
132	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	234
133	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	234
134	7	6	7	6	7	6	7	6	6	6	7	7	7	6	6	6	7	6	6	6	6	6	6	6	6	6	5	7	6	7	6	6	6	7	7	6	6	6	6	245
135	7	6	7	7	7	7	6	7	6	7	7	6	7	6	7	7	7	6	7	6	7	7	6	7	7	6	5	7	6	6	6	7	7	6	7	6	7	7	7	257

- Attractiveness

Attractiveness				
VARIANCE	0,445550028	0,486677722	0,488667772	0,331453842
Data Reliability				
Variable	Description			Grade
k	Number of items			4
$\Sigma\sigma i^2$	Number of variances			1,752349364
s^2 total	Total variance			4,279380873
α	Cronbach's Alpha			0,787351125
Conclusion	Reliability			

- Expertise

Expertise					
VARIANCE	0,274405749	0,291652847	0,293532338	0,265671642	0,279380873
Data Reliability					

Variable	Description	Grade
k	Number of items	5
$\Sigma\sigma i^2$	Number of variances	1,404643449
s^2 total	Total variance	3,434273079
α	Cronbach's Alpha	0,738740624
Conclusion	Reliability	

- Originality

Originality			
VARIANCE	0,313211719	0,391044776	0,990823659
Data Reliability			
Variable	**Description**	**Grade**	

k	Number of items	2
$\Sigma\sigma i^2$	Number of variances	0,704256495
s^2 total	Total variance	0,990823659
α	Cronbach's Alpha	0,578442311
Conclusion	Reliability	

- Homophily

Homophily			
VARIANCE	0,495522388	0,36119403	0,551354339

Data Reliability		
Variable	**Description**	**Grade**
k	Number of items	3
$\Sigma\sigma i^2$	Number of variances	1,408070757
s^2 total	Total variance	2,556329464
α	Cronbach's Alpha	0,673773895

Conclusion	Reliability

-

Interaction

Interaction				
VARIANCE	0,420895522	0,480044223	0,409950249	2,958319514
Data Reliability				
Variable	**Description**	**Grade**		
k	Number of items	3		
$\Sigma\sigma i^2$	Number of variances	1,310889994		
s^2 total	Total variance	2,958319514		
α	Cronbach's Alpha	0,835320278		
Conclusion	Reliability			

- Perceived Trainer Performance

Perceived Trainer Performance						
VARIANCE	0,309563295	0,326147043	0,326147043	0,279380873	0,28137 0923	3,810060807
Data Reliability						
Variable	**Description**	**Grade**				
k	Number of items	5				
$\Sigma\sigma i^2$	Number of variances	1,522609176				
s^2 total	Total variance	3,810060807				
α	Cronbach's Alpha	0,750464279				
Conclusion	Reliability					

- Perceived Usefulness of Training

Perceived Usefulness of Training						
VARIANCE	0,305472637	0,285019348	0,323383085	0,304256495	0,385074627	4,469651741
Data Reliability						
Variable	**Description**	**Grade**				
k	Number of items	5				
$\Sigma\sigma i^2$	Number of variances	1,603206191				
s^2 total	Total variance	4,469651741				
α	Cronbach's Alpha	0,801641189				
Conclusion	Reliability					

- Perceived Effectiveness of Training

Perceived Effectiveness of Training				
VARIANCE	0,313211719	0,248535102	0,23029298	1,783084577
Data Reliability				
Variable	**Description**	**Grade**		
k	Number of items	3		
$\Sigma\sigma i^2$	Number of variances	0,792039801		
s^2 total	Total variance	1,783084577		
α	Cronbach's Alpha	0,833705357		
Conclusion	Reliability			

- Image Satisfaction

Image Satisfaction						
VARIANCE	0,31641791	0,31144278	0,33742391	0,44355997	0,39380834	4,81337757
Data Reliability						
Variable	**Description**			**Grade**		
k	Number of items			5		
$\Sigma\sigma i^2$	Number of variances			1,8026534		
s^2 total	Total variance			4,813377557		
α	Cronbach's Alpha			0,781863702		
Conclusion	Reliability					

- Purchase intention

Purchase intention					
VARIANCE	0,484577114	0,484577114	0,487562189	0,679712548	7,183858485

Data Reliability		
Variable	**Description**	**Grade**
k	Number of items	4
$\Sigma\sigma i^2$	Number of variances	2,136428966
s^2 total	Total variance	7,183858485
α	Cronbach's Alpha	0,936809382
Conclusion	Reliability	

Appendix 3

Internship application letter

PT UNISIA MEDIKA FARMA
RUMAH SAKIT "JIH"

Yogyakarta, 14 Februari 2025

Nomor : 0345/2/PT UMF/II/2025
Perihal : Permohonan Izin Magang

Kepada
Kaprodi Manajemen S1
Universitas Islam Indonesia
di Tempat

Assalamu' alaikum wr wb

Merujuk surat dari Kaprodi Manajemen S1 Universitas Islam Indonesia, perihal Permohonan Izin Magang bagi mahasiswa atas nama :

NO	NAMA	NIM	PROGRAM STUDI
1	Schat Akmal Masnoorsyah	22311120	Manajemen Program Internasional
2	Kalam Suryatmojo Dim Zarita	22311079	Manajemen Program Internasional
3	Zirgy Isya Irdanovik	21311583	Manajemen Program Internasional
4	Anisah Indriani	22311341	Manajemen Program Reguler
5	Kristin	22311343	Manajemen Program Reguler
6	Irwan Fadli Jailani Hasinuan	22311372	Manajemen Program Reguler

Bersama ini kami informasikan, bahwa Izin Magang tersebut pada prinsipnya dapat dilaksanakan di lingkungan PT Unisia Medika Farma dan jejaring, dengan berkoordinasi ke bagian Human Capital PT Unisia Medika Farma

Demikian kami sampaikan, atas perhatian dan kepercayaannya kami ucapkan terima kasih.

Wassalamu'alaikum wr wb

PT UNISIA MEDIKA FARMA - RUMAH SAKIT "JIH"
CHIEF FINANCE OFFICER,

Dra. Nur Rahmah Tri Utami, M. Soc.Sc., CMA

Jl. Padjajaran (Ring Road Utara) No 160 Condong Catur, Depok, Sleman, DI Yogyakarta 55283
Telp. 0274-446 3535 (Hunting), Fax. 0274-4463 444 E-mail : info@rs-jih.co.id

Appendix 4

PROGRAM STUDI MANAJEMEN

CERTIFICATE
of INTERNSHIP COMPLETION

This is to certify that:

Kalam Suryatmojo Dim Zarita

22311079

has successfully completed the internship program at:

PT Unisia Global Medika

from 17 Februari 2025 until 21 Juni 2025

Field Supervisor : Yeni Wiguna, M.Psi, Psi.

Academic Supervisor : Istyakara Muslichah, S.E., MBA.

This certificate is issued to recognize the student's contributions and achievements during the internship program, as per the curriculum and guidelines of the Management Study Program at Universitas Islam Indonesia.

Issued in Yogyakarta, on October 1st, 2025

Abdur Rafik, S.E., M.Sc.

The Head of Undergraduate Program in Management

1125-151

CERTIFICATION VERIFIED

management.uii

A tradition for excellent learning and caring

INTERNSHIP EXPERIENCE
TRANSCRIPT

I'm UII

Skills Acquired

Competency	Description
Professional and Ethical	Demonstrates integrity, fulfills responsibilities, and adheres to ethical standards.
Competent	Continuously improves skills, takes initiative in learning, and applies knowledge effectively.
Adaptive	Quickly adapts to new situations, embraces change positively, and demonstrates proactive behavior.
Communicative and Collaborative	Communicates effectively, encourages teamwork, and contributes positively to group efforts.
Responsive and Solution-oriented	Open to feedback, addresses issues actively, and provides practical solutions.
Digitally Literate	Uses technology efficiently for decision-making and stays updated with technological advancements.
Creative and Innovative	Embraces new ideas, demonstrates creativity in problem-solving, and takes calculated risks.
Strategic Thinking	Focuses on long-term goals, thinks strategically, and considers sustainability in actions.
Harmonious and Loyal	Respects diversity, fosters a positive work environment, and demonstrates loyalty to the team.

Grade Achieved: A

Grade Level

Grade	Description
A (Outstanding)	Exceptional performance across all competencies, demonstrating excellent skills and behavior.
A- (Excellent)	Strong performance in all competencies, with minor areas for improvement.
A/B (Very Good)	Consistently good performance in most competencies, showing strong skills and proactive behavior.
B+ (Good)	Generally good performance across competencies, demonstrating good skills and positive behavior.
B (Satisfactory)	Adequate performance in most competencies, meeting the required standards.
B- (Fair)	Acceptable performance with some competencies needing improvement.
B/C (Below Satisfactory)	Basic performance with noticeable gaps in several competencies.
C+ (Marginal)	Limited performance across competencies, with significant areas needing improvement.
C (Poor)	Poor performance in most competencies, failing to meet several required standards.