THE EFFECT OF INFLUENCER REVIEWS ON THE EFFECTIVENESS OF CONSUMER PURCHASING DECISIONS FOR 'THE ORIGINOTE' SKINCARE PRODUCTS

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MANAGEMENT STUDY PROGRAM
UNIVERSITY OF ISLAM INDONESIA

2024

The Effect of Influencer Reviews on The Effectiveness of Consumer Purchasing Decisions For 'The Originote' Skincare Products

THESIS

Written and Submitted to Fulfill The Final Examination Requirements to Obtain A Bachelor's Degree in The Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia.

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Mobile Number (Hp)	:	**08112424161**

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THESIS APPROVAL PAGE

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THE EFFECT OF INFLUENCER REVIEWS ON THE EFFECTIVENESS OF CONSUMER PURCHASING DECISIONS FOR 'THE ORIGINOTE' SKINCARE PRODUCTS

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ABSTRACT

Social media platforms' emergence and rapid growth have significantly transformed how consumers behave, especially within the beauty industry. In this realm, influencer marketing has evolved into a crucial strategy that brands increasingly rely on to connect with their audience. This research focuses on influencer reviews' impact on consumers' purchasing choices regarding The Originote skincare products. It considers various moderating factors, including convenience, interactivity, and the source's credibility, to understand this phenomenon comprehensively. This research delves into the intricate dynamics of consumer attitudes by examining various theoretical frameworks, including the Source Credibility Theory and the Theory of Planned Behavior. It specifically focuses on the pivotal roles that trustworthiness, expertise, and attractiveness play in shaping how consumers perceive social media influencers and the products they promote. Through this exploration, the study aims to uncover the underlying mechanisms that drive consumer behavior in the context of influencer marketing. A quantitative approach was utilized in this study, engaging 301 respondents who took part in a meticulously structured online survey. The analysis of the data gathered from a varied sample of consumers was conducted using Structural Equation Modeling (SEM) in conjunction with Partial Least Squares (PLS) methodology. The study results indicate that convenience and interactivity are crucial in shaping consumer attitudes toward influencers.

Furthermore, the credibility of the source enhances the relationship between the characteristics of influencers and the behavior of consumers when it comes to making purchases. In addition, it was discovered that the attitudes individuals hold toward influencers play a significant role in mediating the connection between their perceptions of products and the decisions they make as consumers. This research underscores the critical role that authenticity and precise communication play in boosting the effectiveness of influencer marketing campaigns. It emphasizes how these elements are essential for creating a more impactful connection between influencers and their audiences, ultimately leading to more successful marketing outcomes. The findings presented here offer significant insights for marketers looking to utilize influencers as effective advocates in promoting affordable and accessible skincare products such as The Originote. It is highly recommended that future research endeavors build upon these findings by incorporating a broader demographic spectrum and delving into other elements that may impact consumer behavior.

Keywords: convenience, interactivity, credibility, attitudes toward social media influencers, attitudes toward product/service, purchase behavior

ABSTRAK

Munculnya dan pertumbuhan pesat platform media sosial telah secara signifikan mengubah cara konsumen berperilaku, terutama dalam industri kecantikan. Dalam ranah ini, pemasaran influencer telah berkembang menjadi strategi penting yang semakin diandalkan oleh merek untuk terhubung dengan audiens mereka. Penelitian ini menyelami dampak yang ditimbulkan oleh ulasan influencer terhadap pilihan pembelian konsumen terkait produk perawatan kulit The Originote. Ini mempertimbangkan berbagai faktor moderasi, termasuk kenyamanan, interaktivitas, dan kredibilitas sumber, untuk memberikan pemahaman yang komprehensif tentang fenomena ini. Penelitian ini menyelami dinamika rumit sikap konsumen dengan memeriksa berbagai kerangka teoretis, termasuk Teori Kredibilitas Sumber dan Teori Perilaku Terencana. Ini secara khusus berfokus pada peran penting yang dimainkan oleh kepercayaan, keahlian, dan daya tarik dalam membentuk bagaimana konsumen memandang influencer media sosial dan produk yang mereka promosikan. Melalui eksplorasi ini, studi ini bertujuan untuk mengungkap mekanisme mendasar yang mendorong perilaku konsumen dalam konteks pemasaran influencer. Pendekatan kuantitatif digunakan dalam studi ini, melibatkan total 301 responden yang berpartisipasi dalam survei online yang disusun secara teliti. Analisis data yang dikumpulkan dari sampel konsumen yang beragam dilakukan menggunakan Structural Equation Modeling (SEM) bersamaan dengan metodologi Partial Least Squares (PLS). Hasil penelitian menunjukkan bahwa aspek kenyamanan dan interaktivitas memainkan peran penting dalam membentuk sikap konsumen terhadap influencer.

Selain itu, kredibilitas sumber meningkatkan hubungan antara karakteristik influencer dan perilaku konsumen dalam hal melakukan pembelian. Selain itu, ditemukan bahwa sikap individu terhadap influencer memainkan peran penting dalam memediasi hubungan antara persepsi mereka terhadap produk dan keputusan yang mereka buat sebagai konsumen. Penelitian ini menekankan peran penting yang dimainkan oleh keaslian dan komunikasi yang jelas dalam meningkatkan efektivitas kampanye pemasaran influencer. Ini menekankan bagaimana elemen-elemen ini sangat penting untuk menciptakan koneksi yang lebih berdampak antara influencer dan audiens mereka, yang pada akhirnya mengarah pada hasil pemasaran yang lebih sukses. Temuan yang disajikan di sini menawarkan wawasan signifikan bagi pemasar yang ingin memanfaatkan influencer sebagai advokat efektif dalam promosi produk perawatan kulit yang terjangkau dan mudah diakses, seperti The Originote. Sangat dianjurkan agar upaya penelitian di masa depan membangun temuan ini dengan memasukkan spektrum demografis yang lebih luas dan menyelami elemen lain yang mungkin mempengaruhi perilaku konsumen.

Kata kunci: kenyamanan, interaktivitas, kredibilitas, sikap terhadap influencer media sosial, sikap terhadap produk/layanan, perilaku pembelian

ACKNOWLEDGEMENTS

Bismillahirahmanirrahim

Assalamu'alaikum Warahmatullahi Wabarakatuh

Praise and gratitude we extend to Allah SWT for bestowing His grace, blessings, and guidance, enabling the author to complete the final thesis. The final thesis research titled "The Effect of Influencer Reviews on The Effectiveness of Consumer Purchasing Decisions For 'The Originote' Skincare Products." This thesis is prepared to fulfill the graduation requirements to obtain a bachelor's degree in the Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia. While writing this thesis, the author was certainly not without material and moral support, prayers and assistance from various parties. Therefore, on this occasion, the author would like to express gratitude to:

1. Allah SWT who has bestowed His grace and guidance, enabling the author to complete this final project smoothly.
2. Drs. Anas Hidayat MBA., Ph.D. as the thesis supervisor who has guided, directed, and motivated the author so that the final thesis could be completed smoothly.
3. Johan Arifin, S.E., M.Si., Ph.D. as the Dean of the Faculty of Business and Economics, Islamic University of Indonesia
4. To the beloved parents of the author, Father Hadia, and Mother Suryati, who have always provided support, advice, encouragement, funding, and unwavering prayers, enabling the author to overcome the quite challenging periods of study until the author could complete this final project.
5. To Nur Hasanah, Lasaludia, and Surya who have always been a source of encouragement for the author to complete this final thesis. Thank you for being a loving family to researcher.

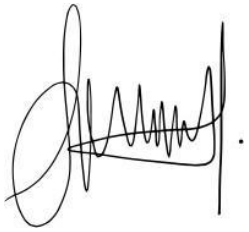
6. To Langit Baliage, who always provides support and motivation and serves as a place for the researcher to vent, as well as accompanying the researcher through the difficult days of writing this final assignment.
7. To all the respondents who have been willing to help and take the time to participate in this research.
8. To all the researcher's friends and all parties who cannot be mentioned one by one, who have given prayers, support, as well as criticism and suggestions to the researcher during the process of writing this final assignment.
9. Last but not least, thank you to myself for always striving and being strong in facing the twists and turns of life. Thank you for fighting to complete your studies even though it wasn't easy, and thank you for enduring this far. I am proud of myself.

Thank you also to all parties who may not have been individually mentioned above but have contributed to the writing of this final assignment. The researcher hopes this study can serve as a reference and benefit all parties involved in its preparation and those who read it. The researcher acknowledges that this final project contains numerous deficiencies. Consequently, the researcher anticipates constructive criticism and recommendations for further enhancement.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Yogyakarta, December 27, 2024

Author,



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CHAPTER 1
INTRODUCTIO
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1.1 Background

Influencer marketing has become a fundamental component of contemporary marketing strategies in Indonesia, a nation with one of the most active social media populations in the world. Instagram, TikTok, and YouTube are the most popular social media platforms for digital engagement, and influencers have established themselves as trusted intermediaries between brands and consumers. Indonesian consumers are particularly susceptible to influencer marketing, as cultural conventions prioritize communal validation and social proof, according to Wosinska (2001). Not only are influencers product promoters, but they are also influential opinion leaders who shape purchasing behaviors, preferences, and trends. Despite the growing significance of social media influencers in Indonesia, the academic discourse regarding their influence on consumer attitudes and purchase behavior remains fragmented. In order to more effectively comprehend and quantify consumer perceptions of influencers in this localized context, it is imperative to establish robust frameworks. Hair et al. (2020) indicate that an influencer's credibility plays a crucial role in shaping consumer attitudes and influencing their purchase decisions. This corresponds with the revised Source Credibility Model (Hair et al., 2020), highlighting three essential dimensions: trustworthiness, expertise, and social attractiveness. Trustworthiness indicates the influencer's perceived honesty and integrity; expertise signifies their knowledge or competence in a specific niche, and social attractiveness pertains to relatability and shared values with their audience. The combination of these elements contributes to an influencer's credibility, which in turn affects consumers' trust and readiness to follow recommendations.

Research shows that consumers tend to trust endorsements from influencers, which carries important consequences for brands aiming to engage with their intended audiences. Although social media influencers are becoming increasingly significant, there is still no agreement in the academic literature about the definitions and metrics for

assessing consumer perceptions and attitudes toward these influencers. This research aligns with the

Theory of Planned Behavior (Ajzen, updated 2020), which posits that purchase intentions are influenced by attitudes toward the behavior, subjective norms (such as social validation through influencers), and perceived behavioral control (including factors like accessibility or affordability of products). Within influencer marketing, favorable perceptions of influencers, social influence, and the convenience of purchasing significantly forecast consumer choices. Furthermore, the Digital Marketing Effectiveness Framework (Hair et al., 2020) emphasizes the importance of convenience, transparency, and credibility in building trust within digital marketing campaigns. Numerous research efforts have investigated the elements that affect consumer behavior and purchase intentions within the realm of influencer marketing, focusing on factors like source credibility, perceived authenticity, attitudes toward the influencers, and the products they promote. Nonetheless, the connections between these factors and their importance in influencing consumer behavior remain inadequately articulated.

The Originote, an Indonesian skincare company established in 2022, exemplifies a brand leveraging this potential. The Originote offers diverse skincare lines designed to tackle different skin issues, suitable for individuals starting at 13. Every product is crafted with cutting-edge ingredients, ensuring affordability and accessibility for a diverse audience. The vision and tagline of Originote, "Affordable Skincare for All," demonstrate a dedication to serving individuals of all ages and social backgrounds. Understanding the influence of social media, The Originote utilizes influencers to showcase its products and connect with potential clients. This approach corresponds with the Social Influence Theory (Kelman, 2020), which elucidates how individuals embrace behaviors and attitudes demonstrated by credible influencers through processes of identification and internalization.

Furthermore, the brand gains advantages from the perceived authenticity of influencers, as outlined by Audrezet et al. (2020), encompassing qualities such as sincerity, transparency in sponsorship disclosure, and authentic relationships with their followers. To fill this gap, the present study seeks to establish a thorough theoretical framework that incorporates essential concepts, including source credibility theory and the perceived authenticity of social media influencers (PASMIs). This framework will enhance the

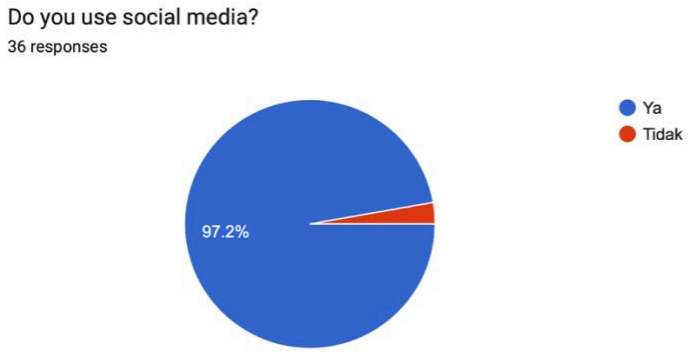
comprehension of how these elements influence consumer purchase behavior. This research will empirically examine the connections among these variables, offering important insights for marketers and brands regarding the effective utilization of social media influencers within their marketing strategies.

This research is grounded in source credibility theory, which suggests that the credibility of an endorser, like a social media influencer, can substantially impact the beliefs, attitudes, and behaviors of the target audience. Existing literature identifies key source credibility dimensions, including attractiveness, expertise, and trustworthiness. Furthermore, the notion of perceived authenticity among social media influencers includes sincerity, honest endorsements, visibility, expertise, and distinctiveness. Influencers viewed as genuine and trustworthy tend to build robust connections with their audience, which can, in turn, affect their audience's buying choices and brand inclinations. Furthermore, the research will consider various elements that could influence consumer behavior, such as convenience, interactivity, and general attitudes toward the influencers and the products or services they promote. Prior studies have emphasized these elements as essential influences on consumer purchase intention within social media influencer marketing. This study seeks to establish a thorough theoretical framework that integrates the Source Credibility Theory (Hair et al., 2020) with Perceived Authenticity in Influencer Marketing (Audrezet et al., 2020) to explore the influence of credibility and authenticity on consumer purchasing behavior. Also, the Parasocial Interaction Theory (Horton & Wohl, revised 2021), which outlines the one-sided emotional bonds that consumers establish with influencers, alongside the Updated Engagement Model (Brodie et al., 2019), which highlights the significance of active audience involvement (likes, shares, and comments) in fostering trust.

Furthermore, the Social Identity Theory (Tajfel, revised 2021) emphasizes that consumers are more motivated to buy products promoted by influencers who resonate with their values and aspirations. This study endeavors to offer empirical insights into the ways in which source credibility and perceived authenticity influence consumer purchase behavior by concentrating on the Indonesian market. Furthermore, it endeavors to develop actionable strategies that will enable brand The Originote to optimize influencer

collaborations, thereby guaranteeing the highest level of engagement with local audiences. The results are anticipated to make a significant contribution to both academic literature and practical marketing strategies, particularly in the swiftly evolving digital economy of Indonesia. Moreover, here is the mini-research that the researcher conducted as the basis for this study:

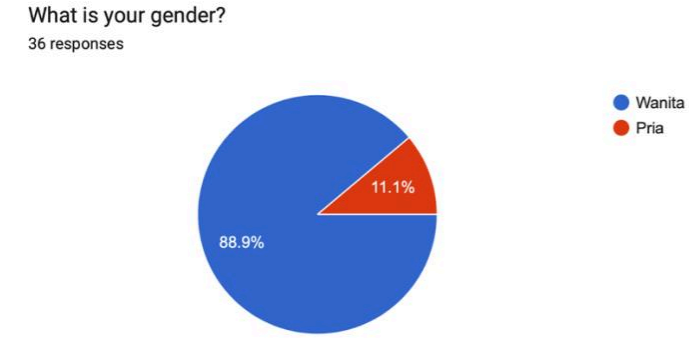
Figure 1. 1 Mini-research results based on social media users



Source: Primary Data Processed (2024)

The researcher's short research yielded responses from 36 participants who completed the questionnaire. According to Figure 1.1, the data indicates that the average individual utilizes social media at a rate of 97.2%, with gender distinctions illustrated in Figure 1.2.

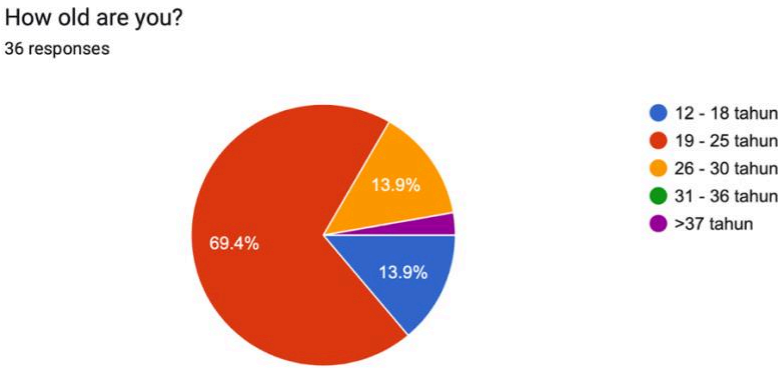
Figure 1. 2 Mini-research results based on the gender of social media users



Source: Primary Data Processed (2024)

According to Figure 1.2, 88.9% of social media users are female, while 11.1% are male, with the age distribution illustrated in Figure 1.3.

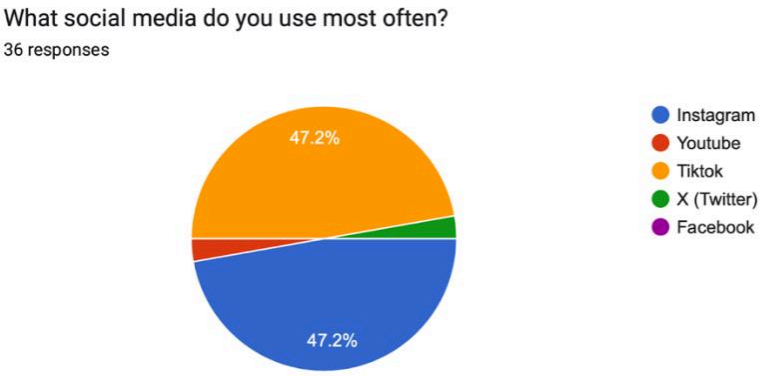
Figure 1. 3 Mini-research results based on the age of social media users



Source: Primary Data Processed (2024)

Figure 1.3 indicates that the findings of the mini research concerning social media are predominantly influenced by users aged 19-25 years, comprising 69.4% of the total. Subsequently, individuals aged 12-18 and 26-30 constitute 13.9%. The statistics indicate that social media usage is predominantly composed of teenagers. This range of age will be the target of this research.

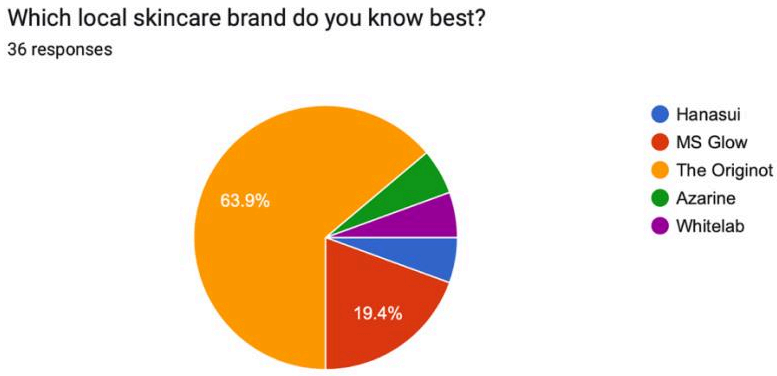
Figure 1. 4 Mini-research results based on the types of social media most used



Source: Primary Data Processed (2024)

Figure 1.4 illustrates the findings of a brief research study indicating that, among the 36 respondents who completed the questionnaire, 47.2% voted for Instagram and TikTok as their preferred social media platforms. Social media users on Twitter and YouTube took on as much as 2.8%. The data indicates that both TikTok and Instagram reach the highest number of users among social media platforms.

Figure 1. 5 Mini-research results based on Skincare brands of social media users know the best



Source: Primary Data Processed (2024)

Figure 1.5 illustrates the findings of a brief research study indicating that, among the 36 respondents who completed the questionnaire, 63.9% are familiar with The Originote local skincare brand. In contrast, 19.4% are familiar with MS.Glow local skincare. The remainder are acquainted with Azarine, Whitelab, and Hanasui skincare products. The results indicate that respondents familiar with skincare are more conscious of The Originote's local brand than other local brands. The findings of the preliminary research guide this study in selecting topics and items with the specified respondent characteristics.

1.2 Problem Formulation

1. Does Convenience positively influence an Individual's Attitude toward Social Media Influencers?
2. Does Interactivity positively influence an Individual's Attitude toward Social Media Influencers?
3. Does Credibility positively influence an Individual's Attitude toward Social Media Influencers?
4. Does Credibility positively influence an Attitude toward Products/Services?
5. Does an Individual's Attitude toward Social Media Influencers positively influence an Attitude toward Products/Services?
6. Does an Individual's Attitude toward Social Media Influencers positively influence Purchase Behavior?
7. Does Attitude toward Products/Services positively influence Purchase Behavior?

1.3 Research Objectives

1. To determine whether Convenience positively influences an individual's attitude toward social media influencers.
2. To determine whether Interactivity positively influences an Individual's Attitude toward Social Media Influencers.
3. To determine whether Credibility positively influences an individual's attitude toward social media influencers.

4. To determine whether Credibility positively influences Attitude toward Products/Services.
5. To determine whether there is a positive influence of Individual's Attitude toward Social Media Influencers on Attitude toward Products/Services.
6. To determine whether there is a positive influence of an Individual's Attitude toward Social Media Influencers on Purchase Behavior.
7. To determine whether Attitude toward Products/Services positively influences Purchase Behavior.

1.4 Research Benefits

Naturally, this research offers two significant advantages for both researchers and readers, such as:

1.4.1 Practical Benefits

This study presents insights that contribute a new viewpoint on how convenience, interactivity, and source credibility influence consumers' purchasing choices. Furthermore, this study serves as a basis for future investigations.

1.4.2 Theoretical Benefits

This study aims to enhance the academic comprehension of consumer behavior through an analysis of the influence of reviews from influencers on purchasing decisions related to skincare products, with a particular focus on "The Originote." This research will enhance understanding of how convenience, interactivity, source credibility, consumer attitudes towards purchase decision of The Originote skincare products, thereby contributing to the current theories surrounding beauty sector in digital marketing.

CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 Source Credibility Theory

The source credibility theory suggests that endorsers' credibility can affect receivers' beliefs, attitudes, and behaviors regarding the endorsed objects. Kelman's source characteristics highlight three essential attributes of effective marketing communication sources: credibility, attractiveness, and power. Supported by Hair et al. (2020) highlighted that trustworthiness, expertise, and attractiveness are essential dimensions of source credibility, as these characteristics influence the persuasive power of an influencer in shaping consumer attitudes and intentions. Ohanian's source credibility model assesses the perceived credibility of the influencer through factors like expertise, trustworthiness, and attractiveness, influencing how followers interpret and accept the messages conveyed by the influencer. The Source Credibility Model (Hair et al., 2020) enhances this understanding by connecting these factors to consumers' views on influencers' capacity to deliver accurate and trustworthy information. This theory is pertinent to the study, as it elucidates the influence of consumers' trust in influencers on their purchasing decisions.

2.1.2 Social Cognitive Theory

Social cognitive theory highlights the importance of observational learning, wherein individuals modify their behaviors, attitudes, and choices by observing credible models such as influencers. This theory posits that individuals can learn new behaviors and attitudes through observing and imitating the actions of credible and appealing influencers. Bandura (2019) notes that people tend to imitate behaviors that they view as successful, appealing, and consistent with their values. By maintaining consistent engagement and authenticity, social media influencers serve as role models capable of influencing consumer attitudes and behaviors by showcasing desired outcomes (e.g., achieving glowing skin with a product). This theoretical foundation is relevant to understanding how social media influencers can shape consumer attitudes and behaviors through observational learning.

2.1.3 Elaboration Likelihood Model

The elaboration likelihood model (ELM) describes the mechanisms by which individuals engage with persuasive messages via two separate pathways: the central route, which involves logical and systematic processing, and the peripheral route, characterized by heuristic and cue-based processing. Petty and Cacioppo (2018) indicate that the credibility and authenticity of influencers serve as heuristic cues that affect the peripheral route of persuasion. This indicates that even when consumers do not thoroughly engage with the content, an influencer's perceived credibility, and expertise can influence their attitudes and intentions. For example, consumers may swiftly opt to try a product due to their favorable view of an influencer without thoroughly assessing it.

2.1.4 Theory of Reasoned Action and Theory of Planned Behavior

The Theory of Reasoned Action (Ajzen & Fishbein, 2020) elucidates the relationship between individuals' attitudes toward behavior and the subjective norms shaped by social media, which together forecast behavioral intentions. The Theory of Planned Behavior (Ajzen, 2020) introduces the concept of perceived behavioral control, highlighting that individuals are more inclined to take action when they believe the behavior is achievable and beneficial. The relevance of these theories lies in their ability to elucidate how the credibility and authenticity of influencers influence consumer attitudes, ultimately affecting purchase intentions. An influencer endorsing a skincare product as user-friendly and effective can significantly impact consumers' perception of their ability to incorporate it into their daily routine.

2.1.5 Perceived Authenticity of Social Media Influencers (PASMIs)

The perceived authenticity of influencers pertains to their capacity to convey sincerity, transparency, and authentic connections with their audience. Audrezet et al. (2020) contend that influencers who transparently disclose sponsorships and foster authentic relationships are more inclined to cultivate trust and loyalty with their followers. The concept of authenticity includes the influencers' capacity to maintain consistency and relatability, which directly affects consumers' attitudes and purchasing choices. This

theoretical concept is essential in the present study, as it emphasizes the significance of authenticity in enhancing the effectiveness of influencer marketing strategies.

2.1.6 Convenience and Interactivity

Convenience and interactivity are crucial in influencing consumer attitudes regarding social media influencers. Each of the convenience and interactivity factors comprises five indicators. According to Wu and France et al. (2019), Convenience denotes the simplicity of utilization and the perceived value of the influencer's content and platform. In contrast, interactivity assesses the degree of engagement and reciprocal communication between the influencer and their audience. For example, influencers who engage with comments or produce tailored content are viewed as more interactive, enhancing their relationships with their audience. These factors are important in the digital era, where convenience and engagement influence consumer behavior.

2.2 Variable Definition

2.2.1 Source Credibility

Source credibility pertains to the social media influencer's perceived expertise, trustworthiness, and appeal. Hair et al. (2020) indicate that a source's credibility directly impacts consumer evaluations of marketing messages, with credible sources being viewed as more persuasive and trustworthy. The Source Credibility Model (Hair et al., 2020) emphasizes that expertise (the perceived knowledge and skill of the influencer), trustworthiness (the perception of honesty and reliability), and attractiveness (both physical and social appeal) influence consumer attitudes.

This concept holds significant importance in influencer marketing, as influencers frequently serve as "trusted advisors" to their audience, fostering a parasocial relationship in which followers experience a personal connection to the influencer (France et al., 2020). The study conducted by Jin et al. (2022) reinforces this notion, indicating that influencers demonstrating significant expertise and trustworthiness are more effective in persuading consumers to follow their recommendations. Moreover, as outlined in the Elaboration Likelihood Model, attractiveness can act as a heuristic signal that streamlines consumer

decision-making, especially when consumers engage with messages via the peripheral route. This study investigates source credibility as a key variable that impacts consumer attitudes and purchase behavior, as it directly influences how followers perceive and trust the endorsements made by influencers.

2.2.2 Attitude toward Social Media Influencers

The attitude toward social media influencers encompasses the general assessment, whether favorable or unfavorable, that consumers possess regarding these influencers. This variable is intricately linked to the Source Credibility Theory (Hair et al., 2020), which elucidates that perceived credibility directly impacts consumer attitudes. When influencers are seen as credible, relatable, and authentic, consumers develop positive attitudes toward them (Audrezet et al., 2020).

Furthermore, the quality and relevance of content can influence attitudes toward influencers. Influencers that offer valuable and engaging content tend to generate more favorable attitudes among their followers. According to Lee and Watkins (2021), consumers' perceptions of influencers are influenced by their sense of similarity and relatability, enhancing parasocial relationships. The significance of these attitudes lies in their ability to shape future perceptions of endorsed products or services, positioning this variable as a crucial link in comprehending the effects of influencer marketing on consumer behavior.

2.2.3 Attitude toward Products or Services

The attitude toward products or services encompasses the general assessment, whether favorable or unfavorable, of consumers regarding the products or services promoted by social media influencers. This variable combines ideas from the Social Cognitive Theory (Bandura, 2019) and the Source Credibility Theory (Hair et al., 2020). Bandura's theory elucidates that consumers acquire attitudes through observing an influencer's behaviors, whereas Hair et al. (2020) emphasize that a credible influencer boosts the perceived quality of the endorsed product or service.

According to research conducted by Djafarova and Trofimenko (2023), influencers who are viewed as authentic have a considerable effect on consumers' perceptions of the products they endorse. Authenticity indicates honesty, thereby increasing trust in both the influencer and the product. Moreover, the compatibility between the influencer and the product significantly affects consumer attitudes; endorsements that resonate with the influencer's persona tend to foster more favorable attitudes. This variable is essential to the research as it links influencer traits with consumer views of promoted products, emphasizing the impact of influencer credibility and authenticity on brand assessment.

2.2.4 Purchase Decision

The purchase decision pertains to the probability that a consumer will buy the product or service promoted by the social media influencer. This variable is significantly shaped by the Theory of Planned Behavior (Ajzen, 2020), which asserts that consumers' purchase intentions are influenced by their attitudes, subjective norms, and perceived behavioral control. Furthermore, Wu and Wang (2022) discovered that trust in influencers is essential in connecting consumer attitudes with purchase decisions, as it diminishes perceived risk and enhances confidence in the buying process.

The Elaboration Likelihood Model indicates that consumers can reach purchase decisions via peripheral cues, including the influencer's credibility and attractiveness, or through central processing of the quality of the influencer's message. Within the framework of this research, purchase decisions represent the final behavioral result, connecting the impact of source credibility, attitudes, and authenticity to quantifiable consumer behaviors.

2.2.5 Convenience

Convenience pertains to the simplicity of engagement and the perceived value of the content and platform provided by the social media influencer. Venkatesh et al. (2021) discovered that convenience plays a crucial role in consumer engagement, particularly within digital marketing contexts where time-saving attributes are highly appreciated. Buhalis and Sinarta (2023) highlight that influencers who offer content that is

straightforward and practical tend to cultivate favorable consumer attitudes and loyalty.

Convenience plays a significant role in influencer marketing by reducing obstacles to engagement and decision-making. Influencers that present clear links for product purchases or deliver concise and informative content tend to achieve higher conversion rates. This variable is crucial to the research as it examines how the functional elements of influencer engagement influence consumer behavior.

2.2.6 Interactivity

Interactivity denotes the degree of involvement and reciprocal communication between the social media influencer and their audience. According to France et al. (2020), interactivity enhances parasocial relationships and bolsters trust, both of which are crucial for successful influencer marketing. Bandura (2019) emphasizes that interactive experiences facilitate observational learning, as followers actively participate with influencers' content and replicate their behaviors. Interactivity enables influencers to tailor their communication, fostering a feeling of exclusivity and a deeper connection with their followers. This study emphasizes the significance of interactivity in comprehending the influence of the influencer's communication style on consumer attitudes and behaviors, highlighting the essential role of meaningful engagement in achieving marketing success.

2.3 Hypothesis Development

H1: Convenience has a significant positive impact on the Attitude toward Social Media Influencers.

This hypothesis is based on the elaboration likelihood model (ELM), which indicates that the perceived convenience of an influencer's content and platform may act as a peripheral cue influencing consumer attitudes toward the influencer. The accessibility and usability of content can have a favorable impact on the consumer's overall assessment of the influencer. The Elaboration Likelihood Model (ELM) suggests that individuals may be influenced via two distinct pathways: the central route, which involves a thorough examination of the message content, and the peripheral route, which depends on heuristic cues such as the credibility of the source and ease of processing. Hair et al. (2023) highlight the significance of digital convenience as a determinant of consumer satisfaction and brand loyalty in e-marketing. The accessibility and ease of

engagement with content produced by

social media influencers contribute to increased user satisfaction, fostering positive attitudes. Research indicates that usability and accessibility in digital interfaces have a direct positive impact on consumer evaluations of both content and its source.

H2: Interactivity has a significant positive impact on the Attitude toward Social Media Influencers.

The social cognitive theory supports this hypothesis, suggesting that the degree of engagement and reciprocal communication between the influencer and their followers can enhance observational learning and cultivate positive attitudes toward the influencer. Enhancing interactivity can strengthen the parasocial relationship between the consumer and the influencer, allowing the influencer to customize their communication and develop a more profound connection with their audience. Recent research (e.g., Schouten et al., 2020) indicates that two-way communication on social media improves trust and engagement between users and influencers. Hair et al. (2023) emphasize that dynamic interactions are crucial in establishing brand relationships. Influencers can enhance followers' emotional connections and positive attitudes by fostering parasocial relationships through personalized engagement, including responding to comments or initiating polls.

H3: Credibility has a significant positive impact on the Attitude toward Social Media Influencers.

This hypothesis is based on source credibility theory, which posits that the influencer's perceived expertise, trustworthiness, and attractiveness can directly affect the consumer's attitude toward the influencer. Consumers are more inclined to form positive attitudes when an influencer is perceived as credible since credibility is a heuristic cue influencing the peripheral persuasion route. Recent research (e.g., Kim & Kim, 2021) has confirmed that influencers with higher perceived credibility elicit more robust positive attitudes from their audiences. Hair et al. (2023) highlight that source credibility is vital in online settings, as users depend on heuristic cues to assess trustworthiness in influencer marketing. When influencers are considered credible, they act as persuasive agents, positively influencing audience perceptions.

H4: Credibility has a significant positive impact on the Attitude toward Products/Services.

This hypothesis is grounded in source credibility theory, which suggests that the influencer's perceived credibility can positively affect the consumer's attitude toward the products or services that the influencer endorses. Influencers with credibility can increase the perceived value and appeal of the products they endorse, as their trustworthiness is an indicator of quality. Recent findings by Lim et al. (2017) and Wang et al. (2017) confirm that the credibility of influencers has a positive effect on brand attitudes and the perceived value of products. Hair et al. (2023) assert that trust in the source leads to trust in the endorsed product, enhancing its appeal. This emphasizes the significance of influencer reliability as a crucial element in influencing consumer perceptions of approved products.

H5: Attitude toward Social Media Influencers significantly impacts the Attitude toward Products/Services.

This hypothesis finds support in social cognitive theory and the theory of reasoned action and planned behavior. The consumer's attitude toward the influencer can influence their perception of the endorsed products or services via observational learning and internalizing the influencer's behaviors and recommendations. Favorable perceptions of the influencer may result in the acceptance of comparable views regarding the promoted products or services. According to the research conducted by Wu and Wang (2023), positive perceptions of influencers greatly enhance product attitudes via observational learning. Hair et al. (2023) contend that influencers act as intermediaries, conveying their favorable image to products in consumers' perceptions.

H6: Attitudes toward Social Media Influencers have a significant positive impact on the Purchase Decision.

This hypothesis is based on the theory of reasoned action and planned behavior, indicating that the consumer's attitude toward the influencer can directly affect their purchase intentions and decisions. Favorable perceptions of the influencer can result in enhanced trust, diminished perceived risk, and, in turn, a greater probability of making a

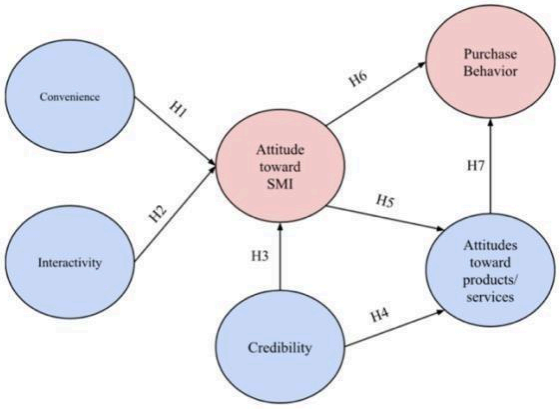
purchase. Research conducted by Bratkov (2024) emphasizes that the trustworthiness and relatability of influencers play a crucial role in influencing consumer purchasing decisions by enhancing emotional engagement and instilling confidence in product recommendations.

H7: Attitude toward Products/Services has a significant positive impact on the Purchase Decision.

This hypothesis is grounded in the theory of reasoned action and planned behavior, suggesting that a consumer's attitude toward the endorsed products or services can directly forecast their purchasing decisions. Favorable perceptions of products or services can enhance the purchase probability, as consumers tend to be more willing to acquire valuable and appealing offerings. Recent research (e.g., Gómez et al., 2024) establishes a direct connection between perceived product value, desirability, and purchase intentions. Hair et al. (2023) emphasize that favorable product attitudes contribute to greater consumer satisfaction and a heightened likelihood of purchase in e-commerce environments.

2.4 Research Framework

Figure 2. 1 Research Framework



Source: Adapted from (Ilieva, Yanko, Rusev, et al., 2024)

Figure 2.1 examines how convenience, interactivity, source credibility, attitudes toward social media influencers (SMIs), attitudes toward products/services, and purchase behavior are interconnected, specifically focusing on ‘The Originote’ skincare products.

The hypothesis implies that convenience and interactivity positively impact attitudes toward SMIs (H1, H2), whereas source credibility is essential in influencing these attitudes (H3). The perceptions of SMIs serve as a crucial intermediary, directly affecting perceptions of products/services (H4) and purchase behavior (H5) while also mediating the connections between convenience, interactivity, source credibility, and purchasing decisions (H6). Furthermore, it is proposed that favorable perceptions of the advertised products or services will directly contribute to more robust purchasing choices (H7). This framework underscores the importance of attitudes toward SMIs in influencing consumer behavior and stresses the interaction of convenience, interactivity, and credibility in determining successful influencer marketing results.

This research examines how social media influencers affect customer attitudes and purchasing decisions. The research framework draws upon social cognitive theory, the elaboration likelihood model, and belief-attitude-behavior theory. The main elements are convenience, interactivity, attractiveness, expertise, and the influencer's trustworthiness. The model explores how these characteristics affect perceptions of the influencer and the promoted products or services. This research examines how "Attitude toward products/services" mediates the connection between "Attitude toward influencer" and "Purchase intention." This research employed partial least squares structural equation modeling (PLS-SEM) to examine the intricate model.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Approach

This study uses a quantitative approach. Quantitative methods are research methods based on the philosophy of positivism, used to research specific populations or samples, data collection using research instruments, and data analysis, which is quantitative/statistical, with the aim of testing predetermined hypotheses. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Babbie, Earl R, 2010).

3.2 Research Location

This research study was undertaken in Yogyakarta, chosen because of its reputation as a center for education with a significant and diversified student demographic. Students in Yogyakarta, originating from several regions of Indonesia, represent a relevant market group for skincare products, particularly concerning the consumption patterns of the younger generation. Moreover, students frequently use digital media to seek information and product endorsements before purchasing. This research is expected to be conducted more efficiently and comprehensively, which will significantly improve the understanding of the discussed topic.

3.3 Population and Sample

3.3.1 Population

Population is a generalization area consisting of objects/subjects with specific quantities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2003). In this study, a population of all ages who live in Indonesia and are aware of the brand The Originote and have had the experience of seeking information

through Influencers as a source of consideration for purchasing decisions and know the brand The Originote.

3.3.2 Sample

A sample is a portion or representative of the population under study. If we are only going to examine part of the population, then the research is called sample research (Arikunto, 2006). The sampling technique used in this study is Non-Probability sampling, which does not provide equal opportunities for each element or member of the population to be selected as a sample.

This sampling technique includes systematic, quota, incidental, purposive, saturated, snowball, and other sampling techniques. Consequently, the sample of this research consists of 19- to 30-year-old individuals who are active social media users in the Special Region of Yogyakarta and are familiar with the skincare brand The Originote. The number of samples used in the study must be adjusted to the number of question indicators used in the questionnaire, as follows:

$$\mathbf{5a \leq x \leq 10a}$$

Assuming n x 5 observed variables (indicators) to n x 10 observed variables (indicators) (Hair et al., 2019). This study employs a total of 32 indicators of questions or statements to assess six variables (a= 38). Consequently, the number of respondents is 190, calculated by multiplying 38 question or statement items by 5. The minimum number of samples necessary is 190, as determined by the previous calculations. Therefore, to prevent errors, researchers successfully distributed questionnaires to 301 respondents. The questionnaires in this study were distributed using Google Forms so that respondents could fill them out quickly.

3.4 Operational Definition of Variables

This research examines the various operational factors linked to social media influencers and their influence on consumer attitudes and purchasing decisions. This research highlights essential traits of social media influencers as underlying factors, encompassing convenience, interactivity, attractiveness, expertise, and trustworthiness.

Each variable is evaluated using designated indicators: convenience is measured by CO1 to CO5, interactivity by IT1 to IT5, attractiveness by AR1 to AR4, expertise by EX1 to EX4, and trustworthiness by TR1 to TR4. The study utilizes a strong methodological framework, incorporating various indicator variables from previous research to guarantee validity.

Furthermore, this study investigates two key outcome variables: the attitudes toward social media influencers and attitudes toward products or services, assessed through ATSMI1 to ATSMI4 and ATPS1 to ATPS4, respectively. This study explores how the attitude toward products or services influences the connection between the attitude toward social media influencers and purchase behavior, as indicated by PB1 and PB2. The operational variables are based on well-established theoretical frameworks, enabling a thorough examination of how the traits of social media influencers affect consumer attitudes and purchasing choices. This study enhances the comprehension of the interactions between social media influencers and consumer behavior, emphasizing the importance of influencer characteristics in influencing market results. Here's the detail about the operational variables definition:

Convenience

Hair et al. (2023) highlighted that digital convenience, encompassing platform usability and rapid access to information, is crucial in influencing consumer satisfaction and attitudes within digital contexts. Researcher Ilieva, Yanko, Rusev et al. (2024) measured the convenience variable with the following indicators:

a. Using social media is convenient because I can use it anytime.
b. Using social media is convenient because the phone is usually with me.
c. I can find what I'm looking for on social media with less effort.
d. I am feeling comfortable using social media.
e. I can use social media anytime, anywhere.

Interactivity

Schouten et al. (2020) found that elevated levels of interactivity enhance the parasocial relationship between influencers and their followers, thereby increasing trust and loyalty. Hair et al. (2023) observed that interactive communication through polls, comments, and personalized responses fortifies emotional connections, subsequently improving audience attitudes and engagement. Researcher Ilieva, Yanko, Rusev et al. (2024) measured the interactivity variable with the following indicators:

A. Social media influencers usually allow people to communicate directly with them.
B. Social media influencers usually listen to what users have to say.
C. Social media influencers usually have good two-way communication.
D. Social media influencers usually encourage users to communicate directly with them.
E. Social media influencers usually respond to users quickly and efficiently.

Credibility

Source credibility is a second-order construct encompassing influencers' trustworthiness, expertise, and attractiveness. This combination integrates internal factors (convenience and interaction) and external factors (source trustworthiness) associated with social media platforms, ultimately augmenting customer purchase intention. Hair et al. (2023) highlighted that credibility improves the image of the influencer and the brand, thereby fostering consumer trust. Researcher Ilieva, Yanko, Rusev, et al. (2024) measured the trustworthiness, expertise, and attractive variable with the following indicators:

A. Trustworthiness:
    a. I think the opinions of social media influencers are usually honest.
    b. I think the opinions of social media influencers usually are trustworthy.
    c. I think the opinions of social media influencers usually are authentic (truthful).
    d. I think the opinions of social media influencers are usually earnest.
B. Expertise:
    a. Typically, social media influencers know the products or services they advertise well.

b. Typically, social media influencers are competent to evaluate the products or services they advertise.
c. Typically, social media influencers know the products or services they advertise expertly.
d. Typically, social media influencers possess sufficient experience to promote the advertised products or services.

C. Attractiveness

a. I find that social media influencers usually are very attractive.
b. I find that social media influencers usually are very stylish.
c. I find that social media influencers usually are good looking.
d. I find that social media influencers usually are sexy.

Attitudes toward Social Media Influencers

According to Wu and Wang (2023), trust and emotional connection act as mediators for consumer behaviour, driving positive attitudes toward influencers. Researcher Ilieva, Yanko, Rusev, et al., (2024) measured the attitudes toward social media influencers variable with the following indicators:

a. Consumer' attitudes toward social media influencers are determined by whether they are uninteresting/interesting.
b. Consumers' attitudes toward social media influencers are determined by whether they are unpleasant/pleasant.
c. Consumers' attitudes toward social media influencers are determined by whether they are not likable/likable.
d. Consumers' attitudes toward social media influencers are determined by whether they are bad/good.

Attitudes toward Product/Service

The study conducted by Gómez et al. (2024) demonstrates that positive endorsements from influencers enhance consumer confidence in the product, consequently promoting favourable attitudes. Researcher Ilieva, Yanko, Rusev et al., (2024) measured the attitudes toward social product/service variable with the following indicators:

a. Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are unwanted/wanted.

b. Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are unpleasant/pleasant.

c. Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are not likable/likable.

d. Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are bad/good.

Purchase Behavior

Bratkov (2024) has found that influencers significantly influence purchase decisions by enhancing trust and diminishing perceived risk. Hair et al. (2023) highlighted that favourable perceptions of both influencers and products are significantly associated with increased purchase rates in digital marketing initiatives. This variable uses skincare products by brand 'The Originote' as the measurement object in this research. Researcher Ilieva, Yanko, Rusev et al., (2024) measured the purchase behavior variable with the following indicators:

a. How often do consumers buy the skincare products 'The Originote' recommended by social media influencers

b. How much money does consumers spend on the products of 'The Originote' Recommended by social media influencers.

3.5 Data Collection Types and Techniques

This study employs primary data. Primary data refers to information acquired directly from the research subject by measurement or data collection methods, with the subject acting as the source of the information. This study employs quantitative data collection methods, namely utilizing online questionnaires delivered via Google Forms through several channels by the researchers. This study employed a convenience sampling strategy. Purposive sampling entails the selection of participants according to particular qualities or criteria pertinent to the research. Consequently, any information supplied to researchers may be utilized in this study if the response aligns with the data requirements.

This study focuses on The Originote skincare consumers who utilize social media influencers to gain brand awareness, as The Originote brand employs social media and influencer marketing for product promotion. The target respondents for this research were social media users familiar with The Originote brand.

This research examines multiple variables, which include three independent variables: convenience, interactivity, and credibility; two mediating variables: attitudes toward social media influencers and attitudes toward product/service; and one dependent variable: purchase behavior. Assessment of all variables on a five-point Likert scale. The Likert scale measures respondents' attitudes, opinions, or impressions. The five-point Likert scale is presented in Table 3.1 below:

Table 3. 1 Five-point Likert scale

	Descriptive Scale	**Score**
1.	Strongly Disagree (SD)	1
2.	Disagree (D)	2
3.	Neutral (N)	3
4.	Agree (A)	4
5.	Strongly Agree (SA)	5

3.6 Instrument Validity and Reliability Test

3.6.1 Validity Test

Hair et al. (2010) assert that a validity test evaluates whether a research instrument accurately measures its intended construct, ensuring reliable and significant outcomes. Validity encompasses content validity (evaluating the comprehensiveness of all conceptual dimensions), construct validity (confirming consistency with theoretical ideas), and criterion-related validity (forecasting or correlating with external results). A substantial

correlation signifies that the instrument accurately measures its intended variable, ensuring the data's precision and pertinence for analysis. A measurement is considered valid if it accurately reflects its intended purpose objectively. If the r-count exceeds the r-table value, it can be concluded that all question items are valid. The r-table value for 69 samples at a 5% significance level is 0.244. The results of the validity test are presented in the table below:

Table 3. 2 Pilot Validity Test

Variabel	Indikator	r_{hitung}	r_{tabel}	Keterangan
CONVENIENCE	CO1	0,771**	0,244	Valid
	CO2	0,746**	0,244	Valid
	CO3	0,645**	0,244	Valid
	CO4	0,772**	0,244	Valid
	CO5	0,576**	0,244	Valid
INTERACTIVITY	IT1	0,897**	0,244	Valid
	IT2	0,897**	0,244	Valid
	IT3	0,863**	0,244	Valid
	IT4	0,923**	0,244	Valid
	IT5	0,891**	0,244	Valid
ATTRACTIVENESS	AR1	0,796**	0,244	Valid
	AR2	0,837**	0,244	Valid
	AR3	0,757**	0,244	Valid
	AR4	0,424**	0,244	Valid
EXPERTISE	EX1	0,860**	0,244	Valid
	EX2	0,877**	0,244	Valid
	EX3	0,930**	0,244	Valid
	EX4	0,746**	0,244	Valid
TRUSTWORTHINESS	TR1	0,975**	0,244	Valid
	TR2	0,932**	0,244	Valid

	TR3	0,934**	0,244	Valid
	TR4	0,934**	0,244	Valid
ATTITUDE TOWARD SOCIAL MEDIA INFLUENCERS	AS1	0,875**	0,244	Valid
	AS2	0,861**	0,244	Valid
	AS3	0,684**	0,244	Valid
	AS4	0,754**	0,244	Valid
ATTITUDE TOWARD PRODUCTS OR SERVICES	AP1	0,873**	0,244	Valid
	AP2	0,931**	0,244	Valid
	AP3	0,894**	0,244	Valid
	AP4	0,917**	0,244	Valid
PURCHASE BEHAVIOR	PB1	0,966**	0,244	Valid
	PB2	0,969**	0,244	Valid

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

Source: SPSS Data Processing (2024)

Based on table 3.6 above, all research instruments have an r-count value> r-table, it can be concluded that the entire instrument is valid. Subsequently, each assertion in this study may serve as a foundation for further research.

3.6.2 Reliability Test

Hair et al. (2019) assert that a reliability test evaluates the consistency of a research instrument, demonstrating its capacity to yield steady results when replicated under analogous settings. It assesses the absence of random mistakes in an instrument by employing methods such as Cronbach's alpha for internal consistency, composite reliability for latent components, and test-retest reliability for temporal stability. High reliability signifies that the instrument consistently quantifies a notion, providing trustworthy data for analysis. This test is conducted using question items falling into the legitimate category. The study data is considered solid and reliable if Alpha Cronbach (α)

is higher than 0.60 for input in the data analysis procedure. Using the Alpha Cronbach formula, the outcomes of the reliability test show as follows:

Table 3. 3 Pilot Reliability Test

	Variables	Total Item	*Cronbach's Alpha*	Description
1	Convenience	5	0,730	Reliabel
2	Interactivity	5	0,937	Reliabel
3	Attractiveness	4	0,652	Reliabel
4	Expertise	4	0,876	Reliabel
5	Trustworthiness	4	0,959	Reliabel
6	Attitude Toward Social Media Influencers	4	0,794	Reliabel
7	Attitude Toward Products or Services	4	0,924	Reliabel
8	Purchase Behavior	2	0,931	Reliabel

Source: SPSS Data Processing (2024)

The overall calculation results in Table 2 above show that all variables studied have reliable instruments with a Cronbach's alpha value > 0.6. Therefore, it can be inferred that all instruments regarding the variables addressed by 70 respondents are deemed reliable.

3.7 Data Analysis Methods

3.7.1 Descriptive analysis

Hair et al. (2023) highlight the significance of descriptive statistics in data exploration. Metrics such as mean, median, mode, and variance provide insights into trends and assist researchers in identifying potential anomalies or outliers in the data, which is essential before advancing to more complex statistical techniques. Malhotra et al. (2020) emphasize that descriptive statistics simplify extensive data sets, rendering the information understandable for hypothesis generation or testing. This approach enables researchers to categorize data efficiently for subsequent analysis. This study's descriptive analysis encompasses respondent characteristics like gender, age, average monthly income,

domicile, and social media activity. This study included 301 respondents who followed social media influencers and were familiar with The Originote skincare products.

3.7.2 Statistical Analysis

Statistical analysis denotes using statistical methods to evaluate and validate submitted ideas. This study's statistical analysis for testing the hypothesis relies on the Structural Equation Modeling (SEM) method to determine whether the hypothesis is genuine. The simultaneous equation method and factor analysis are two separate statistical methods that are put together in SEM (Ghozali, 2014). The PLS analysis used in this work is a two-stage process that begins with the measurement model and ends with the structural model.

1. **Outer Model**

   a. Convergent Validity

   Convergent validity denotes the degree to which various construct indicators exhibit strong correlations, signifying that they assess the same fundamental concept. This concept is essential for ensuring that indicators accurately represent the construct they are designed to measure (Hair et al., 2017). According to Hair et al. (2023), the average variance extracted (AVE

   ≥ 0.5) serves as an essential metric in SEM-PLS for evaluating convergent validity. An AVE exceeding 0.5 signifies that the construct accounts for over 50% of the variance in the indicators, thereby confirming reliability. Furthermore, It is thought that the indicators strongly reflect the construct when factor loadings are above 0.70. Confirming the measurement model's validity and reliability in PLS-SEM occurs when factor loadings and AVE surpass the required criteria (Henseler, Ringle, & Sarstedt, 2015).

   b. Discriminant Validity

   Discriminant validity represents an essential aspect in assessing the measurement characteristics of constructs within the context of structural equation modeling (SEM) analysis. This pertains to the degree to which a construct is genuinely separate from other constructs within the model

(Hair et al., 2019). Recent research by Voorhees et al. (2016) identifies various

methods for assessing discriminant validity. This research employed two methods, the first being the Fornell-Larcker Criterion. This approach involves comparing the square root of the average variance extracted (AVE) for each construct against the correlations between that construct and all other constructs. The square root of the Average Variance Extracted (AVE) for each construct must exceed the highest correlation of that construct with any other construct (Fornell & Larcker, 1981). The second method is cross- loading. The loadings of an indicator on its designated construct must exceed its loadings on any other constructs (Hair et al., 2019). This ensures that each indicator is distinctly linked to its intended construct.

c. Reliability Test

Reliability is fundamental in assessing the measurement characteristics of constructs within the context of structural equation modeling (SEM) analysis. Reliability denotes the consistency and stability of the measurement instrument in accurately capturing the intended construct (Hair et al., 2019). Recent studies conducted by Ebrahimi et al. (2019) and Zhuang et al. (2018) have emphasized the significance of evaluating the reliability of constructs in SEM research. Cronbach's alpha is a widely utilized method for evaluating reliability, as it assesses the internal consistency of a collection of indicators (items) that signify a construct (Pett et al., 2003). Cronbach's alpha values span from 0 to 1, where higher values signify increased reliability. Hair et al. (2019) recommend a Cronbach's alpha threshold of 0.70 or higher to confirm reliability.

2. Inner Model

a. Path Coefficient

The path coefficient is a crucial metric in structural equation modeling (SEM), indicating the strength and direction of the relationship between two constructs (Hair et al., 2019). The path coefficient is a standardized regression coefficient, representing the anticipated change in

the dependent variable resulting from a one-unit change in the independent

variable, with all other variables held constant. Researchers frequently employ bootstrapping, a nonparametric resampling technique, to evaluate the statistical significance of the path coefficients (Hair et al., 2019). Bootstrapping produces numerous subsamples from the original dataset and computes the path coefficients for each of these subsamples. This facilitates the estimation of standard errors and t-values, which can subsequently be utilized to assess the significance of the path coefficients. Furthermore, the coefficient of determination (R-squared) serves as a significant metric in SEM, reflecting the extent to which the variance in the dependent variable is accounted for by the independent variables within the model. The R- squared value varies between 0 and 1, where higher values signify a superior fit of the model to the data (Hair et al., 2019).

b. Goddess of Fit

The concept of Goodness of Fit (GoF) is essential for assessing how well a structural equation modeling (SEM) model aligns with the observed data (Hair et al., 2022). The goodness of fit (GoF) quantifies how well the model's predictions correspond with the empirical data, evaluating the model's capacity to depict the relationships among the constructs effectively. Conversely, Q-Square assesses the predictive relevance of the model. It assesses the model's efficacy in predicting new data based on the relationships defined inside the model. Elevated Q-square values signify enhanced predicting accuracy (Shmueli et al., 2019).

c. Hypothesis Testing

Hypothesis testing is essential in structural equation modeling (SEM), enabling researchers to assess the statistical significance of the proposed relationships among constructs (Hair et al., 2022). A prevalent approach for hypothesis testing in SEM involves bootstrapping, a nonparametric resampling technique (Hair et al., 2022). Bootstrapping produces numerous subsamples from the original dataset and computes the path coefficients for each of these subsamples. This facilitates the

estimation of standard errors and t-values, which can subsequently be

utilized to assess the significance of the path coefficients and, therefore, the proposed relationships. In order to assess the significance of the hypothesis in Structural Equation Modeling (SEM), it is necessary to achieve a T-Value greater than 1.96 to be considered statistically significant at the 95% confidence level (Hair et al., 2022). Should the outcomes of hypothesis testing indicate a T-Value lower than 1.96, it may be inferred that the association between the proposed constructs lacks statistical significance. This means that the empirical evidence is insufficient to support the proposed hypothesis (Hair et al., 2022).

CHAPTER IV
DATA ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis of Respondent Characteristics

4.1.1 Characteristics of Respondents Based on Gender

Table 4.1 presents data regarding the characteristics of respondents categorized by gender, including women and men, from 301 respondents. The gathered data is as follows:

Table 4. 1 Characteristics of Respondents Based on Gender

Description	Frequency	Percentage
Women	243	80,7%
Men	58	19,3%
Total	**301**	**100%**

Source: Primary Data Processed (2024)

The data in Table 4.1 indicates that the study's respondents are predominantly female, comprising 243 respondents (80.7%). This predominance occurred because the researcher disseminated the questionnaire via social media and was dominated mainly by female followers. Subsequently, there were 58 male responders, constituting 19.3%.

4.1.2 Characteristics of Respondents Based on Age

Table 4.2 will present data regarding the characteristics of respondents categorized by age, with 301 respondents. The gathered data is as follows:

Table 4. 2 Characteristics of Respondents Based on Gender

Age	Frequency	Percentage

<20 years old	21	7%
21-30 years old	240	79,7%
31-40 years old	25	8,3%
41-50 years old	12	4%
>50 years old	3	1%
Total	**301**	**100%**

Source: Primary Data Processed (2024)

According to the data presented in Table 4.2, the majority of respondents in this study were aged 21-30 years, comprising 240 individuals (79.7%). This predominance occurred because the researcher disseminated the questionnaire via social media and among acquaintances primaryly within this age group. There were 25 respondents aged 31- 40 years (8.3%), 21 respondents under 20 years (7%), 12 respondents aged 41-50 years
(4%), and three respondents over 51 years (1%).

4.1.3 Characteristics of Respondents Based on Average Monthly Income

Table 4.3 presents data regarding the characteristics of respondents categorized by the average monthly income of 301 respondents. The gathered data is as follows:

Table 4. 3 Characteristics of Respondents Based on Average Monthly Income

Monthly Income	Frequency	Percentage
<Rp1.000.000	22	7,3%
Rp1.100.000 - Rp4.000.000	150	50%

Rp4.100.000 - Rp7.000.000	109	36,3%
Rp.7.100.000 - Rp10.000.000	17	5,7%
Rp.10.100.000 - Rp10.000.00	2	0,7%
Total	**301**	**100%**

Source: Primary Data Processed (2024)

The data presented in Table 4.3 indicates that the majority of respondents in this study had a monthly income averaging between Rp1,100,000 and Rp4,000,000, comprising 150 respondents (50%). This predominance occurred because the researcher disseminated the questionnaire via researcher's social media considering that it is dominated by respondents who still have the same degree with researcher. Subsequently, the range of Rp4,100,000 - Rp7,000,000 was reported by 109 respondents (36.3%), followed by Rp1,000,000 with 22 respondents (7.3%), Rp7,100,000 - Rp10,000,000 with 17 respondents (5.7%), and Rp10,100,000 - Rp10,000,000 with 2 respondents (0.7%).

4.1.4 Characteristics of Respondents Based on Number of Local Residents

Table 4.4 will present data regarding the characteristics of respondents categorised by the number of local residents of their domicile with a total of 301 respondents. The gathered data is as follows:

Table 4. 4 Characteristics of Respondents Based on Number of Local Residents

Number of Local Residents	Frequency	Percentage
<1,000	60	19.9%
Between 1,000 - 50,000	42	14%

> 50,000	198	65,8%
Total	**301**	**100%**

Source: Primary Data Processed (2024)

The data shown in Table 4.4 indicates that the majority of respondents in this study originated from areas with populations over 50,000, totaling 198 respondents (65.8%). Following that, a population of less than 1,000 yielded 60 responses (19.9%), while a population ranging from 1,000 to 50,000 produced 42 respondents (14%). Furthermore, the researcher inquired about the precise locations of the respondents' residences, revealing that the majority reside in Yogyakarta, comprising 296 respondents (98.5%), This is because the researcher distributed the questionnaire through the researcher's social media which is dominated by people domiciled in Yogyakarta, where the researcher studied. Followed by Jayapura with 4 respondents (1.2%) and Bandung with 1 respondent (0.3%).

4.1.5 Characteristics of Respondents Based on Experience with Social Media

Table 4.5 will present data regarding the characteristics of respondents categorised by the experience with social media with a total of 301 respondents. The gathered data is as follows:

Table 4. 5 Characteristics of Respondents Based on Experience with Social Media

Experience with Social Media	Frequency	Percentage
< 3 years	2	0,7%
Between 3 and 5 years	37	12,3%
>5 years	262	87%
Total	**301**	**100%**

Source: Primary Data Processed (2024)

According to the data shown in table 4.5, it can be inferred that 262 respondents (87%) had utilised social media for over 5 years. This is possible because to the long-standing popularity of social media as a platform that offers a wide range of content, from

amusement to essential information. A total of 37 respondents (12.3%) have utilised social media for a duration of 3 to 5 years, while 3 respondents (0.7%) have engaged with social media for less than three years.

4.1.6 Characteristics of Respondents Based on Frequency of Use of Social Media

Table 4.6 will present data regarding the characteristics of respondents categorised by the frequency of use of social media with a total of 301 respondents. The gathered data is as follows:

Table 4. 6 Characteristics of Respondents Based on Frequency of Use of Social Media

Frequency of Use of Social Media	Frequency	Percentage
Less than once a week	2	0,7%
Once or twice a week	3	1%
Several times a week	4	1,3%
Once or twice a day	13	4,3%
Several times a day	153	50,8%
Several times an hour	126	41,9
Total	**301**	**100%**

Source: Primary Data Processed (2024)

Table 4.6 indicates that the majority of respondents, comprising 153 individuals (50.8%), engage with social media multiple times daily. Additionally, 126 respondents (41.9%) engage with social media multiple times per hour, 13 respondents (4.3%) utilise it one or two times per day, 4 respondents (1.3%) access social media several times per week, 3 respondents (1%) do so once or twice per week, and 2 respondents (0.7%) engage with social media less than once per week.

4.1.7 Characteristics of Respondents Based on Number of Influencer Followed on Social Media

Table 4.7 will present data regarding the characteristics of respondents categorised by the number of influencers followed on social media with a total of 301 respondents. The gathered data is as follows:

Table 4. 7 Characteristics of Respondents Based on Number of Influencers Followed on Social Media

Number of Influencer Followed on Social Media	Frequency	Percentage
<10 Influencers	46	15,3%
Between 10-20 Influencers	110	36,5%
Between 20-30 influencers	57	18,9%
>30 Influencers	88	29,2%
Total	**301**	**100%**

Source: Primary Data Processed (2024)

According to the data shown in table 4.7, it can be inferred that 110 respondents (36,5%) followed social media influencers in a range of 10-20 influencers. Furthermore, 88 respondents (29,2%) followed more than 30 influencers on social media. Followed by 57 respondents (18,9%) followed between 20 until 30 influencers on social media, while 46 respondents (15,3%) followed less than 10 influencers on social media.

4.2 Descriptive Analysis of Research Variables

Descriptive analysis of variables involves summarizing and presenting data to elucidate the primary characteristics of the research variables. The variables assessed in this study include Attitudes toward social media influencers, Convenience, interactivity, Attractiveness, Expertise, Trustworthiness (Credibility: Second Order), attitudes toward

product/service and Purchase Decision. In the analysis of the descriptive data for each variable, a descriptive scale is required in Table 4.8. The respondent's assessment ranged from (1) Strongly Disagree to (5) Strongly Agree on a 5-Likert Scale. Thus, the interval calculation for each variable is:

$$\text{Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Class}} = \frac{5-1}{5} = 0{,}8$$

The assessment results are subsequently classified into the following criteria:

Table 4. 8 Interval Assessment

Interval	Category
1,00-1,8	Strongly Disagree
1,81-2,60	Disagree
2,61-3,40	Neutral
3,41-4,20	Agree
4,21-5,00	Strongly Agree

Source: Primary Data Processed (2024)

4.2.1 Descriptive Analysis Results of Attitudes toward Social Media Influencers

The responses obtained regarding the consumers' attitudes toward Social Media Influencers variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.9 below:

Table 4. 9 Descriptive Analysis Results of Attitudes toward Social Media Influencers

Code	Indicator	Mean	Category

ATSMI1	Consumer' attitudes toward social media influencers are determined by whether they are uninteresting/interesting.	4,11	Agree
ATSMI2	Consumers' attitudes toward social media influencers are determined by whether they are unpleasant/pleasant	4,07	Agree
ATSMI3	Consumers' attitudes toward social media influencers are determined by whether they are not likable/likable	4,08	Agree
ATSMI4	Consumers' attitudes toward social media influencers are determined by whether they are bad/good	4,05	Agree
Average		**4,07**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.9 indicates that the average respondent agrees (mean= 4,11) that consumers' attitudes toward social media influencers are influenced by whether they are unattractive/interesting. Furthermore the next item indicates that the average respondent agrees (mean= 4,07) on how consumers' attitudes toward social media influencers are determined by whether they are unpleasant/pleasant. Net item shows that the average responder agreed (mean= 4,08) that Consumers' attitudes toward social media influencers are determined by whether they are not likable/likable.. On top of that, the average of respondents also agrees (mean= 4,05) that consumers' attitudes toward social media influencers are determined by whether they are bad/good. Based on the statement above, it can be concluded that the average respondent agrees (mean = 4.07) on the attitudes toward social media influencers variables.

4.2.2 Descriptive Analysis Results of Convenience

The responses obtained regarding the convenience variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.10 below:

Table 4. 10 Descriptive Analysis Results of Convenience

Code	Indicator	Mean	Category
CO1	Using social media is convenient because I can use it anytime.	4,36	Strongly Agree
CO2	Using social media is convenient because the phone is usually with me.	4,37	Strongly Agree
CO3	I can find what I'm looking for on social media with less effort.	4,38	Strongly Agree
CO4	I am feeling comfortable using social media.	4,33	Strongly Agree
CO5	I can use social media anytime, anywhere.	4,45	Strongly Agree
Average		**4,38**	**Strongly Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.10 indicates that the average of respondents strongly agree (mean= 4,36) that using social media is convenient because they can use it anytime. Furthermore, the next item shows the average response is strongly agreed (mean= 4,37) that using social media is convenient because the phone is usually with them. In the next item it can also be seen that the average respondent strongly agrees (mean = 4.38) that they can find what they're looking for on social media with less effort. Moreover, the next items resulting in respondents strongly agree (mean= 4,33) that they're feeling comfortable using social media. In the last item, it can also be

seen that the average respondent strongly agrees (mean = 4.45) that they are able to use social media anytime, anywhere. Based on the statement above, it can be concluded that the average respondent strongly agrees (mean = 4.38) on the convenience variables.

4.2.3 Descriptive Analysis Results of Interactivity

The responses obtained regarding the interactivity variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.11 below:

Table 4. 11 Descriptive Analysis Results of Interactivity

Code	Indicator	Mean	Category
IT1	Social media influencers usually allow people to communicate directly with them.	4,24	Strongly Agree
IT2	Social media influencers usually listen to what users have to say.	4,27	Strongly Agree
IT3	Social media influencers usually have good two-way communication.	4,21	Strongly Agree
IT4	Social media influencers usually encourage users to communicate directly with them.	4,24	Strongly Agree
IT5	Social media influencers usually respond to users quickly and efficiently.	4,13	Agree
Average		**4,22**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.11 indicates that the average of respondents strongly agrees (mean= 4,24) that social media influencers usually allow people to communicate directly with them. Furthermore, the next item shows the average response strongly agrees (4,27) that social media influencers usually listen to what users have to say. Next item shows that the average respondent strongly agrees (mean = 4.21) that social media influencers usually have good two-way communication. Moreover, the next item's average results of respondents strongly agrees (4,24) that social media

influencers usually encourage users to communicate directly with them. In the last item, it indicates that the average respondent agrees (mean = 4.45) that Social media influencers usually respond to users quickly and efficiently. Based on the statement above, it can be concluded that the average respondent agrees (mean = 4.22) on the interactivity variables.

4.2.4 Descriptive Analysis Results of Attractiveness

The responses obtained regarding the attractiveness variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.12 below:

Table 4. 12 Descriptive Analysis Results of Attractiveness

Code	Indicator	Mean	Category
AR1	I find that social media influencers usually are very attractive.	4,22	Strongly Agree
AR2	I find that social media influencers usually are very stylish.	4,19	Agree
AR3	I find that social media influencers usually are good looking.	4,16	Agree
AR4	I find that social media influencers usually are sexy.	4,07	Agree
Average		**4,16**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.12 indicates that the average of respondents strongly agrees (mean= 4,22) that social media influencers usually are very attractive. The next item shows the average respondents agrees (4,19) that social media influencers usually are very stylish. Furthermore, the next item average respondent agrees (mean = 4.16) that social media influencers usually are good looking. In the last item, the average respondent agrees (mean = 4.07) that social media influencers usually are sexy. Based on the statement above, it can be concluded that the average respondent agrees (mean = 4.16) on the attractiveness variables.

4.2.5 Descriptive Analysis Results of Expertise

The responses obtained regarding the expertise variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.13 below:

Table 4. 13 Descriptive Analysis Results of Expertise

Code	Indicator	Mean	Category
EX1	Typically, social media influencers know well the products or services they advertise well.	4,09	Agree
EX2	Typically, social media influencers are competent to evaluate the products or services they advertise.	4,05	Agree
EX3	Typically, social media influencers know the products or services they advertise at an expert level.	4,05	Agree
EX4	Typically, social media influencers possess sufficient experience to promote the advertised products or services.	4,05	Agree
Average		**4,06**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.13 indicates that the average of respondents agrees (mean= 4,09) that typically, social media influencers know the products or services they advertise well. The next item shows the average respondents agrees (mean= 4,05) that typically, social media influencers are competent to evaluate the products or services they advertise. Furthermore, the next item average respondent agrees (mean = 4.05) that typically, social media influencers know the products or services they advertise at an expert level. In the last item, the average respondent agrees (mean = 4.05) that typically, social media influencers possess sufficient experience to promote the

advertised products or services. Based on the statement above, it can be concluded that the average respondent agrees (mean = 4.06) on the expertise variables.

4.2.6 Descriptive Analysis Results of Trustworthiness

The responses obtained regarding the trustworthiness variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.14 below:

Table 4. 14 Descriptive Analysis Results of Trustworthiness

Code	Indicator	Mean	Category
TR1	I think the opinions of social media influencers are usually honest.	3,98	Agree
TR2	I think the opinions of social media influencers usually are trustworthy.	4	Agree
TR3	I think the opinions of social media influencers usually are authentic (truthful).	4	Agree
TR4	I think the opinions of social media influencers are usually earnest.	3,97	Agree
Average		**3,99**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.14 indicates that the average of respondents agrees (mean= 3,98) that the opinions of social media influencers are usually honest. The next item shows the average respondents also agrees (mean= 4) that the opinions of social media influencers usually are trustworthy. Furthermore, the next item average respondent agrees (mean = 4) that the opinions of social media influencers usually are authentic (truthful). In the last item, the average respondent also agrees (mean = 3,97) that the opinions of social media influencers are usually earnest. Based on the statement

above, it can be concluded that the average respondent agrees (mean = 3,99) on the trustworthiness variables.

4.2.7 Descriptive Analysis Results of Attitude Toward Products or Services.

The responses obtained regarding the consumers' attitudes toward products or services variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.15 below:

Table 4. 15 Descriptive Analysis Results of Attitude Toward Products or Services

Code	Indicator	Mean	Category
ATPS1	Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are unwanted/wanted	4,06	Agree
ATPS2	Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are unpleasant/pleasant	4,09	Agree
ATPS3	Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are not likable/likable	4,11	Agree
ATPS4	Consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are bad/good	4,05	Agree
Average		**4,08**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.15 indicates that the average respondent agrees (mean= 4,06) that consumers' attitudes toward products or services

recommended by social media influencers are determined by whether they are unwanted/wanted. Furthermore the next item indicates that the average respondent agrees (mean= 4,09) on how consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are unpleasant/pleasant. Likewise, the average responder agreed (mean= 4,11) that consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are not likable/likable. Last item, the average of respondents agrees (mean= 4,05) that consumers' attitudes toward products or services recommended by social media influencers are determined by whether they are bad/good. Based on the statement above, it can be concluded that the average respondent agrees (mean= 4.08) on the attitudes toward products or services variables.

4.2.8 Descriptive Analysis Results of Purchase Behavior.

The responses obtained regarding the purchase behavior variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 4.16 below:

Table 4. 16 Descriptive Analysis Results of Purchase Behavior

Code	Indicator	Mean	Category
PB1	How often do you buy the skincare products 'The Originote' recommended by social media influencers?	4,11	Agree
PB2	How much money do you spend on the products of 'The Originote' Recommended by social media influencers?	4,02	Agree
Average		**4,07**	**Agree**

Source: Primary Data Processed (2024)

The descriptive analysis presented in Table 4.16 indicates that the average respondent agrees (mean= 4,11) that they often buy the skincare products 'The Originote'

recommended by social media influencers. Last item, the average of respondents also agrees (mean= 4,02) that they spend much money on the products of 'The Originote' Recommended by social media influencers. Based on the statement above, it can be concluded that the average respondent agrees (mean= 4.07) on the purchase behavior variables.

4.3 Statistical Analysis

4.3.1 Outer Model Testing

This research is measured by testing the validity and reliability of each variable to be tested. The tested variables consist of interactivity (IT), attractiveness (AR), expertise (EX), trustworthiness (TR), attitude toward social media influencers (ATSMI), attitude toward products or services (ATPS), purchase behavior (PB). The validity and reliability test process on all these variables is processed using SmartPLS with 301 respondents.

4.3.1.1 Validity Test

Two types of validity tests exist: the convergent validity test and the discriminant validity test. A convergent validity test is essential to evaluate the results of a study, determining whether it can be classified as convergently valid or not. When performing a convergent validity test, it is essential to take into account Outer Loading and Average Variance Extracted (AVE). F. Hair Jr et al. (2014) state that the research results are considered valid when the Average Variance Extracted (AVE) value reaches a minimum of 0.50. Table 4.17 presents the results of the outer loading as follows:

Table 4. 17 Outer loading

	Attitude Toward Products or Services	Attitude Toward Social Media Influencers	Attractiveness	Convenience	Credibility	Expertise	Interactivity	Purchase Behaviour	Trustworthiness

AR1			0,869						
AR1					0,798				
AR2			0,869						
AR2					0,784				
AR3			0,878						
AR3					0,797				
AR4			0,756						
AR4					0,698				
ATPS1	0,871								
ATPS2	0,836								
ATPS3	0,884								
ATPS4	0,891								
ATSMI1		0,880							
ATSMI2		0,880							
ATSMI3		0,871							
ATSMI4		0,876							
CO2				0,799					
CO3				0,814					
CO4				0,817					
CO5				0,817					
EX1						0,888			
EX1					0,853				
EX2						0,863			
EX2					0,810				
EX3						0,900			
EX3					0,884				
EX4						0,871			
EX4					0,829				
IT1							0,789		
IT2							0,857		

IT3							0,884		

IT4							0,878		
IT5							0,881		
PB1								0,952	
PB2								0,949	
TR1									0,891
TR1					0,814				
TR2									0,911
TR2					0,845				
TR3									0,923
TR3					0,878				
TR4									0,882
TR4					0,811				
CO1				0,780					

Source: Data Processing (2024)

Table 4.17 indicates that all indicators have surpassed the established criteria (>0.50). This suggests that all indicators exhibit a favorable loading factor value. Given these findings, we can proceed to the subsequent test:

Table 4. 18 Average Variance Extracted

	Average Variance Extracted (AVE)
Attitude Toward Products or Services	0,758
Attitude Toward Social Media Influencers	0,768
Attractiveness	0,713
Convenience	0,649
Credibility	0,669
Expertise	0,776
Interactivity	0,737
Purchase Behavior	0,903
Trustworthiness	0,813

Source: Data Processing (2024)

Table 4.18 shows that the Average Variance Extracted (AVE) exceeds the value of 0.50. The discriminant validity test involves analyzing the values of all variable items. The results are favorable when considering the Average Variance Extracted (AVE) aspect. Furthermore, the following review of the results of discriminant validity can be seen in Table 4.19:

Table 4. 19 Discriminant Validity Results

	ATPS	ATSMI	AR	CO	CR	EX	IR	PB	TR
Attitude Toward Products or Services	0,871								
Attitude Toward Social Media Influencers	0,871	0,877							
Attractiveness	0,783	0,830	0,845						
Convenience	0,489	0,560	0,638	0,806					
Credibility	0,832	0,870	0,912	0,621	0,818				
Expertise	0,792	0,837	0,832	0,596	0,959	0,881			
Interactivity	0,655	0,693	0,792	0,663	0,861	0,818	0,859		
Purchase Behavior	0,673	0,662	0,627	0,314	0,756	0,695	0,698	0,950	
Trustworthiness	0,758	0,774	0,741	0,513	0,929	0,848	0,801	0,789	0,902

Source: Data Processing (2024)

Table 4.19, presenting the discriminant validity results, illustrates that the analysis conducted using the Fornell-Larcker Criterion has effectively assessed the discriminant validity of the constructs within the model. This assessment involved comparing the square root of the Average Variance Extracted (AVE), located on the diagonal of the matrix, with the correlations between constructs found in the corresponding rows or columns. A diagonal value that exceeds the correlation value signifies strong discriminant validity. Presented here is the comprehensive analysis for each construct.

The AVE square root value of 0.871 for Attitude Toward Products or Services demonstrates strong discriminant validity, as it surpasses its correlations with other constructs, including Attractiveness (0.783), Convenience (0.489), and Trustworthiness (0.758). Nonetheless, the correlation with Attitude Toward Social Media Influencers

(0.871) aligns with the square root of its AVE, suggesting a very close yet acceptable relationship.

The construct of Attitude Toward Social Media Influencers exhibits an AVE square root value of 0.877, which surpasses its correlations with other constructs, including Attractiveness (0.830), Convenience (0.560), and Trustworthiness (0.774). This demonstrates strong discriminant validity. The AVE square root value for Attractiveness is 0.845, which exceeds its correlation with other constructs, including Convenience at 0.638, Credibility at 0.912, and Expertise at 0.832. The findings suggest that the Attractiveness construct demonstrates adequate discriminant validity, even though the correlation with Credibility (0.912) approaches the square root of the AVE, indicating a relatively strong relationship.

The Convenience construct exhibits an AVE square root value of 0.806, surpassing its correlation with other constructs, including Attractiveness (0.638), Credibility (0.621), and Trustworthiness (0.513). Consequently, the discriminant validity of this construct has been established.

The Credibility construct demonstrates good discriminant validity, as indicated by an AVE square root value of 0.818, which exceeds the correlations with other constructs, such as Expertise (0.959) and Trustworthiness (0.929), despite the close relationships reflected in these correlations.

The AVE square root value of 0.881 for Expertise demonstrates sufficient discriminant validity, as its correlations with other constructs, including Interactivity (0.818) and Trustworthiness (0.848), are below the AVE square root value. The Interactivity construct exhibits an AVE square root value of 0.859, surpassing its correlations with other constructs, including Credibility (0.861), Expertise (0.818), and Trustworthiness (0.801). The findings suggest a strong level of discriminant validity.

The AVE square root value of 0.950 for Purchase Behavior demonstrates outstanding discriminant validity. The value significantly exceeds its correlation with other constructs, including Convenience (0.314), Expertise (0.695), and Trustworthiness (0.789). The Trustworthiness construct demonstrates good discriminant validity, evidenced by an AVE square root value of 0.902. However, it exhibits a relatively high correlation with

Credibility at 0.929 and Expertise at 0.848. This suggests a strong connection, yet discriminant validity remains intact.

In summary, every construct within this model satisfies the requirements for discriminant validity according to the Fornell-Larcker criteria. While there are notable high correlations, like the one between Credibility and Expertise (0.959) and Trustworthiness (0.929), each construct's square root AVE value is still greater than its correlation with other constructs. This suggests that the constructs effectively differentiate themselves within the research model.

4.3.1.2 Reliability Test

In a study, it is essential to conduct convergent and discriminant validity tests and a reliability test, which can be assessed using Cronbach's alpha and composite reliability. A variable is deemed reliable when it possesses a Cronbach's alpha value and a composite reliability value exceeding 0.40 (Noor, 2017). Table 4.20 reveals that Cronbach's alpha value for each variable demonstrates reliability, as all variables have met the necessary criteria. Similar to Credibility (0.955) and Interactivity (0.911). Refer to Table 4.20 for further details as outlined below:

Table 4. 20 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Attitude Toward Products or Services	0,894	0,926
Attitude Toward Social Media Influencers	0,900	0,930
Attractiveness	0,865	0,908
Convenience	0,865	0,902
Credibility	0,955	0,960
Expertise	0,904	0,933
Interactivity	0,911	0,933
Purchase Behavior	0,893	0,949
Trustworthiness	0,923	0,946

Source: Data Processing (2024)

According to the data presented in Table 4.20, all variables in this study exhibit Cronbach alpha and composite reliability values greater than 0.70. Consequently, these variables are both valid and reliable, allowing for progression to further testing.

4.3.2 Structural Model Testing (Inner Model)

This research also examined the structural model, often called the inner model, utilized to ascertain the relationships among variables. The structural model is evaluated by analyzing the R-square (R2) value associated with the dependent variable. The independent variables will be examined by testing the path coefficient.

4.3.2.1 Collinearity Test

The collinearity test serves as a method for performing a structural model test to examine the relationships among latent variables. Within the framework of PLS-SEM, a tolerance value of 0.20 or less corresponds to a VIF value of 5. A higher value suggests a possible issue with collinearity. In cases where collinearity is significantly elevated or the VIF value reaches five or higher, it is advisable to contemplate removing one of the related indicators (F. Hair Jr et al., 2014). In this study, the relationship between the Attractiveness and Credibility variables is quantified at 1.000; the Expertise and Credibility variables also hold a value of 1.000, while the Attitude Toward Products or Services and Credibility variables are measured at 4.217. Presented below are the comprehensive results, which can be observed in Table 4.21:

Table 4. 21 Collinearity Test

	ATPS	ATSMI	AR	CO	CR	EX	IR	PB	TR
Attitude Toward Products or Services								4,146	
Attitude Toward Social Media Influencers	4,127							4,146	
Attractiveness									
Convenience		**1,815**							

Credibility	4,127	3,931	**1,000**			**1,000**			**1,000**
Expertise									
Interactivity		4,306							
Purchase Behavior									
Trustworthiness									

Source: Data Processing (2024)

4.3.2.2 R-Square Test

R-square serves as a prevalent metric for assessing and examining the degree to which external variables account for variations in internal variables. This coefficient measures model predictive power, calculated as the squared correlation between the actual specific endogenous construct and its predicted value. This coefficient indicates the external latent combined influence of variables on internal latent variables. Table 4.22 presents the R^2 results for each variable as detailed below:

Table 4. 22 R-Square Test Results

	R Square	R Square Adjusted
Attitude Toward Products or Services	0,781	0,7800
Attitude Toward Social Media Influencers	0,774	0,7716
Attractiveness	0,832	0,8316
Expertise	0,919	0,9192
Purchase Behavior	0,477	0,4730
Trustworthiness	0,863	0,8623

Source: Data Processing (2024)

Table 4.22 illustrates that the Attitude Toward Products or Services is characterized by its antecedent variables at a rate of 78%. This indicates that 22% of

other variables outside the Attitude Toward Products or Services variable continue to exert an influence. The antecedent variable accounts for 77.2% of the description of attitudes toward Social

Media Influencers. This indicates that 22.84% of the influence comes from other variables beyond the Attitude Toward Social Media Influencers variable.

Attractiveness is characterized by its antecedent variable at a rate of 83.2%. This indicates that 16.48% of other variables beyond the Attractiveness variable continue to exert an influence. The antecedent variable accounts for 91.92% of the description of expertise. This indicates that 8.08% of the influence comes from variables beyond the Expertise variable. The antecedent variable accounts for 47.30% of purchase behavior. This indicates that 52.70% of other variables continue to exert an influence beyond the purchase behavior variable. At the same time, Trustworthiness is characterized by an antecedent variable of 86.2%. This indicates that 13.77% of the influence comes from variables other than Trustworthiness.

4.3.2.3 Q-Square Test

Q-Square is a measure for evaluating the performance of an out-of-sample structural model or the precision of a data predictor, and it is not utilized during the model estimation process (Hair et al., 2016). In the structural model, the Q-square value needs to exceed zero ($Q^2>0$) to reflect the endogenous latent variables, signifying the predictive relevance of the path model for a specific dependent construct (Hair et al., 2016). Table
4.23 below presents the Q-square results from this study:

Table 4. 23 Q-Square Test Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude Toward Products or Services	1204,000	496,783	0,587
Attitude Toward Social Media Influencers	1204,000	495,930	0,588
Attractiveness	1204,000	496,615	0,588
Convenience	1505,000	1505,000	
Credibility	3612,000	3612,000	
Expertise	1204,000	349,698	0,710

Interactivity	1505,000	1505,000	

Purchase Behavior	602,000	346,021	0,425
Trustworthiness	1204,000	364,223	0,697

Source: Data Processing (2024)

Table 4.23 presents the Q-square values for various variables: the Attitude Toward Products or Services variable is at 0.587; Attitude Toward Social Media Influencers and Attractiveness is at 0.588; Expertise stands at 0.710; purchase behavior is at 0.425; and Trustworthiness is at 0.697. The results for convenience, Credibility, and Interactivity are typical, as these three variables function as independent variables. The Q-square value for the Convenience, Credibility, and Interactivity variables is 0. Although the value is 0, these findings are typical since these three variables are independent.

4.3.2.4 Path Coefficient and Hypothesis Testing

The path coefficient is a crucial step in evaluating the hypothesis's outcomes. It is calculated through the SmartPLS application utilizing the bootstrapping technique. The bootstrapping results presented in Table 4.24 indicate that all hypotheses are supported, with the exception of H1 and H2.

This aligns with the principle established by Hair et al. (2016), which states that the T-statistics must exceed 1.96, while the P-value should be below 0.05. Consequently, all hypotheses are upheld except for H1 and H2. Table 4.24 provides a comprehensive overview of the results from the path coefficient test:

Table 4. 24 Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Summary

Convenience -> Attitude Toward Social Media Influencers	0,085	0,084	0,056	1,520	0,129	**H1 Tidak Didukung**

Interactivity -> Attitude Toward Social Media Influencers	-0,260	-0,263	0,112	2,309	0,021	**H2 Tidak Didukung**
Credibility -> Attitude Toward Social Media Influencers	1,041	1,043	0,059	17,628	0,000	**H3 Didukung**
Credibility -> Attitude Toward Products or Services	0,306	0,320	0,105	2,908	0,004	**H4 Didukung**
Attitude Toward Social Media Influencers -> Attitude Toward Products or Services	0,605	0,591	0,104	5,838	0,000	**H5 Didukung**
Attitude Toward Social Media Influencers -> Purchase Behavior	0,316	0,312	0,123	2,562	0,011	**H6 Didukung**
Attitude Toward Products or Services -> Purchase Behavior	0,397	0,400	0,112	3,562	0,000	**H7 Didukung**

Source: Data Processing (2024)

Table 4.24 shows that the T-Statistic test results show that five items are significant to the variable with a positive original sample value and a P-value <0.05. Meanwhile, two items are insignificant to the variable because they have a negative Original sample value and a P-value> 0.05. So, it can be concluded that five of the seven hypotheses are supported. The Path Coefficient test shown in Table 4.22 explains that the convenience variables do not significantly influence attitudes toward social media influencers, as shown by the path coefficient of 0.085 and a P-value of 0.129, leading to the rejection of H1. The interactivity variable, however, negatively influences attitudes toward social media influencers with a path coefficient of -0.260 and a P-value of 0.021, which, although significant, does not support H2. A detailed explanation of the other

hypotheses will be explained below:

First Hypothesis Testing

The results of testing the T statistic regarding the effect of convenience on attitudes toward social media influencers show a value of 1,520 < 1,96 with a P-value of 0,129 > 0,05, showing that the convenience variable does not exert a positive and significant influence on attitudes toward social media influencers. This indicates that increased convenience does not directly impact attitudes toward social media influencers. Therefore, it can be concluded that hypothesis 1 (H1) in this study is not supported.

Second Hypothesis Testing

The results of testing the T statistic regarding the effect of interactivity on attitudes toward social media influencers show a value of 2,309 > 1,96 with a P Value of 0,021 > 0,05, and the original sample value is negative. This shows that the interactivity variable does not exert a positive and significant influence on attitudes toward social media influencers. This indicates that increased interactivity does not directly impact attitudes toward social media influencers. Therefore, it can be concluded that hypothesis 2 (H2) in this study is not supported.

Third Hypothesis Testing

The results of testing the T statistic regarding the effect of credibility on attitudes toward social media influencers show that 17.628 > 1.96, accompanied by a P-value of 0.000 < 0.05. This indicates that the credibility variable positively and significantly influences attitudes toward social media influencers. This indicates that the higher the credibility, the higher the attitudes toward social media influencers. Therefore, it can be concluded that hypothesis 3 (H3) in this study is supported.

Fourth Hypothesis Testing

The results of testing the T statistic regarding the effect of credibility on attitudes toward products or services show that 2,908 > 1,96, accompanied by a P-value of 0.004 <

0.05. This indicates that the credibility variable positively and significantly influences attitudes toward products or services. This indicates that the higher the credibility, the

higher the attitudes toward products or services. Therefore, it can be concluded that hypothesis 4 (H4) in this study is supported.

Fifth Hypothesis Testing

The results of testing the T statistic regarding the effect of attitudes toward social media influencers on attitudes toward products or services show that 5,838 > 1,96, accompanied by a P-value of 0.000 < 0.05. This indicates that the attitudes toward social media influencers variable positively and significantly influence attitudes toward products or services. This indicates that more positive attitudes toward social media influencers lead to more positive attitudes toward the products or services they promote. Therefore, it can be concluded that hypothesis 5 (H5) in this study is supported.

Sixth Hypothesis Testing

The results of testing the T statistic regarding the effect of attitudes toward social media influencers on purchase behavior show that 2,562 > 1,96, accompanied by a P-value of 0.011 < 0.05. This indicates that the attitudes toward social media influencers variable positively and significantly influence purchase behavior. This indicates that more positive attitudes toward social media influencers lead to a higher likelihood of purchase behavior. Therefore, it can be concluded that hypothesis 6 (H6) in this study is supported.

Seventh Hypothesis Testing

The results of testing the T statistic regarding the effect of attitudes toward products or services on purchase behavior show that 3,562 > 1,96, accompanied by a P-value of 0.000 < 0.05. This indicates that attitudes toward products or services positively and significantly influence purchase behavior. This indicates that more positive attitudes toward products or services lead to a higher likelihood of purchase behavior. Therefore, it can be concluded that hypothesis 7 (H7) in this study is supported.

4.4 Discussion

4.4.1 The Influence of Convenience on Attitude Toward Social Media Influencers.

The research findings reveal that convenience does not significantly enhance attitudes toward social media influencers. The path coefficient of 0.085 and a P-value of 0.129 (>0.05) indicate that the convenience variable does not significantly affect attitudes toward social media influencers. The findings presented here oppose the original hypothesis and are inconsistent with specific earlier research that indicated convenience as a significant factor influencing attitudes toward social media influencers. This finding contrasts with the research conducted by Hair et al. (2023), which emphasized the significance of digital convenience in shaping consumer satisfaction and attitudes in digital environments. The outcome variation could be linked to the particular context of this research or the distinctions within the target audience. The minimal impact of convenience on attitudes toward social media influencers suggests that users might focus on alternative factors when developing their opinions about these influencers. This indicates that The Originote marketers and influencers should concentrate on elements beyond simple platform accessibility to connect with their audience successfully.

4.4.2 The Influence of Interactivity on Attitude toward Social Media Influencers.

The research indicates that the variable's test results reveal a negative influence of interactivity on attitudes toward social media influencers, evidenced by a path coefficient of -0.260 and a P-value of 0.021 (<0.05). Although this relationship is statistically significant, it contradicts the original hypothesis that anticipated a positive influence. This surprising outcome calls into question the prevalent belief in social media marketing that increased interaction invariably results in more favorable attitudes. This finding is at odds with earlier studies, including those by Schouten et al. (2020), which indicated that higher levels of interactivity strengthen the parasocial relationship between influencers and their followers, consequently boosting trust and loyalty. This study indicates a negative relationship, suggesting that influencers' excessive interaction or engagement efforts may be viewed unfavorably by specific users as potentially intrusive or inauthentic. The findings suggest that marketers and influencers associated with The Originote should adopt a strategic and thoughtful approach regarding the quality and

quantity of their

interactions with followers, prioritizing meaningful engagements over mere volume. This discovery paves the way for further investigation into the most effective levels and varieties of interactivity within influencer marketing.

4.4.3 The Influence of Credibility on Attitude toward Social Media Influencers.

The research findings indicate that the variable supports the hypothesis that credibility positively impacts attitudes toward social media influencers. The results indicate a significant and positive relationship, as evidenced by a high T-statistic of 17.628 (>1.96) and a P-value of 0.000 (<0.05). This finding aligns with established theories in marketing and communication, emphasizing the crucial role of source credibility in shaping audience attitudes. The findings align with the research conducted by Jin et al. (2022), which indicated that influencers who exhibit considerable expertise and trustworthiness are more successful in convincing consumers to adhere to their recommendations. The findings also align with the Source Credibility Model put forth by Hair et al. (2020), highlighting that factors such as expertise, trustworthiness, and attractiveness play a significant role in shaping consumer attitudes. The robust positive correlation between credibility and attitudes toward social media influencers highlights the significance of establishing and sustaining credibility within influencer marketing strategies. Marketers and influencers at Originote ought to focus on genuine content, demonstrate expertise within their niche, and maintain consistent messaging to improve their perceived credibility and, as a result, positively affect audience attitudes.

4.4.4 The Influence of Credibility on Attitude toward Products/Services.

The research findings show credibility strongly and positively affects attitudes toward products or services. The hypothesis is supported by a T-statistic of 2.908 (>1.96) and a P-value of 0.004 (<0.05). This outcome emphasizes how the credibility of influencers can be applied to the products or services they promote. This finding aligns with earlier research, including studies by Lim et al. (2017) and Wang et al. (2017), which demonstrated that the credibility of influencers positively impacts brand attitudes and the perceived value of products. It further reinforces the claim made by Hair et al. (2023) that

confidence in the source fosters confidence in the promoted product, thus increasing its attractiveness. This discovery highlights the significance of collaborating with influencers with recognized credibility within their niche for The Originote marketers. It indicates that preserving the trustworthiness of influencers during campaigns is essential for effectively influencing consumer perceptions of the advertised products or services.

4.4.5 The Influence of Attitude toward Social Media Influencers on Attitude toward Products/Services

The finding indicates that this variable significantly backs the hypothesis that attitudes toward social media influencers positively affect attitudes toward products or services. The T-statistic is notably high at 5.838 (>1.96), and the P-value is very low at 0.000 (<0.05), indicating a significant and positive relationship. This discovery highlights the impact of influencer marketing on shaping how consumers perceive products. This finding is consistent with the study by Wu and Wang (2023), which discovered that favorable views of influencers significantly improve product attitudes through observational learning. It further reinforces the argument by Hair et al. (2023) that influencers serve as intermediaries, transmitting their positive image of products in the minds of consumers. For The Originote marketers, this suggests that fostering positive relationships between influencers and their followers can effectively improve brand perceptions and product attitudes. It is essential to remember that brand marketers should prioritize the significance of long-term influencer partnerships and maintain consistent brand messaging throughout influencer collaborations.

4.4.6 The Influence of Attitude toward Social Media Influencers on Purchase Decision.

The research findings support the hypothesis that attitudes toward social media influencers positively impact purchase decisions. The T-statistic is 2.562 (>1.96), and the P-value is 0.011 (<0.05), indicating a significant and positive relationship. This outcome illustrates the apparent effect of influencer marketing on consumer behavior, extending beyond mere attitude formation. This finding aligns with research by Bratkov (2024), highlighting that the credibility and relatability of influencers significantly impact

consumer purchasing decisions by boosting emotional engagement and fostering trust in product recommendations. This finding confirms the success of influencer marketing in boosting sales and conversions for Originote marketers. It highlights the significance of cultivating positive perceptions of influencers and effectively utilizing these perceptions to promote purchasing actions.

4.4.7 The Influence of Attitude toward Products/Services on Purchase Decision.

The research findings provide strong support for the hypothesis that attitudes toward products or services have a positive impact on purchase decisions. The T-statistic is 3.562 (>1.96), and the P-value is 0.000 (<0.05), indicating a significant and positive relationship. This outcome validates the direct connection between consumer perceptions of products or services and their buying actions. This finding is consistent with recent research by Gómez et al. (2024), which establishes a direct link between perceived product value, desirability, and purchase intentions. The findings further reinforce the claim made by Hair et al. (2023) that positive product perceptions lead to increased consumer satisfaction and a higher probability of purchase in online shopping contexts. This result highlights the significance of fostering positive product perceptions through influencer marketing and ensuring that these favorable attitudes lead to accurate purchase decisions for marketers and influencers. It indicates that approaches should strengthen favorable product perceptions during the consumer journey to enhance purchase chances.

CHAPTER V

CONCLUSIONS

5.1 Conclusion

This study examined influencer reviews' effect on the effectiveness of consumer purchasing decisions for 'The Originote' skincare products with convenience, interactivity, and source credibility as measuring roles. Based on the results of the analysis and hypothesis testing described in Chapter IV, it can be concluded as follows:

1. Convenience does not have a significant favorable influence on attitudes toward social media influencers. This implies that consumers' attitudes toward social media influencers may not be significantly influenced by the convenience of accessing or engaging with influencer content. Although not significant, convenience also plays a role in shaping consumers' attitudes toward social media influencers. Furthermore, the marketers of The Originote may have focused on aspects beyond simple platform accessibility to engage their audience effectively.
2. Interactivity does not have a significant favorable influence on attitudes toward social media influencers. This unforeseen outcome indicates increased interactivity does not automatically produce positive attitudes toward influencers. Although insignificant, interactivity also shapes consumers' attitudes toward social media influencers. This finding indicates that the quality and nature of interactions could hold greater significance than their quantity or frequency. The marketers and influencers of Originote ought to reevaluate their interaction strategies, emphasizing meaningful and authentic engagements instead of high-volume, superficial interactions.
3. Credibility has a significant positive effect on attitudes toward social media influencers. This means that the higher the credibility of a brand, the higher the attitudes toward its social media influencers. This emphasizes the significance of perceived attractiveness, expertise, and trustworthiness in influencing consumers' perceptions of influencers.

4. Credibility has a significant positive effect on attitudes toward products/services, which means that the higher the credibility of a brand, the higher the attitudes toward its products/services. This indicates that when influencers are regarded as credible (attractive, expert, and trusted), they favorably influence consumers' perceptions of the products or services they promote.
5. Attitudes toward social media influencers have a significant positive effect on attitudes toward products/services. This means that the higher the attitudes toward social media influencers of a brand, the higher the attitudes toward that brand's product/service. This implies that positive opinions about influencers result in more positive opinions about the products/services they promote.
6. Attitudes toward social media influencers have a significant positive effect on purchase behavior. This means that the higher the attitudes toward social media influencers of a brand, the higher the purchase behavior of that brand. This implies that consumers with positive attitudes toward social media influencers are more likely to purchase based on their recommendations.
7. Attitudes toward products/services have a significant positive effect on purchase behavior. This means that the higher the attitudes toward a brand's product/service, the higher the purchase behavior of that brand. This implies that when consumers have positive perceptions of products/services, they are more likely to make purchasing decisions in favor of those offerings.

5.2 Benefits, Managerial and Practical Implications

The advantages of researching the effect of influencer reviews on the effectiveness of consumer purchasing decisions for 'The Originote' skincare products aim to enhance the existing literature in marketing and are anticipated to benefit parties interested in related matters. This research is anticipated to be considered in future publications on relevant topics.

The managerial implications of this research are aimed at business people in the skincare or beauty industry. The results of this research that has been conducted show that Convenience and interactivity do not have a positive influence on attitudes toward social

media influencers. Furthermore, this study also found a positive influence between credibility and attitudes toward social media influencers. This study also found a positive influence between attitudes toward social media influencers and attitudes toward products/services. Moreover, this study also found a positive influence of attitudes toward social media influencers on purchase behavior. Finally, this study found a positive influence between attitudes toward products/services and purchase behavior. This finding implies that related parties should prioritize collaboration with influencers possessing established credibility within their area. This entails executing comprehensive screening procedures to evaluate influencer authenticity before establishing collaborations. Strategies must be formulated to augment the perceived attractiveness, trustworthiness, and expertise of influencers affiliated with the brand, promoting transparent and authentic content generation. Due to the unforeseen adverse effects of interactivity, related parties must meticulously plan and oversee interactive components in influencer campaigns, prioritizing quality over quantity in interactions between influencers and their followers. It is essential to synchronize product messaging with the influencer's persona, guaranteeing that the influencer's values closely correspond with the brand and product characteristics to optimize favorable attitude transfer. Finally, related parties should transcend conventional engagement metrics and formulate more advanced measurements that assess attitudes and purchase intention shifts rather than concentrating just on likes, comments, or shares.

The practical implications of this study hope to aid The Originote in charting its future course in leveraging marketing strategies through social media influencers who are currently engaged. This research also hopes to enable the company to identify which opportunities yield the most substantial results in promoting its products. Ultimately, the findings aim to assist The Originote in understanding the extent of the impact that influencer marketing showcased on its social media platforms has on the purchasing intentions of consumers.

5.3 Limitations

This study conducts several of limitations, such as:

1. This study's sample size may not adequately represent the overall population of social media users and customers. Specific variable outcomes have overshadowed others, such as gender and age. The research has concentrated on a particular demographic, potentially restricting the generalisability of the findings to broader consumer populations.
2. The study centres around the skincare products offered by Originote. Concentrating on just one specific product category could potentially restrict the findings to other types of products. This is particularly relevant when considering that Originote offers a range of other product types, such as makeup.
3. This study involves distributing questionnaires through online platforms. Respondents' uncertainty when completing the questionnaire stems from researchers' inability to effectively manage or oversee the responses provided by those participating in the study.

5.4 Recommendations

Undoubtedly, this research exhibits certain limitations in the process of its writing. Despite the existing limitations, there remain several recommendations for future research, such as:

1. In future research endeavors, it is essential to expand the sample size significantly while striving to achieve a more varied and inclusive representation of social media users and customers. This approach will enhance the validity and applicability of the findings. Implementing stratified sampling techniques may be essential to encompass a broader spectrum of age groups, genders, and other demographic factors. Through this approach, researchers can improve the generalisability of their findings, thereby offering a more thorough and nuanced understanding of the effects of influencer marketing on different consumer segments.
2. This study primarily concentrated on the skincare products offered by The Originote. However, it is essential for future research to broaden its scope to encompass a more diverse array of product categories. This expansion should include not only makeup but also other beauty products that the brand provides.

The proposed expansion would facilitate a more comprehensive understanding of how influencer marketing performs across various product categories within the beauty sector. Furthermore, conducting comparative analyses across various product categories has the potential to provide significant insights. These insights could reveal the necessity for adjustments in influencer marketing strategies, ensuring they are effectively customized for the distinct characteristics of different types of products.

3. Future research endeavors need to investigate and implement more controlled methods of data collection to tackle the uncertainty respondents have been facing and enhance the quality of the data collected. One potential approach to enhancing the quality of data collection is the use of supervised online surveys. Additionally, incorporating attention checks could prove beneficial. Furthermore, leveraging more advanced online research tools to monitor respondent behavior may lead to more dependable and accurate data gathering.

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APPENDICES

ATTACHMENT 1

Assalamualaikum Wr. Wb.

Dengan hormat,

Perkenalkan saya Titi Halimah, mahasiswa tingkat akhir Jurusan Manajemen, Fakultas Bisnis dan Ekonomi, Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian Tugas Akhir yang berjudul "Pengaruh Influencer Media Sosial Terhadap Efektivitas Keputusan Pembelian Konsumen Untuk Produk Skincare The Originote

Berkenaan dengan ini mohon kesediaan Saudara/i untuk meluangkan waktu dan berpartisipasi untuk mengisi jawaban pada daftar pernyataan yang telah disusun. Kebenaran dan kelengkapan jawaban Saudara/i akan sangat membantu dalam penelitian ini.

Seluruh informasi pada penelitian ini bersifat pribadi dan dijamin kerahasiaannya untuk kepentingan penelitian. Partisipasi Anda sangat berharga untuk membantu saya menyelesaikan studi S1 di Universitas Islam Indonesia. Kesediaan untuk meluangkan waktu dan berpartisipasi dalam pengisian kuesioner penelitian ini diharapkan menjadi jawaban yang jujur dan objektif.

Atas kesediaan Saudara/I saya ucapkan Terima Kasih. Jika ada pertanyaan terkait kuesioner ini, Anda dapat menghubungi saya melalui:

08112424161 (WA)

21311637@students.uii.ac.id (e-mail)

Wassalamu'alaikum Wr. Wb.

PERTANYAAN SARINGAN (*SCREENING QUESTIONS)*

Pertanyaan ini bertujuan untuk penyaringan kriteria responden penelitian.

Apakah Anda saat ini berdomisili di Yogyakarta?

*Jika Saudara/i menjawab Ya, silahkan lanjut ke pertanyaan berikutnya. Jika Saudara/i menjawab Tidak, silahkan berhenti disini. Terima kasih.

- Ya
- Tidak

Apakah Anda tahu merek *Skincare* “The Originot”?

*Jika Saudara/i menjawab Ya, silahkan lanjut ke pertanyaan berikutnya. Jika Saudara/i menjawab Tidak, silahkan berhenti disini. Terima kasih.

- Ya
- Tidak

Pernahkah Anda melihat, membaca atau mendengar ulasan tentang produk *Skincare* 'The Originot'?

*Jika Saudara/i menjawab Ya, silahkan lanjut ke pertanyaan berikutnya. Jika Saudara/i menjawab Tidak, silahkan berhenti disini. Terima kasih.

- Ya
- Tidak

Pernahkah Anda membeli produk *Skincare* 'The Originnot' setelah melihat rekomendasi dari para influencer?

*Jika Saudara/i sudah menjawab, silahkan lanjut ke pertanyaan berikutnya. Terima kasih.

- Ya
- Tidak

IDENTITAS RESPONDEN (RESPONDENT IDENTITY)

Pernyataan berikut berkenaan dengan jati diri Saudara/i. Pilihlah jawaban dengan memberi tanda pada Jawaban yang dianggap sesuai.

Apa jenis kelamin Anda?

- Laki-laki
- Perempuan

Berapa kelompok usia Anda?

- Dibawah 20 tahun
- 21-30 tahun
- 31-40 tahun
- 41-50 tahun
- Diatas 50 tahun

Berapa pendapatan rata-rata per bulan Anda?

- <Rp1.000.000
- RP1.100.000 - Rp4.000.000
- Rp4.100.000 - Rp7.000.000
- Rp.7.100.000 - Rp10.000.000

Berapakah kira kira jumlah penduduk di tempat tinggal anda?

- Kurang dari 1.000
- Antara 1.000 - 50.000
- Lebih dari 50.000
- Other:

Dimanakah Kota tempat Anda tinggal?
(answer column)

DAFTAR PERTANYAAN I

Pengunaan Media Sosial (Social media Use)
Pilihlah jawaban dengan memberi tanda pada Jawaban yang dianggap sesuai.

Sudah berapa lama Anda menggunakan media sosial?

- Kurang dari 3 tahun
- 3 hingga 5 tahun
- Lebih dari 5 tahun

Seberapa sering Anda menggunakan media sosial?

- Kurang dari sekali seminggu
- Sekali atau dua kali seminggu
- Beberapa kali seminggu
- Sekali atau dua kali sehari
- Beberapa kali sehari
- Beberapa kali dalam satu jam

Berapa banyak influencer yang Anda ikuti di media sosial?

- Kurang dari 10
- 10-20
- 20-30
- Lebih dari 30

DAFTAR PERTANYAAN II

Sikap terhadap *influencer* media sosial (attitude towards social media influencers)

Beri nilai pernyataan berikut ini berdasarkan persetujuan Anda (1 = Sangat tidak setuju, 5 = Sangat setuju)

Menggunakan media sosial itu nyaman karena saya bisa menggunakannya kapan saja. *Convenience

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Menggunakan media sosial terasa nyaman karena ponsel biasanya selalu bersama saya. *Convenience

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya bisa menemukan apa yang saya cari di media sosial dengan *less effort* *Convenience

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju

Saya merasa nyaman menggunakan media sosial. *Convenience

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju

Saya bisa menggunakan media sosial kapan saja, di mana saja. *Convenience

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju

Influencer media sosial umumnya memungkinkan saya untuk berinteraksi secara langsung dengan mereka. *Interactivity

Mark only one oval.

Sangat Tidak Setuju

1

2

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5

Sangat Setuju

Influencer media sosial biasanya mendengarkan apa yang dikatakan pengguna media sosial lain nya
*Interactivity

Mark only one oval.

Sangat Tidak Setuju

1

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5

Sangat Setuju

Influencer media sosial biasanya memiliki komunikasi dua arah yang baik.
*Interactivity

Mark only one oval.

Sangat Tidak Setuju

1

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5

Sangat Setuju

Influencer media sosial biasanya mendorong pengguna media sosial lainnya untuk berkomunikasi langsung dengan mereka.
*Interactivity

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju

Influencer media sosial biasanya merespons pengguna media sosial lain nya dengan cepat dan efisien.
*Interactivity

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju

Saya menemukan bahwa *influencer* media sosial biasanya sangat menarik (*Attractive*)
*Attractiveness

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya menemukan bahwa para *influencer* media sosial biasanya sangat *stylish*.
*Attractiveness

Mark only one oval.

Sangat Tidak

Setuju 1

2

3

4

5

Sangat Setuju

Saya menemukan bahwa para *influencer* media sosial biasanya '*good looking'*. *Attractiveness

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya menemukan bahwa para influencer media sosial biasanya "sexy" *Attractiveness

Mark only one oval.

Sangat Tidak Setuju

1

2

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5

Sangat Setuju

Biasanya, *influencer* media sosial sangat memahami produk atau layanan yang mereka iklankan. *Expertise

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Biasanya, *influencer* media sosial memiliki kompetensi untuk mengevaluasi produk atau layanan yang mereka
iklankan.
*Expertise

Mark only one oval.

Sangat Tidak Setuju

1

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5

Sangat Setuju

Biasanya, *influencer* media sosial mengetahui produk atau layanan yang mereka iklankan seperti sudah ahlinya (*expert*)
*Expertise

Mark only one oval.

Sangat Tidak Setuju

1

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5

Sangat Setuju

Biasanya, *influencer* media sosial memiliki pengalaman yang cukup untuk mempromosikan produk atau layanan yang diiklankan
*Expertise

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Menurut saya, pendapat para *influencer* media sosial biasanya jujur.
*Trustworthiness

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju

Menurut saya, pendapat para *influencer* media sosial biasanya dapat dipercaya.
*Trustworthiness

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju

Menurut saya, pendapat para influencer media sosial biasanya bersifat otentik (jujur)
*Trustworthiness

Mark only one oval.

Sangat Tidak Setuju

1

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3

4

5

Sangat Setuju

Menurut saya, pendapat para influencer media sosial biasanya sungguh-sungguh.
*Trustworthiness

Mark only one oval.

Sangat Tidak Setuju

1

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3

4

5

Sangat Setuju

Sikap konsumen terhadap *influencer* media sosial ditentukan oleh seberapa Tidak menarik/menarik nya mereka
*Attitude towards social media influencers

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju

Sikap konsumen terhadap *influencer* media sosial ditentukan oleh seberapa tidak menyenangkan/menyenangkan nya mereka
*Attitude towards social media influencers

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju

Sikap konsumen terhadap *influencer* media sosial ditentukan oleh seberapa tidak disukai/disukai nya mereka
*Attitude towards social media influencers

Mark only one oval.

Sangat Tidak Setuju

1

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5

Sangat Setuju

Sikap konsumen terhadap *influencer* media sosial ditentukan oleh apakah mereka memiliki reputasi yang baik dan dipercaya orang lain atau tidak
*Attitude towards social media influencers

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Sikap konsumen terhadap produk atau layanan yang direkomendasikan oleh *influencer* media sosial ditentukan oleh apakah produk tersebut tidak diinginkan/diinginkan
*Attitude towards products or services

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Sikap konsumen terhadap produk atau layanan yang direkomendasikan oleh *influencer* media sosial ditentukan oleh apakah produk tersebut tidak menarik/menarik

*Attitude towards products or services

Mark only one oval.

Sangat Tidak Setuju

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5

Sangat Setuju

Sikap konsumen terhadap produk atau layanan yang direkomendasikan oleh *influencer* media sosial ditentukan oleh apakah produk tersebut tidak disukai/disukai*

*Attitude towards products or services
Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju

Sikap konsumen terhadap produk atau layanan yang direkomendasikan oleh *influencer* media sosial ditentukan oleh apakah produk tersebut tidak bagus/bagus*

*Attitude towards products or services
Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju

Seberapa sering Anda membeli produk Skincare 'The Originot' yang direkomendasikan oleh *influencer* media sosial?
*Influence of social media influencers on purchases

Mark only one oval.

Saya tidak membeli

1

2

3

4

5

Saya sering membeli

Berapa banyak uang yang Anda habiskan untuk produk 'The Originot' yang direkomendasikan oleh *influencer* media sosial?
*Influence of social media influencers on purchases

Mark only one oval. Saya

tidak menghabiskan 1

2

3

4

5

Saya menghabiskan banyak

DAFTAR PERTANYAAN III

Open-Ended Feedback

Tolong bagikan pendapat Anda tentang peran *influencer* dalam pemasaran Internet di Indonesia. Apakah Anda memiliki saran dan rekomendasi untuk meningkatkan aktivitas mereka? *Opinions, suggestions and recommendations

Siapa saja *influencer* favorit Anda dan di *platform* media sosial mana saja yang Anda ikuti? *Influencer dan Platform Favorit

ATTACHMENT 2

CONVENIENCE					INTERACTIVITY					ATTRACTIVENESS				EXPERTISE				TRUSTWORTHINESS				ATTITUDE TOWARDS SOCIAL MEDIA INFLUENCERS				ATTITUDE TOWARDS PRODUCTS OR SERVICES				PURCHASE DECISIONS	
CO1	CO2	CO3	CO4	CO5	IT1	IT2	IT3	IT4	IT5	AR1	AR2	AR3	AR4	EX1	EX2	EX3	3X4	TR1	TR2	TR3	TR4	AS1	AS2	AS3	AS4	AS1	AS2	AS3	AS4	PD1	PD2
5	5	5	5	5	5	5	4	4	4	4	3	4	4	4	3	4	4	4	4	4	5	4	4	4	4	4	3	3	4	4	4
5	5	4	5	5	4	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	3	3	4	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	3	4	4	4
4	4	5	4	4	4	5	4	5	4	4	4	4	3	3	4	3	4	3	3	3	3	3	3	4	3	4	3	3	4	3	4
5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	3	3	4	4	4	4	4	3	4	4	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	4	4	4	4	4	5	5	4	5	4	5	5	4	4	5
5	4	5	5	5	4	4	4	5	5	5	4	5	5	4	4	3	4	4	3	3	4	3	3	3	3	4	4	3	3	3	4
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3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
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4.36	4.37	4.38	4.33	4.45	4.24	4.27	4.21	4.24	4.13	4.22	4.19	4.16	4.07	4.096	4.05	4.05	4.05	3.98	4	4	3.97	4.11	4.07	4.08	4.05	4.06	4.09	4.11	4.05	4.11	4.02
4.38					4.22					4.16				4.062				3.99				4.076				4.08				4.07	

DEMOGRAPHICS				
Apa jenis kelamin Anda?	Berapa kelompok usia Anda?	Berapa pendapatan rata-rata per bulan Anda?	Berapakah kira kira jumlah penduduk di tempat tinggal anda?	Dimanakah Kota tempat Anda tinggal?
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	41-50 tahun	Rp.10.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta

Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Kurang dari 1.000	Yogyakarta
Laki-laki	Dibawah 20 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Yogyakarta
Laki-laki	41-50 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	Dibawah 20 tahun	<Rp1.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	Dibawah 20 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Laki-laki	31-40 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	41-50 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	31-40 tahun	Rp.10.100.000 - Rp10.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	41-50 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	yogyakarta
Perempuan	31-40 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Jogja
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	4 orang	Jogja

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	<Rp1.000.000	Kurang dari 1.000	Jogja
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	<Rp1.000.000	Kurang dari 1.000	yogyakarta
Perempuan	21-30 tahun	<Rp1.000.000	Antara 1.000 - 50.000	kupang
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Kabupaten Klaten
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogjakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	jogjakarta

Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Kurang dari 1.000	**Tanah hitam**
Laki-laki	21-30 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Kaliurang Yogyakarta
Laki-laki	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Jogja
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Jakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	jogja
Laki-laki	21-30 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Jogjakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	jojga
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Intan jaya

Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Jogjakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Jl. lili No. 19, Dusun Kembang Karangploso, Maguwoharjo, Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Jogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	**Bandung barat**
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Jogja
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	21-30 tahun	<Rp1.000.000	Lebih dari 50.000	**Jayapura**
Laki-laki	Dibawah 20 tahun	<Rp1.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	21-30 tahun		Lebih dari 50.000	Jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Antara 1.000 - 50.000	**jayapura**
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Kurang dari 1.000	Jogja
Laki-laki	Dibawah 20 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Jogja
Laki-laki	Dibawah 20 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	**JAYAPURA**
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	**Jayapura**
Laki-laki	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta

Laki-laki	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogjakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogja

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	Dibawah 20 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	JOGJA
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	jogja
Perempuan	Diatas 50 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	jogja
Perempuan	31-40 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	Dibawah 20 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakart
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	jogja
Perempuan	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Jogja

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Jogja
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Antara 1.000 - 50.000	Yogyakarta
Perempuan	31-40 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	JOgja
Perempuan	Dibawah 20 tahun	<Rp1.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	Diatas 50 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	Diatas 50 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	31-40 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp.7.100.000 - Rp10.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogja
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	31-40 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	31-40 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	yogyakarta
Perempuan	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	jogja
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	jogja

Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	jogjakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Perempuan	21-30 tahun	RP1.100.000 - Rp4.000.000	Lebih dari 50.000	Yogyakarta

Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarya
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta
Laki-laki	21-30 tahun	Rp4.100.000 - Rp7.000.000	Lebih dari 50.000	Yogyakarta

SOCIAL MEDIA EXPERIENCE		
Sudah berapa lama Anda menggunakan media sosial?	Seberapa sering Anda menggunakan media sosial?	Berapa banyak influencer yang Anda ikuti di media sosial?
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
3 hingga 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
3 hingga 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
3 hingga 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
3 hingga 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
3 hingga 5 tahun	Beberapa kali dalam satu jam	20-30
3 hingga 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
3 hingga 5 tahun	Beberapa kali sehari	20-30

Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10

3 hingga 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
3 hingga 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
3 hingga 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
3 hingga 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
3 hingga 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
3 hingga 5 tahun	Beberapa kali sehari	10-20
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20

3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30

Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
3 hingga 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali seminggu	Lebih dari 30
3 hingga 5 tahun	Sekali atau dua kali sehari	20-30
3 hingga 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali seminggu	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
3 hingga 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Sekali atau dua kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
3 hingga 5 tahun	Sekali atau dua kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Kurang dari sekali seminggu	Kurang dari 10
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Kurang dari sekali seminggu	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20

Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
3 hingga 5 tahun	Sekali atau dua kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30

Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
3 hingga 5 tahun	Sekali atau dua kali seminggu	Kurang dari 10
Lebih dari 5 tahun	Sekali atau dua kali seminggu	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Kurang dari 3 tahun	Sekali atau dua kali seminggu	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Kurang dari 3 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
3 hingga 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali seminggu	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Sekali atau dua kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
3 hingga 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali seminggu	10-20

Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30

Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	10-20
3 hingga 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Kurang dari 10
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30

Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30

Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30

Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30

Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Sekali atau dua kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30
Lebih dari 5 tahun	Beberapa kali dalam satu jam	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	Lebih dari 30
Lebih dari 5 tahun	Beberapa kali sehari	10-20
Lebih dari 5 tahun	Beberapa kali sehari	20-30

Results of Validity Test and Reliability Test

Validity Test of Convenience

```
CORRELATIONS
  /VARIABLES=CO1 CO2 CO3 CO4 CO5 COTotal
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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Correlations

		CO1	CO2	CO3	CO4	CO5	COTotal
CO1	Pearson Correlation	1	.628**	.426**	.488**	.257*	.771**
	Sig. (2-tailed)		.000	.000	.000	.033	.000
	N	69	69	69	69	69	69
CO2	Pearson Correlation	.628**	1	.373**	.472**	.156	.746**
	Sig. (2-tailed)	.000		.002	.000	.200	.000
	N	69	69	69	69	69	69
CO3	Pearson Correlation	.426**	.373**	1	.335**	.310**	.645**
	Sig. (2-tailed)	.000	.002		.005	.010	.000
	N	69	69	69	69	69	69
CO4	Pearson Correlation	.488**	.472**	.335**	1	.268*	.772**
	Sig. (2-tailed)	.000	.000	.005		.026	.000
	N	69	69	69	69	69	69
CO5	Pearson Correlation	.257*	.156	.310**	.268*	1	.576**
	Sig. (2-tailed)	.033	.200	.010	.026		.000
	N	69	69	69	69	69	69
COTotal	Pearson Correlation	.771**	.746**	.645**	.772**	.576**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	69	69	69	69	69	69

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

***. Correlation is significant at the 0.05 level (2-tailed).**

Validity Test of Interactivity

```
CORRELATIONS
  /VARIABLES=IT1 IT2 IT3 IT4 IT5 ITTotal
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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Correlations

		IT1	IT2	IT3	IT4	IT5	ITTotal
IT1	Pearson Correlation	1	.793**	.642**	.847**	.721**	.897**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	69	69	69	69	69	69
IT2	Pearson Correlation	.793**	1	.733**	.789**	.702**	.897**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	69	69	69	69	69	69
IT3	Pearson Correlation	.642**	.733**	1	.712**	.782**	.863**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	69	69	69	69	69	69
IT4	Pearson Correlation	.847**	.789**	.712**	1	.776**	.923**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	69	69	69	69	69	69
IT5	Pearson Correlation	.721**	.702**	.782**	.776**	1	.891**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	69	69	69	69	69	69
ITTotal	Pearson Correlation	.897**	.897**	.863**	.923**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	69	69	69	69	69	69

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

Validity Test of Attractiveness

CORRELATIONS

/VARIABLES=AR1 AR2 AR3 AR4 ARTotal

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		AR1	AR2	AR3	AR4	ARTotal
AR1	Pearson Correlation	1	.720**	.466**	.074	.796**
	Sig. (2-tailed)		.000	.000	.547	.000
	N	69	69	69	69	69
AR2	Pearson Correlation	.720**	1	.625**	.029	.837**
	Sig. (2-tailed)	.000		.000	.811	.000
	N	69	69	69	69	69
AR3	Pearson Correlation	.466**	.625**	1	.048	.757**
	Sig. (2-tailed)	.000	.000		.698	.000
	N	69	69	69	69	69
AR4	Pearson Correlation	.074	.029	.048	1	.424**
	Sig. (2-tailed)	.547	.811	.698		.000
	N	69	69	69	69	69
ARTotal	Pearson Correlation	.796**	.837**	.757**	.424**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	69	69	69	69	69

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

Validity Test of Expertise

```
CORRELATIONS
  /VARIABLES=EX1 EX2 EX3 EX4 EXTotal
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

		EX1	EX2	EX3	EX4	EXTotal
EX1	Pearson Correlation	1	.786**	.723**	.432**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	69	69	69	69	69
EX2	Pearson Correlation	.786**	1	.758**	.455**	.877**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	69	69	69	69	69
EX3	Pearson Correlation	.723**	.758**	1	.668**	.930**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	69	69	69	69	69
EX4	Pearson Correlation	.432**	.455**	.668**	1	.746**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	69	69	69	69	69
EXTotal	Pearson Correlation	.860**	.877**	.930**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	69	69	69	69	69

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

Validity Test of Trustworthines

CORRELATIONS

/VARIABLES=TR1 TR2 TR3 TR4 TRTotal

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		TR1	TR2	TR3	TR4	TRTotal
TR1	Pearson Correlation	1	.889**	.916**	.876**	.975**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	69	69	69	69	69
TR2	Pearson Correlation	.889**	1	.796**	.838**	.932**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	69	69	69	69	69
TR3	Pearson Correlation	.916**	.796**	1	.810**	.934**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	69	69	69	69	69
TR4	Pearson Correlation	.876**	.838**	.810**	1	.934**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	69	69	69	69	69
TRTotal	Pearson Correlation	.975**	.932**	.934**	.934**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	69	69	69	69	69

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

Validity Test of Attitude Towards Social Media Influencers

```
CORRELATIONS
/VARIABLES=AS1 AS2 AS3 AS4 ASTotal
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

		AS1	AS2	AS3	AS4	ASTotal
AS1	Pearson Correlation	1	.858**	.345**	.572**	.875**
	Sig. (2-tailed)		.000	.004	.000	.000
	N	69	69	69	69	69
AS2	Pearson Correlation	.858**	1	.340**	.534**	.861**
	Sig. (2-tailed)	.000		.004	.000	.000
	N	69	69	69	69	69
AS3	Pearson Correlation	.345**	.340**	1	.409**	.684**
	Sig. (2-tailed)	.004	.004		.000	.000
	N	69	69	69	69	69
AS4	Pearson Correlation	.572**	.534**	.409**	1	.754**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	69	69	69	69	69
ASTotal	Pearson Correlation	.875**	.861**	.684**	.754**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	69	69	69	69	69

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

Validity Test of Attitude Towards Products or Services

```
CORRELATIONS
  /VARIABLES=AP1 AP2 AP3 AP4 APTotal
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

		AP1	AP2	AP3	AP4	APTotal
AP1	Pearson Correlation	1	.730**	.630**	.774**	.873**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	69	69	69	69	69
AP2	Pearson Correlation	.730**	1	.863**	.781**	.931**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	69	69	69	69	69
AP3	Pearson Correlation	.630**	.863**	1	.755**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	69	69	69	69	69
AP4	Pearson Correlation	.774**	.781**	.755**	1	.917**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	69	69	69	69	69
APTotal	Pearson Correlation	.873**	.931**	.894**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	69	69	69	69	69

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

Validity Test of Purchase Intention

```
CORRELATIONS
  /VARIABLES=PB1 PB2 PBTotal
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

		PB1	PB2	PBTotal
PB1	Pearson Correlation	1	.872**	.966**
	Sig. (2-tailed)		.000	.000
	N	69	69	69
PB2	Pearson Correlation	.872**	1	.969**
	Sig. (2-tailed)	.000		.000
	N	69	69	69
PBTotal	Pearson Correlation	.966**	.969**	1
	Sig. (2-tailed)	.000	.000	
	N	69	69	69

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

Reliability Test of Convenience

```
RELIABILITY
  /VARIABLES=CO1 CO2 CO3 CO4 CO5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.730	5

Reliability Test of Interactivity

```
RELIABILITY
  /VARIABLES=IT1 IT2 IT3 IT4 IT5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.937	5

Reliability Test of Attractiveness

```
RELIABILITY
  /VARIABLES=AR1 AR2 AR3 AR4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.652	4

Reliability Test of Expertise

```
RELIABILITY
  /VARIABLES=EX1 EX2 EX3 EX4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

Reliability Test of Trustworthines

```
RELIABILITY
  /VARIABLES=TR1 TR2 TR3 TR4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.959	4

Reliability Test of Attitude Towards Social Media Influencers

```
RELIABILITY
  /VARIABLES=AS1 AS2 AS3 AS4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.794	4

Reliability Test of Attitude Towards Products or Services

```
RELIABILITY
  /VARIABLES=AP1 AP2 AP3 AP4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	4

Reliability Test of Purchase Intention

```
RELIABILITY
  /VARIABLES=PB1 PB2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded[a]	0	.0
	Total	69	100.0

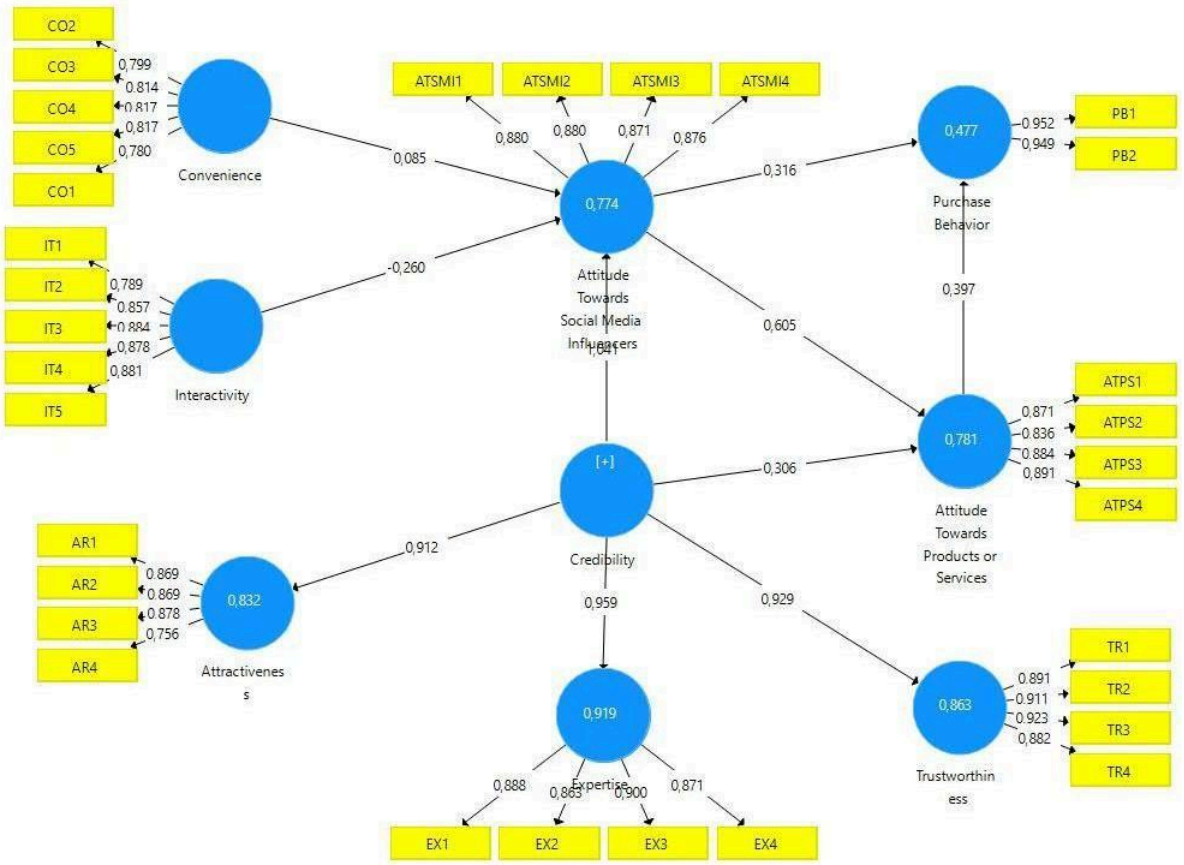
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.931	2

ATTACHMENT 3

PLS Algoritm



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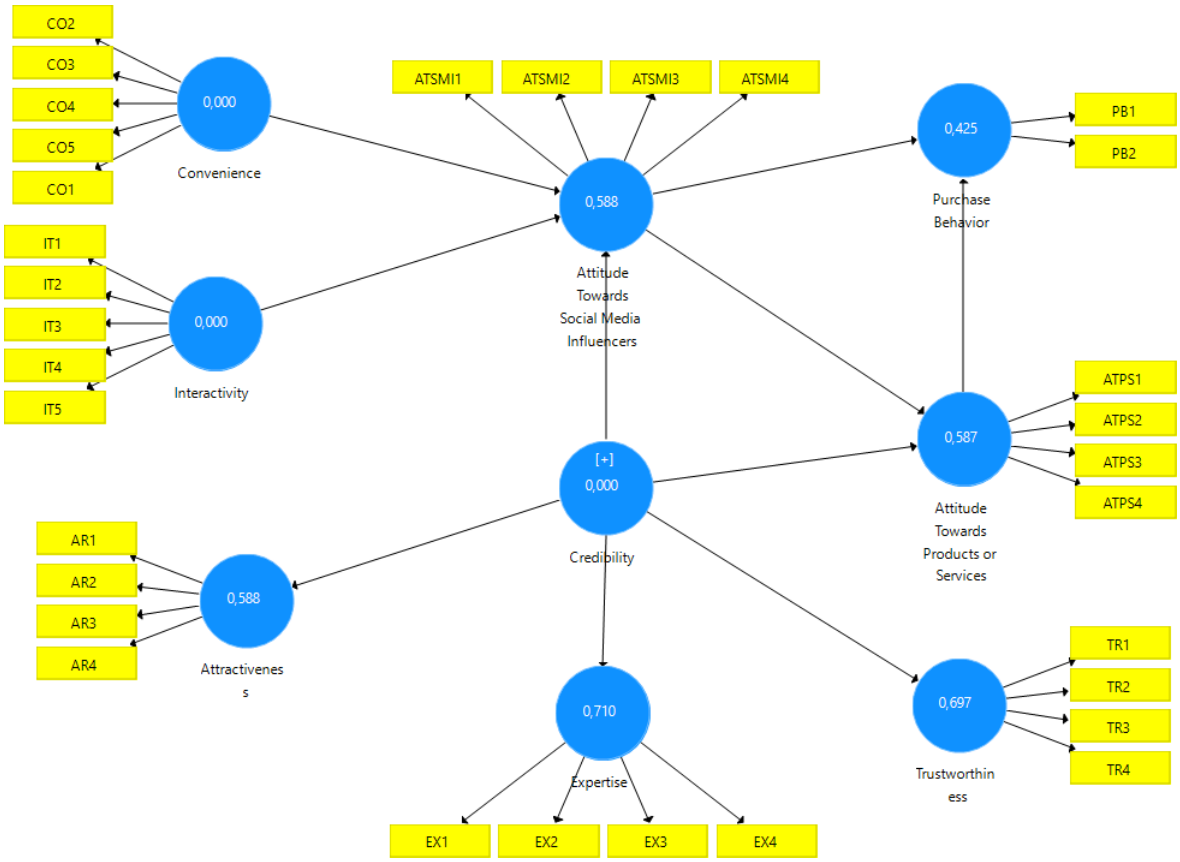
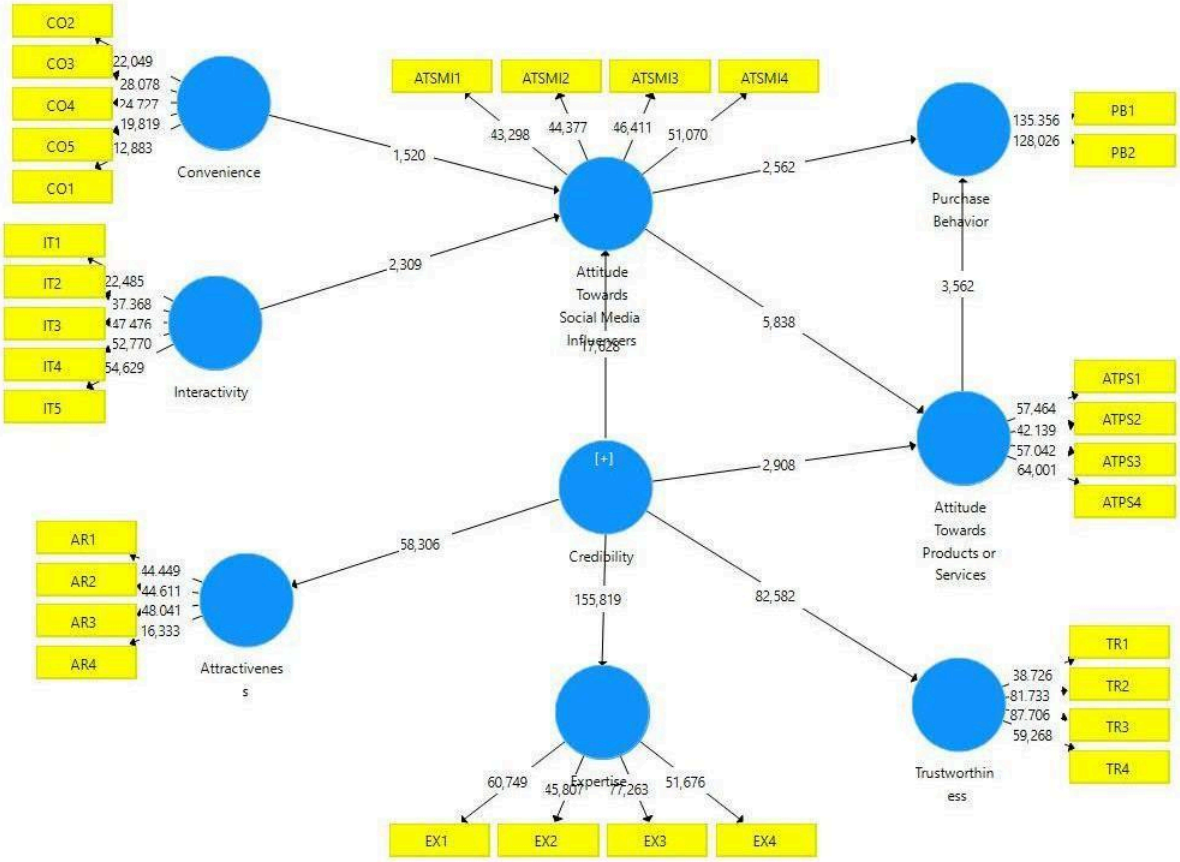
Bootstraping