

BAB V PENUTUP

Kesimpulan dan saran berkaitan dengan hasil penelitian akan dijabarkan pada bagian ini. Implikasi manajerial terkait hasil-hasil yang diperoleh akan disampaikan bersama dengan keterbatasan serta saran untuk penelitian berikutnya.

5.1. Kesimpulan

Berdasarkan hasil analisis data statistik deskriptif responden, penelitian ini dapat memberikan kesimpulan bahwa sebagian besar responden berdasarkan usia pada penelitian ini berada di rentang 17-26 tahun (67,9 %). Sebagian besar responden berdasarkan pekerjaan pada penelitian ini bekerja sebagai pegawai swasta (50%). Sebagian besar responden berdasarkan pendapatan per bulan pada penelitian ini berada pada interval < Rp. 2.500.000,- (47 %). Sebanyak 50% responden melakukan pembelian di saluran offline dan sisanya 42% melakukan pembelian di saluran online. Sebanyak 70,2% responden berdomisili di provinsi Jawa Tengah.

Berdasarkan hasil analisis serta evaluasi hasil pengujian hipotesis, penelitian ini dapat memberikan kesimpulan sebagai berikut:

- a) Hipotesis 1a (H1a) “terbukti” secara signifikan bahwa *showrooming intention* berpengaruh terhadap kualitas interaksi,
- b) Hipotesis 1b (H1b) secara “terbukti” signifikan bahwa kualitas interaksi berpengaruh positif terhadap niat beli di toko,

- c) Hipotesis 2a (H2a) secara “terbukti” signifikan bahwa *showrooming intention* berpengaruh pada kecocokan harga,
- d) Hipotesis 2b (H2b) secara “terbukti” signifikan bahwa kecocokan harga berpengaruh positif terhadap niat beli di toko,
- e) Hipotesis 3a (H3a) secara “terbukti” signifikan bahwa *showrooming intention* berpengaruh pada saran produk alternatif,
- f) Hipotesis 3b (H3b) secara “tidak terbukti” signifikan bahwa saran produk alternatif berpengaruh positif terhadap niat beli di toko,
- g) Hipotesis 4a (H4a) “terbukti” secara signifikan bahwa *showrooming intention* berpengaruh terhadap kebijakan retur,
- h) Hipotesis 4b (H4b) “tidak terbukti” secara signifikan bahwa kebijakan retur berpengaruh positif terhadap niat beli di toko.

Perbandingan hasil penelitian ini dengan penelitian terdahulu tersaji pada tabel berikut ini:

Tabel 16. Perbandingan Hasil Penelitian dengan Penelitian Terdahulu

Taktik Wiraniaga -> Niat Beli di Toko	Fassnacht et al.,(2019)	Penelitian ini
Taktik 1: Kualitas Interaksi	Terbukti	Terbukti
Taktik 2: Kecocokan Harga	Terbukti	Terbukti
Taktik 3:Saran Produk Alternatif	Terbukti	Tidak Terbukti
Taktik 4:Kebijakan Retur	Terbukti	Tidak Terbukti

Sumber: Data Primer, 2021

5.2. Implikasi Manajerial

Hasil penelitian ini menunjukkan bahwa dengan *showrooming intention* berpengaruh pada taktik wiraniaga untuk meningkatkan niat beli di toko. Taktik seperti kualitas interaksi yang tinggi, kecocokan harga terkonfirmasi dapat dilakukan untuk mengurangi dampak negatif dari *showrooming*. Taktik kualitas interaksi mampu meningkatkan niat beli di toko. Taktik kecocokan harga juga mampu meningkatkan niat beli di toko. Sayangnya, pada penelitian ini taktik saran produk alternatif dan kebijakan retur tidak terbukti dapat meningkatkan niat beli di toko.

Implikasi manajerial yang dapat diambil dari penelitian ini sebagaimana diuraikan berikut.

1. peritel *multichannel* dapat meningkatkan kualitas interaksi dari wiraniaga dengan memberikan stimuli sensorik sebagai pengalaman kepada pelanggan selama berada di toko. Pelanggan dapat disediakan layanan “*touch and feel*” untuk mengevaluasi produk, seperti warna, model, dan bentuk. Hal ini dapat dilakukan dengan mengadopsi aplikasi berbasis *Augmented Reality* (AR). Aplikasi dengan basis AR memungkinkan pelanggan mendapatkan pengalaman mencoba produk secara virtual. Peritel dapat memberikan pengalaman belanja yang baik dengan menyediakan perhatian yang dipersonalisasi dari wiraniaga.

Wiraniaga harus memiliki tingkat pengetahuan yang sama dengan *showroomers* mengenai produk (Fernández et al., 2018).

2. Peritel juga dapat menyediakan perangkat tablet di toko agar digunakan pelanggan mengakses informasi (misalnya harga, produk tambahan, ulasan) secara online. Strategi tersebut dapat mendorong penjualan silang dari produk pelengkap. Penjualan silang dapat menjadi strategi agar pelanggan tidak membeli di saluran online milik kompetitor. Peritel dapat melakukan integrasi informasi pada kedua saluran agar lebih efisien. Peritel dapat memberikan informasi yang diinginkan pelanggan sebagai upaya mempertahankan pelanggan dalam ekosistem ritel yang dimiliki (Flavián et al., 2020). Layanan digital memungkinkan pelanggan menggunakan beberapa saluran secara bersamaan pada tahap proses pembelian yang sama sehingga mengubah pengalaman lintas saluran menjadi omnichannel (Verhoef et al., 2015).

3. Peritel sebaiknya mengembangkan *omnichannel* dibanding memerangi saluran online peritel lain. Peritel dapat mencoba mengarahkan pelanggan pada produk-produk dengan harga yang kompetitif di platform lain peritel berada. Layanan tersebut dapat dilakukan pada saluran offline, atau pelanggan dapat diberitahu mengenai manfaat saluran online dan offline yang peritel miliki.

Hal ini bertujuan agar saluran offline yang peritel miliki tidak dilihat sebagai etalase belaka ([Fernández et al., 2018](#)).

5.3.Keterbatasan Penelitian dan Saran

5.3.1. Keterbatasan Penelitian

Penelitian ini memiliki beberapa keterbatasan yang dapat diperhatikan bagi penelitian-penelitian yang akan datang. Adapun keterbatasan penelitian ini sebagaimana berikut:

1. pertanyaan instrumen penelitian diterjemakan ke Bahasa Indonesia tanpa proses *back translation* sehingga memungkinkan terjadi kesalahan interpretasi jawaban responden atas pertanyaan yang ada pada instrumen penelitian.
2. Penelitian ini tidak melakukan rekonfirmasi selama proses pengambilan sehingga memungkinkan responden mengalami kebingungan dalam menjawab pertanyaan dalam instrumen penelitian
3. Reliabilitas indikator kecocokan harga berada pada batas minimum, penelitian selanjutnya diharapkan dapat mengeksplorasi lebih dalam pada indikator ini.

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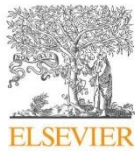
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LAMPIRAN I JURNAL ACUAN



Combating the negative effects of showrooming: Successful salesperson tactics for converting showroomers into buyers

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ABSTRACT

Retail customers increasingly use brick-and-mortar retailers as showrooms to try products and gather information, while then purchasing online at a lower price. This paper addresses how showroomers react to several low-investment tactics aimed at combating the effects of showrooming, as well as comparing showroomers and non-showroomers on these issues. Based on three scenario experiments, the paper addresses the effects of salesperson interaction quality and other tactics aimed at increasing buying intention. The findings indicate that high interaction quality increases showroomers' in-store buying intention – even when a salesperson matches the online price. The salesperson suggesting an alternative product or explaining the store's return policy also appear to be effective tactics to increase buying intentions. Interestingly, showroomers and non-showroomers reacted similarly to these strategies, indicating that the tactics can work for both parties.

1. Introduction

Imagine a typical showrooming experience: a retail salesperson helps a customer in the store, answering all his or her questions, but the customer leaves without purchasing, professing a need for more time to consider the options. The salesperson feels that the customer will purchase elsewhere, possibly online. According to a survey, 68% of consumers first browsed products in-store but purchased online (PwC, 2015), suggesting a serious threat to brick-and-mortar firms. Showrooming not only reduces purchases (Verhoef, Neslin, & Vroomen, 2007), it also affects staff moral and motivation (Heitz-Spahn, 2013; Singley & Williams, 1995), and can even encourage firms to reduce service or salesperson availability. To combat showrooming, some retailers match online prices but may face difficulties in terms of profitability (Chiou, Wu, & Chou, 2012; Shin, 2007).

Despite the relevance of showrooming, insights as to how retailers should face showrooming are scarce. Only a few academic papers deal with this phenomenon and few offer solutions, which is why researchers call for more studies on the topic (Rapp, Baker, Bachrach, Ogilvie, & Beitelspacher, 2015).

This study addresses these issues with a series of scenario-based experiments aimed at assessing several minimal investment retail tactics, based on qualitative interviews and the literature. Objectives include: 1) examine whether a salesperson's interaction quality (InterQ)

can increase showroomers' in-store buying intentions (BI), as well as future buying intentions (FutBI); 2) examine whether a salesperson's interaction quality (InterQ) differs in effectiveness on showroomers' versus non-showroomers' in-store BI; 3) examine the effectiveness of salesperson InterQ when online prices are matched; 4) examine whether matching the online price differs in effectiveness on showroomers versus non-showroomers; 5) examine how a salesperson suggesting a more suitable alternative affects a showrooer's in-store BI and if this effect varies for showroomers versus non-showroomers; and 6) examine how a salesperson explaining the firm's return policy affects a showrooer's in-store BI. None of these variables has been examined in the context of showrooming, although they have been found effective for retail customers in general.

The paper is structured as follows: Section 2 covers a short literature review of showrooming. Section 3 provides the conceptual framework with the relevant variables and tactics studied and the hypotheses. To evaluate the hypotheses, three studies (plus one study modification) are introduced in Section 4, with data collection efforts, measures, results and discussions provided. Finally, Section 5 provides a discussion, with theoretical and managerial implications, limitations, and future research.

The most important findings of this study are: 1) salespeople can influence showroomers to purchase in the store that day and in the future with high quality interactions; 2) InterQ does not have a stronger

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effect on showroomers' in-store BI compared with non-showroomers' in-store BI; 3) even when online prices are matched, InterQ still affects showroomers' in-store BI; 4) when prices are matched, showroomers' BI is similar to non-showroomers' BI; 5) a suggestion for a more suitable alternative product choice can increase showroomers' in-store BI; and 6) by explaining a store's return policy, salespeople can increase showroomers' in-store BI.

2. Literature review

Most researchers agree that showrooming involves gathering information offline from one retailer but purchasing online from another retailer (Gensler, Neslin, & Verhoef, 2017; Kucuk & Maddux, 2010). Typically, the main reason for showrooming is perceived lower prices online (Heitz-Spahn, 2013; Verhoef et al., 2007), as 91% of US consumers believe online prices are lower than offline prices (Statista, 2017).

Gensler et al. (2017) analyzed numerous variables that might affect consumers' decisions to showroom. They examined consumers' channel perceptions regarding benefits/costs of showrooming, such as possible price gains and search or waiting cost when ordering online, as well as consumer characteristics and shopping issues. While Gensler et al. (2017) found that lack of available salespersons increases showrooming, unexpectedly, they found no effect from the "quality of the in-store salesperson" relative to showrooming. This finding needs further exploration, especially noting that Daunt and Harris (2017) find a negative relationship between consumers' trust in salespeople and showrooming. However, Gensler et al.'s findings do not mean that salesperson service does not matter relative to showrooming, noting that they assigned respondents to either a showrooming or non-showrooming incident as an element of the study; thus, it is not known whether showroomers are influenced by a positive interaction in a store. A summary of the relevant literature appears in Table 1.

3. Conceptual framework and hypotheses development

No established theoretical framework exists relative to showroomers' behaviors. Thus, to identify the most important variables that might be successful for increasing showroomers' BI, interviews were conducted with experienced salespeople ($n = 6$), sales trainers ($n = 2$) and retail managers ($n = 4$), as well as with showrooming customers ($n = 6$). In the interviews, both experts and showroomers indicated the importance of high salesperson InterQ, even faced with higher prices. Further, showroomers indicated that they were sometimes unsure which product is most suited for their needs, which is why they prefer to consult with a salesperson in the store before buying online. Thus, a salesperson suggesting a better-suited alternative evolved in the interviews as a way to assure customers that the salesperson has their interests at heart. Further, salespeople stated that they often promote the store's lenient return policy when interacting with potential showroomers, so as to increase in-store buying. Relevant theories were

identified that are applicable to this topic: theory of time-inconsistent preferences (Hoch & Loewenstein, 1991), reciprocity theory (Çelen, Schotter, & Blanco, 2017; Rabin, 1993), theory of planned behavior (Ajzen, 1985), revised theory of correspondence inference (Jones & McGillis, 1976), and regret theory (Loomes & Sugden, 1982).

According to the theory of time-inconsistent preferences (Hoch & Loewenstein, 1991), short-term emotional reactions can modify long-term preferences (temporarily), producing time-inconsistent behaviors. In stores, physical proximity to the product or salespersons' interactions (Hoch & Loewenstein, 1991; Park, 2006) may affect these intentions. As salespeople are often the most important source of information for customers in stores, purchase behaviors can be strongly affected by salespersons' interaction quality (InterQ), which is the quality of the interpersonal interaction between parties (Brady & Cronin, 2001).

The aim of this paper is to show if salespeople can produce a time-inconsistent preference of showroomers. Further, additional tactics found successful with regular customers (Janakiraman, Syrdal, & Freling, 2016; Reynolds & Beatty, 1999; Stock & Hoyer, 2005) are evaluated. Evaluating the effects of low-cost tactics retailers could implement to increase showroomers' in-store buying intentions (i.e., in-store BI), as well as future in-store buying intention (FutBI) is the goal here.

3.1. Tactic 1: salesperson's interaction quality (InterQ)

According to reciprocity theory, people are willing to return helpful acts and reciprocate with positive actions (Çelen et al., 2017; Rabin, 1993). Thus, by a salesperson providing high InterQ, a customer's benefits increase along with the salesperson's efforts, producing an imbalance between the parties. Additional value for customers may derive from how a salesperson makes them feel during an interaction (Fisher & Shapiro, 2006). Researchers find that salespersons' InterQ is positively related to money spent in stores (Haas & Kenning, 2014) and buying intentions (Reynolds & Beatty, 1999; Stock & Hoyer, 2005; Zeithaml, Berry, & Parasuraman, 1996). In these cases, customers may feel grateful to the salesperson and motivated to restore equity by buying in the store.

In general, uncertainty about intended purchases is an important reason for consumers to consult salespeople (Haas & Kenning, 2014). The same applies for showroomers (Rapp et al., 2015). Current recommendations in the literature for dealing with showroomers include offering differentiated products (Kucuk & Maddux, 2010) or applying cross-selling strategies. However, these tactics may not be enough (Rapp et al., 2015). Noting that research shows that high levels of salesperson interaction quality are crucial to regular customers' in-store decisions (Baker, Grewal, & Parasuraman, 1994; Dodds, Monroe, & Grewal, 1991), these findings should extend to showroomers. Thus, following reciprocity theory, with high InterQ, a customer may wish to reciprocate to the salesperson and purchase in the store, producing higher in-store BI, suggesting the following:

Table 1
Overview of literature.

Author	Theories	Methodology	Findings
Jing (2018)	Free-riding	Modeling	price matching by retailers may hurt profits and intensify competition
Daunt and Harris (2017)	Theory of value co-destruction	Survey (consumers)	consumer characteristics, channel characteristics and product characteristics are associated with in-store value taking and online value co-creation
Gensler et al. (2017)	Benefit/cost approach	Survey	greater availability of in-store sales personnel is negatively associated with showrooming; quality of sales personnel has no impact on showrooming
Rapp et al. (2015)	Self-regulation theory; Expectancy theory	Interviews (store managers & salespeople); salesperson's survey	Showrooming is negatively associated with salesperson self-efficacy; showrooming can be combated with salesperson's strategies
Kucuk and Maddux (2010)	Free-riding	Survey (companies)	In the wallpaper industry, retailers believe that online consumers' choice of purchase outlet are mostly influenced by online retailer prices
Verhoef et al. (2007)	Theory of reasoned action	Survey (consumers)	research shopping is curtailed either by high lock-in effects or by lack of cross-channel synergy;

H1a. A salesperson's high InterQ (vs. low) will increase a showroomer's current in-store BI.

Further, when a customer experiences high InterQ he or she may be more willing to shop there in the future (George & Edward, 2009; Sivadas & Baker-Prewitt, 2000) producing feelings of reciprocity and intentions to purchase from the store in the future, producing the following hypothesis:

H1b. A salesperson's high InterQ (vs. low) will increase a showroomer's in-store FutBI.

According to the theory of planned behavior (Ajzen, 1985), a person's intention is the most important predictor of behavior, producing a reasoned action. However, unlike regular customers, showroomers plan to visit a store without purchasing. Thus, even though a high InterQ should increase BI of both showroomers and non-showroomers, its effect may differ. As showroomers visit the store just to gather information, a salesperson's high InterQ should have a lower effect on their BI versus that of a non-showroomer, given that non-showroomers are open to buying already, producing the following:

H2. A salesperson's high InterQ (vs. low) will have a lower effect on a showroomer's in-store BI than on a non-showroomer's in-store BI.

3.2. Tactic 2: price matching effects and salesperson InterQ with price difference eliminated

Tactic 2 is focused on the effects of InterQ with price difference eliminated. Price plays a major role in the buying decisions of customers (Fassnacht & Unterhuber, 2016), which is particularly true for showroomers, who are price sensitive and in the store primarily to acquire information (Burns, 2010; Heitz-Spahn, 2013). To improve showroomers' BI, retailers may match online prices (Shin, 2007) as that action tends to obviate showroomers' major concern. In the interviews, salespeople said they frequently engaged in this practice, while showroomers admitted to buying in-store in these cases. Customers, in accordance with reciprocity theory, may be grateful and reward a favorable act (Janakiraman, Meyer, & Morales, 2006). Thus, showroomers' BI may match non-showroomers' BI, who may be less affected by the price match given a higher initial BI, producing the following:

H3. Matching the prices of online retailers will result in similar in-store BIs of showroomers compared with non-showroomers.

It is not clear whether matching online prices are a panacea for eliminating showrooming. Thus, providing high InterQ in addition to matching online prices should remain important for showroomers' in-store BI, with the following hypothesis offered:

H4. Even when online prices are matched, a salesperson's InterQ will influence a showroomer's in-store BI positively.

3.3. Tactic 3: suggesting a more suitable alternative product

According to the revised theory of correspondence inference (Jones & McGillis, 1976), observers make inferences about others' aims. An individual may perceive that actions that differ from the norm or expectancy represent true opinion and may produce greater trust. The opposite is true when observers attribute someone's aim to situational constraints or pressures (i.e. to meet sales goals) (Basso, dos Santos, & Albornoz Gonçalves, 2014). In retailing, while customers believe salespeople are experts, they also believe that they are motivated to close the deal by reaffirming the customer's choice. By suggesting another product instead, salespeople may gain extra credit, thus increasing the customer's benefits and feelings of gratitude, and producing higher in-store BI.

Noting that consumers do not always identify the best-suited product (Yurova, Rippé, Weisfeld-Spolter, Sussan, & Arndt, 2017), a salesperson can help customers make better decisions. In the interviews, salespeople confirmed this idea, while showroomers stated that this tactic could affect their decisions and could produce feelings of reciprocity, producing the following:

H5. When the salesperson suggests an alternative product that might meet a showroomer's needs better, a showroomer's in-store BI (for either product) will increase relative to not receiving the additional suggestion.

However, this action may induce a greater urge to reciprocate and purchase by non-showroomers than showroomers because showroomers might not have conducted online research on this new alternative. Thus, suggesting an alternative product may be more effective for non-showroomers than showroomers, producing the following:

H6. Suggesting an alternative product that might meet a showroomer's needs better will have a lower effect on a showroomer's in-store BI than on a non-showroomer's in-store BI.

3.4. Tactic 4: explaining the store return policy

According to regret theory (Loomes & Sugden, 1982), decision makers choosing between two alternatives are concerned both with their selection and with the rejected outcome. When consumers are indecisive about a purchase, lenient return policies can be useful (Suwelack, Hogreve, & Hoyer, 2011), helping mitigate possible regret and increasing sales (Jing, 2018), with many retailers offering such policies (Shamsian, 2017).

However, Stone (2017) noted that 41% of his respondents did not know the exact return policy at the time of purchase. Given this unawareness, salespeople should describe the firm's consumer-friendly return policy. Explaining the firm's lenient return policy (Expl_RP) can ameliorate anticipated feelings of regret. In the interviews, salespeople indicated that they frequently took this approach. Focusing only on showroomers produces the following, with the conceptual framework appearing in Fig. 1:

H7. When the salesperson explains the store's lenient RP (Expl_RP), a showroomer's in-store BI will increase relative to not providing that explanation.

4. Study overview

Insights from the interviews (addressed earlier) and the literature were helpful in designing three studies (plus one study modification). Study 1a addresses H1a/b and H2 and the effects of salespersons' interaction quality on showroomers' current and future in-store BI, while study 1b addresses the effect of matching online prices along with the effect of InterQ (H3 and H4). Study 2 focuses on the salesperson suggesting a better-suited alternative (H5 and H6), while study 3 addresses the effect of explaining the store's return policy (H7). Showroomers versus non-showroomers are compared and tested in several studies.

4.1. Study 1a: InterQ with a salesperson

4.1.1. Design and procedure

A scenario-based online experiment tested H1a, H1b and H2, as scenario experiments ensure high validity and data collection quality and are frequently used in consumer research and are less vulnerable to various biases associated with retrospective self-reports (Chiou et al., 2012), while controlling for the effects of extraneous variables, such as the store's atmosphere.

To create the interaction scenarios, the three sub-dimensions of InterQ, attitude, behavior and expertise (Brady & Cronin, 2001),

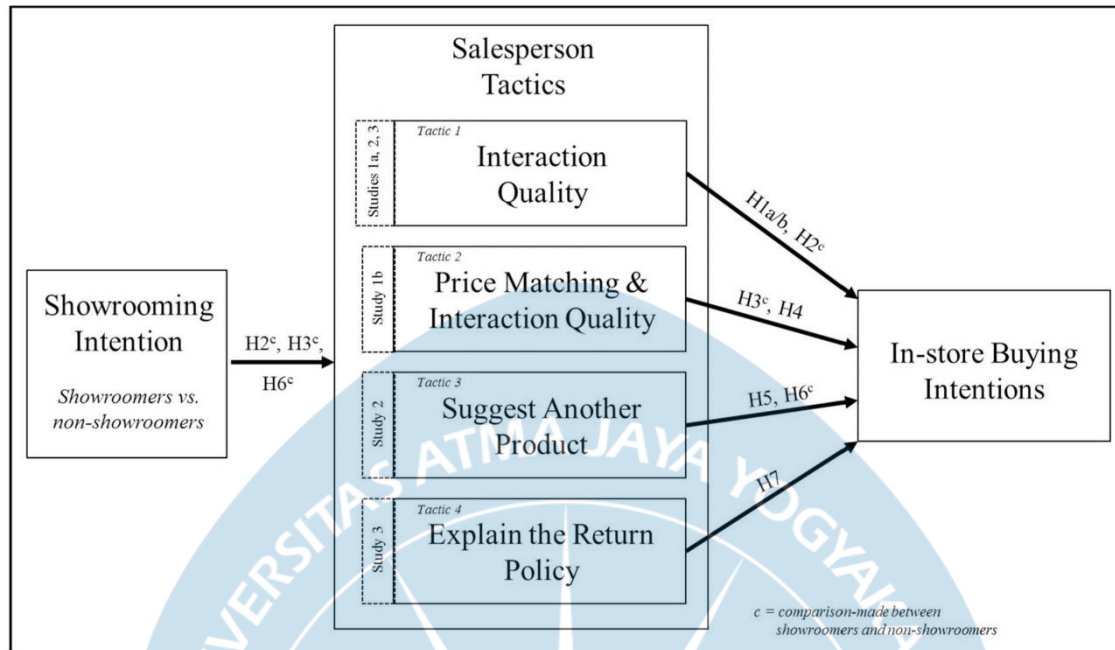


Fig. 1. Conceptual model: Expected effects on in-store buying intentions.

created the wording for the high versus low InterQ manipulation. The survey and scenarios were pre-tested with academic marketing researchers and marketing students, producing several modifications. The scenarios' introductions asked participants to read the instructions carefully and to imagine themselves in a scenario in which they plan to buy a new tablet, which is not needed immediately. The scenarios explained that the respondent had conducted some online research and chosen a favorite tablet and now is visiting a brick-and-mortar electronics store to examine it further. A tablet was chosen because consumer electronics are frequently showroomed (Heitz-Spahn, 2013).

The scenario manipulated respondents' intentions to showroom (showroomers vs. non-showroomers) and the quality of the salesperson interaction (high InterQ vs. low InterQ) experienced, resulting in a 2×2 between-subjects experiment. To manipulate ShowInt, for showroomers, wordings like "have already decided not to purchase the tablet there" were used, while for non-showroomers statements such as "you are undecided whether to buy at the store or not" were applied. The latter mirrors a customer entering a store "open-minded" in terms of purchasing, leaving both options on the table, as to whether to purchase online or in the store. High InterQ was described with phrases such as "the salesperson asks politely" and "is friendly, accessible and willing to help you," whereas for low InterQ less positive wordings such as "he asks casually" and "is more or less friendly" appear. To prevent decision pressure, the scenarios ended by mentioning that the salesperson walks away after the interaction, leaving the participant to make the final decision.

4.1.2. Data collection

For study 1, 307 U.S. participants of Amazon Mechanical Turk (MTURK) were recruited. MTURK contains a stable and diverse subject pool (Mason & Suri, 2012) and produces high-quality data (Buhrmester, Kwang, & Gosling, 2011; Kees, Berry, Burton, & Sheehan, 2017). Given that showroomers are price-conscious and rational (Burns, 2010; Heitz-

Spahn, 2013), MTURK participants fit this profile (Goodman, Cryder, & Cheema, 2013). The 307 subjects in the study were 53.7% male, the largest age group was between 30 and 39 years old (34.5%); the annual household income ranged from less than \$19,000 to \$100,000 and more, with the largest income group at \$19,000–\$44,999 (33.9%) and holding a college/undergraduate degree (56.7%) as the most frequent education.

4.1.3. Measures

After the scenario, participants answered several questions of interest (all items use seven-point Likert scales ranging from 1 – strongly disagree – to 7 – strongly agree, unless otherwise noted). To check the manipulation of ShowInt (showroomers vs. non-showroomers), participants choose between two alternative statements "According to the scenario, I had planned to buy the item on the internet" for showroomers or "According to the scenario, I was undecided as to whether or not I should buy the item on the internet" for non-showroomers. The manipulation of InterQ (high vs. low InterQ) was measured with 5 items adapted from Brady and Cronin's (2001) InterQ scale. See Table 2 for items and reliabilities of scales. Using adapted scales, participants' in-store BI (Sweeney, Soutar, & Johnson, 1999) and FutBI (Pizzi & Scarpi, 2013) were measured, along with demographics.

4.1.4. Results

4.1.4.1. Manipulation check. Manipulation checks assessed if scenarios were realistic and understandable. Participants strongly agreed that the scenario was easy to understand ($M = 6.56$) and realistic ($M = 6.48$); also, 98.4% correctly indicated a tablet as the product used in the scenario. A chi-square test confirmed the successful manipulation of ShowInt ($\chi^2(1, n = 307) = 153.01, p < .01, \Phi = 0.71$). One hundred and forty-six participants of 155 with the showroomers' manipulation (94.2%) and 114 out of 152 for non-showroomers (75.0%) answered the questions on showrooming intention correctly. A t -test revealed a

Table 2
Overview of constructs, items and loadings.

Constructs and Items	Loading
InterQ ^a ($\alpha = 0.97$, adapted from Brady and Cronin (2001))	
The salesperson was friendly.	0.88
The salesperson was attentive in order to address my needs.	0.91
It appeared that the salesperson knew his job very well.	0.91
Overall, I would say that the quality of my interaction with the salesperson was excellent.	0.90
I would say that the quality of my interaction with XYZ's employees was high.	0.90
In-store BI ^b ($\alpha = 0.96$, adapted from Sweeney et al. (1999))	
I would strongly consider buying the item directly at the brick-and-mortar store (i.e. the store you just visited).	0.87
There is a strong likelihood that I would buy the item directly at the brick-and-mortar store.	0.88
FutBI ^b ($\alpha = 0.93$, adapted from Pizzi and Scarpi (2013))	
I would be likely to consider this brick-and-mortar store for future purchases.	0.67
The next time I need consumer electronics I would intend to buy them at this store.	0.73
I would definitely consider this store for future purchases.	0.75
Instant gratification ^b ($\alpha = 0.72$, adapted from Barbopoulos and Johansson (2016) (used in study 3 only))	
When I want to buy consumer electronics, it is important for me to get the product I want immediately.	0.89
Generally, I prefer to buy consumer electronics immediately rather than waiting a few days for them to arrive by mail.	0.83
I feel better waiting and considering alternative options rather than buying consumer electronics right away.	0.48

^a Results from study 1.

^b Results from study 3.

strong effect of the manipulation on participants' evaluation of InterQ (M InterQ High = 6.60 vs. M InterQ Low = 3.99, t (273.41) = 27.71, $p < .01$). Thus, all subjects remained in the final analyses.

4.1.4.2. Hypotheses testing. First, a 2×2 multivariate analysis of variance (MANOVA) was conducted, with in-store BI and FutBI as dependent variables and InterQ and ShowInt as independent variables. For InterQ, a main effect is present ($F(2,302) = 115.54$, $p < .01$, Wilks' $\Lambda = 0.57$, partial $\eta^2 = 0.43$) (see Table 3). InterQ influenced both in-store BI ($F(1,303) = 138.72$, $p < .01$) and FutBI ($F(1,303) = 195.76$, $p < .01$) positively in the model. Further, given an overall main effect of ShowInt ($F(1,302) = 19.20$, $p < .01$, Wilks' $\Lambda = 0.89$, partial $\eta^2 = 0.11$), obviously ShowInt affects in-store BI ($F(1,303) = 37.16$, $p < .01$).

Focusing on showrooms only for H1a, the assessment of interest is the difference between high and low InterQ for showrooms' in-store BI. These means are different (M High InterQ = 4.17 vs. M Low InterQ = 2.13, $p < .01$), supporting H1a. Further, the means for FutBI between high and low InterQ for showrooms only is also different (M High InterQ = 5.32 vs. M Low InterQ = 3.46, $p < .01$), supporting H1b (see Table 4).

The lack of interaction between InterQ and ShowInt ($F(2,303) = 0.05$, Wilks' $\Lambda = 1.00$, $p = .84$, partial $\eta^2 < 0.01$) for in-store BI suggests no differences in the effect of salesperson InterQ on showrooms versus non-showrooms, providing no support for H2.

4.1.5. Discussion

The results clearly indicate that salespeople can influence showrooms positively with high InterQ. Also, showrooms who experienced high InterQ may be more likely to return to shop in the future. Interestingly, InterQ did not have a differential effect on showrooms versus non-showrooms, indicating that salespeople can increase a showrooms' in-store BI similarly to a non-showrooms' in-store BI with high InterQ. Given the consistent effects on FutBI in this study, this variable is not addressed in the remainder of the studies.

Table 3
Study 1a: MANOVA results of InterQ and ShowInt on in-store BI and FutBI.

Source	df	Wilks' Lambda	F	p	Partial η^2
InterQ	2	0.57	115.54	0.00	0.43
ShowInt	2	0.89	19.20	0.00	0.11
InterQ * ShowInt	2	1.00	0.05	0.95	0.00
Error	302				

Table 4
Study 1a: InterQ Effects on in-store BI and FutBI of showrooms.

DV	InterQ	M	p
BI	High	4.17	0.00
	Low	2.13	
FutBI	High	5.32	0.00
	Low	3.46	

4.2. Study 1b: price matching effects and salesperson InterQ with no price difference

4.2.1. Design and procedure

To evaluate H3 and H4, an additional piece of information appeared at the end of the scenario in study 1. As soon as the respondents finished answering questions in the original scenario, they saw the following statement regarding the scenario they have just read: "After interacting with the salesperson you find that he is willing to match the price offered by the major online retailers." Then, participants indicated their in-store BI considering this new information – the price match. Apart from that, no changes were made.

4.2.2. Results

A three-way mixed between-within-subject ANOVA assessed the effects of InterQ, ShowInt and matching online retail prices on showrooms' BI in the store. First, the general assumption that price matching increases in-store BI ($F(1,303) = 324.41$, $M = 5.70$ (price match) vs. 3.67 (no price match), $p < .01$, partial $\eta^2 = 0.52$) is true. An interaction between price matching and ShowInt was also found ($F(1,303) = 14.26$, $p < .01$, partial $\eta^2 = 0.04$). See Table 5. Without a price match, showrooms were lower in in-store BI compared with non-showrooms ($F(1,303) = 37.16$, M showrooms = 3.15 vs. M non-showrooms = 4.18, $p < .01$, partial $\eta^2 = 0.11$); however, when

Table 5
Study 1b: Multivariate tests of price match and InterQ on showrooms' in-store BI.

Effect	F	df	Sig.	Partial η^2
Price_match	324.41	1	0.00	0.52
Price_match * InterQ	10.86	1	0.00	0.03
Price_match * ShowInt	14.26	1	0.00	0.04
Price_match * InterQ * ShowInt	0.10	1	0.75	0.00
Error		303		

Table 6
Study 1b: Interaction effects between price match and ShowInt on in-store BI.

DV	Price	ShowInt	F	M	p	Partial η^2
BI	No price match	Showroomers	37.16	3.15	0.00	0.11
		Non-showroomers		4.18		
	Price match	Showroomers	1.14	5.61	0.29	0.00
		Non-showroomers		5.79		

prices were matched, there is no difference between groups ($F(1,303) = 1.14$, M showroomers = 5.61 vs. M non-showroomers = 5.79, $p = .29$, partial $\eta^2 < 0.01$), supporting H3. See Table 6. These results indicate that when prices were matched, showroomers' in-store BI did not differ from non-showroomers' in-store BI. Interestingly, while price matching affected both groups ($p < .01$), there is no overlap in the 95% confidence intervals of showroomers [2.15, 2.77] versus non-showroomers [1.29, 1.92], which indicates a difference in the strength of effects (Cumming (2009)). Thus, the effect on BI is higher for showroomers (M diff price match vs. no price match $5.61 - 3.15 = 2.46$, partial $\eta^2 = 0.44$) than for non-showroomers (M diff price match vs. no price match $5.79 - 4.18 = 1.61$, partial $\eta^2 = 0.25$). See Table 6.

Focusing on H4 and InterQ on showroomers' BI, when prices are matched, showroomers who experienced high salesperson InterQ had higher in-store BI than showroomers who experienced low InterQ (M High InterQ = 6.30 vs. M Low InterQ = 4.92, $p < .01$), supporting H4, indicating that even when prices are matched, high InterQ still increases showroomers' in-store BI.

4.2.3. Discussion

These findings support the idea that showroomers are strongly affected by price differences between online and offline retailers by noting that the in-store BI of showroomers increased dramatically from their in-store BI in study 1a where no price match was offered. In such a case, showroomers' in-store BI was no longer different from non-showroomers' BI even though there was a gap before prices were matched. Thus, when the price was matched, the showrooomer's initial reason for showrooming (price differential) was erased and their in-store BI became similar to that of non-showroomers. Thus, matching the price had a stronger effect on the in-store BI of showroomers versus non-showroomers. Importantly, while price matching appears effective (albeit expensive), InterQ remained relevant in influencing showroomers.

4.3. Study 2: suggesting a more suitable alternative product

4.3.1. Design and procedure

In study 2, to test H5 and H6, which addresses the salesperson's suggestion of a more suitable alternative, a $2 \times 2 \times 2$ between-subjects scenario design with a similar procedure to study 1 appears, with in-store BI as the dependent variable. Thus, in addition to the InterQ with the salesperson (high. vs. low) and ShowInt (showroomers vs. non-showroomers) manipulations, a third independent variable is included, namely suggestion for a more suitable alternative (Suggest_Other) (i.e., tactic 3). At the end of the scenario, a statement indicates that the salesperson suggests an alternative tablet (tablet B) in the same price range as the showrooomer's choice (tablet A) because the salesperson thinks tablet B would better suit the customer's needs. To keep the scenarios consistent and realistic, the wording of the suggestions were slightly adapted to be consistent with the overall InterQ in the scenario, i.e. low InterQ participants received a less-verbosely worded suggestion than the high InterQ participants, in keeping with the lower quality performance of the salesperson. Apart from the independent variable (Suggest_Other), there were no differences in the scenarios compared to study 1.

The aim of the study was to evaluate whether a suggestion by a salesperson to consider a better-suited alternative (i.e., H5 and H6) affects showroomers' in-store BI (ignoring which tablet they would choose) and whether that effect is stronger for showroomers versus non-showroomers. Therefore, the in-store BI of study 1 participants (where no suggestion for another tablet was provided) is compared with the in-store BI of study 2 participants (where the salesperson suggests an alternative tablet).

4.3.2. Data collection

To conduct study 2 again MTURK was used and 299 U. S. participants recruited, using the same criteria as in study 1. This sample included 49.8% males, with the largest age group between 30 and 39 years old (35.1%), the largest income group was \$19,000 to \$44,999 (38.8%), and college/undergraduate degree (53.2%) was the most frequent education. Comparing the demographics of this pool with study 1 participants on demographics with a series of chi-square tests confirmed no differences (gender, age, income, education) between samples.

4.3.3. Measures

Measures in study 2 were similar to the ones used in study 1 with the only change being that now there are two potential products of interest (the one the showrooomer was first interested in and a second one suggested by the salesperson). As such, participants indicated their intention to buy either of the two products that day in the store (i.e., their in-store BI).

4.3.4. Results

4.3.4.1. Manipulation check. The scenario was evaluated as easy to understand ($M = 6.57$) and realistic ($M = 6.44$) by study 2's participants. Further, 96.3% correctly indicated a tablet as the product used in the scenario. A chi-square test showed the successful manipulation of ShowInt ($\chi^2(1, n = 299) = 138.61$, $p < .01$, $\Phi = 0.68$). The same applies for a t -test to check the manipulation of InterQ with the salesperson (M InterQ High = 6.63 vs. M InterQ Low = 4.34, $t(272.32) = 21.23$, $p < .01$).

4.3.4.2. Hypotheses testing. In study 2, a $2 \times 2 \times 2$ between-subjects ANOVA compared participants that received the alternative tablet suggestion (study 2) with those who did not receive a suggestion (study 1) (variable called Suggest_Other) in combination with InterQ and ShowInt. A three-way interaction between InterQ, ShowInt and Suggest_Other on BI was not expected nor found ($F(1,598) = 0.02$, $p = .88$, partial $\eta^2 = 0.00$) (see Table 7). Neither was a two-way interaction between ShowInt and InterQ significant ($F(1,598) = 0.28$, $p = .60$, partial $\eta^2 = 0.00$), confirming the results for study 1. A two-way interaction between Suggest_Other and InterQ ($F(1,598) = 4.47$, $p = .03$, partial $\eta^2 = 0.01$) was noted. Breaking this down, an effect for low InterQ ($F(1,598) = 18.23$, M Suggestion = 3.43 vs. M No Suggestion = 2.67, $p < .01$, partial $\eta^2 = 0.03$) was detected, but not for high InterQ ($F(1,598) = 1.47$, M Suggestion = 4.89 vs. M No

Table 7
Study 2: ANOVA results of InterQ, ShowInt and Suggest_Other on in-store BI.

Source	df	F	p	Partial η^2
InterQ	1	181.50	0.00	0.23
ShowInt	1	69.99	0.00	0.10
Suggest_Other	1	14.82	0.00	0.02
InterQ * ShowInt	1	0.28	0.60	0.00
InterQ * Suggest_Other	1	4.47	0.03	0.01
ShowInt * Suggest_Other	1	0.09	0.77	0.00
InterQ * ShowInt * Suggest_Other	1	0.02	0.88	0.00
Error	598			
Total	606			

Table 8
Study 2: Mean comparisons of InterQ $\times$ Suggest_Other interaction.

InterQ	Suggest_Other	M BI	M Diff	F	p	Partial η^2
High	No Suggestion	4.67	−0.22	1.47	0.23	0.00
	Other Prod. Sugg.	4.89				
Low	No Suggestion	2.67	−0.76	18.23	0.00	0.03
	Other Prod. Sugg.	3.43				

Suggestion = 4.67, $p = .23$, partial $\eta^2 = 0.00$) (see Table 8). The effect of Suggest_Other was equally applicable for both showroomers and non-showroomers (for both $p < .01$), indicating that suggesting another product can be especially useful when a salesperson's InterQ is low.

Focusing on the effects of suggesting a more suitable product on in-store BI of showroomers only, an effect of Suggest_Other on showroomers' in-store BI was detected ($p = .01$, M Suggestion = 3.61 vs. M No Suggestion = 3.15), in support of H5. Finally, no interaction effect was detected between ShowInt and Suggest_Other ($F(1,598) = 0.09$, $p = .77$, partial $\eta^2 = 0.00$), thus rejecting H6 and indicating that suggesting an alternative product did not have a lower effect on showroomers versus non-showroomers.

4.3.5. Discussion

Study 2 addressed whether a salesperson's suggestion to consider a second better-suited product affected in-store BI. In support of H5, when a salesperson suggests a better-suited product, showroomers' in-store BI increased versus not offering such a suggestion. Interestingly, this effect was not weaker for showroomers versus non-showroomers, indicating that both groups were willing to accept a salesperson's suggestion of a better-suited alternative, producing higher in-store BI. The interaction between InterQ and Suggest_Other indicates that the suggestion of a better-suited alternative was more relevant when salesperson's InterQ was low as this action might increase customer perceptions of salesperson competency.

4.4. Study 3: explaining the store's return policy

4.4.1. Design and procedure

Study 3 uses a 2×2 between-subjects scenario design. Procedures similar to those in study 1 were used, including the manipulation of the salesperson's InterQ (high. vs. low). Further, only the scenario description for showroomers was used (eliminating non-showroomers), while Expl_RP (explaining the return policy) served as the second independent variable. Here, the salesperson either explained the store's return policy to the showroomer or the policy was provided in the introduction of the scenarios, corresponding to retailers' practice of displaying their return policy somewhere in the store. For the first option, a paragraph appears at the end of the scenario stating that the salesperson explains the return policy fully (i.e., tactic 4), telling the customer about the 30-day return no-hassle-policy. For the second option, the same return policy is stated but appears as a statement in the introduction of the scenario only. Therefore, the return policy is the same but differs in its form of communication. As in the previous experiment, in-store BI is the dependent variable.

4.4.2. Data collection

Again MTURK was used to recruit 328 U.S. participants, applying the same criteria as in study 1. Participants included 47.9% male, the largest age group between 30 and 39 years old (39.1%) and the largest income group \$45,000–\$74,999 (31.7%), followed by \$19,000–\$44,999 (30.5%). College/undergraduate degree (51.8%) was the most frequent educational level.

4.4.3. Measures

The same measures as in study 1 were used. Additionally, participants evaluated whether the store's return policy was believable and credible as well as whether its duration was acceptable and reasonable. They indicated whether the return duration was 30 or 15 days to detect possible lack of attention from the respondents. Further, since a lenient return policy might increase one's temptation to buy the product immediately (noting that it can be returned later), instant gratification (Instant_Gratif) (relative to electronics) was added as a covariate to address the effect of satisfying short-term needs; the scale is adapted from Barbopoulos and Johansson (2016) ($\alpha = 0.72$) (see Table 2).

4.4.4. Results

4.4.4.1. Manipulation check. Participants evaluated the scenario as easy to understand ($M = 6.61$) and realistic ($M = 6.51$). The return policy was perceived as believable ($M = 6.16$) and credible ($M = 6.13$), its duration as reasonable ($M = 6.10$) and acceptable ($M = 6.15$). Almost 98% of the participants correctly indicated a tablet as the product used in the scenario. No association between the way the return policy was communicated (in the introduction vs. by the salesperson) and the correct indication of the return duration was found (98.2% correct answers when in the introduction vs. 98.8% correct answers when explained by the salesperson in the scenario, $\chi^2(1, n = 328) = 0.17$, $p = .68$, $\Phi = 0.68$). As in the previous studies, high InterQ participants assessed the InterQ with the salesperson as higher than low InterQ participants (M InterQ High = 6.56 vs. M InterQ Low = 4.15, $t(292.08) = 22.27$, $p < .01$). Whether the return policy was explained by the salesperson or stated in the introduction had no effect on assessment of the salesperson's InterQ (M Expl_RP by Salesperson = 5.39 vs. M Expl_RP in Introduction = 5.29, $t(326) = 0.62$, $p = .53$).

4.4.4.2. Hypotheses testing. A 2×2 analysis of covariance (ANCOVA) tested hypothesis 7, using Expl_RP and InterQ as independent variables and Instant_Gratif as the covariate on BI. The covariate, Instant_Gratif, was confirmed as significant ($p < .01$, partial $\eta^2 = 0.17$). No interaction effects were found between InterQ and Expl_RP ($F(1,323) = 0.21$, $p = .64$, partial $\eta^2 < 0.01$) (see Table 9). As in the previous studies, the main effect of InterQ ($F(1,323) = 35.79$, adjusted (by the covariate) M High InterQ = 4.08 vs. adjusted M Low InterQ = 2.94, $p < .01$, partial $\eta^2 = 0.10$) was supported by the analyses (consistent with H1a). Further, a main effect of Expl_RP was detected ($F(1,323) = 4.64$, adjusted M Expl_RP by the salesperson = 3.72 vs. adjusted M Expl_RP in the introduction = 3.31, $p = .03$, partial $\eta^2 = 0.01$), supporting H7. Thus, a salesperson's explanation about the store's lenient return policy had a greater positive influence on showroomers' BI than a simple statement in the scenario (similar to a store sign).

4.4.5. Discussion

Although many retailers offer a customer-friendly return policy, which may or may not be clearly posted, the findings of study 3 indicate that the salesperson explicitly pointing out the company's return policy appears to increase showroomers' buying intention over simply exhibiting a sign with the policy. A conclusive summary of all hypotheses

Table 9
Study 3: ANCOVA results of InterQ and Expl_RP on in-store BI.

Source	df	F	P	Partial η^2
Instant_Gratif	1	65.99	0.00	0.17
InterQ	1	35.79	0.00	0.10
Expl_RP	1	4.64	0.03	0.01
InterQ $\times$ Expl_RP	1	0.21	0.64	0.00
Error	323			
Total	328			

Table 10
Summary of hypotheses.

Study #	H #	Hypothesis	Supported
1a	H1a	A salesperson's high InterQ (vs. low) will increase a showroomer's current in-store BI.	Yes
	H1b	A salesperson's high InterQ (vs. low) will increase a showroomer's in-store FutBI.	Yes
1a	H2	A salesperson's high InterQ (vs. low) will have a lower effect on a showroomer's in-store BI than on a non-showroomer's in-store BI.	No
1b	H3	Matching the prices of online retailers will result in similar in-store BIs of showroomers compared with non-showroomers.	Yes
1b	H4	Even when online prices are matched, a salesperson's InterQ will influence a showroomer's in-store BI positively.	Yes
2	H5	When the salesperson suggests an alternative product that might meet a showroomer's needs better, a showroomer's in-store BI (for either product) will increase relative to not receiving the additional suggestion.	Yes
2	H6	Suggesting an alternative product that might meet a showroomer's needs better will have a lower effect on a showroomer's in-store BI than on a non-showroomer's in-store BI.	No
3	H7	When the salesperson explains the store's lenient RP (Expl_RP), a showroomer's in-store BI will increase relative to not providing that explanation.	Yes

and results appears in Table 10.

5. Conclusion

5.1. Theoretical contributions

With this paper, several low-investment actions that retail salespeople can use in their approach to potential showroomers are evaluated. The tactics evaluated here are managerially relevant and offer high reproducibility for future researchers.

As hitherto, no conceptual model related to showrooming exists, this paper offers several applicable theories. The theory of planned behavior explains the relevance of a customer's intention to showroom in the store and purchase online. However, even if a customer decides to showroom, in line with the theory of time-inconsistent preferences, his or her actual behavior may be different due to the situation. Thus, this research indicates that when salespeople engage in quality interactions the showroomer is inclined to reciprocate and purchase in the store contrary to his or her intentions. Additionally, both reciprocity theory and correspondence inference theory are useful relative to a salesperson suggesting a better-suited alternative to a potential showroomer. Further, when a salesperson explains the store's return policy, this tactic affected the showroomer positively, reducing potential regret, and increasing his or her in-store buying intention.

The findings also demonstrate that a salesperson's interaction quality can influence showroomers similarly to non-showroomers. By showing that interaction quality is important relative to showroomers' buying intentions, the results are in contrast to Gensler et al.'s (2017) findings, countering the assumption that salesperson interaction quality does not affect showroomers' purchase decisions. The results clearly suggest the importance of salespersons' interaction quality in affecting showroomers' buying intentions. This study also reveals that even when the store matches online prices, interaction quality is still important. When salespeople match prices, showroomers' buying intention is not different from non-showroomers' buying intention, indicating that eliminating the price differential is an effective, albeit expensive, tactic to encourage showroomers' in-store purchase intentions.

The results also indicate that suggesting a better-suited alternative influences showroomers' in-store BI positively. This draws from correspondence inference theory, as it shows that when a salesperson acts contrary to expectations and disagrees with a showroomer's choice, this action may affect showroomers' BI positively. Interestingly, this tactic produced no differences between showroomers and non-showroomers, suggesting that it is applicable to both. Further, when the salesperson explains the company's return policy, showroomers' in-store BI were affected positively, consistent with expectations from regret theory.

5.2. Managerial implications

This research provides empirical evidence that retailers can implement minimal costs' actions already successful with regular customers to showroomers as well. Clearly, retailers should invest in sales training

to ensure that the sales staff has the skills necessary to engage in high interaction quality with all customers and especially with showroomers. Further, it is important to raise salespeople's awareness as to the opportunities they have when interacting with potential showroomers, given that some salespeople believe they cannot affect showroomers' non-buying plans. Interestingly, the analyzed tactics may be applied successfully to both showroomers and non-showroomers. Therefore, retail managers should intensify sales trainings on this issue, emphasizing treating showroomers as potential customers.

Retail managers should also train salespeople to view positive interactions with possible showroomers as opportunities to win them as customers in the future even if they walk today. That idea should minimize feelings of failure when a potential showroomer leaves the store without purchasing. For example, salespeople could introduce themselves to customers, as well as give them their business card and encourage future communications. The study finds that a combination of price matching and high interaction quality may mitigate a customer's intention to showroom, increasing his or her willingness to buy in the store. Therefore, retail managers should note that reducing prices will not exploit fully the potential to influence showroomers; salespeople still need to provide high interaction quality to make the sale.

While suggesting a more suitable alternative is a viable tactic for increasing a showroomer's buying intentions, this practice seems especially useful when interaction quality is not strong. If a store offers a consumer-friendly return policy, a salesperson should clearly explain this policy, as this could reduce showroomers' feelings of future regret and increase their in-store BI.

5.3. Limitations and future research directions

Some limitations inherent in the paper are noted here. The manipulations involve scenarios in which respondents imagined themselves, rather than real-life situations, with buying intentions as the dependent variable rather than actual store purchases. Consequently, researchers should assess these effects with field experiments to identify additional tactics. Also, research is needed to help salespeople identify potential showroomers in order to apply these tactics.

Although consumer electronics are often the subject of showrooming, they represent only one product group that consumers can showroom. Further research could focus on other products, such as cosmetics or luxury goods, both of which involve symbolic and experiential features. While this research did not investigate showroomers' psychology or cognitive processes, these ideas would also be useful to study; for example, future research might consider personal characteristics that might moderate showroomers' decisions, such as price consciousness (Lichtenstein, Bloch, & Black, 1988), or impulse buying tendency (Beatty & Ferrell, 1998). Finally, there are many other environmental variables that can contribute to positive in-store shopping experiences (e.g., store colors, scents, or visual merchandising tools), many of which can affect showroomers and are worthy of additional study.

Declaration of Competing Interest

None.

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LAMPIRAN II KUESIONER PENELITIAN

Pengaruh Showrooming Intention Terhadap Niat Beli di Toko Melalui Taktik Wiraniaga Pada Produk Kecantikan Merek Wardah, Emina dan Make Over

Dengan hormat,

Perkenalkan saya Meilani Kartikasari, mahasiswa Magister Manajemen pada Program Pascasarjana Universitas Atma Jaya Yogyakarta. Saya sedang melakukan penelitian terkait Pengaruh Showrooming Intention Terhadap Niat Beli di Toko Melalui Taktik Wiraniaga Pada Produk Kecantikan Merek Wardah, Emina, dan Make Over. Dengan ini memohon kesediaan dan bantuan Ibu/Saudari untuk menjadi responden pada penelitian ini.

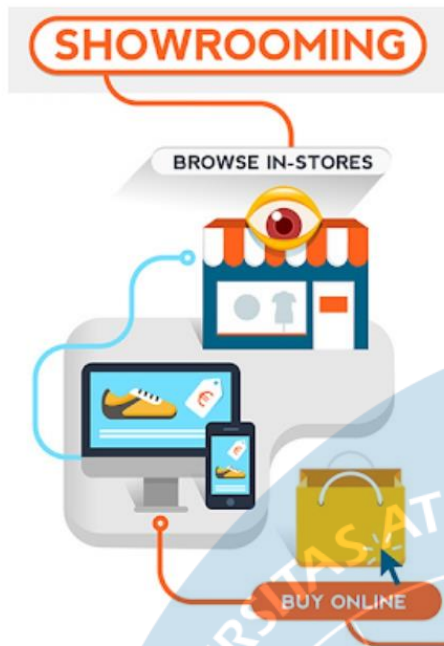
Sebelum mengisi beberapa pertanyaan, izinkan saya menjelaskan apa itu Showrooming. Showrooming merupakan sebuah perilaku dimana konsumen mengunjungi toko offline namun melakukan keputusan pembelian pada toko online.

Tanggapan Ibu/Saudari sangat berarti bagi penelitian ini. Atas kesediaan dan bantuan dari Ibu/Saudari saya mengucapkan terima kasih.

Hormat Saya,
Meilani Kartikasari
195003133@students.uajy.ac.id

* Wajib

Ilustrasi mengenai Showrooming



Profil Responden

1. Apa Jenis Kelamin Anda? *

Tandai satu oval saja.

- ☐ Pria
☐ Wanita

2. Berapakah usia anda saat ini? (Contoh: 24) *

3. Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta) *

4. Apakah pekerjaan anda saat ini? *

Tandai satu oval saja.

- ☐ Pelajar/Mahasiswa
- ☐ Pegawai Swasta
- ☐ Pegawai Negeri/Pemerintahan
- ☐ Wirausaha
- ☐ Ibu Rumah Tangga
- ☐ Yang lain: _____

5. Berapa interval penghasil anda dalam satu bulan? *

Tandai satu oval saja.

- ☐ < Rp 2.500.000
- ☐ Rp 2.500.001 - Rp. 3.000.000
- ☐ Rp 3.000.001 - Rp 4.500.000
- ☐ > Rp 4.500.000

6. Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over? *

Tandai satu oval saja.

- ☐ Ya
- ☐ Tidak

7. Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir? *

Tandai satu oval saja.

- ☐ Ya
- ☐ Tidak

Produk Kecantikan

8. Jenis produk kecantikan apa saja yang rutin anda gunakan? *

Centang semua yang sesuai.

- ☐ Foundation/ Alas Bedak
- ☐ Bedak Tabur
- ☐ Bedak Padat
- ☐ Eyeliner
- ☐ Mascara
- ☐ Lipstik, Lipcream, Liptint
- ☐ Eye shadow
- ☐ Blush/ perona pipi
- ☐ Pensil Alis

Yang lain: ☐ _____

9. Dimana anda sering membeli produk kecantikan tersebut? *

Tandai satu oval saja.

- ☐ Toko
- ☐ Sociolla
- ☐ studio.femaledaily
- ☐ Beautyhaulindo
- ☐ E-commerce (Shopee, Tokopedia, Lazada, [JD.ID](#) dll)
- ☐ Instagram
- ☐ Whatsapp
- ☐ Yang lain: _____

Showrooming Intention

10. Saya memeriksa produk Wardah/Emina/Make Over secara online sebelum datang ke toko offline *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

11. Saya melihat produk Wardah/Emina/Make Over di toko sambil mengakses smartphone *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

12. Saya mengunjungi toko untuk mendapat informasi lebih rinci mengenai produk Wardah/Emina/Make Over *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

13. Saya mengunjungi toko untuk mencoba secara langsung produk Wardah/Emina/Make Over *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

14. Saya mengunjungi toko untuk memastikan kualitas produk Wardah/Emina/Make Over *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

15. Saya lebih sering membeli produk Wardah/Emina/Make Over secara online *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

16. Saya lebih sering membeli produk Wardah/Emina/Make Over langsung di toko *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Taktik 1: Kualitas Interaksi Wiraniaga

17. Wiraniga produk kecantikan merek Wardah/Emina/Make Over ramah *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

22. Saya harus menunggu cukup lama sebelum wiraniaga Wardah/Emina/Make Over datang membantu menjawab pertanyaan saya *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

23. Secara keseluruhan, menurut saya kualitas interaksi saya dengan wiraniaga Wardah/Emina/Make Over baik *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Taktik 2: Kesesuaian Harga online dan offline

24. Saya membandingkan harga pada toko online dan offline

Tandai satu oval saja.

	1	2	3	4	5	
	☐	☐	☐	☐	☐	

25. Harga produk Wardah/Emina/Make Over di toko online cenderung lebih rendah dibanding toko offline

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

22. Saya harus menunggu cukup lama sebelum wiraniaga Wardah/Emina/Make Over datang membantu menjawab pertanyaan saya *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

23. Secara keseluruhan, menurut saya kualitas interaksi saya dengan wiraniaga Wardah/Emina/Make Over baik *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Taktik 2: Kesesuaian Harga online dan offline

24. Saya membandingkan harga pada toko online dan offline

Tandai satu oval saja.

	1	2	3	4	5	
	☐	☐	☐	☐	☐	

25. Harga produk Wardah/Emina/Make Over di toko online cenderung lebih rendah dibanding toko offline

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

26. Harga produk Wardah/Emina/Make Over di toko offline lebih rendah dibanding toko online

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

27. Saya akan membeli produk Wardah/Emina/Make Over langsung di toko tanpa membandingkan harga secara online *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

28. Saya akan membeli produk Wardah/Emina/Make Over secara langsung di toko dengan terlebih dahulu membandingkan harga secara online *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

29. Saya akan membeli produk Wardah/Emina/Make Over secara online tanpa membandingkan harga di toko *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

30. Saya akan membeli produk Wardah/Emina/Make Over secara online dengan terlebih dahulu membandingkan harga di toko *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Taktik 3: Saran Produk Alternatif

31. Wiraniaga Wardah/Emina/Make Over menyarankan alternatif produk dengan rentang harga yang sama dengan pilihan saya *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

32. Wiraniga Wardah/Emina/Make Over menawarkan produk tambahan yang mungkin dapat memenuhi kebutuhan saya *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

33. Wiraniga Wardah/Emina/Make Over menawarkan produk tambahan yang tepat untuk kebutuhan saya *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Taktik 4: Penjelasan Tentang Ketentuan Retur

34. Ketentuan retur produk merupakan salah satu pertimbangan saya membeli produk *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat setuju

35. Wiraniaga Wardah/Emina/Make Over menjelaskan ketentuan retur dengan baik *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

36. Ketentuan retur produk Wardah/Emina/Make Over pada toko offline jelas *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

37. Ketentuan retur produk Wardah/Emina/Make Over pada toko offline memuaskan *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Niat Beli di Toko

38. Saya mempertimbangkan untuk membeli produk Wardah/Emina/Make Over langsung di toko offline *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat Setuju

39. Saya mungkin akan membeli produk Wardah/Emina/Make Over pada toko offline *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

40. Kemungkinan saya akan membeli produk Wardah/Emina/Make Over di toko offline tinggi *

Tandai satu oval saja.

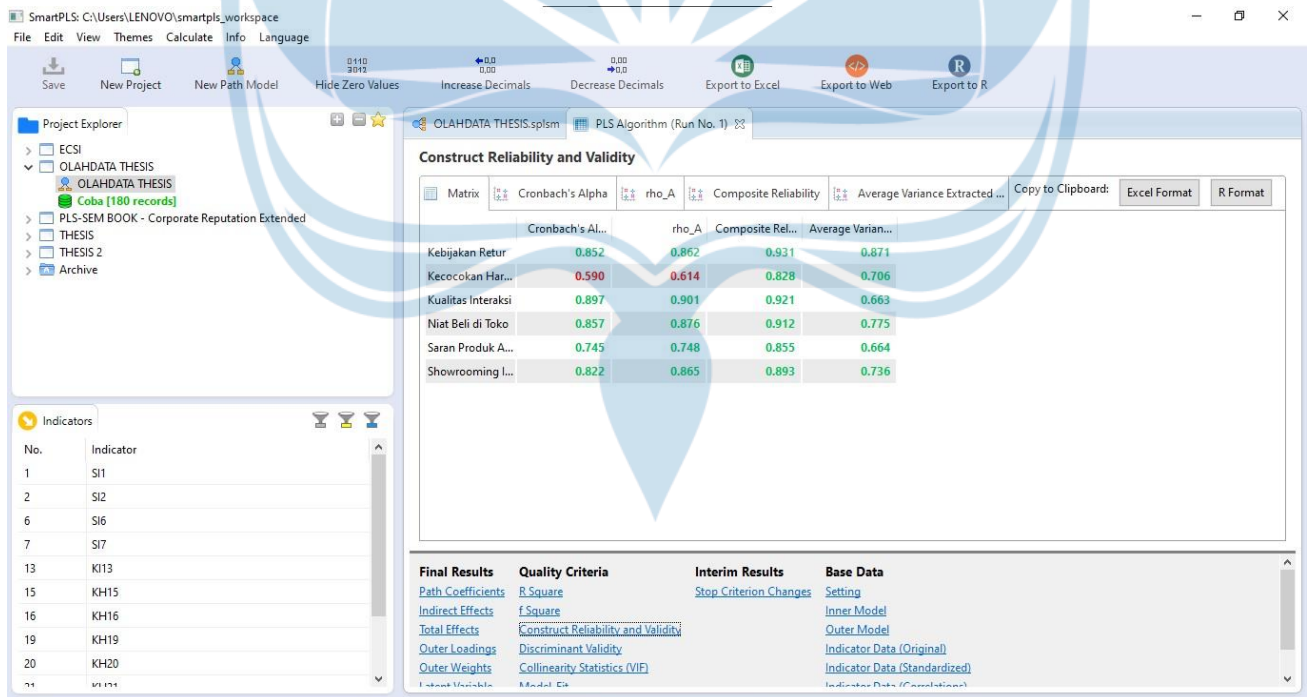
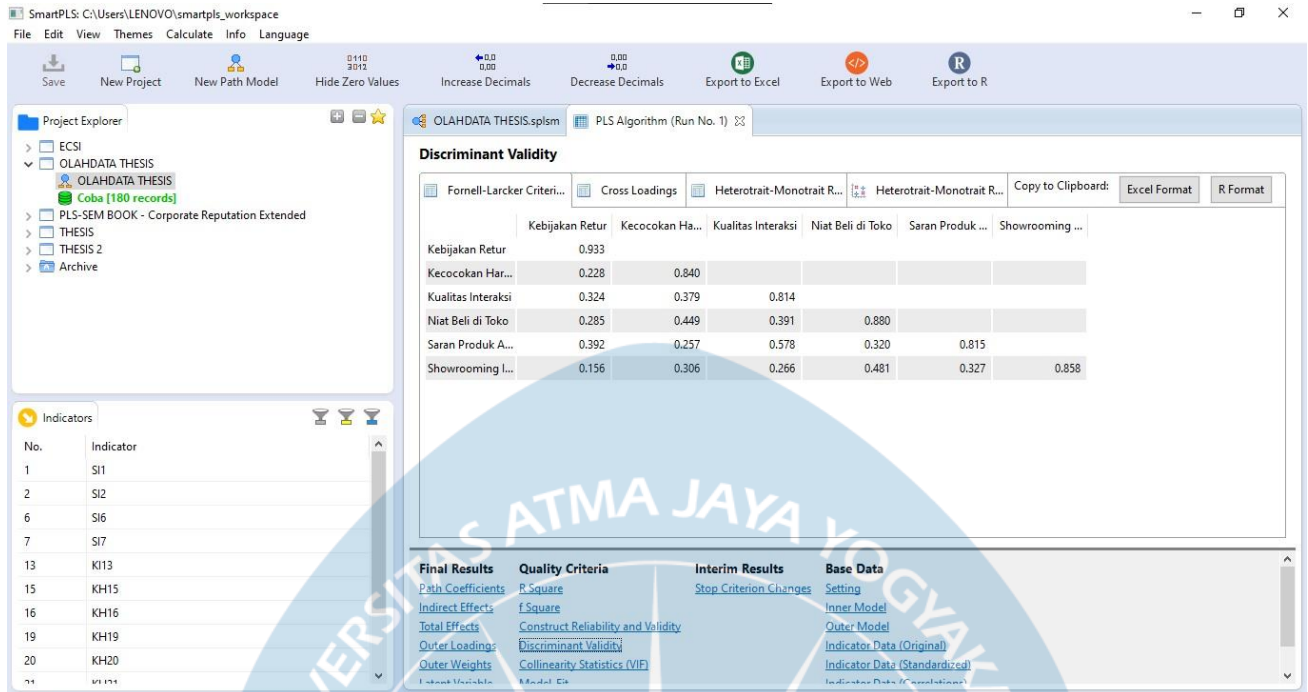
	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

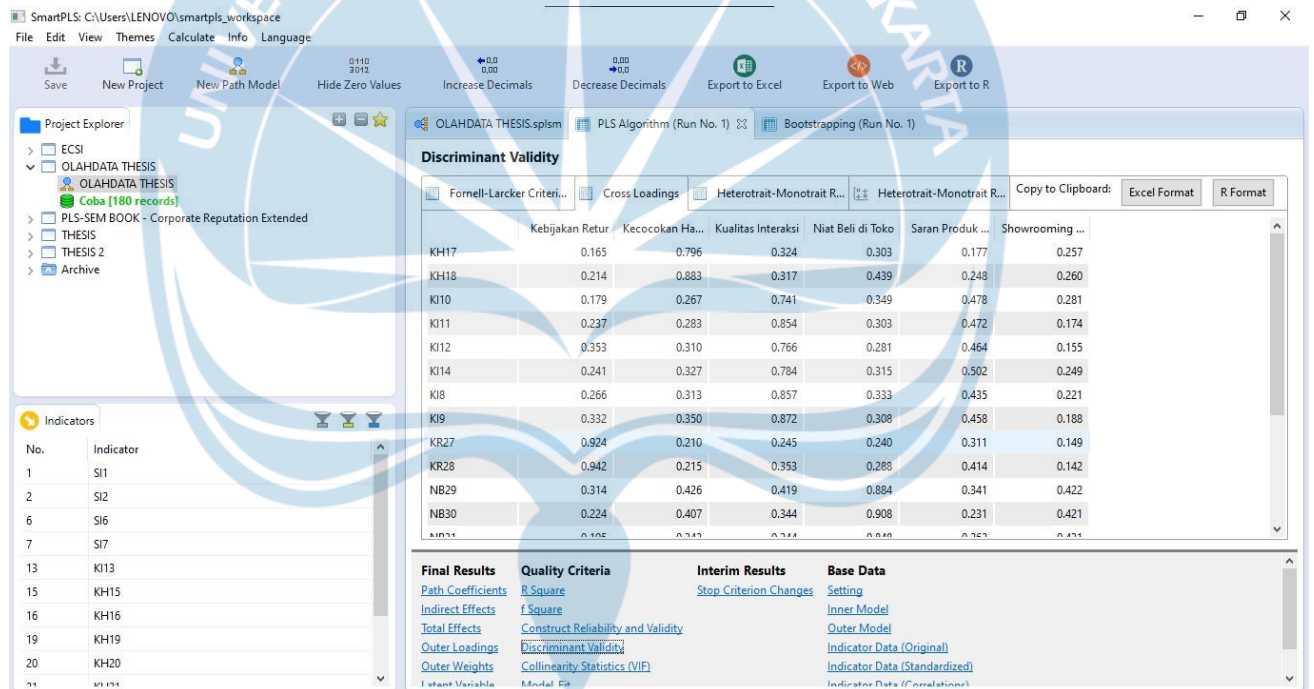
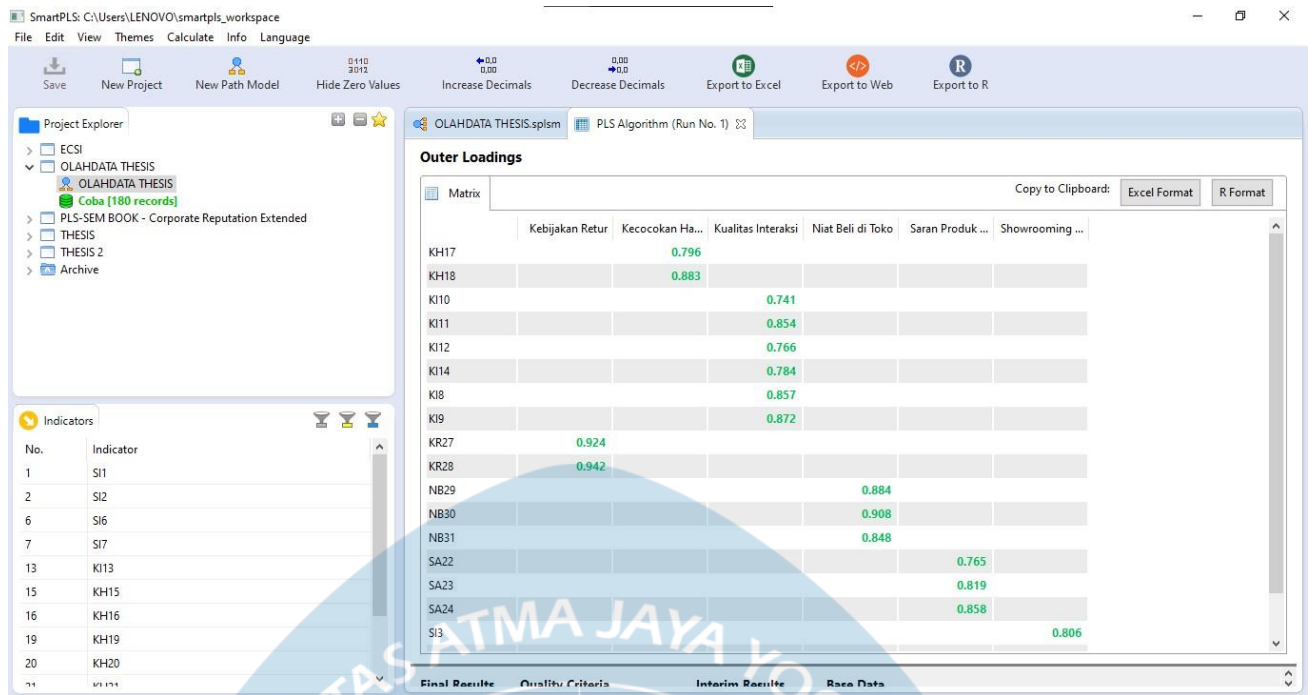
Konten ini tidak dibuat atau didukung oleh Google.

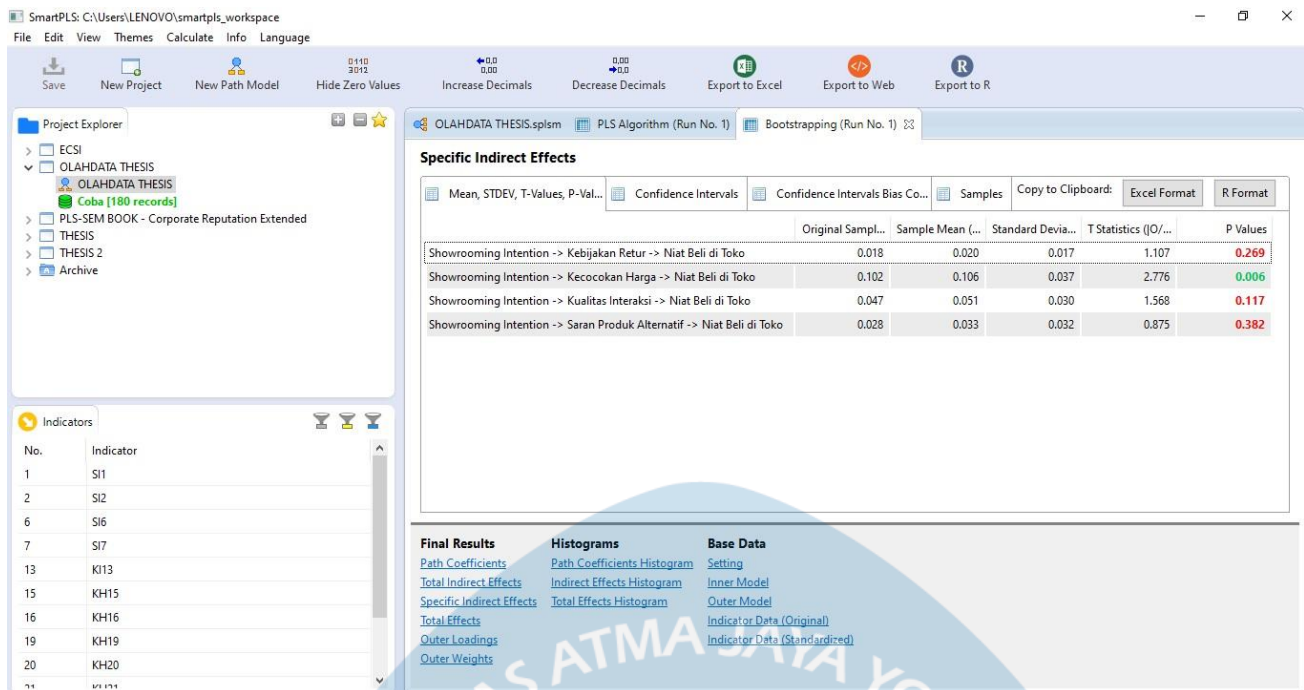
Google Formulir

LAMPIRAN III HASIL OLAH DATA









SmartPLS: C:\Users\LENOVO\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECISI
- OLAHDATA THESIS
 - OLAHDATA THESIS
 - Coba (180 records)
 - PLS-SEM BOOK - Corporate Reputation Extended
 - THESIS
 - THESIS 2
 - Archive

Indicators

No.	Indicator
1	SI1
2	SI2
6	SI6
7	SI7
13	KI13
15	KH15
16	KH16
19	KH19
20	KH20
21	KH21

OLAHDATA THESIS.splsm PLS Algorithm (Run No. 1)

R Square

Matrix	R Square	R Square Adjusted
Kebijakan Retur	0.024	0.019
Kecocokan Har...	0.094	0.089
Kualitas Interaksi	0.071	0.066
Niat Beli di Toko	0.280	0.263
Saran Produk A...	0.107	0.102

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Final Results **Quality Criteria** **Interim Results** **Base Data**

[Path Coefficients](#) [R Square](#) [Stop Criterion Changes](#) [Setting](#)
[Indirect Effects](#) [f Square](#) [Construct Reliability and Validity](#) [Inner Model](#)
[Total Effects](#) [Discriminant Validity](#) [Outer Model](#)
[Outer Loadings](#) [Collinearity Statistics \(VIF\)](#) [Indicator Data \(Original\)](#)
[Outer Weights](#) [Indicator Data \(Standardized\)](#)

SmartPLS: C:\Users\LENOVO\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECISI
- OLAHDATA THESIS
 - OLAHDATA THESIS
 - Coba (180 records)
 - PLS-SEM BOOK - Corporate Reputation Extended
 - THESIS
 - THESIS 2
 - Archive

Indicators

No.	Indicator
1	SI1
2	SI2
6	SI6
7	SI7
13	KI13
15	KH15
16	KH16
19	KH19
20	KH20
21	KH21

OLAHDATA THESIS.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1) Blindfolding (Run No. 1)

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
		SSO	SSE	Q ² (= 1-SSE/SSO)			
Kebijakan Retur	360.000		355.944				0.011
Kecocokan Har...	360.000		337.436				0.063
Kualitas Interaksi	1080.000		1033.744				0.043
Niat Beli di Toko	540.000		434.004				0.196
Saran Produk A...	540.000		504.509				0.066
Showrooming L...	540.000		540.000				

Copy to Clipboard: Excel Format R Format

Final Results **Base Data**

[Construct Crossvalidated Redundancy](#) [Setting](#)
[Construct Crossvalidated Communality](#) [Inner Model](#)
[Indicator Crossvalidated Redundancy](#) [Outer Model](#)
[Indicator Crossvalidated Communality](#) [Indicator Data \(Original\)](#)
[Indicator Data \(Standardized\)](#)

The logo of Universitas Atma Jaya Yogyakarta is a light blue watermark in the background. It features a stylized open book at the base, with a sunburst or starburst design above it. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a semi-circle above the book.

LAMPIRAN IV DATA RESPONDEN

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
1	4/29/2021 7:42:28	Wanita	25	Kudus	Pegawai Swasta
2	4/29/2021 7:57:53	Wanita	25	Jakarta	Pegawai Negeri/Pemerintahan
3	4/29/2021 7:58:31	Wanita	22	Yogyakarta	Pegawai Swasta
4	4/29/2021 8:00:48	Wanita	30	Yogyakarta	Pegawai Swasta
5	4/29/2021 8:04:07	Wanita	25	Yogyakarta	Pegawai Swasta
6	4/29/2021 8:21:45	Wanita	30	Jakarta	Pegawai Swasta
7	4/29/2021 8:28:54	Wanita	33	Wonosobo	Pegawai Swasta
8	4/29/2021 8:30:58	Wanita	24	Semarang	Pegawai Swasta
9	4/29/2021 8:36:29	Wanita	26	SALATIGA	Pegawai Swasta
10	4/29/2021 8:39:48	Wanita	29	surakarta	Pelajar/Mahasiswa
11	4/29/2021 8:46:22	Wanita	25	Salatiga	Pegawai Swasta
12	4/29/2021 8:47:44	Wanita	24	Semarang	Pegawai Swasta
13	4/29/2021 8:50:42	Wanita	22	semarang	Pegawai Swasta
14	4/29/2021 8:55:25	Wanita	25	Pati	Wirausaha
15	4/29/2021 9:11:15	Wanita	25	Wonosobo	Pegawai Swasta
16	4/29/2021 9:14:10	Wanita	26	Salatiga	Pegawai Swasta
17	4/29/2021 11:03:35	Wanita	20	Salatiga	Pelajar/Mahasiswa
18	4/29/2021 11:06:12	Wanita	26	Semarang	Pegawai Swasta
19	4/29/2021 12:08:47	Wanita	30	Jakarta	Wirausaha
20	4/29/2021 12:14:06	Wanita	34	Salatiga	Pegawai Swasta
21	4/29/2021 12:18:36	Wanita	20	Salatiga	Pelajar/Mahasiswa
22	4/29/2021 12:18:44	Wanita	25	Salatiga	Pegawai Swasta
23	4/29/2021 12:25:07	Wanita	25	salatiga	Pegawai Swasta
24	4/29/2021 12:25:51	Wanita	27	Salatiga	Wirausaha
25	4/29/2021 12:26:31	Wanita	29	Salatiga	Pegawai Swasta

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
26	4/29/2021 12:38:51	Wanita	25	Semarang	Pegawai Swasta
27	4/29/2021 12:48:39	Wanita	28	SALATIGA	Pegawai Swasta
28	4/29/2021 13:03:07	Wanita	25	Yogyakarta	Pegawai Swasta
29	4/29/2021 13:08:31	Wanita	31	Salatiga	Pegawai Swasta
30	4/29/2021 13:29:37	Wanita	25	Kabupaten Semarang	Ibu Rumah Tangga
31	4/29/2021 14:17:05	Wanita	27	Salatiga	Ibu Rumah Tangga
32	4/29/2021 15:29:18	Wanita	38	Salatiga	Ibu Rumah Tangga
33	4/29/2021 15:54:06	Wanita	57	Salatiga	Pegawai Negeri/Pemerintahan
34	4/29/2021 16:08:35	Wanita	25	Jakarta	Pegawai Swasta
35	4/29/2021 16:17:04	Wanita	53	Salatiga	Pegawai Negeri/Pemerintahan
36	4/29/2021 16:28:39	Wanita	38	Salatiga	Pegawai Negeri/Pemerintahan
37	4/29/2021 16:42:08	Wanita	55	Salatiga	Pegawai Negeri/Pemerintahan
38	4/29/2021 16:48:25	Wanita	27	Salatiga	honoror
39	4/29/2021 16:53:29	Wanita	26	Salatiga	Pegawai Negeri/Pemerintahan
40	4/29/2021 17:01:40	Wanita	26	Bekasi	Pegawai Swasta
41	4/29/2021 17:33:10	Wanita	49	Salatiga	Pegawai Negeri/Pemerintahan
42	4/29/2021 18:16:25	Wanita	38	Salatiga	Pegawai Negeri/Pemerintahan
43	4/29/2021 19:18:17	Wanita	29	Pekalongan	Pegawai Swasta
44	4/29/2021 19:19:54	Wanita	20	Solo	Pegawai Swasta
45	4/29/2021 19:35:35	Wanita	25	Kudus	Pegawai Swasta
46	4/29/2021 19:47:14	Wanita	30	Yogyakarta	Wirausaha
47	4/29/2021 19:58:27	Wanita	25	Yogyakarta	Pegawai Swasta
48	4/29/2021 20:00:51	Wanita	30	Jakarta	Pegawai Swasta
49	4/29/2021 21:09:23	Wanita	21	Solo	Pegawai Swasta
50	4/29/2021 21:59:46	Wanita	25	Jakarta	Pegawai Swasta

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
51	4/29/2021 22:02:42	Wanita	29	Solo	Ibu Rumah Tangga
52	4/30/2021 8:41:00	Wanita	26	Salatiga	Pegawai Swasta
53	4/30/2021 11:07:43	Wanita	21	Surakarta	Pelajar/Mahasiswa
54	4/30/2021 19:56:32	Wanita	32	JAKARTA	Pegawai Swasta
55	4/30/2021 20:17:16	Wanita	28	Solo	Pegawai Swasta
56	6/12/2021 22:31:34	Wanita	25	Yogyakarta	Pegawai Swasta
57	6/13/2021 7:00:02	Wanita	33	Wonosobo	Pegawai Swasta
58	6/13/2021 7:38:42	Wanita	33	Salatiga	Pegawai Swasta
59	6/13/2021 7:57:47	Wanita	25	salatiga	guru
60	6/13/2021 7:57:48	Wanita	26	Jepara	Pegawai Swasta
61	6/13/2021 8:00:13	Wanita	22	Jepara	Pegawai Swasta
62	6/13/2021 8:09:01	Wanita	28	Yogyakarta	Pegawai Swasta
63	6/13/2021 8:13:34	Wanita	21	Jepara	Pegawai Swasta
64	6/13/2021 8:15:03	Wanita	25	Yogyakarta	Ibu Rumah Tangga
65	6/13/2021 8:18:27	Wanita	37	Bawen	Pegawai Negeri/Pemerintahan
66	6/13/2021 8:25:32	Wanita	25	Jepara	Pegawai Swasta
67	6/13/2021 8:34:34	Wanita	21	Solo	Pegawai Swasta
68	6/13/2021 8:35:13	Wanita	25	Semarang	Pegawai Swasta
69	6/13/2021 8:45:02	Wanita	30	Yogyakarta	Pegawai Swasta
70	6/13/2021 8:50:45	Wanita	25	Semarang	Pegawai Swasta
71	6/13/2021 8:53:18	Wanita	22	Yogyakarta	Pelajar/Mahasiswa
72	6/13/2021 9:01:45	Wanita	22	Wonogiri	Pelajar/Mahasiswa
73	6/13/2021 9:16:57	Wanita	26	Salatiga	Pegawai Swasta
74	6/13/2021 9:23:30	Wanita	26	Wonogiri	Guru WB
75	6/13/2021 9:26:48	Wanita	22	Yogyakarta	Pelajar/Mahasiswa

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
76	6/13/2021 9:36:08	Wanita	28	Solo	Ibu Rumah Tangga
77	6/13/2021 9:38:23	Wanita	26	Wonogiri	Pegawai Swasta
78	6/13/2021 9:49:24	Wanita	22	Wonogiri	Pelajar/Mahasiswa
79	6/13/2021 9:56:10	Wanita	21	Semarang	Pelajar/Mahasiswa
80	6/13/2021 9:59:26	Wanita	24	Wonogiri	Pegawai Negeri/Pemerintahan
81	6/13/2021 10:23:30	Wanita	22	Solo	Pelajar/Mahasiswa
82	6/13/2021 10:26:30	Wanita	26	Yogyakarta	Pegawai Swasta
83	6/13/2021 10:29:01	Wanita	25	Yogyakarta	Pelajar/Mahasiswa
84	6/13/2021 10:29:14	Wanita	23	Yogyakarta	Pelajar/Mahasiswa
85	6/13/2021 10:35:02	Wanita	29	surakarta	Pegawai Swasta
86	6/13/2021 10:42:18	Wanita	28	Yogyakarta	Pegawai Swasta
87	6/13/2021 11:27:48	Wanita	17	Wonogiri	Pelajar/Mahasiswa
88	6/13/2021 11:38:38	Wanita	20	Solo	Pegawai Swasta
89	6/13/2021 11:50:34	Wanita	22	Karanganyar	Pelajar/Mahasiswa
90	6/13/2021 12:29:07	Wanita	26	no	Pegawai Swasta
91	6/13/2021 13:03:26	Wanita	30	Jakarta	Pegawai Swasta
92	6/13/2021 13:10:41	Wanita	30	Jakarta	Pegawai Swasta
93	6/13/2021 13:17:01	Wanita	29	Jakarta	Pegawai Swasta
94	6/13/2021 16:45:16	Wanita	23	Magelang	Pelajar/Mahasiswa
95	6/13/2021 17:42:59	Wanita	29	Bantul	Guru Swasta
96	6/13/2021 18:51:39	Wanita	24	Yogyakarta	Pelajar/Mahasiswa
97	6/13/2021 18:53:20	Wanita	25	Jakarta	Pegawai Swasta
98	6/13/2021 18:55:10	Wanita	24	Jakarta	Pegawai Swasta
99	6/13/2021 18:55:27	Wanita	29	Bantul	Pegawai Swasta
100	6/13/2021 19:15:57	Wanita	26	Yogyakarta	Wirausaha

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
101	6/13/2021 20:39:12	Wanita	26	Yogyakarta	Pegawai Swasta
102	6/13/2021 23:22:23	Wanita	53	Yogyakarta	Pegawai Negeri/Pemerintahan
103	6/14/2021 8:25:11	Wanita	24	Ambarawa	Pegawai Swasta
104	6/14/2021 11:25:47	Wanita	40	Salatiga	Ibu Rumah Tangga
105	6/14/2021 18:26:27	Wanita	30	Semarang	Pegawai Swasta
106	6/14/2021 22:06:22	Wanita	26	Semarang	Pegawai Swasta
107	6/16/2021 16:29:32	Wanita	28	Salatiga	Pegawai Swasta
108	6/16/2021 16:41:38	Wanita	24	salatiga	Pelajar/Mahasiswa
109	6/21/2021 8:02:08	Wanita	29	surakarta	Pegawai Swasta
110	7/4/2021 16:16:02	Wanita	26	Ungaran	Pegawai Swasta
111	7/4/2021 16:30:17	Wanita	30	Salatiga	Wirausaha
112	7/4/2021 16:36:57	Wanita	25	Surabaya	Pegawai Swasta
113	7/4/2021 16:37:39	Wanita	24	Semarang	Pegawai Swasta
114	7/4/2021 16:39:33	Wanita	29	Wonosobo	Wirausaha
115	7/4/2021 16:42:52	Wanita	48	Yogyakarta	Pegawai Swasta
116	7/4/2021 16:47:58	Wanita	21	Sukoharjo	Pelajar/Mahasiswa
117	7/4/2021 16:49:29	Wanita	25	Jakarta	Pegawai Swasta
118	7/4/2021 16:49:35	Wanita	31	Yogyakarta	Pegawai Swasta
119	7/4/2021 16:51:46	Wanita	21	Surakarta	Pelajar/Mahasiswa
120	7/4/2021 16:53:11	Wanita	20	Surakarta	Pelajar/Mahasiswa
121	7/4/2021 16:53:21	Wanita	21	Wonosobo	Pelajar/Mahasiswa
122	7/4/2021 16:53:59	Wanita	21	Wonogiri	Pelajar/Mahasiswa
123	7/4/2021 16:54:06	Wanita	34	Jakarta	Pegawai Swasta
124	7/4/2021 16:55:52	Wanita	21	Surakarta	Pelajar/Mahasiswa
125	7/4/2021 16:56:51	Wanita	21	Wonogiri	Pelajar/Mahasiswa

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
126	7/4/2021 16:58:20	Wanita	25	Bawen	Pegawai Swasta
127	7/4/2021 16:58:36	Wanita	20	Magelang	Pelajar/Mahasiswa
128	7/4/2021 16:59:24	Wanita	20	Surakarta	Pelajar/Mahasiswa
129	7/4/2021 16:59:29	Wanita	25	Salatiga	Pegawai Swasta
130	7/4/2021 17:01:56	Wanita	21	Wonogiri	Pelajar/Mahasiswa
131	7/4/2021 17:02:30	Wanita	21	Karanganyar	Pelajar/Mahasiswa
132	7/4/2021 17:04:25	Wanita	21	Wonogiri	Pelajar/Mahasiswa
133	7/4/2021 17:07:35	Wanita	21	Magelang	Pelajar/Mahasiswa
134	7/4/2021 17:09:01	Wanita	20	Wonogiri	Pelajar/Mahasiswa
135	7/4/2021 17:09:59	Wanita	21	Kudus	Pelajar/Mahasiswa
136	7/4/2021 17:10:00	Wanita	21	Solo	Pelajar/Mahasiswa
137	7/4/2021 17:10:22	Wanita	21	Wonogiri	Pelajar/Mahasiswa
138	7/4/2021 17:10:47	Wanita	31	Wonosobo	Wirausaha
139	7/4/2021 17:11:01	Wanita	23	karanganyar	Pelajar/Mahasiswa
140	7/4/2021 17:12:08	Wanita	22	Purwokerto	Pelajar/Mahasiswa
141	7/4/2021 17:12:27	Wanita	20	Solo	Pelajar/Mahasiswa
142	7/4/2021 17:13:08	Wanita	21	Solo	Pelajar/Mahasiswa
143	7/4/2021 17:17:24	Wanita	39	Sukabumi	Pegawai Swasta
144	7/4/2021 17:20:28	Wanita	21	Wonogiri	Pelajar/Mahasiswa
145	7/4/2021 17:21:21	Wanita	28	Kab. Semarang	Pegawai Swasta
146	7/4/2021 17:23:17	Wanita	27	Yogyakarta	Pegawai Swasta
147	7/4/2021 17:24:48	Wanita	21	Wonogiri	Pelajar/Mahasiswa
148	7/4/2021 17:25:03	Wanita	20	Klaten	Pelajar/Mahasiswa
149	7/4/2021 17:30:54	Wanita	21	Sukoharjo	Pelajar/Mahasiswa
150	7/4/2021 17:35:09	Wanita	21	Semarang	Pelajar/Mahasiswa

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
151	7/4/2021 17:37:53	Wanita	21	Solo	Pelajar/Mahasiswa
152	7/4/2021 17:41:56	Wanita	22	Garut	Pelajar/Mahasiswa
153	7/4/2021 17:55:20	Wanita	20	Wonogiri	Pelajar/Mahasiswa
154	7/4/2021 17:55:29	Wanita	21	Solo	Pelajar/Mahasiswa
155	7/4/2021 18:02:39	Wanita	25	Salatiga	Pegawai Swasta
156	7/4/2021 18:03:17	Wanita	25	Jepara	Ibu Rumah Tangga
157	7/4/2021 18:19:09	Wanita	25	Salatiga	Pegawai Swasta
158	7/4/2021 18:21:42	Wanita	25	Kabupaten Mempawah	Pegawai Negeri/Pemerintahan
159	7/4/2021 18:24:11	Wanita	21	Wonogiri	Pelajar/Mahasiswa
160	7/4/2021 18:40:33	Wanita	26	Salatiga	Pegawai Swasta
161	7/4/2021 18:44:31	Wanita	21	Ponorogo	Pelajar/Mahasiswa
162	7/4/2021 18:54:24	Wanita	25	Balikpapan	Pegawai Swasta
163	7/4/2021 19:01:16	Wanita	26	Semarang	Pegawai Negeri/Pemerintahan
164	7/4/2021 19:05:27	Wanita	24	Salatiga	Wirausaha
165	7/4/2021 19:05:47	Wanita	26	Jepara	Pegawai Swasta
166	7/4/2021 19:06:49	Wanita	26	Salatiga	BUMD
167	7/4/2021 19:08:55	Wanita	25	Semarang	Pegawai Swasta
168	7/4/2021 19:26:10	Wanita	26	Salatiga	Belum bekerja
169	7/4/2021 19:29:23	Wanita	25	Tentena	Pegawai Swasta
170	7/4/2021 19:37:11	Wanita	21	Kulon Progo	Pelajar/Mahasiswa
171	7/4/2021 19:39:41	Wanita	32	Palu	Pegawai Negeri/Pemerintahan
172	7/4/2021 19:43:17	Wanita	21	Ngawi	Pelajar/Mahasiswa
173	7/4/2021 20:08:18	Wanita	21	Wonogiri	Pelajar/Mahasiswa
174	7/4/2021 20:24:04	Wanita	30	Yogyakarta	Pegawai Swasta
175	7/4/2021 20:34:45	Wanita	23	Salatiga	Pegawai Swasta

No	Timestamp	Apa Jenis Kelamin Anda?	Berapakah usia anda saat ini? (Contoh: 24)	Dimana kota domisili Anda saat ini?(Contoh: Yogyakarta)	Apakah pekerjaan anda saat ini?
176	7/4/2021 20:37:21	Wanita	29	Semarang	Pegawai Swasta
177	7/4/2021 20:44:37	Wanita	30	Jogja	Pegawai Swasta
178	7/4/2021 20:46:03	Wanita	37	Yogya	Pegawai Swasta
179	7/5/2021 12:13:42	Wanita	20	Boyolali	Pelajar/Mahasiswa
180	7/10/2021 16:21:17	Wanita	20	Surakarta	Pelajar/Mahasiswa

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
1	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Day cream, serum, face mist	Ya	Ya
2	> Rp 4.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
3	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Eye shadow	Ya	Ya
4	Rp 2.500.001 - Rp. 3.000.000	Bedak Padat, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
5	> Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
6	> Rp 4.500.000	Pensil Alis	Ya	Ya
7	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow	Ya	Ya
8	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
9	Rp 2.500.001 - Rp. 3.000.000	Lipstik, Lipcream, Liptint, Pensil Alis, moisturizer	Ya	Ya
10	> Rp 4.500.000	Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
11	< Rp 2.500.000	Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
12	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
13	< Rp 2.500.000	Bedak Padat, Eyeliner, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
14	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
15	Rp 2.500.001 - Rp. 3.000.000	Pelembab	Ya	Ya
16	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
17	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
18	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
19	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Eyeliner, Skincare (toner, essence, pelembab, sunscreen)	Ya	Ya
20	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
21	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
22	Rp 2.500.001 - Rp. 3.000.000	Foundation/ Alas Bedak, Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
23	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
24	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
25	Rp 2.500.001 - Rp. 3.000.000	Serum, moisturizer, sunscreen gel	Ya	Ya
26	Rp 3.000.001 - Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
27	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
28	Rp 2.500.001 - Rp. 3.000.000	Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
29	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
30	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
31	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
32	> Rp 4.500.000	Eyelinier, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
33	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyelinier, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
34	> Rp 4.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
35	> Rp 4.500.000	Bedak Padat, Blush/ perona pipi, Pensil Alis	Ya	Ya
36	Rp 3.000.001 - Rp 4.500.000	Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
37	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Padat	Ya	Ya
38	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
39	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
40	> Rp 4.500.000	Bedak Tabur, Bedak Padat, Mascara, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
41	Rp 3.000.001 - Rp 4.500.000	Bedak Padat, Lipstik, Lipcream, Liptint, Pensil Alis, Pelembab	Ya	Ya
42	Rp 3.000.001 - Rp 4.500.000	Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
43	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
44	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
45	> Rp 4.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
46	> Rp 4.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
47	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Eyelinier, Mascara, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
48	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
49	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
50	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
51	Rp 2.500.001 - Rp. 3.000.000	Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
52	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
53	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
54	> Rp 4.500.000	Foundation/ Alas Bedak, Eyeliner, Lipstik, Lipcream, Liptint	Ya	Ya
55	> Rp 4.500.000	Bedak Padat, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
56	Rp 3.000.001 - Rp 4.500.000	Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
57	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow	Ya	Ya
58	< Rp 2.500.000	Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
59	< Rp 2.500.000	Bedak Padat, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
60	< Rp 2.500.000	Lipstik, Lipcream, Liptint, Aloe vera	Ya	Ya
61	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
62	Rp 2.500.001 - Rp. 3.000.000	Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
63	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
64	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Eyeliner, Mascara, Blush/ perona pipi, Pensil Alis	Ya	Ya
65	Rp 2.500.001 - Rp. 3.000.000	Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
66	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
67	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
68	Rp 3.000.001 - Rp 4.500.000	Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
69	Rp 3.000.001 - Rp 4.500.000	Bedak Padat, Eye shadow, Pensil Alis	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
70	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
71	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
72	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
73	Rp 2.500.001 - Rp 3.000.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
74	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
75	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
76	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
77	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
78	< Rp 2.500.000	Bedak Tabur, Bedak Padat, Mascara, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
79	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
80	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
81	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
82	Rp 3.000.001 - Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
83	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
84	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
85	> Rp 4.500.000	Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
86	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
87	< Rp 2.500.000	Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
88	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
89	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
90	< Rp 2.500.000	Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
91	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
92	> Rp 4.500.000	Lipstik, Lipcream, Liptint, BB Cream	Ya	Ya
93	> Rp 4.500.000	Bedak Tabur, Bedak Padat, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
94	< Rp 2.500.000	Bedak Tabur, Eye shadow	Ya	Ya
95	Rp 2.500.001 - Rp. 3.000.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint, Eye shadow, Pelembab	Ya	Ya
96	Rp 2.500.001 - Rp. 3.000.000	Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
97	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
98	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
99	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
100	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
101	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
102	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
103	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Concealer, eyebrow gel	Ya	Ya
104	Rp 3.000.001 - Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
105	> Rp 4.500.000	Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
106	Rp 3.000.001 - Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
107	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
108	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
109	> Rp 4.500.000	Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
110	Rp 2.500.001 - Rp 3.000.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
111	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Eyeliner, Lipstik, Lipcream, Liptint	Ya	Ya
112	> Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
113	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur	Ya	Ya
114	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi	Ya	Ya
115	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
116	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
117	> Rp 4.500.000	Foundation/ Alas Bedak, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi	Ya	Ya
118	> Rp 4.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
119	< Rp 2.500.000	Bedak Tabur, Eye shadow	Ya	Ya
120	< Rp 2.500.000	Bedak Tabur	Ya	Ya
121	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Parfum	Ya	Ya
122	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
123	> Rp 4.500.000	BB Cream	Ya	Ya
124	< Rp 2.500.000	Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
125	< Rp 2.500.000	Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
126	< Rp 2.500.000	Bedak Tabur, Blush/ perona pipi	Ya	Ya
127	< Rp 2.500.000	Bedak Padat	Ya	Ya
128	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
129	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
130	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Moisturizer	Ya	Ya
131	< Rp 2.500.000	Foundation/ Alas Bedak, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
132	Rp 2.500.001 - Rp. 3.000.000	Foundation/ Alas Bedak, Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
133	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi, Pensil Alis	Ya	Ya
134	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
135	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
136	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
137	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
138	< Rp 2.500.000	Lipstik, Lipcream, Liptint, Blush/ perona pipi, bb cream	Ya	Ya
139	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
140	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi	Ya	Ya
141	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint, Pensil Alis	Ya	Ya
142	Rp 2.500.001 - Rp. 3.000.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
143	Rp 2.500.001 - Rp. 3.000.000	Bedak Padat	Ya	Ya
144	< Rp 2.500.000	Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
145	Rp 2.500.001 - Rp. 3.000.000	Bedak Padat, Eyeliner, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
146	Rp 2.500.001 - Rp. 3.000.000	Lipstik, Lipcream, Liptint	Ya	Ya
147	< Rp 2.500.000	Bedak Tabur, Facial wash, day cream, night cream, ampoule serum	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
148	< Rp 2.500.000	Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
149	< Rp 2.500.000	Bedak Tabur	Ya	Ya
150	< Rp 2.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
151	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
152	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
153	< Rp 2.500.000	Mascara, Sun protection	Ya	Ya
154	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
155	< Rp 2.500.000	Bedak Padat	Ya	Ya
156	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
157	> Rp 4.500.000	Mascara, Lipstik, Lipcream, Liptint, Concealer	Ya	Ya
158	> Rp 4.500.000	Foundation/ Alas Bedak, Lipstik, Lipcream, Liptint	Ya	Ya
159	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
160	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
161	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
162	Rp 3.000.001 - Rp 4.500.000	Foundation/ Alas Bedak, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi	Ya	Ya
163	Rp 2.500.001 - Rp. 3.000.000	Lipstik, Lipcream, Liptint, Blush/ perona pipi, Sunscreen	Ya	Ya
164	> Rp 4.500.000	Foundation/ Alas Bedak, Bedak Padat, Lipstik, Lipcream, Liptint	Ya	Ya
165	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Eyeliner	Ya	Ya
166	Rp 3.000.001 - Rp 4.500.000	Bedak Tabur, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi	Ya	Ya
167	Rp 2.500.001 - Rp. 3.000.000	Bedak Tabur, Eyeliner, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Pensil Alis	Ya	Ya
168	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi	Ya	Ya

No	Berapa interval penghasil anda dalam satu bulan?	Jenis produk kecantikan apa saja yang rutin anda gunakan?	Apakah anda menggunakan produk kecantikan merek Wardah/Emina/Make Over?	Apakah anda melakukan pembelian produk kecantikan merek Wardah/Emina/Make Over selama 6 bulan terakhir?
169	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
170	< Rp 2.500.000	Foundation/ Alas Bedak, Bedak Tabur, Bedak Padat, Mascara, Lipstik, Lipcream, Liptint	Ya	Ya
171	> Rp 4.500.000	Eyelinier, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
172	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
173	< Rp 2.500.000	Bedak Tabur, Lipstik, Lipcream, Liptint, Sunscreen	Ya	Ya
174	Rp 3.000.001 - Rp 4.500.000	Bedak Padat, Eyelinier, Mascara, Lipstik, Lipcream, Liptint, Eye shadow, Blush/ perona pipi	Ya	Ya
175	Rp 2.500.001 - Rp. 3.000.000	Bedak Padat, Eyelinier, Mascara, Lipstik, Lipcream, Liptint, Blush/ perona pipi, Pensil Alis	Ya	Ya
176	Rp 2.500.001 - Rp. 3.000.000	Foundation/ Alas Bedak	Ya	Ya
177	Rp 2.500.001 - Rp. 3.000.000	Foundation/ Alas Bedak, Bedak Tabur, Lipstik, Lipcream, Liptint	Ya	Ya
178	> Rp 4.500.000	Bedak Tabur, Blush/ perona pipi	Ya	Ya
179	< Rp 2.500.000	Lipstik, Lipcream, Liptint	Ya	Ya
180	< Rp 2.500.000	moisturizer	Ya	Ya

No	Dimana anda sering membeli produk kecantikan tersebut?	Showrooming	SI1	SI2	SI3	SI4
1	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	5	5
2	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	5
3	Toko	2	5	5	5	5
4	Toko	2	5	3	4	4
5	Toko	2	5	5	4	5
6	Toko	2	5	3	5	5
7	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	5	5
8	Toko	2	2	3	5	4
9	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	5	5
10	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	2	4	5
11	Toko	2	4	4	4	4
12	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	4	4
13	Toko	2	3	3	2	3
14	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	4	4
15	Toko	2	3	2	5	5
16	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	2	2	4	4
17	Toko	2	5	4	4	4
18	Toko	2	3	4	4	3
19	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	2
20	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	2	5	5
21	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	5	5
22	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	5	5
23	Toko	2	4	4	4	3
24	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	5	5
25	Toko	2	4	4	5	3
26	Toko	2	4	4	4	4
27	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	4	4
28	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	2	5	5
29	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	3	5	3
30	Toko	2	5	5	5	5
31	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	2	3
32	Toko	2	3	2	4	4

No	Dimana anda sering membeli produk kecantikan tersebut?	Showrooming	SI1	SI2	SI3	SI4
33	Toko	2	5	2	5	5
34	Toko	2	5	5	5	5
35	Toko	2	5	2	5	5
36	Toko	2	4	5	5	5
37	Toko	2	4	4	3	3
38	Toko	2	2	2	4	3
39	Toko	2	3	3	3	3
40	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	5	4
41	Toko	2	2	2	4	4
42	Toko	2	4	5	5	5
43	Toko	2	5	3	3	5
44	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	5	3	3
45	Toko	2	5	5	5	4
46	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	4
47	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	3	4
48	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	3	5	5
49	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	2	3	3
50	Toko	2	5	2	5	5
51	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	4	4	4
52	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	4	2
53	Toko	2	3	3	4	3
54	Toko	2	3	3	4	3
55	Toko	2	3	4	5	5
56	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	4
57	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	3	3
58	Toko	2	5	3	5	5
59	Toko	2	5	5	4	4
60	Toko	2	5	5	5	5
61	Toko	2	5	5	5	5
62	Toko	2	3	2	3	3
63	Toko	2	3	4	4	5
64	Toko	2	3	3	5	5
65	Toko	2	4	4	5	5
66	Toko	2	5	4	4	4
67	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	2	2	2

No	Dimana anda sering membeli produk kecantikan tersebut?	Showrooming	SI1	SI2	SI3	SI4
68	Toko	2	5	2	4	4
69	Toko	2	2	2	4	4
70	Toko	2	4	2	5	5
71	Toko	2	5	5	5	4
72	Toko	2	5	5	5	4
73	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	3	5
74	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	4
75	Toko	2	5	5	4	5
76	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	5	2	2
77	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	3	4
78	Toko	2	3	5	4	4
79	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	4
80	Toko	2	4	4	5	3
81	Toko	2	5	4	5	2
82	Toko	2	4	3	4	3
83	Toko	2	2	2	2	4
84	Toko	2	5	5	5	4
85	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	5	4	5
86	Toko	2	5	2	4	4
87	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	3	3	3
88	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	2	4
89	Toko	2	5	5	4	5
90	Toko	2	4	4	3	4
91	Toko	2	3	3	3	5
92	Toko	2	2	2	3	4
93	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	5	2
94	Toko	2	3	4	5	5
95	Toko	2	3	2	4	4
96	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	5	5	4
97	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	3	5	5
98	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	3	5	4
99	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	2	2	4
100	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	2	2

No	Dimana anda sering membeli produk kecantikan tersebut?	Showrooming	SI1	SI2	SI3	SI4
101	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	3	3	4
102	Toko	2	5	5	4	5
103	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	4	4
104	Toko	2	5	5	5	5
105	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	5	5
106	Toko	2	4	4	4	4
107	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	3	4	4
108	Toko	2	3	2	3	2
109	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	5	4	5
110	Toko	2	4	3	5	3
111	Toko	2	4	4	3	3
112	Toko	2	2	2	4	4
113	Toko	2	4	3	5	3
114	Toko	2	5	5	5	5
115	Toko	2	3	2	5	5
116	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	5	5
117	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	2	2	2
118	Toko	2	5	4	4	5
119	Toko	2	4	3	4	5
120	Toko	2	5	4	3	3
121	Toko	2	4	3	5	4
122	Toko	2	5	5	5	5
123	Toko	2	2	2	2	2
124	Toko	2	5	5	4	4
125	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	2	4	3
126	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	2	4	4
127	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	5	4	2
128	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	3	2	3
129	Toko	2	4	4	3	4
130	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	4
131	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	2	2
132	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	5	4
133	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	5	5

No	Dimana anda sering membeli produk kecantikan tersebut?	Showrooming	SI1	SI2	SI3	SI4
134	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	2	4
135	Toko	2	4	3	5	5
136	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	5	5
137	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	3	3
138	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	3	2	2
139	Toko	2	3	3	4	4
140	Toko	2	5	5	4	5
141	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	4
142	Toko	2	4	5	5	5
143	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	4	5	4
144	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	5	5
145	Toko	2	5	2	5	5
146	Toko	2	3	4	4	4
147	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	3	2
148	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	3	3	2	2
149	Toko	2	4	2	4	2
150	Toko	2	4	5	4	4
151	Toko	2	4	2	2	2
152	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	4	2
153	Toko	2	4	4	4	2
154	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	5	5
155	Toko	2	4	2	5	4
156	Toko	2	4	5	3	4
157	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	5	2	2
158	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	4	4	2
159	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	3	3	4
160	Toko	2	5	4	5	4
161	Toko	2	4	2	2	5
162	Toko	2	5	4	4	5
163	Toko	2	5	5	5	5
164	Toko	2	5	4	4	3
165	Toko	2	2	4	3	4
166	Toko	2	5	5	4	5

No	Dimana anda sering membeli produk kecantikan tersebut?	Showrooming	SI1	SI2	SI3	SI4
167	Toko	2	3	2	4	5
168	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	2	4	2
169	Toko	2	5	5	5	4
170	Toko	2	4	4	2	2
171	Toko	2	5	5	4	5
172	Toko	2	4	2	5	4
173	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	4	5	3	4
174	Toko	2	4	3	5	4
175	E-commerce (Shopee, Tokopedia, Lazada, JD.ID dll)	1	5	4	4	3
176	Toko	2	5	4	3	4
177	Toko	2	4	3	3	4
178	Toko	2	5	5	5	5
179	Toko	2	2	2	3	4
180	Toko	2	4	5	5	5

No	SI5	SI6	SI7	KI8	KI9	KI10	KI11	KI12	KI13
1	5	5	3	5	5	5	5	5	3
2	4	4	4	5	5	4	4	4	4
3	5	5	5	4	5	5	5	5	3
4	4	3	3	3	3	4	5	3	3
5	5	5	4	5	4	4	5	4	5
6	3	5	4	4	4	5	4	4	4
7	5	5	5	5	5	5	5	5	4
8	4	4	5	5	5	5	5	3	4
9	5	5	4	4	4	5	4	5	3
10	5	5	2	4	4	4	4	4	3
11	4	3	3	4	4	4	3	3	4
12	4	3	3	4	4	4	4	4	3
13	4	3	4	4	4	4	4	3	4
14	4	3	4	4	4	4	4	4	3
15	5	4	4	5	5	5	5	5	4
16	4	5	2	4	4	5	4	4	3
17	5	4	5	4	4	4	4	3	3
18	4	3	4	4	4	4	4	4	4
19	3	4	2	4	4	4	4	4	4
20	2	4	5	3	3	3	4	5	4
21	5	4	3	5	4	4	5	4	4
22	5	5	3	4	3	5	4	3	4
23	4	3	4	3	3	4	3	3	4

No	SI5	SI6	SI7	KI8	KI9	KI10	KI11	KI12	KI13
24	5	5	3	4	4	5	4	5	3
25	5	4	4	4	4	4	4	4	4
26	4	3	5	3	3	3	3	3	4
27	4	5	2	2	3	4	3	4	3
28	5	5	2	3	3	5	3	2	5
29	3	4	3	3	3	3	3	3	3
30	5	2	5	4	3	4	4	4	4
31	3	5	2	4	4	4	4	4	4
32	5	2	5	5	5	5	5	5	4
33	5	4	5	5	5	5	5	5	4
34	5	5	3	3	3	5	4	4	5
35	5	2	5	4	4	3	4	4	4
36	5	3	5	5	4	5	4	4	4
37	3	3	3	4	4	4	4	4	2
38	3	3	5	5	5	5	5	4	4
39	3	2	4	4	4	4	4	3	3
40	4	5	3	4	4	4	4	4	3
41	4	2	4	4	4	4	4	4	4
42	5	3	5	5	4	5	4	4	4
43	5	4	5	4	4	4	4	4	4
44	3	4	3	4	4	4	4	4	4
45	4	2	4	4	4	5	4	4	3
46	4	4	4	4	4	4	4	4	4
47	4	4	4	4	3	3	4	3	4
48	5	4	3	4	4	4	4	4	3
49	3	5	2	4	4	4	4	4	3
50	5	3	5	3	4	3	4	3	3
51	4	4	3	3	3	4	3	3	4
52	2	5	2	3	3	3	4	3	3
53	3	3	4	4	4	4	4	4	4
54	4	4	5	4	4	4	4	4	5
55	5	4	4	4	3	5	4	3	4
56	4	4	4	4	4	4	4	4	4
57	3	5	3	4	4	5	5	4	3
58	5	2	5	3	3	5	3	3	5
59	4	4	5	5	3	3	3	3	5
60	5	4	5	4	4	5	4	4	5
61	5	3	5	3	3	3	3	3	3
62	3	2	5	4	4	4	4	4	3
63	4	2	4	3	4	4	3	3	3
64	5	4	5	5	5	5	5	5	4

No	SI5	SI6	SI7	KI8	KI9	KI10	KI11	KI12	KI13
65	5	4	4	5	5	5	5	5	4
66	5	2	5	5	5	5	5	5	4
67	2	4	2	4	4	4	4	3	4
68	4	2	5	4	4	4	4	4	4
69	4	3	5	4	3	3	4	3	4
70	5	3	5	5	4	5	4	4	3
71	4	5	4	5	5	3	4	3	5
72	5	2	5	5	5	4	5	5	3
73	5	4	3	4	4	4	4	4	3
74	4	4	2	5	5	5	5	5	5
75	5	2	4	4	4	4	4	4	3
76	2	5	3	4	3	4	4	4	3
77	4	5	3	4	4	4	4	4	2
78	4	3	3	4	4	4	4	4	4
79	4	4	2	4	4	4	4	4	2
80	4	3	4	4	4	4	4	4	2
81	5	2	5	4	4	4	4	4	4
82	4	3	3	4	4	4	4	4	3
83	2	3	5	4	5	4	5	4	4
84	4	2	5	4	4	4	4	5	2
85	4	5	2	4	4	4	4	4	4
86	4	4	4	4	3	4	3	2	4
87	3	5	3	3	4	3	4	5	2
88	3	4	2	4	3	3	4	3	2
89	5	2	5	3	3	4	3	3	3
90	5	5	4	4	4	4	4	5	5
91	5	3	5	4	4	4	4	4	3
92	4	4	5	4	4	5	5	5	2
93	4	3	2	3	3	4	3	3	3
94	5	4	4	4	4	4	5	3	2
95	4	5	4	4	4	4	4	4	4
96	5	4	4	4	4	4	4	4	4
97	4	5	4	3	4	4	4	4	5
98	4	4	4	5	5	4	3	5	4
99	3	5	3	4	4	3	4	3	2
100	2	5	3	3	3	4	3	3	4
101	3	4	3	4	4	4	4	3	4
102	5	3	3	5	5	5	5	5	4
103	4	5	2	4	4	4	4	4	3
104	5	2	5	5	5	5	5	5	4
105	5	5	5	5	5	5	5	5	5

No	SI5	SI6	SI7	KI8	KI9	KI10	KI11	KI12	KI13
106	4	4	4	4	4	4	4	4	4
107	4	3	5	5	5	4	4	4	2
108	4	3	5	5	5	5	5	5	4
109	4	5	2	4	4	4	4	4	4
110	3	3	5	3	3	4	3	3	3
111	4	2	4	3	3	3	3	2	2
112	4	3	4	4	4	4	3	4	3
113	4	2	5	5	5	5	5	5	2
114	5	3	5	5	5	5	5	5	2
115	5	3	5	5	5	4	4	4	2
116	5	5	4	4	4	4	4	4	2
117	3	5	2	4	4	4	4	4	4
118	4	2	5	4	4	4	4	4	4
119	4	4	4	4	4	4	4	4	2
120	4	3	5	5	4	4	4	5	2
121	4	4	4	4	4	4	4	4	4
122	5	3	5	5	5	5	5	5	2
123	2	3	5	3	3	3	4	3	4
124	5	5	5	5	5	5	5	5	4
125	3	4	3	5	5	5	5	5	3
126	4	4	2	3	3	3	3	3	3
127	4	5	3	3	3	4	3	4	4
128	2	4	2	4	4	4	4	4	4
129	5	4	4	4	4	4	5	4	2
130	4	5	3	4	4	4	4	4	2
131	2	5	2	5	5	5	5	5	4
132	5	3	5	5	5	5	5	5	3
133	5	5	3	4	4	3	3	3	3
134	4	5	2	4	4	3	4	4	2
135	5	3	5	4	4	4	5	4	4
136	5	5	3	4	3	5	4	3	4
137	4	4	3	3	2	3	3	4	3
138	2	5	2	3	3	3	3	3	3
139	4	4	5	3	4	3	4	4	4
140	4	3	5	4	4	4	4	3	4
141	4	4	3	3	3	3	3	3	3
142	5	3	5	4	5	5	4	4	4
143	5	4	3	5	5	5	5	5	4
144	4	3	3	3	3	3	3	3	3
145	5	2	5	5	5	5	5	4	4
146	4	2	5	4	4	4	3	3	4

No	SI5	SI6	SI7	KI8	KI9	KI10	KI11	KI12	KI13
147	3	5	2	4	4	3	4	4	4
148	2	5	2	4	4	4	4	4	4
149	5	2	5	5	5	5	5	5	4
150	4	3	4	4	4	4	5	4	4
151	2	4	2	3	2	4	3	3	4
152	5	4	3	4	5	5	4	5	5
153	4	3	5	3	4	5	4	3	4
154	5	5	4	4	5	5	5	4	2
155	3	2	4	4	4	3	4	3	4
156	3	4	5	3	4	4	4	4	3
157	2	5	3	4	4	4	4	3	4
158	2	5	2	3	4	4	3	3	4
159	5	5	2	4	4	4	4	4	4
160	4	4	4	4	4	3	4	5	4
161	4	2	4	4	4	4	4	4	4
162	5	4	4	4	4	4	4	3	3
163	5	3	5	3	2	3	3	4	3
164	4	2	5	3	4	4	4	4	2
165	4	4	5	3	3	3	3	3	4
166	3	5	2	5	4	5	5	4	4
167	5	2	5	3	4	4	4	3	4
168	2	5	2	4	4	4	4	4	4
169	4	3	5	4	4	4	4	4	3
170	2	2	4	5	5	5	5	5	4
171	5	2	5	5	5	5	5	4	4
172	5	3	4	4	4	4	5	5	3
173	4	5	2	4	4	4	4	4	4
174	4	2	4	4	3	4	4	4	4
175	3	3	4	5	5	5	5	5	3
176	5	3	3	4	3	3	4	4	3
177	3	4	4	4	4	4	4	4	3
178	5	5	5	3	4	4	4	2	4
179	4	2	5	4	4	4	4	4	3
180	4	3	5	5	4	4	4	4	4

No	KI14	KH15	KH16	KH17	KH18	KH19	KH20	KH21	SA22
1	4	5	5	3	3	3	3	3	5
2	5	5	4	3	3	3	3	3	4
3	4	5	4	5	5	5	5	5	5
4	3	5	4	2	2	2	2	2	3
5	5	5	4	5	5	5	5	5	5

No	KI14	KH15	KH16	KH17	KH18	KH19	KH20	KH21	SA22
6	4	5	5	3	2	2	2	2	3
7	5	5	3	3	3	3	3	3	5
8	4	4	4	3	3	3	4	2	4
9	4	5	5	3	4	4	2	2	4
10	4	5	5	4	2	3	2	2	4
11	4	5	5	3	3	3	3	3	2
12	4	4	5	5	5	5	5	5	3
13	4	4	3	3	4	3	3	4	3
14	4	4	4	3	3	4	4	3	2
15	5	5	2	5	5	5	5	5	5
16	4	5	5	3	3	4	3	3	4
17	4	5	3	3	3	3	3	3	4
18	3	4	3	4	4	4	4	4	4
19	4	4	4	3	3	4	4	4	4
20	2	4	5	4	4	4	4	3	2
21	5	5	5	3	3	3	3	2	4
22	4	5	5	3	3	3	3	3	4
23	4	5	5	3	3	3	3	3	4
24	5	5	5	3	3	3	3	3	4
25	4	5	4	3	3	4	4	4	4
26	3	5	4	3	4	4	3	3	3
27	3	5	5	3	3	4	3	2	3
28	3	5	5	3	4	4	4	4	4
29	3	5	5	5	3	3	3	3	3
30	4	5	4	4	4	4	4	4	3
31	4	5	5	3	3	4	4	2	3
32	5	5	4	4	4	4	4	4	5
33	5	5	5	3	3	3	3	2	5
34	3	5	5	3	3	3	4	4	5
35	4	5	5	3	3	3	2	2	4
36	4	5	5	5	5	5	5	5	4
37	4	3	3	3	3	3	3	4	4
38	5	2	3	3	3	3	4	4	4
39	3	4	3	3	3	3	3	3	4
40	3	5	5	2	3	3	4	3	3
41	4	2	2	4	4	4	4	4	4
42	4	5	5	5	5	5	5	5	4
43	4	5	4	4	4	4	4	4	3
44	4	5	4	3	3	3	3	3	4
45	4	5	4	2	2	3	3	4	4
46	4	4	4	4	4	4	4	4	4

No	KI14	KH15	KH16	KH17	KH18	KH19	KH20	KH21	SA22
47	4	4	4	3	2	2	3	2	4
48	4	3	3	5	4	4	4	4	4
49	4	4	4	2	3	3	3	2	4
50	4	5	3	3	3	3	3	3	2
51	3	4	5	3	2	2	2	2	4
52	3	5	5	2	2	2	4	2	4
53	5	5	5	3	3	3	3	3	4
54	4	3	4	4	4	4	4	4	4
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56	4	4	4	4	4	4	4	4	4
57	3	3	3	3	5	3	3	3	3
58	3	4	3	3	4	5	4	3	5
59	3	3	3	3	2	2	5	5	2
60	4	4	4	4	3	3	3	3	4
61	3	3	3	3	2	2	5	3	3
62	4	4	4	4	4	3	2	3	3
63	4	4	4	4	3	4	2	3	5
64	5	5	5	5	3	3	3	3	2
65	5	5	5	5	4	5	4	3	4
66	5	5	5	5	5	5	4	2	5
67	3	3	3	3	3	4	4	2	3
68	4	4	4	4	3	2	4	2	4
69	4	4	4	4	4	4	4	4	3
70	4	4	4	4	2	3	5	5	5
71	4	4	4	4	5	4	5	5	4
72	5	5	5	5	4	3	2	2	5
73	4	4	4	4	2	3	5	4	4
74	5	5	5	5	2	3	3	4	4
75	4	4	4	4	3	3	4	5	3
76	4	4	4	4	2	3	5	3	3
77	4	4	4	4	2	4	5	4	4
78	4	4	4	4	4	3	3	3	5
79	4	4	4	4	4	5	4	4	4
80	4	4	4	4	3	3	4	4	4
81	4	4	4	4	3	3	4	4	4
82	4	4	3	4	3	3	3	3	3
83	4	4	4	4	4	5	4	4	4
84	4	4	4	4	4	2	3	3	4
85	4	4	4	4	3	5	3	5	3
86	4	4	4	4	3	2	4	4	4
87	4	4	4	4	2	4	5	5	4

No	KI14	KH15	KH16	KH17	KH18	KH19	KH20	KH21	SA22
88	4	4	4	4	4	2	3	4	3
89	4	4	4	4	3	2	4	3	4
90	5	5	5	5	3	4	2	4	4
91	4	4	4	4	5	3	2	3	4
92	5	5	5	5	5	3	4	2	4
93	3	3	3	3	2	3	3	4	3
94	4	4	4	4	2	2	4	5	3
95	3	3	3	3	4	3	3	2	3
96	4	4	4	4	4	4	3	4	4
97	4	4	4	4	3	4	4	5	5
98	4	4	4	4	4	5	3	4	4
99	4	4	4	4	2	3	4	3	4
100	3	3	3	3	3	5	4	5	3
101	4	4	4	4	3	4	3	3	3
102	5	5	5	5	5	5	3	3	5
103	4	4	4	4	2	2	2	4	4
104	5	5	5	5	3	3	4	3	5
105	5	5	5	5	5	5	5	5	5
106	4	4	4	4	2	2	4	3	4
107	4	4	4	4	3	3	3	3	4
108	5	5	5	5	4	2	2	3	3
109	4	4	4	4	2	5	4	5	2
110	3	3	3	3	3	3	4	3	3
111	3	5	5	2	2	4	4	3	4
112	4	3	3	3	3	3	3	3	4
113	5	2	4	4	4	4	2	4	4
114	5	3	5	3	3	5	3	5	4
115	4	4	4	4	4	3	3	3	3
116	5	5	5	3	3	3	3	4	5
117	4	3	5	2	2	2	5	3	4
118	4	5	4	3	4	3	3	4	4
119	4	4	4	4	3	4	3	3	3
120	4	5	5	3	2	5	3	4	3
121	4	4	4	4	3	3	3	3	4
122	5	3	4	4	5	3	5	3	5
123	4	3	3	3	5	2	5	4	3
124	5	5	5	3	5	5	5	5	4
125	4	5	5	3	3	4	3	3	4
126	3	4	5	3	2	4	2	4	4
127	4	5	5	2	2	4	2	5	4
128	3	3	3	3	2	3	3	3	3

No	KI14	KH15	KH16	KH17	KH18	KH19	KH20	KH21	SA22
129	4	5	4	2	2	4	3	4	3
130	3	5	4	3	2	3	3	3	4
131	5	2	5	2	2	5	5	2	5
132	5	3	5	3	5	3	5	4	5
133	4	5	5	3	3	3	3	5	4
134	5	5	5	2	3	4	3	4	4
135	5	2	4	3	3	4	2	2	5
136	4	5	5	3	3	5	3	3	5
137	4	4	5	2	2	2	2	3	3
138	3	5	4	2	2	3	4	3	4
139	4	2	3	2	2	3	2	2	3
140	4	4	3	4	3	4	2	2	4
141	3	4	4	2	2	4	2	3	2
142	4	4	5	5	4	5	5	4	4
143	4	5	4	3	2	4	2	4	2
144	3	5	4	3	3	5	2	5	2
145	5	3	2	4	4	2	2	2	4
146	4	4	3	4	3	4	2	3	3
147	4	5	5	2	2	2	3	5	5
148	4	5	5	2	2	3	4	3	4
149	5	2	2	2	5	2	2	2	5
150	4	4	4	3	2	4	2	3	4
151	3	4	3	3	2	4	4	2	3
152	4	5	4	5	3	4	2	3	5
153	4	5	2	5	2	5	2	2	2
154	5	5	5	2	3	3	4	5	5
155	4	3	3	3	4	2	2	2	3
156	4	4	2	4	4	5	2	3	3
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159	4	5	5	2	4	5	2	5	4
160	5	3	4	5	4	4	4	3	4
161	4	5	4	2	2	4	2	4	4
162	4	5	5	3	2	5	2	5	4
163	3	4	5	2	4	4	4	4	4
164	4	2	3	3	4	4	2	4	3
165	4	3	3	3	3	3	3	3	5
166	5	5	4	3	3	5	2	4	5
167	3	5	4	3	3	3	2	2	4
168	4	2	3	4	4	2	5	2	4
169	4	5	3	3	3	4	3	3	4

No	KI14	KH15	KH16	KH17	KH18	KH19	KH20	KH21	SA22
170	4	4	4	2	2	2	3	4	4
171	4	5	3	4	2	4	2	3	4
172	4	4	4	3	4	3	3	3	3
173	4	5	4	2	2	3	3	4	4
174	3	3	3	3	2	4	2	4	4
175	4	5	3	4	3	4	2	4	4
176	5	4	4	3	3	4	3	5	4
177	4	4	3	3	4	3	3	3	4
178	4	5	2	4	3	4	3	5	4
179	4	3	3	3	4	3	3	3	3
180	4	5	5	3	2	4	2	2	3

No	SA23	SA24	KR25	KR26	KR27	KR28	NB29	NB30	NB31
1	5	5	5	5	5	5	5	5	5
2	5	4	5	5	3	4	5	4	3
3	5	5	4	5	4	5	5	5	4
4	4	4	3	2	2	3	3	3	4
5	5	4	5	4	5	5	5	4	4
6	4	5	5	3	3	4	4	5	5
7	5	5	5	5	5	5	5	5	4
8	4	4	4	2	3	3	4	5	5
9	4	4	5	5	5	4	4	4	4
10	4	4	2	4	4	4	4	4	4
11	4	4	2	4	4	2	4	4	3
12	4	4	3	3	3	3	4	4	3
13	3	4	3	4	3	3	2	4	4
14	4	4	4	4	4	4	4	4	4
15	5	5	2	5	5	5	5	5	5
16	5	4	3	2	2	3	4	4	2
17	3	3	2	3	3	3	4	5	5
18	4	4	3	4	4	3	4	4	4
19	4	4	3	3	3	3	4	4	3
20	5	2	5	2	2	2	5	5	5
21	5	4	4	3	3	3	5	5	5
22	3	3	4	2	2	3	4	4	4
23	4	4	3	3	3	4	4	4	4
24	3	3	3	2	2	2	4	4	3
25	4	4	2	3	2	3	4	4	3
26	3	3	4	3	4	3	4	4	3
27	5	3	5	3	3	3	3	4	3
28	5	3	3	3	3	3	3	4	4

No	SA23	SA24	KR25	KR26	KR27	KR28	NB29	NB30	NB31
29	3	3	3	3	4	4	4	4	4
30	5	4	2	3	3	3	5	5	5
31	4	4	3	3	3	3	4	4	2
32	5	5	4	4	4	4	5	5	5
33	5	5	3	5	5	5	5	5	5
34	5	5	5	5	5	5	4	4	4
35	2	3	3	4	5	5	5	5	5
36	4	5	5	5	4	5	5	5	5
37	3	4	4	3	3	3	3	3	3
38	4	4	3	3	4	4	5	5	4
39	4	4	3	3	3	3	3	3	3
40	3	3	4	4	4	3	3	3	3
41	4	4	4	3	4	4	4	4	4
42	4	5	5	5	4	5	5	5	5
43	4	4	3	3	3	3	5	5	5
44	4	4	4	3	3	3	3	4	4
45	3	2	3	2	2	2	4	5	5
46	4	4	4	4	4	4	4	4	4
47	4	3	2	2	2	3	4	4	4
48	4	4	3	3	3	3	3	3	2
49	4	4	2	3	3	3	2	3	2
50	4	5	3	2	3	3	3	3	3
51	4	4	3	4	4	3	4	4	4
52	4	3	4	4	4	4	3	3	3
53	4	4	4	4	4	4	4	4	4
54	4	4	3	4	4	4	5	5	5
55	4	4	5	3	4	3	4	4	4
56	4	4	4	4	4	4	4	4	4
57	5	5	3	3	3	3	4	4	4
58	4	4	5	4	4	4	4	5	5
59	3	3	2	2	3	3	5	5	5
60	4	4	5	4	4	4	5	5	5
61	4	3	5	3	5	4	3	3	3
62	5	4	3	3	3	3	5	5	5
63	4	5	4	5	4	4	4	5	5
64	4	4	2	2	2	2	4	4	4
65	4	4	3	3	3	3	4	5	4
66	4	4	4	5	5	5	5	5	5
67	4	4	3	2	2	3	2	3	3
68	4	4	4	2	2	2	4	4	4
69	4	3	4	4	4	3	4	3	3

No	SA23	SA24	KR25	KR26	KR27	KR28	NB29	NB30	NB31
70	5	5	2	4	4	2	5	5	5
71	4	3	5	2	4	4	4	4	4
72	5	4	5	4	4	4	5	5	5
73	4	4	3	2	2	2	4	4	4
74	4	4	4	4	4	4	3	3	2
75	4	3	2	3	3	3	4	4	4
76	4	4	3	2	2	2	2	2	2
77	5	5	5	5	5	4	3	4	3
78	5	5	5	5	5	5	3	3	3
79	3	4	4	4	4	4	4	4	4
80	4	4	4	4	4	4	4	4	4
81	5	4	3	3	3	3	5	5	4
82	4	3	3	3	3	3	4	4	4
83	4	4	4	5	4	4	5	4	5
84	4	4	4	2	2	2	4	4	4
85	5	5	3	2	3	3	3	2	2
86	4	3	2	2	2	2	4	4	4
87	4	4	4	4	4	5	3	4	3
88	3	3	4	3	4	3	4	3	3
89	5	4	4	4	4	3	5	5	5
90	5	5	4	2	5	4	4	5	5
91	4	4	5	5	5	5	5	5	5
92	4	4	3	2	2	2	4	5	5
93	3	3	3	3	3	3	4	2	2
94	4	4	2	4	3	3	3	4	4
95	3	4	3	3	4	4	3	4	4
96	4	4	4	4	4	3	3	4	4
97	4	5	3	5	4	4	4	3	5
98	4	3	5	5	5	4	5	4	3
99	4	3	4	2	2	3	3	3	3
100	4	3	3	4	3	3	3	3	3
101	3	3	4	3	3	3	4	4	3
102	5	5	5	5	5	5	5	5	5
103	4	4	2	2	2	2	2	2	2
104	5	5	3	5	5	5	5	2	3
105	5	5	5	5	5	5	5	5	5
106	4	4	5	4	5	5	4	4	5
107	4	4	2	2	2	3	3	3	3
108	5	5	3	5	5	5	5	5	2
109	5	5	3	2	3	3	3	2	2
110	3	3	3	3	3	3	3	3	4

No	SA23	SA24	KR25	KR26	KR27	KR28	NB29	NB30	NB31
111	4	4	5	2	2	2	3	3	3
112	4	4	3	3	4	3	5	4	4
113	5	5	3	3	2	4	5	5	5
114	5	5	5	5	3	5	5	5	5
115	4	5	3	2	4	4	5	5	5
116	5	5	5	5	5	5	5	5	5
117	4	4	3	3	3	3	2	2	2
118	4	4	3	3	3	3	5	5	5
119	4	4	3	3	3	2	4	4	4
120	4	4	4	4	5	4	4	5	4
121	4	4	2	4	3	3	4	4	4
122	5	5	5	5	5	5	5	5	5
123	3	3	2	3	3	3	3	3	5
124	5	5	5	5	5	5	5	5	5
125	5	5	5	4	3	4	4	4	3
126	4	4	3	3	4	2	3	4	3
127	4	3	3	3	3	3	2	3	2
128	4	4	2	3	3	3	3	3	3
129	5	3	4	4	4	3	4	4	5
130	4	4	5	4	4	4	4	3	3
131	5	5	5	5	5	5	5	2	2
132	5	5	4	5	5	4	5	5	5
133	4	3	5	5	5	5	3	3	2
134	4	4	2	3	3	3	4	4	3
135	5	5	3	3	3	4	4	5	5
136	5	5	5	3	2	5	4	4	5
137	4	4	3	3	3	4	3	4	2
138	3	3	3	3	3	3	3	3	2
139	3	4	3	4	3	4	4	4	4
140	4	4	4	4	4	4	4	5	5
141	3	3	3	3	3	3	4	4	5
142	4	5	5	5	5	4	5	5	5
143	5	5	4	4	4	4	4	4	4
144	3	2	4	2	2	2	4	4	3
145	4	4	3	2	2	3	5	5	5
146	4	4	3	3	4	2	4	5	2
147	4	4	4	4	4	4	3	2	2
148	4	4	5	4	4	4	4	4	3
149	5	5	5	2	2	2	5	5	5
150	4	3	3	4	5	5	4	4	3
151	3	3	3	3	3	3	3	3	3

No	SA23	SA24	KR25	KR26	KR27	KR28	NB29	NB30	NB31
152	4	5	5	4	4	4	5	5	4
153	3	3	2	4	4	3	5	5	3
154	5	4	5	3	3	3	3	3	2
155	4	4	2	2	3	3	4	4	4
156	4	4	2	2	3	5	5	5	5
157	3	2	3	3	4	4	4	4	2
158	4	2	5	2	2	2	2	3	2
159	4	4	4	4	4	5	3	4	4
160	5	5	3	3	4	3	4	4	3
161	5	4	2	4	4	4	4	4	4
162	4	4	4	3	3	3	4	4	2
163	4	4	5	3	3	3	5	4	4
164	3	3	4	4	4	4	4	5	5
165	5	5	5	5	5	5	4	4	5
166	5	5	4	2	2	2	4	4	5
167	4	3	4	4	4	4	4	5	5
168	4	4	3	4	4	4	2	4	2
169	4	4	4	4	4	4	4	4	3
170	4	4	5	5	5	5	4	4	4
171	4	4	3	3	3	3	4	4	4
172	4	3	3	3	3	3	3	4	4
173	4	4	3	4	4	3	3	3	3
174	4	4	2	3	3	3	4	4	5
175	4	5	5	5	5	5	3	4	4
176	3	4	5	4	3	4	4	4	3
177	4	4	3	3	3	3	4	4	4
178	5	5	2	2	2	2	5	5	5
179	2	4	4	4	4	4	3	4	4
180	5	4	2	4	4	4	3	5	5