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LAMPIRAN

Lampiran 1: Jadwal Penelitian

No	Kegiatan	Tahun 2024	Tahun 2025					
		Dec	Jan	Feb	Mar	Apr	Mei	Juni
1	Pengajual Judul							
2	Pengajuan Bab 1-3							
3	Revisi Bab 1-3							
4	Seminar Usulan Penelitian							
5	Revisi Usulan Penelitian							
6	Penelitian							
7	Pengolahan Data							
8	Penulisan Bab 4-5							
9	Bimbingan Bab 4-5							
10	Sidang Skripsi							

Lampiran 2: Kuesioner Penelitian

LEMBAR KUESIONER PENELITIAN

Kepada Responden Yang Terhormat,

Perkenalkan, Saya Neng Asri Anggaetri, mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Saat ini, saya sedang melakukan penelitian sebagai bagian dari penyusunan skripsi untuk memenuhi syarat kelulusan program sarjana (S1). Adapun penelitian ini berjudul **“Pengaruh *Social Media Marketing Activities* terhadap *Purchase Intention Skincare* Lokal: Peran Mediasi *Brand Awareness* dan *Perceived Risk* pada Laki-Laki Generasi Z”**. Untuk mendukung penelitian ini, saya membutuhkan partisipasi dari responden yang memenuhi kriteria berikut:

1. Konsumen laki-laki Generasi Z (yang sekarang berusia 13-28 tahun);
2. Berdomisili di Pulau Jawa;
3. Merupakan pengikut media sosial akun brand *skincare* lokal laki-laki;
4. Pernah melihat konten *social media marketing skincare* lokal laki-laki di Instagram atau TikTok.

Penelitian ini bersifat akademis, dan seluruh informasi yang diberikan oleh responden akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan analisis dalam penelitian ini. Hasil penelitian akan disusun dalam bentuk laporan penelitian. Saya sangat mengapresiasi waktu dan kesediaan Anda untuk mengisi kuesioner ini dengan jujur dan sesuai dengan pengalaman pribadi. Partisipasi Anda sangat berarti bagi keberhasilan penelitian ini.

Atas partisipasi dan kontribusi yang diberikan saya ucapkan terimakasih.

Peneliti

Neng Asri Anggaetri
NPM. 213402156

I. DATA UMUM RESPONDEN

1. Nama :
2. Apakah anda konsumen laki-laki Generasi Z yang sekarang berusia 13-28 tahun?
 - ☐ Ya
 - ☐ Tidak (jika tidak, cukup sampai disini)
3. Apakah anda berdomisili di Pulau Jawa?
 - ☐ Ya
 - ☐ Tidak (jika tidak, cukup sampai disini)
4. Apakah anda mengikuti akun media sosial brand *skincare* lokal laki-laki seperti Kahf, MS Glow For Men, Clorissmen, Broman, dan Elvicto?
 - ☐ Ya
 - ☐ Tidak (jika tidak, cukup sampai disini)
5. Apakah pernah melihat konten *social media marketing skincare* lokal laki-laki seperti Kahf, MS Glow For Men, Clorissmen, Broman, dan Elvicto di Instagram atau TikTok?
 - ☐ Ya
 - ☐ Tidak (jika tidak, cukup sampai disini)
6. Pekerjaan
 - ☐ Pelajar/Mahasiswa
 - ☐ Pegawai Swasta/Pegawai Kontrak
 - ☐ Wiraswasta
 - ☐ Pegawai Negeri
 - ☐ Lainnya
7. Domisili
 - ☐ Banten
 - ☐ DKI Jakarta
 - ☐ Jawa Barat
 - ☐ Jawa Tengah
 - ☐ DI Yogyakarta
 - ☐ Jawa Timur

8. Penghasilan/Uang Saku

- <Rp 500.000
- Rp 500.000 – Rp 1.000.000
- Rp 1.000.000 – Rp 1.500.000
- Rp 1.500.000 – Rp 2.000.000
- >Rp 2.000.000

9. Rata-rata biaya yang dikeluarkan untuk *skincare* dalam sebulan

- <Rp 100.000
- Rp 100.000 – Rp 300.000
- Rp 300.000 – Rp 500.000
- Rp 500.000 – Rp 1.000.000
- >Rp 1.000.000

10. Brand *skincare* lokal laki-laki yang anda gunakan:

- Kahf
- MS Glow For Men
- Clorissmen
- Broman
- Elvicto
- Lainnya

II. PETUNJUK PENGISIAN KUESIONER

Sebelum mengisi kuesioner, harap membaca dan memahami setiap petunjuk yang telah disediakan. Dalam menjawab pertanyaan, responden diminta untuk memilih satu jawaban dari sepuluh pilihan yang tersedia, sesuai dengan pemahaman dan persepsi masing-masing. Skala penilaian dalam kuesioner ini berkisar dari 1 hingga 10, di mana:

- Skor 1 hingga 5 menunjukkan kecenderungan sangat tidak setuju terhadap pernyataan yang diberikan.
- Skor 6 hingga 10 menunjukkan kecenderungan sangat setuju terhadap pernyataan yang diberikan.

A. *Entertainment*

1. Saya merasa konten pada akun brand *skincare* lokal laki-laki yang saya lihat di media sosial tampak menarik.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

2. Bagi saya mencari informasi tentang *skincare* lokal laki-laki di media sosial itu mengasyikkan.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

3. Saya merasa mengumpulkan informasi tentang *skincare* ini adalah hal yang menyenangkan.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

B. *Interaction*

1. Akun sosial media brand *skincare* lokal laki-laki memungkinkan saya untuk berbagi informasi dengan konsumen lain.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

2. Akun sosial media brand *skincare* lokal laki-laki memungkinkan saya untuk bercakap dan bertukar opini dengan konsumen lain.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

3. Saya merasa mudah untuk menyampaikan opini pada akun media sosial brand *skincare* lokal laki-laki.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

C. *Trendiness*

1. Akun sosial media brand *skincare* lokal laki-laki memuat informasi terbaru.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

2. Saya merasa konten pada akun sosial media brand *skincare* lokal laki-laki selalu *up to date*.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

D. *Customization*

1. Akun sosial media brand *skincare* lokal laki-laki memudahkan saya dalam mencari informasi yang sesuai.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

2. Saya dapat melihat informasi pada akun sosial media brand *skincare* lokal laki-laki kapan saja dan di mana saja.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Sangat tidak setuju Sangat setuju

3. Saya merasa mudah menemukan informasi yang saya butuhkan pada akun sosial media brand *skincare* ini.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

E. *E-WOM*

1. Saya ingin menyampaikan informasi tentang *skincare* lokal laki-laki kepada orang lain di media sosial.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

2. Saya ingin memposting tentang tren produk *skincare* lokal laki-laki di media sosial.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

F. *Informativeness*

1. Akun sosial media brand *skincare* lokal laki-laki memberikan informasi yang akurat tentang produk.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

2. Akun sosial media brand *skincare* lokal laki-laki menawarkan informasi yang berguna.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

3. Informasi yang saya temukan pada akun sosial media brand *skincare* ini sangat komprehensif atau lengkap.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

G. *Advertisement*

1. Iklan brand *skincare* lokal laki-laki di media sosial menarik perhatian saya.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

2. Saya memperhatikan iklan brand *skincare* lokal laki-laki yang muncul di media sosial.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

3. Saya sering memberikan respons terhadap iklan brand *skincare* lokal laki-laki di media sosial.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

H. *Brand Awareness*

1. Saya dapat dengan mudah mengenali logo dan kemasan produk *skincare* lokal laki-laki.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

2. Ketika berpikir tentang *skincare*, brand *skincare* lokal laki-laki langsung muncul dalam pikiran saya.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

3. *Skincare* lokal laki-laki menjadi yang pertama saya pikirkan ketika membutuhkan produk perawatan kulit.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

4. *Skincare* lokal laki-laki menjadi pilihan utama saya dibandingkan merek *skincare* luar.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

I. *Perceived Risk*

1. Saya khawatir akan mengalami kerugian finansial ketika membeli produk *skincare* lokal laki-laki di media sosial.

1	2	3	4	5	6	7	8	9	10
Sangat tidak setuju					Sangat setuju				

2. Saya khawatir produk *skincare* lokal laki-laki yang saya beli di media sosial tidak berfungsi sesuai yang saya harapkan.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

3. Saya khawatir produk *skincare* lokal laki-laki yang saya beli dapat mengancam kondisi fisik atau keamanan saya.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

4. Saya akan merasa cemas ketika mempertimbangkan pembelian produk *skincare* lokal laki-laki di media sosial.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

5. Saya khawatir akan adanya waktu yang terbuang percuma dalam proses pembelian produk *skincare* ini.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

J. *Purchase Intention*

1. Saya berniat membeli produk *skincare* lokal laki-laki dalam waktu dekat.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

2. Saya akan merekomendasikan produk *skincare* lokal laki-laki kepada orang lain.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

3. Saya lebih memilih produk *skincare* lokal laki-laki dibandingkan produk *skincare* luar.

1	2	3	4	5	6	7	8	9	10
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Sangat tidak setuju Sangat setuju

4. Saya tidak tertarik untuk mencari informasi lebih lanjut tentang produk *skincare* lokal laki-laki lainnya.

1	2	3	4	5	6	7	8	9	10
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Sangat setuju Sangat tidak setuju

Lampiran 3: Data Kuesioner

No	<i>Entertainment</i>			<i>Interaction</i>			<i>Trendiness</i>		<i>Customization</i>			<i>E-WOM</i>		<i>Informativeness</i>		
	ENT1	ENT2	ENT3	INT1	INT2	INT3	TRD1	TRD2	CUS1	CUS2	CUS3	WOM1	WOM2	INF1	INF2	INF3
1	7	7	8	7	8	8	8	9	8	8	8	7	7	8	8	8
2	7	8	7	7	9	8	9	8	9	9	8	7	8	8	9	9
3	8	9	8	9	8	9	9	9	8	8	7	8	7	7	8	8
4	7	6	7	6	7	7	7	7	6	6	7	7	8	7	7	7
5	9	9	8	8	9	9	8	9	8	7	8	8	7	8	8	8
6	8	7	8	7	8	7	7	8	7	7	8	7	7	7	8	7
7	7	8	7	8	9	9	8	9	8	8	9	9	9	8	8	9
8	9	9	9	9	9	8	8	8	9	9	9	8	9	8	9	9
9	7	7	6	7	6	7	7	7	6	7	6	7	6	7	8	8
10	8	8	9	9	9	8	9	9	9	9	9	9	9	8	9	10
11	10	10	10	10	9	9	8	8	9	8	9	8	8	9	9	9
12	9	9	9	9	8	9	8	9	8	9	8	9	9	8	8	8
13	8	9	8	8	9	8	9	8	9	8	8	9	8	9	8	9
14	7	7	8	7	7	7	8	7	8	9	9	8	8	9	9	8
15	8	7	7	8	7	8	7	8	7	7	7	8	7	7	7	7
16	8	8	9	8	9	9	8	9	8	9	9	9	9	8	8	9
17	7	7	8	7	7	8	7	8	7	8	7	8	8	7	8	7
18	9	8	9	8	9	9	8	9	8	7	8	8	7	8	9	8
19	9	9	8	9	9	8	9	8	9	9	9	9	8	9	8	8
20	8	9	8	8	7	8	8	9	8	7	7	7	7	8	8	7
21	8	7	7	8	7	7	7	8	9	8	8	7	7	7	7	7
22	9	9	8	9	8	8	9	9	8	8	7	8	9	9	9	10
23	8	8	7	7	7	7	8	8	7	7	7	7	8	8	8	7
24	7	8	7	8	7	8	7	7	8	8	8	8	7	7	8	9
25	9	9	8	9	9	9	8	8	9	9	8	9	8	9	9	9
26	8	7	7	7	7	8	7	7	8	8	7	8	9	9	9	8
27	8	8	8	8	8	8	7	8	7	8	7	8	9	8	8	8
28	7	8	7	8	7	8	8	7	8	7	8	7	7	7	8	7

29	8	7	8	7	8	7	8	8	8	7	7	8	8	8	7	8
30	7	6	6	7	7	7	7	7	7	6	7	8	7	7	7	7
31	8	8	7	8	7	8	7	7	8	7	8	7	8	7	8	7
32	8	7	7	8	8	7	9	9	9	9	8	7	7	8	8	9
33	9	8	9	9	9	9	9	9	9	9	10	10	10	10	9	8
34	7	7	8	7	7	8	8	8	7	8	8	7	7	8	7	8
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36	8	7	8	8	7	8	7	7	7	7	8	9	9	9	8	7
37	8	8	7	7	8	8	8	7	8	7	7	6	7	6	7	8
38	7	8	8	8	8	7	7	8	7	8	8	7	8	9	8	9
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48	7	7	8	8	7	8	7	7	8	8	8	7	7	7	7	8
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56	7	7	7	8	8	7	7	8	8	7	7	8	7	7	7	8
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58	7	7	7	8	7	7	8	7	7	7	8	7	8	8	8	7
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61	9	9	9	9	9	9	9	8	9	9	10	10	10	10	9	9
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63	7	8	7	8	8	7	7	8	7	7	8	7	8	8	8	8
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83	7	8	7	7	8	8	7	8	7	7	7	8	7	8	7	7
84	8	8	7	8	7	8	7	7	8	7	7	8	8	7	7	8
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103	8	9	9	8	8	9	9	8	8	9	9	9	9	8	9	8
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118	7	7	7	8	7	7	8	7	7	8	8	7	7	8	8	7
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120	8	9	9	8	9	8	9	8	9	9	9	9	9	9	8	9
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122	9	8	9	9	8	9	9	8	9	9	8	9	9	9	8	9
123	8	8	7	8	7	7	8	9	8	9	8	7	7	7	8	7
124	9	9	9	9	8	8	7	7	7	8	7	7	8	8	9	8

125	7	7	7	7	7	8	9	8	8	9	8	8	9	9	8	9
126	9	9	8	8	9	9	8	9	9	8	9	10	10	10	9	9
127	8	8	9	8	8	9	9	8	9	9	9	9	9	9	9	8
128	9	9	8	9	9	8	9	8	9	8	8	7	7	8	8	7
129	8	9	9	8	8	9	8	9	8	9	9	8	9	9	9	9
130	9	8	8	8	9	9	9	8	9	9	8	8	7	7	8	9
131	9	9	9	9	8	8	8	7	7	7	7	7	8	8	7	7
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133	7	7	7	8	7	8	7	7	8	9	8	9	9	9	9	8
134	8	8	8	7	7	8	7	7	8	7	7	7	8	8	7	7
135	9	8	9	8	8	9	8	8	9	8	9	8	7	7	8	7
136	8	9	8	9	8	9	8	8	8	9	9	9	9	9	9	8
137	7	7	8	8	7	8	7	7	8	8	7	7	8	8	8	8
138	8	8	9	9	8	9	9	9	9	8	9	9	8	9	8	7
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No	<i>Advertisement</i>			<i>Brand awareness</i>				<i>Perceived risk</i>					<i>Purcashe Intention</i>			
	ADV1	ADV2	ADV3	BA1	BA2	BA3	BA4	PR1	PR2	PR3	PR4	PR5	PI1	PI2	PI3	PI4
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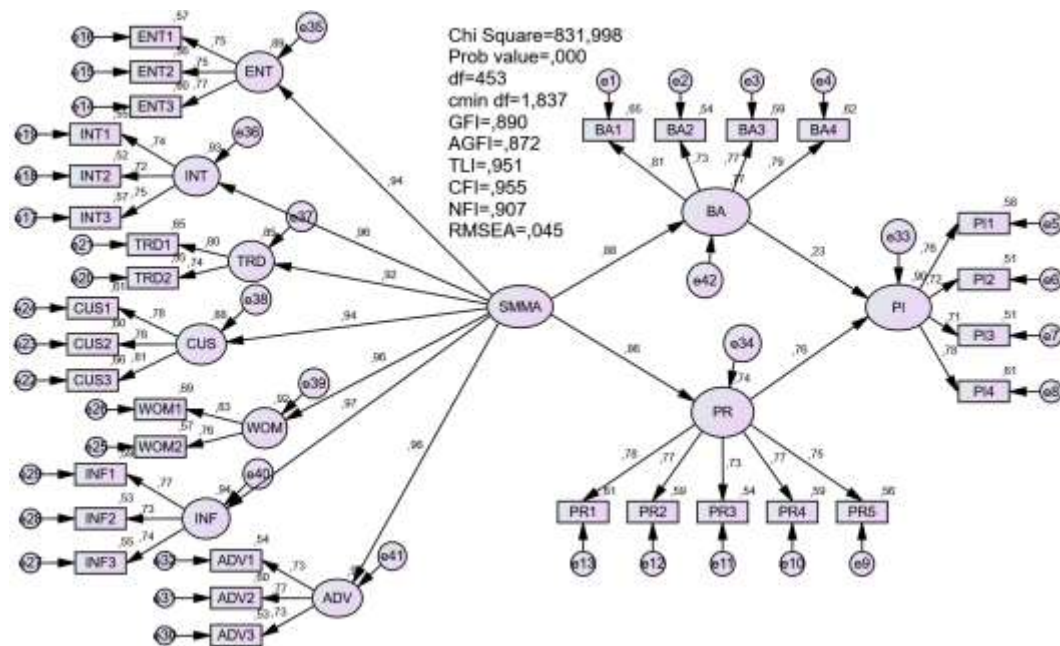
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Lampiran 4: Diagram Jalur



Lampiran 5: Uji Normalitas Data

Variabel	min	Max	Skew	c.r	Kurtosis	c.r
ADV1	6.000	10.000	.093	.765	-.539	-2.216
ADV2	6.000	10.000	.130	1.072	-.571	-2.348
ADV3	6.000	10.000	.124	1.022	-.555	-2.282
INF1	6.000	10.000	.127	1.045	-.510	-2.097
INF2	6.000	10.000	-.011	-.087	-.507	-2.083
INF3	6.000	10.000	.114	.939	-.546	-2.244
WOM1	6.000	10.000	.174	1.430	-.491	-2.018
WOM2	6.000	10.000	.171	1.409	-.527	-2.169
CUS1	6.000	10.000	.112	.921	-.503	-2.069
CUS2	6.000	10.000	.176	1.446	-.474	-1.949
CUS3	6.000	10.000	.105	.864	-.510	-2.097
TRD1	6.000	10.000	.117	.962	-.541	-2.224
TRD2	6.000	10.000	.114	.934	-.492	-2.023
INT1	6.000	10.000	.140	1.153	-.487	-2.001
INT2	6.000	10.000	.204	1.676	-.428	-1.759
INT3	6.000	10.000	.146	1.204	-.525	-2.159
ENT1	6.000	10.000	.238	1.958	-.515	-2.118
ENT2	6.000	10.000	.134	1.102	-.543	-2.233
ENT3	6.000	10.000	.166	1.363	-.516	-2.122
PR1	6.000	10.000	.108	.889	-.560	-2.305
PR2	6.000	10.000	.177	1.460	-.516	-2.124
PR3	6.000	10.000	.162	1.334	-.523	-2.150
PR4	6.000	10.000	.110	.908	-.545	-2.241
PR5	6.000	10.000	.150	1.234	-.485	-1.996
PI4	6.000	10.000	.168	1.384	-.369	-1.516
PI3	6.000	10.000	.144	1.181	-.422	-1.735

Variabel	min	Max	Skew	c.r	Kurtosis	c.r
PI2	6.000	10.000	.117	.961	-.464	-1.908
PI1	6.000	10.000	.183	1.504	-.303	-1.248
BA4	6.000	10.000	.122	1.000	-.557	-2.293
BA3	6.000	10.000	.154	1.266	-.507	-2.087
BA2	6.000	10.000	.185	1.522	-.539	-2.215
BA1	6.000	10.000	.099	.813	-.565	-2.325
Multivariate					-5.188	-1.120

Lampiran 6: *Univariate Outlier*

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(ENT1)	406	-2.22168	2.76176	0.0000000	1.0000000
Zscore(ENT2)	406	-2.14627	2.66137	0.0000000	1.0000000
Zscore(ENT3)	406	-2.14327	2.76600	0.0000000	1.0000000
Zscore(INT1)	406	-2.13363	2.69230	0.0000000	1.0000000
Zscore(INT2)	406	-2.20358	2.95293	0.0000000	1.0000000
Zscore(INT3)	406	-2.26803	2.86189	0.0000000	1.0000000
Zscore(TRD1)	406	-2.09594	2.49140	0.0000000	1.0000000
Zscore(TRD2)	406	-2.15348	2.51575	0.0000000	1.0000000
Zscore(CUS1)	406	-2.06790	2.50118	0.0000000	1.0000000
Zscore(CUS2)	406	-2.07460	2.50928	0.0000000	1.0000000
Zscore(CUS3)	406	-2.11959	2.59577	0.0000000	1.0000000
Zscore(WOM1)	406	-1.94888	2.49009	0.0000000	1.0000000
Zscore(WOM2)	406	-2.06441	2.48458	0.0000000	1.0000000
Zscore(INF1)	406	-2.20060	2.62231	0.0000000	1.0000000
Zscore(INF2)	406	-2.27519	2.73146	0.0000000	1.0000000
Zscore(INF3)	406	-2.12760	2.58621	0.0000000	1.0000000
Zscore(ADV1)	406	-2.29933	2.60108	0.0000000	1.0000000
Zscore(ADV2)	406	-2.18272	2.59456	0.0000000	1.0000000
Zscore(ADV3)	406	-2.13398	2.71299	0.0000000	1.0000000
Zscore(BA1)	406	-2.06483	2.50991	0.0000000	1.0000000
Zscore(BA2)	406	-2.10009	2.53381	0.0000000	1.0000000
Zscore(BA3)	406	-2.08323	2.52599	0.0000000	1.0000000
Zscore(BA4)	406	-2.06930	2.48429	0.0000000	1.0000000
Zscore(PR1)	406	-2.09158	2.62609	0.0000000	1.0000000
Zscore(PR2)	406	-2.05818	2.62974	0.0000000	1.0000000
Zscore(PR3)	406	-2.10631	2.62488	0.0000000	1.0000000
Zscore(PR4)	406	-2.13621	2.64231	0.0000000	1.0000000
Zscore(PR5)	406	-2.02382	2.62496	0.0000000	1.0000000
Zscore(PI1)	406	-2.15849	2.90709	0.0000000	1.0000000
Zscore(PI2)	406	-2.11577	2.75800	0.0000000	1.0000000
Zscore(PI3)	406	-2.09955	2.89264	0.0000000	1.0000000
Zscore(PI4)	406	-2.11640	2.70413	0.0000000	1.0000000
Valid N (listwise)	406				

Lampiran 7: Multivariate Outlier

<i>Observation number</i>	<i>Mahalanobis d-squared</i>	<i>p1</i>	<i>p2</i>
26	51.826	.015	.998
68	51.757	.015	.984
201	50.880	.018	.979
7	50.296	.021	.971
107	49.853	.023	.957
284	49.832	.023	.909
124	49.563	.025	.871
90	49.156	.027	.854
36	48.923	.028	.810
77	48.457	.031	.816
78	48.153	.033	.795
2	48.048	.034	.729
57	47.882	.035	.676
42	47.817	.036	.592
22	47.759	.036	.504
130	47.362	.039	.532
75	47.242	.040	.472
45	47.113	.041	.418
119	46.991	.042	.366
1	46.906	.043	.307
114	46.722	.045	.285
32	46.374	.048	.318
52	46.266	.049	.276
400	45.980	.052	.295
133	45.949	.053	.235
353	45.826	.054	.208
306	45.681	.055	.191
139	45.619	.056	.154
125	45.396	.059	.161
38	45.311	.060	.135
81	45.301	.060	.099
135	45.173	.061	.089
80	44.441	.071	.227
35	44.348	.072	.202
48	44.286	.073	.172
91	44.155	.075	.163
173	44.072	.076	.143
76	44.051	.076	.111
140	43.947	.078	.101
37	43.906	.078	.080
299	43.336	.087	.182
368	43.312	.087	.147
128	43.290	.088	.117
59	42.702	.098	.261
138	42.534	.101	.276
266	42.527	.101	.228

<i>Observation number</i>	<i>Mahalanobis d-squared</i>	<i>p1</i>	<i>p2</i>
165	42.524	.101	.184
367	42.422	.103	.176
102	42.128	.109	.237
383	42.101	.109	.202
69	42.044	.110	.180
11	42.002	.111	.155
17	41.816	.115	.178
198	41.741	.116	.165
53	41.348	.125	.274
44	41.009	.132	.385
18	40.964	.133	.354
14	40.675	.140	.451
166	40.467	.145	.510
330	40.322	.148	.535
145	40.267	.150	.510
88	40.148	.153	.521
151	40.139	.153	.471
3	40.117	.154	.430
86	39.990	.157	.448
150	39.972	.157	.405
146	39.865	.160	.412
184	39.858	.160	.365
326	39.829	.161	.331
126	39.752	.163	.324
10	39.602	.167	.356
92	39.344	.174	.453
23	39.191	.178	.492
24	39.126	.180	.480
275	39.089	.181	.451
202	39.063	.182	.416
62	38.922	.186	.450
112	38.817	.189	.464
5	38.673	.194	.502
141	38.593	.196	.501
241	38.514	.199	.500
153	38.506	.199	.455
226	38.450	.201	.441
74	38.398	.202	.425
41	38.284	.206	.447
236	38.029	.214	.559
175	37.996	.215	.532
30	37.901	.218	.545
287	37.837	.220	.537
401	37.689	.225	.584
104	37.663	.226	.554
129	37.478	.232	.625
84	37.432	.234	.609
71	37.395	.235	.586
157	37.389	.235	.544

<i>Observation number</i>	<i>Mahalanobis d-squared</i>	<i>p1</i>	<i>p2</i>
94	37.344	.237	.527
154	37.339	.237	.484
325	37.336	.237	.439
13	37.267	.240	.439
268	37.243	.240	.409

Lampiran 8: Uji Multikolinearitas dan Singularitas

Eigenvalues

11. 653 1.149 0.677 0.600 0.563 0.510 0.441 0.421 0.396 0.372 0.367 0.351 0.342 0.335
0.312 0.305 0.293 0.282 0.273 0.255 0.252 0.248 0.243 0.231 0.221 0.199 0.191 0.185
0.167 0.161 0.152

Determinant of sample covariance matrix = 0.003

Lampiran 9: Identifikasi Struktural

Number of distinct sample moments: 528

Number of distinct parameters to be estimated: 75

Degrees of freedom (528 - 75): 453

Lampiran 10: Evaluasi *Goodness of fit*

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	75	831.998	453	.000	1.837
Saturated model	528	.000	0		
Independence model	32	8969.176	496	.000	18.083

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.026	.890	.872	.763
Saturated model	.000	1.000		
Independence model	.344	.113	.056	.106

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.907	.898	.955	.951	.955
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.913	.829	.872
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	378.998	301.928	463.890
Saturated model	.000	.000	.000
Independence model	8473.176	8169.168	8783.583

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2.054	.936	.746	1.145
Saturated model	.000	.000	.000	.000
Independence model	22.146	20.921	20.171	21.688

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.045	.041	.050	.939
Independence model	.205	.202	.209	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	981.998	995.305	1282.475	1357.475
Saturated model	1056.000	1149.677	3171.354	3699.354
Independence model	9033.176	9038.853	9161.379	9193.379

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.425	2.234	2.634	2.458
Saturated model	2.607	2.607	2.607	2.839
Independence model	22.304	21.554	23.071	22.318

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	246	257
Independence model	25	26

Lampiran 11: Uji Validitas

Variabel	Ukuran	Lf	Keterangan
<i>Entertaimnet</i>	ENT1	0.753	Valid
	ENT2	0.751	Valid
	ENT3	0.773	Valid
<i>Interaction</i>	INT1	0.739	Valid
	INT2	0.722	Valid
	INT3	0.755	Valid
<i>Trendiness</i>	TRD1	0.805	Valid
	TRD2	0.744	Valid
<i>Customization</i>	CUS1	0.783	Valid
	CUS2	0.776	Valid
	CUS3	0.814	Valid
e-WOM	WOM1	0.830	Valid
	WOM2	0.758	Valid
<i>Informativeness</i>	INF1	0.769	Valid
	INF2	0.728	Valid
	INF3	0.743	Valid
<i>Advertisement</i>	ADV1	0.732	Valid
	ADV2	0.773	Valid
	ADV3	0.727	Valid
<i>Brand awareness</i>	BA1	0.805	Valid
	BA2	0.735	Valid
	BA3	0.770	Valid
	BA4	0.789	Valid
<i>Perceived risk</i>	PR1	0.778	Valid
	PR2	0.770	Valid
	PR3	0.733	Valid
	PR4	0.768	Valid
	PR5	0.746	Valid
<i>Purchase intention</i>	PI1	0.761	Valid
	PI2	0.717	Valid
	PI3	0.714	Valid
	PI4	0.782	Valid

Lampiran 12: Uji Reliabilitas

Variabel	CR	VE	Keterangan
<i>Entertaimnet</i>	0.803	0.576	Reliabel
<i>Interaction</i>	0.782	0.545	Reliabel
<i>Trendiness</i>	0.778	0.638	Reliabel
<i>Customization</i>	0.833	0.625	Reliabel
e-WOM	0.773	0.631	Reliabel
<i>Informativeness</i>	0.790	0.557	Reliabel
<i>Advertisement</i>	0.788	0.553	Reliabel
<i>Brand awareness</i>	0.857	0.60	Reliabel
<i>Perceived risk</i>	0.871	0.576	Reliabel
<i>Purchase intention</i>	0.832	0.553	Reliabel

Lampiran 13: Uji Hipotesis Pengaruh Langsung

Uji Signifikansi Koefisien

	Estimate	S.E.	C.R.	P
ENT <--- SMMA	1.000			
INT <--- SMMA	0.953	0.064	14.890	0.000
TRD <--- SMMA	0.986	0.071	13.857	0.000
CUS <--- SMMA	1.088	0.070	15.536	0.000
WOM <--- SMMA	1.073	0.073	14.762	0.000
INF <--- SMMA	1.028	0.070	14.639	0.000
ADV <--- SMMA	0.970	0.069	14.032	0.000
BA <--- SMMA	1.037	0.071	14.563	0.000
PR <--- SMMA	0.928	0.069	13.476	0.000
PI <--- BA	0.198	0.061	3.251	0.001
PI <--- PR	0.709	0.076	9.346	0.000

Pengaruh Variabel

	Estimate
ENT <--- SMMA	0.943
INT <--- SMMA	0.962
TRD <--- SMMA	0.919
CUS <--- SMMA	0.936
WOM <--- SMMA	0.957
INF <--- SMMA	0.968
ADV <--- SMMA	0.960
BA <--- SMMA	0.875
PR <--- SMMA	0.860
PI <--- BA	0.233
PI <--- PR	0.761

Lampiran 14: Uji Hipotesis Mediasi

Parameter	Estimate	Lower	Upper	P
H5	0.205	0.033	0.375	0.019
H7	0.658	0.500	0.862	0.000