

DAFTAR PUSTAKA

- 11 *Produk Avoskin Terlaris: Rekomendasi Skincare Lokal*. (2022, February 25). Tokopedia Blog. <https://www.tokopedia.com/blog/top-skincare-avoskin-terlaris-bty/>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, 22(5), 453–474. [https://doi.org/10.1016/0022-1031\(86\)90045-4](https://doi.org/10.1016/0022-1031(86)90045-4)
- Alam, S. S., Wang, C.-K., Masukujjaman, M., Ahmad, I., Lin, C.-Y., & Ho, Y.-H. (2023). Buying Behaviour towards Eco-Labelled Food Products: Mediation Moderation Analysis. *Sustainability*, 15(3), 2474. <https://doi.org/10.3390/su15032474>
- Amalia, F. R., & Darmawan, A. (2023). Exploring consumer purchase intention towards cruelty-free personal care products in Indonesia. *Cleaner and Responsible Consumption*, 11, 100136. <https://doi.org/10.1016/j.clrc.2023.100136>
- Andini, N. S. (2024, June 20). *Compas Market Insight Dashboard: Tren Penjualan Kategori Paket Kecantikan pada Periode Q1 2024 - Kompas*. <https://kompas.co.id/article/tren-penjualan-paket-kecantikan-periode-q1-2024/>
- Anh, T. L., & To, T. N. (2020). Consumer purchasing behaviour of organic food in an emerging market. *International Journal of Consumer Studies*, 44(6), 563–573. <https://doi.org/10.1111/ijcs.12588>
- Bakr, Y., Al-Bloushi, H., & Mostafa, M. (2022). Consumer Intention to Buy Plant-Based Meat Alternatives: A Cross-Cultural Analysis. *Journal of International Consumer Marketing*. <https://www.tandfonline.com/doi/abs/10.1080/08961530.2022.2122103>
- Bonifacio, R. A. M., Bauí, A. F. G., Uy, M. Y. T. C., Bandojo, A. J., & Etrata Jr., A. E. (2024). Generation Z's Purchasing Intention of Cruelty-free Cosmetic Products: The Moderating Role of Environmental and Animal Welfare Concerns. *International Business Education Journal*, 17(1), 118–132. <https://doi.org/10.37134/ibej.Vol17.1.10.2024>
- Boukis, A., Christodoulides, G., Semaan, R. W., & Stathopoulou, A. (2024). What drives consumers towards shared luxury services? A comparison of sequential versus simultaneous sharing. *Journal of Business Research*, 177, 114634. <https://doi.org/10.1016/j.jbusres.2024.114634>
- BrandDoctors. (2025). *Waspada Kosmetik Ilegal: BPOM Temukan Produk Kosmetik Ilegal Senilai Rp8,91 Miliar di Akhir 2024 | Badan Pengawas Obat dan Makanan*. <https://www.pom.go.id>

- Chang, M.-Y., & Chen, H.-S. (2022). Consumer Attitudes and Purchase Intentions in Relation to Animal Welfare-Friendly Products: Evidence from Taiwan. *Nutrients*, 14(21), 4571. <https://doi.org/10.3390/nu14214571>
- Chin, W. W., & Todd, P. A. (1995). On the Use, Usefulness, and Ease of Use of Structural Equation Modeling in MIS Research: A Note of Caution. *MIS Quarterly*, 19(2), 237. <https://doi.org/10.2307/249690>
- Compas.co.id. (2022, November 1). *10 Brand Skincare Lokal Terlaris di E-Commerce—Kompas*. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Curth, M., Falcão, R. F., Dantas, Í. J. D. M., & Monticelli, J. M. (2024). Antecedents of Purchase Intention For Cruelty Free Cosmetics. *Revista de Gestão Social e Ambiental*, 18(10), e07705. <https://doi.org/10.24857/rgsa.v18n10-024>
- Dewi, W. W. A., & Avicenna, F. (2020). Social Media Marketing: Consumer Behavior on The Cruelty Free Concern of Beauty Brand. *Jurnal Ilmu Komunikasi*, 17(1), 95. <https://doi.org/10.31315/jik.v17i1.2379>
- Dodanwala, K. L., & Weerasekera, S. (2023). The impact of westernisation on the purchase intention of cruelty-free products: A study based on the Sri Lankan cosmetic market. *South Asian Journal of Marketing*, 5(2), 131–148. <https://doi.org/10.1108/SAJM-01-2023-0006>
- Dwiyanto, A. (2023). Statistika deskriptif: Pengertian, fungsi dan jenisnya. *Journal Electrical Engineering Nusa Putra University*, 1–5.
- Every post has its own story: Review Avoskin Your Skin Bae Vitamin C Toner dan Serum. (2022, March 16). Shintadwia.Com. <https://www.shintadwia.com/2022/03/review-avoskin-your-skin-bae-vitamin-c.html>
- Fazio, R. H. (1990). Multiple Processes by which Attitudes Guide Behavior: The Mode Model as an Integrative Framework. In *Advances in Experimental Social Psychology* (Vol. 23, pp. 75–109). Elsevier. [https://doi.org/10.1016/S0065-2601\(08\)60318-4](https://doi.org/10.1016/S0065-2601(08)60318-4)
- Fishbein, M., & Ajzen, I. (2015). *Predicting and Changing Behavior* (0 ed.). Psychology Press. <https://doi.org/10.4324/9780203838020>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39. <https://doi.org/10.2307/3151312>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares Konsep Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0*.
- Gould, S. J. (1988). Consumer Attitudes Toward Health and Health Care: A Differential Perspective. *Journal of Consumer Affairs*, 22(1), 96–118. <https://doi.org/10.1111/j.1745-6606.1988.tb00215.x>
- Grappe, C. G., Lombart, C., Louis, D., & Durif, F. (2021). “Not tested on animals”: How consumers react to cruelty-free cosmetics proposed by manufacturers and retailers? *International Journal of Retail & Distribution Management*, 49(11), 1532–1553. <https://doi.org/10.1108/IJRDM-12-2020-0489>
- Grazzini, L., Aiello, G., & Vollero, A. (2021). Unveiling the power of Generation Z: attitudes, purchase intention and word of mouth for fashion brands.

- Journal of Fashion Marketing and Management: An International Journal*, 25(4), 665–682.
- Grubb, E. L., & Grathwohl, H. L. (1967). Consumer Self-Concept, Symbolism and Market Behavior: A Theoretical Approach. *Journal of Marketing*, 31(4), 22–27. <https://doi.org/10.1177/002224296703100405>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2017). Partial Least Squares Structural Equation Modeling. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Handbook of Market Research* (pp. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Hassan, H. M. K., Quader, M. S., & Aktar, S. (2022). The Role of Perceived Value and Green Consumption Attitude on Purchase Intention of Eco-Bag: A Study on Young Consumers. *Jurnal Pengurusan*, 65. <https://doi.org/10.17576/pengurusan-2022-65-03>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92–101. <https://doi.org/10.1177/002224298204600314>
- Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: The mediating role of attitude towards advertising. *Cogent Business & Management*, 9(1), 2095950. <https://doi.org/10.1080/23311975.2022.2095950>
- Ho, R. C., & Amin, M. (2023). Exploring the role of commitment in potential absorptive capacity and its impact on new financial product knowledge: A social media banking perspective. *Journal of Financial Services Marketing*, 28(3), 585–598. <https://doi.org/10.1057/s41264-022-00168-7>
- <https://www.marketresearchfuture.com>, M. R. F. (n.d.). *Cruelty-Free Cosmetics Market Size, Share, Trends Analysis, 2034*. Retrieved March 14, 2025, from <https://www.marketresearchfuture.com/reports/cruelty-free-cosmetics-market-3825>
- Iqbal, J., Yu, D., Zubair, M., Rasheed, M. I., Khizar, H. M. U., & Imran, M. (2021). Health Consciousness, Food Safety Concern, and Consumer Purchase Intentions Toward Organic Food: The Role of Consumer Involvement and Ecological Motives. *Sage Open*, 11(2), 21582440211015727. <https://doi.org/10.1177/21582440211015727>

- Jin, X., Fu, K., & Omar, A. (2024). *Influence of environmental knowledge and product knowledge on purchase intention towards upcycled clothing in China*. 16(4).
- Kusmaryono, I., Wijayanti, D., & Maharani, H. R. (2022). Number of Response Options, Reliability, Validity, and Potential Bias in the Use of the Likert Scale Education and Social Science Research: A Literature Review. *International Journal of Educational Methodology*, 8(4), 625–637. <https://doi.org/10.12973/ijem.8.4.625>
- Li, L., Wang, Z., Li, Y., & Liao, A. (2021). Impacts of consumer innovativeness on the intention to purchase sustainable products. *Sustainable Production and Consumption*, 27, 774–786. <https://doi.org/10.1016/j.spc.2021.02.002>
- Liang, A. R.-D., & Lim, W.-M. (2020). Why do consumers buy organic food? Results from an S–O–R model. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 394–415. <https://doi.org/10.1108/APJML-03-2019-0171>
- Lubis, M., Harahap, M. B., Ginting, M. H. S., Sebayang, A. T., Chandra, T., Wangi, Y., & Jose. (2020). Mechanical, SEM and FTIR characteristics of bioplastics from mango seed starch with nanoparticle zinc oxide as filler and ethylene glycol as plasticizers. *IOP Conference Series: Materials Science and Engineering*, 1003(1), 012122. <https://doi.org/10.1088/1757-899X/1003/1/012122>
- Magano, J., Au-Yong-Oliveira, M., Ferreira, B., & Leite, Â. (2022). A Cross-Sectional Study on Ethical Buyer Behavior towards Cruelty-Free Cosmetics: What Consequences for Female Leadership Practices? *Sustainability*, 14(13), 7786. <https://doi.org/10.3390/su14137786>
- Maharani, M. Z. (2024). *Analisis Sentimen Positif Terhadap Avoskin sebagai Eco Friendly Brand di Media Sosial X dan TikTok*.
- Mrad, M., Karimi, S., Tóth, Z., & Christodoulides, G. (2022). Elite luxury experiences: Customer and managerial perspectives. *Journal of Marketing Management*, 38(13–14), 1339–1368. <https://doi.org/10.1080/0267257X.2022.2078860>
- Mulyadi, E., Wibisono, A., & Herli, M. (2021). Penerapan Metode SEM (STRUCTURAL EQUATION MODEL) Dalam Aplikasi Bidang Pendidikan, Sosial, dan Kesehatan. *Jurnal Pengabdian Masyarakat*, 2(2)(35–39). <https://www.jurnal.stikeswilliambooth.ac.id/index.php/pengabmas/article/view/292>
- Nagaraj, S. (2021). Role of consumer health consciousness, food safety & attitude on organic food purchase in emerging market: A serial mediation model. *Journal of Retailing and Consumer Services*, 59, 102423. <https://doi.org/10.1016/j.jretconser.2020.102423>
- Natural Cosmetics—Indonesia | Statista Market Forecast*. (2025). Statista. <http://frontend.xmo.prod.aws.statista.com/outlook/cmo/beauty-personal-care/cosmetics/natural-cosmetics/indonesia>
- Nikmatur, B. (2023, November 28). *Sederet Brand Kosmetik Ini Pakai Hewan Sebagai Kelinci Percobaan—Malang Times*. *Jatim TIMES*.

- <https://www.malangtimes.com/baca/301214/20231128/052400/sederet-brand-kosmetik-ini-pakai-hewan-sebagai-kelinci-percobaan>
- Nurramidhan, A. R., Annisa, A. N., Alfiah, N. A., Maharani, R. R. S. P., Nasution, B. R., & Kartika, L. (2023). *Green Marketing Strategy for Cosmetic and Skincare Products – FEM – IPB University*. <https://fem.ipb.ac.id/strategi-pemasaran-hijau-produk-kosmetik-dan-skincare/>
- Pacho, F. (2020). What influences consumers to purchase organic food in developing countries? *British Food Journal*, 122(12), 3695–3709. <https://doi.org/10.1108/BFJ-01-2020-0075>
- Paramitha, N. (2021). *Apa Beda Label Cruelty Free dan No Animal Testing? Kalau Leaping Bunny dan Vegan? Yuk, Cari Tahu di Sini—Beauty Journal*. <https://www.beautyjournal.id/article/label-cruelty-free-no-animal-testing>
- Parveen, A., & Chaudhary, R. (2025). Do Attitude and Subjective Norm Mediate the Relationship Between Social Media e-WOM and Green Purchase Intention? An Empirical Investigation Using PLS-SEM. *Vikalpa: The Journal for Decision Makers*, 02560909241297015. <https://doi.org/10.1177/02560909241297015>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Philippe, A., & Ngobo, P. V. (1999). Assessment of consumer knowledge and its consequences: A multi-component approach. *Advances in Consumer Research*, 26(4), 569–575.
- Rhomadona, L. (2023, May 16). *Membangun Citra Positif pada Produk Avoskin Melalui Campaign terhadap Lingkungan Alam dan Bumi—Kompasiana.com*. <https://www.kompasiana.com/laailyrhomadona1731/6463a9185479c34f44192d72/membangun-citra-positif-pada-produk-avoskin-melalui-campaign-terhadap-lingkungan-alam-dan-bumi>
- Roddy, G., Cowan, C. A., & Hutchinson, G. (1996). Consumer Attitudes and Behaviour to Organic Foods in Ireland. *Journal of International Consumer Marketing*, 9(2), 41–63. https://doi.org/10.1300/J046v09n02_03
- Rustam, A., Wang, Y., & Zameer, H. (2020). Environmental awareness, firm sustainability exposure and green consumption behaviors. *Journal of Cleaner Production*, 268, 122016. <https://doi.org/10.1016/j.jclepro.2020.122016>
- Samiee, S., & Chabowski, B. R. (2021). Knowledge structure in product- and brand origin-related research. *Journal of the Academy of Marketing Science*, 49(5), 947–968. <https://doi.org/10.1007/s11747-020-00767-7>
- Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS: a software review. *Journal of Marketing Analytics*, 7(3), 196–202. <https://doi.org/10.1057/s41270-019-00058-3>
- Schahn, J., & Holzer, E. (1990). Studies of Individual Environmental Concern: The Role of Knowledge, Gender, and Background Variables. *Environment and Behavior*, 22(6), 767–786. <https://doi.org/10.1177/0013916590226003>

- Schindler, P. (2021). *Business Research Methods ISE (14th ed.)*. McGraw-Hill Higher Education (International).
<https://bookshelf.vitalsource.com/books/9781264364541>
- Sekaran, U., & Bougie, R. (2019). *Research Methods For Business: A Skill Building Approach*. Wiley Global Education US.
[https://bookshelf.vitalsource.com/reader/books/9781264364541/epubcfi/6/2\[%3Bvnd.vst.idref%3Dcover\]!/4/2](https://bookshelf.vitalsource.com/reader/books/9781264364541/epubcfi/6/2[%3Bvnd.vst.idref%3Dcover]!/4/2)
- Setiawati, R., & Mastarida, F. (2023). *Understanding Social Media Marketing to Emotional Experience: Self-congruence Theory Perspective*.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shimul, A. S., Cheah, I., & Khan, B. B. (2021). Investigating female shoppers' attitude and purchase intention towards green cosmetics in South Africa. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3892057>
- Singh, S. (2025, April). *Cruelty-Free Cosmetics Market Size, Share, Trends Analysis, 2034*. <https://www.marketresearchfuture.com/reports/cruelty-free-cosmetics-market-3825>
- Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Suryaratna, G. N. (2024, November 1). Tren Cruelty Free dan Standarnya di Industri Kecantikan • Indocare B2B. *Indocare B2B*. <https://indocareb2b.com/tren-cruelty-free-di-industri-kecantikan/>
- Taherdoost, H. (2019). What is the Best Response Scale for Survey and Questionnaire Design; Review of Different Lengths of Rating Scale/Attitude Scale/Likert Scale. *International Journal of Academic Research in Management*, 8(1), 1-10. <https://doi.org/DOI:10.2139/ssrn.3588606>
- Tamar, M., Wirawan, H., Arfah, T., & Putri, R. P. S. (2020). Predicting pro-environmental behaviours: The role of environmental values, attitudes and knowledge. *Management of Environmental Quality: An International Journal*, 32(2), 328–343. <https://doi.org/10.1108/MEQ-12-2019-0264>
- Villena-Alarcón, E., & Zarauza-Castro, J. (2024). El papel de los influencers en la comunicación de productos cruelty-free en Instagram: Un estudio exploratorio sobre el impacto de la sostenibilidad en la industria de la belleza. *Revista de Comunicación*, 23(2), 363–382. <https://doi.org/10.26441/RC23.2-2024-3588>
- Wang, J., Li, C., Wu, J., & Zhou, G. (2023). Research on the Adoption Behavior Mechanism of BIM from the Perspective of Owners: An Integrated Model of TPB and TAM. *Buildings*, 13(7), 1745. <https://doi.org/10.3390/buildings13071745>
- Wu, M.-J., Zhao, K., & Fils-Aime, F. (2022). Response rates of online surveys in published research: A meta-analysis. *Computers in Human Behavior Reports*, 7, 100206. <https://doi.org/10.1016/j.chbr.2022.100206>

- Wuisan, E. C., & Febuadi, A. (2022). Consumers' Attitude towards the Cruelty-Free Label on Cosmetic and Skincare Products and Its Influence on Purchase Intention. *Journal of Marketing Innovation (JMI)*, 2(2). <https://doi.org/10.35313/jmi.v2i2.35>
- Yilmazel, S. E. (2023). Determining consumers' intent to purchase organic foods in emerging market: Price perception affect in moderated mediation model. *International Review on Public and Nonprofit Marketing*, 20(4), 739–757. <https://doi.org/10.1007/s12208-022-00353-3>
- Yimer, A. M., Dessie, T. S., Oumer, S. H., & Ali, M. Y. (2023). Factors influencing consumers purchase intention during Covid-19 pandemic in the case of Dessie Town, Ethiopia. *Future Business Journal*, 9(1), 82. <https://doi.org/10.1186/s43093-023-00238-9>
- Zhao, J., Feng, S., & Hu, Y. (2022). Two-Sample Hypothesis Test for Functional Data. *Mathematics*, 10(21), 4060. <https://doi.org/10.3390/math10214060>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>
- Zhu, H. L., & Huang, L. H. (2021). Digital Transformation and Management of Enterprises: Research Framework and Prospects. *Journal of Management Science*, 24(26–35).
- Zulkifli, Z. A., & Naharuddin, I. (2023). *Keadaan Terkini Pengujian Hewan untuk Kosmetik di Indonesia, Malaysia, dan Singapura*. Faunalytics. <https://faunalytics.org/the-current-state-of-animal-testing-for-cosmetics-in-indonesia-malaysia-and-singapore-indonesian/>

LAMPIRAN

Lampiran 1. Kuesioner Google Formulir



Menentukan *Purchase Intention* Pada Produk *Cruelty-Free* Berdasarkan Nilai Personal: Dimediasi oleh *Attitude*

Hello 🌟
Perkenalkan saya Domitilla Meylana Titis Antori dari Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian dengan topik **Menentukan *Purchase Intention* Pada Produk *Cruelty-Free* Berdasarkan Nilai Personal: Dimediasi oleh *Attitude*.**

Pada survey ini, kami memerlukan responden dengan kriteria berikut:

1. Menggunakan produk skincare Avoskin
2. Memperhatikan label *Cruelty-Free* pada produk skincare Avoskin

Apabila Anda termasuk dalam 2 kriteria tersebut, saya mohon kesediaan Anda untuk mengisi survey berikut dengan jujur, cermat, dan teliti sesuai dengan opini pribadi Anda. Hasil atau data pengisian survey digunakan dengan kepentingan akademik dan penelitian semata, sehingga akan dijaga kerahasiaannya dan tidak akan disalahgunakan untuk kepentingan lainnya.

Terima kasih atas kesediaan Anda dalam mengisi survey 🌟
Domitilla Meylana Titis Antori

work.antorititis@gmail.com [Switch account](#)
Not shared



Menentukan *Purchase Intention* Pada Produk *Cruelty-Free* Berdasarkan Nilai Personal: Dimediasi oleh *Attitude*

work.antorititis@gmail.com [Switch account](#)
Not shared

* Indicates required question

Pertanyaan: Kriteria Responden

Mohon dapat mengisi pertanyaan berikut untuk kesesuaian responden yang dibutuhkan

Apakah anda pernah menggunakan produk *Cruelty-Free* dari Skincare Avoskin? *

☐ Ya
☐ Tidak

Data Responden

Pada bagian ini responden diminta untuk **mengisi data diri** terkait dengan faktor demografi, pengeluaran (Rp) untuk Skincare dalam kurun waktu satu bulan, intensitas penggunaan atau pembelian produk Skincare Avoskin dalam setahun terakhir, dan seberapa familiar dengan konsep produk bebas uji hewan (*cruelty-free*).

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Usia *

☐ < 18 tahun

☐ 18-23 tahun

☐ 24-29 tahun

☐ 30-35 tahun

☐ > 35 tahun

Pendidikan yang sedang ditempuh saat ini *

☐ SMA/SMK

☐ D1/D2/D3

☐ S1

☐ S2

☐ S3

Pekerjaan *

☐ Pelajar / Mahasiswa

☐ Pegawai Swasta

☐ PNS

☐ Wiraswasta

☐ Freelancer

☐ Lainnya

Rata-rata pendapatan Anda (per bulan) *

☐ < Rp 500.000

☐ Rp 500.000 - Rp 1.000.000

☐ Rp 1.000.000 - Rp 5.000.000

☐ Rp 5.000.000 - Rp 10.000.000

☐ > Rp 10.000.000

Domisili (berdasarkan Provinsi / Kota) *

Pilih
▼

Rata-rata pengeluaran Skincare Anda dalam kurun waktu satu bulan? *

☐ < Rp 500.000

☐ Rp 500.000 - Rp 1.000.000

☐ Rp 1.000.000 - Rp 5.000.000

☐ Rp 5.000.000 - Rp 10.000.000

☐ > Rp 10.000.000

Seberapa sering Anda menggunakan atau membeli produk Skincare Avoskin dalam satu tahun terakhir (2024-2025)? *

☐ < 3 kali

☐ 3-5 kali

☐ 6-8 kali

☐ > 8 kali

Seberapa familiar Anda dengan konsep produk skincare berbasis bebas uji hewan (*cruelty-free*)? *

1234567

Tidak Familiar ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Familiar

Kembali
Berikutnya
Kosongkan formulir

Sikap (Attitude)

Sikap (Attitude) menggambarkan evaluasi, perasaan, dan kecenderungan seseorang yang secara relatif konsisten terhadap suatu objek atau gagasan.

Berikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup Tidak Setuju

4 = Netral

5 = Cukup Setuju

6 = Setuju

7 = Sangat Setuju

Saya merasa senang saat membeli produk *cruelty-free* dari Skincare Avoskin. *

1234567

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memiliki pandangan positif terhadap diri saya ketika membeli produk *cruelty-free* dari Skincare Avoskin. *

1234567

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berpikir bahwa menggunakan produk *cruelty-free* dari Skincare Avoskin akan berkontribusi pada peningkatan kualitas hidup saya. *

1234567

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya percaya produk *cruelty-free* dari Skincare Avoskin berkontribusi pada gaya hidup yang lebih sehat daripada produk *non cruelty-free*. *

1234567

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Menurut saya penggunaan produk cruelty-free dari Skincare Avoskin kemungkinan besar akan meningkatkan kesehatan saya. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya percaya produk cruelty-free dari Skincare Avoskin lebih baik untuk lingkungan dibandingkan produk non cruelty-free. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya percaya bahwa orang lain akan melihat saya lebih positif jika saya membeli produk cruelty-free dari Skincare Avoskin. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju
Menurut saya membeli produk cruelty-free dari Skincare Avoskin sejalan dengan gaya hidup saya yang peduli pada kesehatan. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya percaya produk cruelty-free dari Skincare Avoskin bebas dari bahan kimia berbahaya. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Menurut saya membeli produk cruelty-free dari Skincare Avoskin akan meningkatkan harga diri saya dan penilaian orang lain terhadap diri saya. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju
Saya merasa produk cruelty-free dari Skincare Avoskin adalah produk yang ramah lingkungan. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya menganggap produk cruelty-free dari Skincare Avoskin aman untuk digunakan sehari-hari. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya memahami dengan baik produk cruelty-free dari Skincare Avoskin. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju
Saya merasa produk cruelty-free dari Skincare Avoskin sejalan dengan praktik lingkungan yang bertanggung jawab. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya percaya produk cruelty-free dari Skincare Avoskin memiliki tingkat keamanan yang lebih tinggi dibandingkan produk non cruelty-free. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya memiliki pengalaman dalam menggunakan produk cruelty-free dari Skincare Avoskin. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju
Saya percaya produk cruelty-free dari Skincare Avoskin diproduksi dengan penuh tanggung jawab untuk peduli terhadap lingkungan. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya merasa akan lebih diterima oleh masyarakat ketika membeli produk cruelty-free dari Skincare Avoskin. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju	Saya merasa familiar dengan produk cruelty-free dari Skincare Avoskin. * 1 2 3 4 5 6 7 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memahami keuntungan / kelebihan produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memahami dampak produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya dapat membedakan produk **cruelty-free** dan **non cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Pengetahuan saya tentang produk **cruelty-free** dari Skincare Avoskin lebih baik dibandingkan dengan orang lain. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. [Persyaratan Layanan](#) [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

Norma Subjektif dan Kontrol Keperilakuan

Norma subjektif merupakan keyakinan individu mengenai harapan orang lain disekitarnya (keluarga, teman, rekan kerja, dsb) yang berpengaruh, baik perorangan maupun kelompok untuk melakukan atau tidak melakukan suatu perilaku tertentu.

Persepsi kontrol berperilakuan (perceived behavioral control) menggambarkan tentang perasaan kemampuan diri (self efficacy) individu dalam melakukan suatu perilaku.

Berikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Cukup Tidak Setuju
4 = Netral
5 = Cukup Setuju
6 = Setuju
7 = Sangat Setuju

Saya akan merasa bersalah jika menggunakan produk **non cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Orang di sekitar saya berpikir bahwa saya seharusnya membeli produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Orang berpengaruh dalam hidup saya (contoh: orang tua, teman, influencer, dll) akan mendorong saya untuk membeli produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Keputusan untuk membeli produk **cruelty-free** dari Skincare Avoskin sepenuhnya merupakan keputusan saya. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memiliki sumber daya yang cukup untuk membeli produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya yakin bahwa dapat membeli produk **cruelty-free** dari Skincare Avoskin saat saya menginginkannya. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. [Persyaratan Layanan](#) [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

Sikap dan Niat Pembelian

Hubungan **sikap konsumen** terhadap **niat pembelian** yaitu pentingnya mengetahui pemeran utama dalam proses pembelian dan peran yang mereka mainkan membantu pemasar untuk menyesuaikan program pemasaran.

Benikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Cukup Tidak Setuju
4 = Netral
5 = Cukup Setuju
6 = Setuju
7 = Sangat Setuju

Menurut saya membeli produk **cruelty-free** dari Skincare Avoskin adalah keputusan positif.

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya percaya bahwa membeli produk **cruelty-free** dari Skincare Avoskin memiliki manfaat.

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya ingin membeli produk **cruelty-free** dari Skincare Avoskin.

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya menganggap membeli produk **cruelty-free** dari Skincare Avoskin dianggap sebagai keputusan yang bijak.

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa senang membeli produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berniat membeli produk **cruelty-free** dari Skincare Avoskin di masa mendatang.

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berencana untuk mempelajari lebih lanjut tentang produk **cruelty-free** dari Skincare Avoskin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berniat lebih memperhatikan produk **cruelty-free** dari Skincare Avoskin di masa mendatang. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya akan memprioritaskan untuk membeli produk **cruelty-free** dari Skincare Avoskin jika saya membutuhkan produk perawatan pribadi. *

1 2 3 4 5 6 7

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Bagian Akhir Survey

Terima kasih sudah bersedia mengisi survey mengenai **Niat Beli Konsumen Pada Produk Cruelty-Free Skincare Avoskin**.

Mohon dapat mengisi nomor WA aktif Anda (hanya angka, contoh: 08123456789) untuk berkesempatan mendapatkan hadiah dari kami. *

Jawaban Anda

Kembali Kirim Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. • [Persyaratan Layanan](#) • [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. • [Persyaratan Layanan](#) • [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

Lampiran 2. Penyebaran Kuesioner

Menentukan Purchase Intention Pada Produk Cruelty-Free Berdasarkan Nilai Personal: Dimediasi oleh Attitude

Saya,
Domitilla Meylana Titis Antori

memohon keikutsertaan teman-teman dalam mengisi survey berikut dengan ketentuan pernah menggunakan produk bebas uji hewan (cruelty-free) dari Skincare Avoskin.

Click on this link:
<https://bit.ly/SurveyAvoskin2024>

or Scan here!

Terima kasih atas partisipasi teman-teman pada survey ini.

barbietch (@modbarbit) / X

Posts Replies Highlights Articles Media

Komunitas Diskusi Skripsi
barbi... @mod... · Mar 25 **Promote**

hi kak mintol isi kuesionerku yaaa. nnt yg mau barter reply aja aku dm

Link: <https://bit.ly/SurveyAvoskin2024...>

Terima kasih.

docs.google.com
Niat Beli Konsumen Pada Produk Cruelty-Free Skincar...

barbi... @... · Mar 31, 2024 **Promote**

Alloo teman-teman! 🙌
Bagi teman-teman yang pernah menggunakan atau tahu produk @avoskinbeauty dan memperhatikan label Cruelty Free, bantu isi kuesioner penelitianku yuk 🥰 akan ada hadiah menarik berupa e-money untuk 5 orang beruntung 🥰
Link: <http://bit.ly/SurveyAvoskin2024...>
thank you

docs.google.com
Niat Beli Konsumen Pada Produk Cruelty-Free Skincar...

My status
Just now

Menentukan Purchase Intention Pada Produk Cruelty-Free Berdasarkan Nilai Personal: Dimediasi oleh Attitude

Saya,
Domitilla Meylana Titis Antori

memohon keikutsertaan teman-teman dalam mengisi survey berikut dengan ketentuan pernah menggunakan produk bebas uji hewan (cruelty-free) dari Skincare Avoskin.

Click on this link:
<https://bit.ly/SurveyAvoskin2024>

or Scan here!

Terima kasih atas partisipasi teman-teman pada survey ini.

bit.ly/SurveyAvoskin2024

Lampiran 3. Data Responden dan Jawabannya

Keterangan:

= Jawaban responden yang tidak lolos karena menjawab “Tidak” pada pertanyaan filter

<i>Timestamp</i>	Apakah anda pernah menggunakan produk <i>Cruelty-Free</i> dari <i>Skincare Avoskin</i> ?	Jenis Kelamin	Usia	Pendidikan yang sedang ditempuh saat ini	Pekerjaan	Rata-rata pendapatan Anda (per bulan)	Domisili (berdasarkan Provinsi / Kota)	Rata-rata pengeluaran <i>Skincare</i> Anda dalam kurun waktu satu bulan?	Seberapa sering Anda menggunakan atau membeli produk <i>Skincare Avoskin</i> dalam satu tahun terakhir (2024-2025)?	Seberapa familiar Anda dengan konsep produk <i>skincare</i> berbasis bebas uji hewan (<i>cruelty-free</i>)?
3/11/2024 20:21:16	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	< 3 kali	6
3/11/2024 20:52:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	3-5 kali	7

							(Ibu Kota: Yogyakarta)			
3/11/2024 23:43:29	Tidak									
3/11/2024 23:45:12	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Kepulauan Riau (Ibu Kota: Tanjung Pinang)	Rp 500.000 - Rp 1.000.000	3-5 kali	3
3/12/2024 1:10:41	Ya	Perempuan	24-29 tahun	S2	Freelancer	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/12/2024 8:10:42	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	3-5 kali	4
3/12/2024 9:11:03	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7

3/12/2024 10:35:37	Tidak									
3/12/2024 10:37:32	Tidak									
3/12/2024 10:37:59	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	3
3/12/2024 10:40:57	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/12/2024 10:41:17	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2024 10:46:12	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	3-5 kali	3

							(Ibu Kota: Yogyakarta)			
3/12/2024 10:50:12	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
3/12/2024 10:51:46	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2024 10:59:19	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2024 10:59:52	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Tengah (Ibu Kota: Semarang)	Rp1.000.000 - Rp 5.000.000	6-8 kali	7
3/12/2024 11:17:18	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	3-5 kali	3

							(Ibu Kota: Yogyakarta)			
3/12/2024 11:18:05	Tidak									
3/12/2024 11:19:56	Tidak									
3/12/2024 11:20:06	Tidak									
3/12/2024 11:20:14	Tidak									
3/12/2024 11:20:23	Tidak									
3/12/2024 11:22:45	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/12/2024 11:23:15	Ya	Laki-laki	18-23 tahun	S1	Wiraswasta	> Rp 10.000.000	Kalimantan Barat (Ibu Kota: Pontianak)	Rp 500.000 - Rp 1.000.000	3-5 kali	3

3/12/2024 11:24:36	Tidak									
3/12/2024 11:26:35	Tidak									
3/12/2024 11:26:37	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
3/12/2024 11:32:32	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	7
3/12/2024 11:33:05	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Kepulauan Riau (Ibu Kota: Tanjung Pinang)	< Rp 500.000	< 3 kali	6
3/12/2024 11:38:01	Tidak									
3/12/2024 11:38:17	Tidak									

3/12/2024 11:39:39	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	> 8 kali	7
3/12/2024 11:44:07	Tidak									
3/12/2024 11:44:25	Tidak									
3/12/2024 11:59:41	Tidak									
3/12/2024 12:15:11	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6
3/12/2024 12:15:33	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/12/2024 12:15:37	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	6

							(Ibu Kota: Yogyakarta)			
3/12/2024 12:17:40	Tidak									
3/12/2024 12:34:55	Ya	Laki-laki	24-29 tahun	S1	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/12/2024 13:21:45	Tidak									
3/12/2024 13:42:13	Tidak									
3/12/2024 13:48:21	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	4
3/12/2024 13:48:36	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Papua Tengah (Ibu Kota: Nabire)	< Rp 500.000	< 3 kali	3
3/12/2024 13:54:46	Ya	Perempuan	30-35 tahun	S2	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	< 3 kali	6

							(Ibu Kota: Yogyakarta)			
3/12/2024 13:58:40	Tidak									
3/12/2024 14:00:51	Tidak									
3/12/2024 14:05:04	Tidak									
3/12/2024 14:13:21	Tidak									
3/12/2024 14:16:22	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Bali (Ibu Kota: Denpasar)	< Rp 500.000	< 3 kali	2
3/12/2024 14:23:03	Ya	Perempuan	< 18 tahun	S1	Pelajar / Mahasiswa	> Rp 10.000.000	Kalimantan Barat (Ibu Kota: Pontianak)	> Rp 10.000.000	> 8 kali	7
3/12/2024 14:46:40	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5

3/12/2024 14:47:04	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp1.000.000 - Rp 5.000.000	3-5 kali	5
3/12/2024 14:50:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	3
3/12/2024 15:26:13	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/12/2024 15:34:03	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2024 15:58:23	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5

3/12/2024 16:06:48	Ya	Perempuan	18-23 tahun	S1	Lainnya	Rp 5.000.000 - Rp 10.000.000	Banten (Ibu Kota: Serang)	Rp 500.000 - Rp 1.000.000	< 3 kali	7
3/12/2024 16:45:08	Tidak									
3/12/2024 17:07:47	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	3-5 kali	6
3/12/2024 17:15:25	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	6
3/12/2024 17:19:16	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	6-8 kali	6
3/12/2024 17:21:08	Tidak									
3/12/2024 17:30:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	> 8 kali	6

							(Ibu Kota: Yogyakarta)			
3/12/2024 17:32:36	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2024 17:34:53	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/12/2024 17:42:30	Ya	Perempuan	< 18 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
3/12/2024 17:45:50	Tidak									
3/12/2024 17:50:45	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	5

							(Ibu Kota: Yogyakarta)			
3/12/2024 18:23:17	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/12/2024 19:12:42	Tidak									
3/12/2024 19:13:42	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	6
3/12/2024 19:15:46	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2024 19:20:35	Ya	Perempuan	24-29 tahun	S1	Wiraswasta	Rp 5.000.000 - Rp 10.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	3-5 kali	7

3/12/2024 19:30:14	Tidak									
3/12/2024 19:39:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/12/2024 19:41:12	Tidak									
3/12/2024 20:11:58	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/12/2024 20:37:58	Ya	Perempuan	< 18 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Sulawesi Tengah (Ibu Kota: Palu)	Rp 500.000 - Rp 1.000.000	< 3 kali	3
3/12/2024 20:57:32	Tidak									
3/12/2024 21:24:14	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	5

							(Ibu Kota: Yogyakarta)			
3/12/2024 22:14:29	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Bali (Ibu Kota: Denpasar)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
3/12/2024 22:47:36	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	> Rp 10.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/13/2024 0:25:03	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/13/2024 8:23:33	Tidak									
3/13/2024 11:00:44	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	7
3/13/2024 13:01:07	Tidak									

3/13/2024 13:26:24	Tidak									
3/13/2024 14:19:02	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/13/2024 15:35:24	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/13/2024 18:35:25	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6
3/14/2024 9:17:51	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5

3/14/2024 10:38:10	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	< 3 kali	1
3/14/2024 10:39:04	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	> 8 kali	7
3/14/2024 10:41:59	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	> Rp 10.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
3/14/2024 10:52:16	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/14/2024 10:57:12	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4

3/14/2024 12:46:55	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	7
3/14/2024 14:33:09	Tidak									
3/14/2024 15:06:41	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	1
3/14/2024 15:38:28	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	7
3/14/2024 18:53:32	Tidak									
3/14/2024 18:56:29	Tidak									

3/14/2024 18:56:35	Tidak									
3/14/2024 19:00:15	Tidak									
3/14/2024 19:02:58	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sulawesi Tengah (Ibu Kota: Palu)	< Rp 500.000	3-5 kali	1
3/14/2024 19:03:34	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp1.000.000 - Rp 5.000.000	> 8 kali	7
3/14/2024 19:08:54	Tidak									
3/14/2024 19:15:22	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	4
3/14/2024 19:43:32	Tidak									
3/14/2024 20:43:58	Tidak									

3/14/2024 21:44:42	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/15/2024 12:48:15	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/15/2024 18:45:05	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/15/2024 19:22:26	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Kepulauan Riau (Ibu Kota: Tanjung Pinang)	< Rp 500.000	< 3 kali	5
3/15/2024 19:33:06	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	4

							(Ibu Kota: Yogyakarta)			
3/15/2024 19:53:19	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 5.000.000 - Rp 10.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/15/2024 19:55:52	Ya	Laki-laki	< 18 tahun	SM A/S MK	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	7
3/15/2024 20:03:28	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/15/2024 20:32:40	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6

3/15/2024 21:02:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/15/2024 21:07:12	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sumatera Selatan (Ibu Kota: Palembang)	< Rp 500.000	3-5 kali	3
3/16/2024 0:24:49	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Kalimantan Tengah (Ibu Kota: Palangkaraya)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/16/2024 0:37:07	Tidak									
3/16/2024 12:25:38	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	3-5 kali	6
3/16/2024 12:26:57	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	5

3/16/2024 12:30:48	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	3-5 kali	6
3/16/2024 12:32:07	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	3
3/16/2024 12:50:37	Ya	Perempuan	18-23 tahun	D1/ D2/ D3	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	6
3/16/2024 14:06:54	Tidak									
3/16/2024 14:31:11	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	3-5 kali	4
3/16/2024 18:19:59	Tidak									
3/17/2024 0:40:26	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7

3/18/2024 9:20:16	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sumatera Barat (Ibu Kota: Padang)	< Rp 500.000	< 3 kali	7
3/18/2024 23:41:21	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/19/2024 21:53:18	Tidak									
3/19/2024 22:00:12	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/19/2024 22:16:40	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Bali (Ibu Kota: Denpasar)	< Rp 500.000	3-5 kali	5
3/19/2024 22:17:17	Tidak									

3/19/2024 22:37:16	Tidak									
3/19/2024 22:39:47	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 5.000.000 - Rp 10.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
3/19/2024 22:44:58	Tidak									
3/20/2024 0:04:24	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/20/2024 0:09:09	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	4
3/20/2024 9:02:19	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	3-5 kali	5

							(Ibu Kota: Yogyakarta)			
3/20/2024 9:20:09	Tidak									
3/20/2024 9:25:56	Tidak									
3/20/2024 9:56:35	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/20/2024 10:06:41	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/20/2024 10:42:21	Tidak									
3/20/2024 10:46:56	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sumatera Utara (Ibu Kota: Medan)	< Rp 500.000	6-8 kali	6

3/20/2024 11:48:40	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	6-8 kali	6
3/20/2024 13:21:47	Tidak									
3/20/2024 17:50:03	Tidak									
3/21/2024 9:27:05	Ya	Perempuan	30-35 tahun	SM A/S MK	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	< 3 kali	1
3/24/2024 15:49:38	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/24/2024 19:32:39	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	< 3 kali	4
3/25/2024 16:46:39	Ya	Perempuan	18-23 tahun	S1	Lainnya	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa	Rp 500.000 - Rp 1.000.000	< 3 kali	5

							Yogyakarta (Ibu Kota: Yogyakarta)			
3/25/2024 21:23:20	Tidak									
3/25/2024 21:27:23	Tidak									
3/25/2024 21:29:35	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
3/25/2024 21:30:18	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	2
3/25/2024 21:31:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Sumatera Barat (Ibu Kota: Padang)	< Rp 500.000	3-5 kali	5

3/25/2024 21:33:41	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Kalimantan Selatan (Ibu Kota: Banjarbaru)	< Rp 500.000	< 3 kali	6
3/25/2024 21:38:07	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	5
3/25/2024 21:40:02	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/25/2024 21:52:13	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Sumatera Utara (Ibu Kota: Medan)	< Rp 500.000	3-5 kali	4
3/25/2024 22:08:24	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5

3/25/2024 22:17:58	Ya	Perempuan	18-23 tahun	D1/ D2/ D3	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	4
3/25/2024 22:22:58	Ya	Perempuan	18-23 tahun	SM A/S MK	Wiraswasta	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	4
3/25/2024 22:25:36	Tidak									
3/25/2024 22:35:35	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	3
3/25/2024 22:39:28	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	2
3/25/2024 22:47:35	Ya	Perempuan	18-23 tahun	S1	Wiraswasta	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	3-5 kali	6

							(Ibu Kota: Yogyakarta)			
3/25/2024 22:52:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	6
3/25/2024 22:54:15	Tidak									
3/25/2024 22:54:18	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	6
3/25/2024 22:57:37	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	3
3/25/2024 23:05:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	1
3/25/2024 23:06:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Timur (Ibu Kota: Surabaya)	Rp 500.000 - Rp 1.000.000	> 8 kali	5

3/25/2024 23:14:14	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/25/2024 23:14:46	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Sumatera Utara (Ibu Kota: Medan)	< Rp 500.000	< 3 kali	5
3/25/2024 23:24:33	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	6
3/25/2024 23:51:28	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	3
3/26/2024 0:02:55	Ya	Perempuan	18-23 tahun	D1/ D2/ D3	Lainnya	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	< 3 kali	4

							(Ibu Kota: Yogyakarta)			
3/26/2024 0:44:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	3
3/26/2024 4:24:26	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	4
3/26/2024 4:25:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	3-5 kali	4
3/26/2024 6:25:54	Ya	Perempuan	18-23 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	3-5 kali	5
3/26/2024 6:31:11	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	4

							(Ibu Kota: Yogyakarta)			
3/26/2024 7:42:01	Ya	Perempuan	18-23 tahun	S1	Wiraswasta	Rp1.000.000 - Rp 5.000.000	Kalimantan Timur (Ibu Kota: Samarinda)	< Rp 500.000	3-5 kali	6
3/26/2024 7:45:04	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	6
3/26/2024 7:46:33	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Kalimantan Timur (Ibu Kota: Samarinda)	< Rp 500.000	< 3 kali	4
3/26/2024 8:13:31	Ya	Perempuan	18-23 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	7
3/26/2024 8:34:04	Tidak									
3/26/2024 8:52:21	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	Daerah Istimewa	Rp 500.000 - Rp 1.000.000	< 3 kali	4

							Yogyakarta (Ibu Kota: Yogyakarta)			
3/26/2024 9:22:06	Ya	Perempuan	18-23 tahun	S1	Lainnya	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	3
3/26/2024 9:26:30	Ya	Perempuan	18-23 tahun	S1	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	4
3/26/2024 10:18:39	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/26/2024 10:41:56	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6

3/26/2024 10:43:36	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Kalimantan Barat (Ibu Kota: Pontianak)	< Rp 500.000	< 3 kali	6
3/26/2024 11:59:29	Ya	Perempuan	18-23 tahun	S2	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Bali (Ibu Kota: Denpasar)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
3/26/2024 14:59:43	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	4
3/26/2024 18:43:11	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	5
3/26/2024 18:57:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/26/2024 20:11:26	Ya	Perempuan	< 18 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	3

							(Ibu Kota: Yogyakarta)			
3/27/2024 11:10:00	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	2
3/27/2024 20:50:13	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
3/27/2024 20:55:37	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	4
3/29/2024 8:14:42	Tidak									
3/29/2024 11:39:45	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	3

3/29/2024 12:50:43	Tidak									
3/29/2024 13:12:14	Tidak									
3/29/2024 13:54:10	Tidak									
3/29/2024 17:56:04	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp1.000.000 - Rp 5.000.000	6-8 kali	4
3/30/2024 4:58:51	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp1.000.000 - Rp 5.000.000	< 3 kali	5
3/30/2024 10:08:36	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	7
3/30/2024 13:07:58	Tidak									

3/30/2024 19:31:56	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	3
3/31/2024 6:52:15	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6
3/31/2024 12:15:02	Ya	Perempuan	24-29 tahun	S1	Freelancer	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	4
3/31/2024 14:07:10	Tidak									
3/31/2024 14:07:44	Tidak									
3/31/2024 17:31:58	Ya	Perempuan	< 18 tahun	SM A/S MK	Pelajar / Mahasiswa	< Rp 500.000	Nusa Tenggara Barat (Ibu Kota: Mataram)	< Rp 500.000	< 3 kali	7
3/31/2024 17:37:23	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa	< Rp 500.000	< 3 kali	1

							Yogyakarta (Ibu Kota: Yogyakarta)			
3/31/2024 17:39:20	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
3/31/2024 18:24:08	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	3
3/31/2024 19:12:31	Tidak									
3/31/2024 22:07:50	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
3/31/2024 22:13:36	Ya	Laki-laki	18-23 tahun	S1	Wiraswasta	< Rp 500.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	3

							(Ibu Kota: Yogyakarta)			
4/1/2024 13:09:51	Tidak									
4/3/2024 14:23:20	Ya	Perempuan	18-23 tahun	S1	Freelancer	< Rp 500.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	4
4/3/2024 15:00:39	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	6
4/3/2024 15:01:45	Ya	Perempuan	18-23 tahun	SM A/S MK	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	4
4/3/2024 15:06:06	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	5
4/3/2024 15:25:18	Tidak									
4/3/2024 17:22:14	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	3-5 kali	7

4/3/2024 17:45:23	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	7
4/3/2024 20:58:40	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sumatera Utara (Ibu Kota: Medan)	< Rp 500.000	< 3 kali	4
4/3/2024 21:59:02	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	6-8 kali	7
4/3/2024 23:02:56	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
4/4/2024 5:44:58	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	7
4/4/2024 7:24:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	3-5 kali	4

4/6/2024 16:26:00	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6
4/6/2024 17:18:35	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	3-5 kali	7
4/7/2024 18:18:50	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
4/8/2024 12:44:56	Tidak									
4/8/2024 18:57:16	Tidak									
4/8/2024 21:54:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7

4/9/2024 0:29:55	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	3-5 kali	6
4/9/2024 0:44:06	Ya	Perempuan	24-29 tahun	S2	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Lampung (Ibu Kota: Bandar Lampung)	Rp 500.000 - Rp 1.000.000	< 3 kali	7
4/9/2024 2:09:59	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	5
4/9/2024 6:04:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	3-5 kali	5
4/9/2024 10:15:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	3-5 kali	3
4/9/2024 10:28:43	Ya	Perempuan	24-29 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sumatera Barat (Ibu Kota: Padang)	< Rp 500.000	3-5 kali	5
4/9/2024 10:33:49	Tidak									

4/9/2024 10:45:17	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	7
4/9/2024 10:49:04	Tidak									
4/9/2024 13:44:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	3-5 kali	7
4/9/2024 13:56:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
4/9/2024 15:31:44	Ya	Perempuan	24-29 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	7
4/9/2024 15:42:34	Ya	Perempuan	18-23 tahun	S1	Lainnya	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	5
4/9/2024 15:51:05	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Sumatera Utara (Ibu	< Rp 500.000	< 3 kali	1

							Kota: Medan)			
4/9/2024 18:10:14	Ya	Perempuan	18-23 tahun	SM A/S MK	Pelajar / Mahasiswa	< Rp 500.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	3-5 kali	4
4/9/2024 18:58:48	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	7
4/9/2024 21:57:59	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Riau (Ibu Kota: Pekanbaru)	Rp 500.000 - Rp 1.000.000	< 3 kali	7
4/9/2024 22:13:39	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	7
4/9/2024 23:26:31	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	3-5 kali	2
4/10/2024 1:41:51	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	3-5 kali	5

4/10/2024 16:41:51	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 5.000.000 - Rp 10.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
4/10/2024 16:44:03	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Banten (Ibu Kota: Serang)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
4/10/2024 17:20:20	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	4
4/10/2024 17:40:03	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp1.000.000 - Rp 5.000.000	< 3 kali	1
4/10/2024 21:27:50	Tidak									
4/11/2024 12:54:06	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Nusa Tenggara Barat (Ibu Kota: Mataram)	Rp1.000.000 - Rp 5.000.000	3-5 kali	4

4/11/2024 22:47:26	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	6-8 kali	7
4/12/2024 15:03:38	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Banten (Ibu Kota: Serang)	Rp1.000.000 - Rp 5.000.000	3-5 kali	5
4/12/2024 15:05:22	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	4
4/12/2024 15:07:52	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	< 3 kali	5
4/12/2024 15:10:21	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
4/12/2024 15:20:24	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Banten (Ibu Kota: Serang)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
4/12/2024 15:32:24	Ya	Perempuan	18-23 tahun	SM A/S MK	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp1.000.000 - Rp 5.000.000	3-5 kali	5

4/12/2024 15:51:28	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	3
4/12/2024 15:53:25	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	5
4/12/2024 17:40:17	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Banten (Ibu Kota: Serang)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
4/12/2024 18:15:15	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	4
4/12/2024 18:15:33	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	7
4/12/2024 18:54:15	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	> 8 kali	7

4/12/2024 20:32:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Sumatera Utara (Ibu Kota: Medan)	< Rp 500.000	3-5 kali	5
4/12/2024 21:16:04	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
4/12/2024 21:17:34	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	7
4/12/2024 21:19:12	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	7
4/12/2024 21:22:07	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	7

							(Ibu Kota: Yogyakarta)			
4/12/2024 21:42:38	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	7
4/12/2024 22:43:36	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6
4/12/2024 22:52:46	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
4/13/2024 3:51:29	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 5.000.000 - Rp 10.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	3-5 kali	6

4/13/2024 7:18:44	Ya	Perempuan	24-29 tahun	S1	Lainnya	Rp 5.000.000 - Rp 10.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	< 3 kali	7
4/13/2024 9:53:26	Tidak									
4/13/2024 10:20:21	Ya	Perempuan	< 18 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp1.000.000 - Rp 5.000.000	< 3 kali	7
4/13/2024 10:22:13	Ya	Laki-laki	24-29 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	7
4/13/2024 10:23:42	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	7
4/13/2024 10:27:44	Ya	Perempuan	24-29 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	Rp1.000.000 - Rp 5.000.000	< 3 kali	7

							(Ibu Kota: Yogyakarta)			
4/13/2024 10:29:25	Ya	Perempuan	18-23 tahun	D1/ D2/ D3	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp1.000.000 - Rp 5.000.000	< 3 kali	7
4/13/2024 12:17:04	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	2
4/13/2024 12:33:32	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	5
4/13/2024 15:12:00	Ya	Perempuan	24-29 tahun	S1	Wiraswasta	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
4/13/2024 15:43:41	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	3-5 kali	6
4/13/2024 15:47:36	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	3-5 kali	5

4/13/2024 15:49:27	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	6
4/13/2024 16:19:10	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	5
4/13/2024 22:20:45	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	3-5 kali	6
4/13/2024 23:34:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	7
4/14/2024 0:06:48	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	3
4/14/2024 0:16:41	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Bengkulu (Ibu Kota: Bengkulu)	Rp 500.000 - Rp 1.000.000	3-5 kali	7

4/14/2024 1:32:32	Ya	Perempuan	24-29 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	6
4/14/2024 1:57:11	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
4/14/2024 8:32:28	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	5
4/14/2024 8:55:51	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
4/14/2024 9:17:37	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	3-5 kali	7
4/14/2024 10:40:41	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	5
4/14/2024 11:26:10	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	< 3 kali	6

4/14/2024 11:47:15	Tidak									
4/14/2024 15:14:15	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Bali (Ibu Kota: Denpasar)	< Rp 500.000	< 3 kali	6
4/14/2024 16:09:00	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	4
4/14/2024 16:38:17	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	4
4/14/2024 17:47:19	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	1
4/15/2024 9:52:00	Tidak									
4/16/2024 17:07:36	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	4

							(Ibu Kota: Yogyakarta)			
5/7/2024 20:29:22	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Riau (Ibu Kota: Pekanbaru)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
5/8/2024 6:41:11	Tidak									
3/11/2025 22:53:53	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	6-8 kali	6
3/11/2025 23:11:05	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
3/11/2025 23:14:39	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Tengah (Ibu Kota: Semarang)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/12/2025 8:17:44	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	< 3 kali	5

							(Ibu Kota: Yogyakarta)			
3/12/2025 9:40:08	Ya	Perempuan	18-23 tahun	S1	Pegawai Swasta	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	4
3/12/2025 13:00:17	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	5
3/12/2025 13:46:53	Ya	Perempuan	24-29 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)	< Rp 500.000	< 3 kali	6
3/13/2025 10:38:06	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
3/14/2025 15:48:30	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	3-5 kali	5

							(Ibu Kota: Yogyakarta)			
3/15/2025 19:50:52	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/18/2025 18:51:19	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/19/2025 7:13:46	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	7
3/19/2025 7:59:38	Ya	Perempuan	18-23 tahun	S1	Pegawai Swasta	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	2

3/19/2025 8:39:35	Ya	Perempuan	18-23 tahun	S1	Lainnya	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	< Rp 500.000	< 3 kali	5
3/19/2025 10:07:06	Tidak									
3/19/2025 10:10:38	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/19/2025 11:31:46	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/21/2025 0:10:57	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	< Rp 500.000	3-5 kali	7
3/21/2025 0:14:14	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	5

							(Ibu Kota: Yogyakarta)			
3/21/2025 0:34:55	Ya	Perempuan	> 35 tahun	SM A/S MK	Wiraswasta	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	5
3/21/2025 0:45:36	Ya	Perempuan	> 35 tahun	D1/ D2/ D3	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	< 3 kali	3
3/21/2025 8:15:45	Ya	Perempuan	> 35 tahun	S1	Pegawai Swasta	Rp 5.000.000 - Rp 10.000.000	Banten (Ibu Kota: Serang)	< Rp 500.000	3-5 kali	6
3/21/2025 8:28:53	Ya	Perempuan	18-23 tahun	S1	Freelancer	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	< 3 kali	7
3/21/2025 12:03:35	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5

3/21/2025 13:15:06	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	6
3/23/2025 21:24:31	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	4
3/25/2025 11:10:59	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
3/25/2025 11:17:15	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	7
3/25/2025 11:23:04	Ya	Perempuan	18-23 tahun	S1	Wiraswasta	Rp1.000.000 - Rp 5.000.000	Daerah Istimewa Yogyakarta	Rp 500.000 - Rp 1.000.000	3-5 kali	4

							(Ibu Kota: Yogyakarta)			
3/25/2025 11:57:08	Tidak									
3/25/2025 11:57:48	Tidak									
3/25/2025 11:59:13	Ya	Perempuan	24-29 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	3
3/25/2025 12:13:54	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Sumatera Selatan (Ibu Kota: Palembang)	< Rp 500.000	< 3 kali	5
3/25/2025 12:16:25	Ya	Perempuan	18-23 tahun	S1	Lainnya	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	< Rp 500.000	3-5 kali	6
3/25/2025 12:59:10	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	< 3 kali	7

3/25/2025 13:06:19	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
3/25/2025 13:16:10	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp1.000.000 - Rp 5.000.000	6-8 kali	3
3/25/2025 14:52:54	Tidak									
3/25/2025 15:43:15	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Jawa Timur (Ibu Kota: Surabaya)	< Rp 500.000	< 3 kali	5
3/25/2025 17:36:11	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Jawa Barat (Ibu Kota: Bandung)	Rp 500.000 - Rp 1.000.000	< 3 kali	5
3/25/2025 21:45:07	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)	Rp1.000.000 - Rp 5.000.000	3-5 kali	6
3/25/2025 23:35:20	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta	< Rp 500.000	< 3 kali	4

							(Ibu Kota: Yogyakarta)			
3/26/2025 10:29:49	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Bali (Ibu Kota: Denpasar)	Rp 500.000 - Rp 1.000.000	6-8 kali	6
3/27/2025 22:23:25	Ya	Perempuan	18-23 tahun	SM A/S MK	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Bengkulu (Ibu Kota: Bengkulu)	< Rp 500.000	< 3 kali	6
3/27/2025 23:08:50	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	6
3/28/2025 0:21:07	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp1.000.000 - Rp 5.000.000	< 3 kali	6
4/4/2025 10:59:36	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	Rp1.000.000 - Rp 5.000.000	Maluku (Ibu Kota: Ambon)	Rp1.000.000 - Rp 5.000.000	3-5 kali	6

4/4/2025 11:00:10	Ya	Laki-laki	18-23 tahun	S1	Pelajar / Mahasiswa	Rp 500.000 - Rp 1.000.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	3-5 kali	5
4/4/2025 11:01:46	Ya	Laki-laki	24-29 tahun	S2	Wiraswasta	> Rp 10.000.000	Jambi (Ibu Kota: Jambi)	Rp 5.000.000 - Rp 10.000.000	6-8 kali	5
4/6/2025 11:13:01	Ya	Perempuan	18-23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000	Daerah Istimewa Yogyakarta (Ibu Kota: Yogyakarta)	Rp 500.000 - Rp 1.000.000	< 3 kali	5

H D 1	H D 2	H D 3	H V 1	H V 2	H V 3	E V 1	E V 2	E V 3	E V 4	S V 1	S V 2	S V 3	S C 1	S C 2	S C 3	S C 4	K N 1	K N 2	K N 3	K N 4	K N 5	K N 6	K N 7	S N 1	S N 2	S N 3	P B C 1	P B C 2	P B C 3	A T 1	A T 2	A T 3	A T 4	A T 5	PI 1	PI 2	PI 3	PI 4		
4	6	3	3	3	5	5	5	5	5	6	6	5	3	4	6	4	5	6	6	5	5	3	2	3	3	3	5	5	5	6	6	6	6	6	6	6	5	5	5	5
6	6	6	6	6	6	6	6	7	6	6	6	6	6	7	6	6	6	6	7	7	7	7	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	6	

3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4	3	4	4	4	4			
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
5	5	4	6	6	6	5	5	5	6	5	5	6	4	4	4	4	5	5	5	5	5	5	3	2	3	5	5	5	5	5	4	4	4	4	5	5	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5		
5	5	5	5	5	5	6	5	6	5	5	5	5	5	5	6	5	5	6	6	5	5	4	4	4	4	5	5	4	5	5	5	5	5	5	5	4		
5	6	6	7	6	6	7	6	7	7	6	6	7	6	6	6	6	6	6	6	6	5	5	6	6	6	6	6	6	7	6	6	6	6	6	5	6	6	
4	5	6	6	6	6	5	4	4	4	6	6	7	5	6	4	4	6	5	7	6	4	5	5	6	5	1	4	6	6	6	6	5	6	5	5	3	4	6
5	5	5	6	6	6	6	6	6	6	6	6	6	5	5	6	5	5	6	6	6	5	6	6	5	5	5	5	6	6	5	6	6	5	5	6	6	6	6
6	5	6	6	5	5	7	7	7	7	7	7	6	6	5	6	6	6	6	6	6	6	6	5	5	5	6	3	2	6	6	7	6	7	7	7	4	4	
7	7	7	7	7	7	5	7	6	7	5	6	5	4	5	4	3	6	7	7	7	7	7	4	3	3	2	7	7	7	7	7	7	7	7	7	7	5	
6	6	6	6	6	6	6	6	6	6	6	7	5	7	7	7	3	6	6	6	6	6	6	6	1	1	2	6	6	6	6	6	6	6	6	6	6	5	
7	6	6	7	5	6	7	7	6	6	5	6	6	5	5	6	5	6	6	6	6	5	5	5	2	5	4	5	5	6	6	6	5	5	6	6	6	6	7
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	5	5	6	6	7	7	7	7	3	7	4	7	7	7	7	7	7	7	7	7	7	7	7	
5	6	5	6	6	5	7	7	7	7	6	6	6	6	5	5	5	5	5	5	5	5	4	4	4	4	3	5	5	5	6	5	5	5	4	4	4	4	

6	7	6	7	7	7	7	7	5	5	4	4	4	3	4	4	4	4	5	5	4	5	4	4	3	4	6	5	5	5	5	5	4	4	5	4	4	4	4
7	7	5	7	7	7	7	7	7	7	7	7	7	5	5	5	7	7	7	7	7	7	5	6	6	4	4	7	7	7	7	7	7	7	7	7	6	6	7
6	3	4	6	5	6	5	6	6	6	5	5	5	3	2	4	4	5	6	6	6	5	4	4	5	4	5	5	4	6	6	6	5	5	5	6	5	5	5
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	4	4	6	7	7	4	5	5	5	6	6	7	7	7	7	7	7	7	7	7	7	7	
6	6	5	5	5	6	5	5	5	6	5	5	6	5	5	5	5	6	6	6	6	6	6	5	4	3	4	6	6	6	6	6	6	6	6	6	5	5	6
5	5	6	4	6	5	6	6	5	4	5	5	4	3	4	5	3	3	4	4	3	5	4	2	3	2	2	4	4	4	4	4	5	4	5	5	5	5	4
5	5	5	7	6	5	6	6	5	6	4	6	6	4	4	4	4	4	4	5	5	4	4	4	5	4	4	7	7	5	5	4	4	4	4	4	4	4	
6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	6	6	6	6	6	6	6	6	6	
7	7	7	7	7	7	7	7	7	7	7	7	7	4	5	4	5	5	4	5	5	5	7	7	5	5	6	7	7	7	6	7	6	7	6	6	7	6	7
7	7	7	7	7	7	7	7	5	5	3	5	5	5	5	5	5	3	3	2	5	5	2	1	6	3	5	6	3	5	7	5	5	5	5	5	5	5	5
6	6	5	6	6	6	7	7	7	7	6	7	6	6	5	5	5	6	6	6	5	6	6	6	5	4	5	6	6	6	6	6	6	7	7	6	6	6	

5	4	4	5	5	4	4	3	5	5	5	6	7	6	4	3	2	4	6	5	3	4	4	3	4	2	4	5	7	6	4	4	5	4	5	7	6	5	7
7	7	7	7	7	7	7	7	7	7	7	7	5	5	7	7	6	6	7	6	6	6	5	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7	7	6	5	5	5	5	6	6	6	5	5	5	5	5	5	4	4	6	6	5	5	5	4	5	4	4	7	4	5	6	6	6	5	6	6	7	6	5
6	6	6	5	6	5	6	6	6	5	6	5	5	5	5	5	5	4	5	5	5	5	4	3	4	5	5	7	5	5	5	5	5	5	5	5	5	7	4
6	4	5	7	5	5	6	6	7	6	6	7	6	4	4	4	4	5	6	6	6	6	4	4	5	4	5	6	5	5	7	6	7	6	6	6	6	6	
3	3	3	4	3	4	3	3	3	4	4	5	5	4	4	3	4	4	4	4	2	4	4	3	3	4	4	3	4	3	3	3	4	4	5	4	3	3	4
6	5	7	6	5	6	7	7	7	7	6	6	7	7	7	7	6	7	7	7	5	6	6	6	6	6	6	7	7	6	6	7	7	6	7	6	7	7	7
5	6	6	6	5	5	7	7	7	5	5	5	6	5	4	4	4	4	5	5	6	4	5	4	4	4	6	6	6	6	5	5	6	6	6	6	6	6	6
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	4	4	4	7	7	7	7	7	7	7	7	7	7	7	7
6	5	5	6	4	5	7	7	6	6	5	5	4	5	4	4	4	6	6	6	6	5	4	3	4	3	3	6	6	6	7	7	6	7	6	7	7	7	6
6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	6	5	6	6	6	5	5	6	5	6	6	6	6	6	6	6	7	6	6	6	6	6	6
6	7	6	7	6	6	6	6	6	7	5	5	5	6	5	5	5	6	6	6	6	5	5	4	5	4	5	5	6	5	6	6	5	6	6	6	6	6	6

7	7	5	7	6	7	7	7	7	7	7	7	7	5	5	6	6	4	6	6	6	6	7	5	5	3	6	7	6	6	7	7	7	7	7	7	7	7	7
6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	5	6	5	5	6	5	4	5	4	4	6	6	6	6	6	6	6	6	6	6	6	
6	4	5	6	4	5	5	5	6	5	4	6	5	5	5	6	6	6	6	7	6	5	5	5	1	1	1	6	6	5	6	5	5	5	5	6	4	7	7
6	6	4	5	5	5	6	6	6	6	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	2	5	4	7	7	7	7	7	7	7	7	7	7	7	7	
5	5	5	5	5	5	6	6	6	6	5	5	6	6	6	6	6	5	5	5	5	6	6	6	5	6	3	6	6	6	6	6	6	6	6	6	6	6	
6	4	6	6	3	4	7	6	6	5	6	7	6	2	2	5	3	4	7	6	4	6	4	2	4	2	1	5	5	5	6	7	4	5	4	4	4	3	
7	7	7	7	6	7	6	7	7	7	6	7	7	5	5	7	6	7	7	7	7	7	6	5	7	7	6	7	7	7	7	7	7	7	7	7	7	7	

5	5	4	4	3	4	3	4	4	4	3	4	4	4	3	3	1	2	3	3	2	4	3	2	1	1	1	7	4	5	4	4	4	3	4	4	4	4	4	
6	7	6	4	4	5	7	7	7	5	6	7	6	7	5	5	2	5	6	6	7	6	4	2	3	2	3	6	4	4	7	6	4	5	5	5	5	5	4	
4	5	3	5	5	2	4	6	7	5	5	6	5	5	2	5	1	4	4	7	3	2	4	2	1	2	1	7	4	6	6	5	6	3	4	2	4	2	3	
7	7	6	6	5	5	7	6	6	7	6	5	6	4	4	4	4	5	6	5	5	5	5	4	4	3	4	6	6	4	6	6	7	6	6	6	6	6	5	
7	7	5	6	6	6	6	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	6	5	5	5	4	7	6	5	6	6	6	6	5	6	6	6	6	
5	6	6	6	6	6	7	7	7	7	6	6	6	5	5	5	5	6	6	6	6	6	5	4	4	5	4	7	6	6	5	5	5	7	7	7	4	6	5	
7	7	7	7	5	6	5	7	7	7	6	7	7	6	7	7	7	7	7	7	7	7	6	7	5	6	7	7	7	7	7	7	7	7	7	7	7	7	6	
6	6	5	7	6	6	6	5	5	7	5	6	6	5	4	4	4	3	7	6	5	5	4	6	4	3	3	5	5	5	6	6	7	6	6	6	4	5	5	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	4	6	6	7	6	6	7	7	7	7	7	7	7	7	7	
4	5	4	3	4	4	3	4	4	3	4	3	4	3	4	4	4	4	3	4	4	4	4	4	3	5	4	4	3	5	5	6	5	5	4	6	5	5	5	
6	5	5	6	5	6	6	6	5	5	4	6	5	5	4	5	4	3	4	4	3	4	5	4	4	4	5	6	5	6	5	6	7	6	6	7	6	6	6	
7	7	6	6	4	5	5	5	5	6	7	7	6	7	6	6	6	7	7	7	7	7	7	2	3	2	7	7	7	7	7	7	7	7	7	7	7	7	7	
6	7	6	7	7	7	7	7	7	7	6	6	6	6	4	4	4	5	6	5	6	6	5	4	3	2	3	5	4	4	6	7	6	7	6	5	5	4	4	
6	6	6	6	6	6	6	6	6	6	6	6	6	3	3	4	3	3	4	4	3	3	3	2	4	4	4	5	5	5	6	6	6	6	6	6	6	5	6	5

6	6	6	3	4	6	4	5	5	6	7	7	6	4	6	6	4	6	6	7	6	4	7	2	2	2	7	4	6	6	6	6	7	4	6	6	6	6	6	6	6	
1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
6	7	5	4	4	7	6	6	7	6	4	6	4	4	5	4	4	5	4	7	6	6	5	4	5	3	5	5	7	7	7	7	7	7	5	7	6	6	5			
4	4	4	4	5	3	3	4	3	4	4	3	4	4	5	4	4	5	5	5	4	4	4	3	2	4	2	4	2	2	3	3	3	4	4	4	3	4	3			
6	6	6	6	5	6	6	6	6	6	7	6	6	5	5	5	6	6	6	7	6	6	6	5	4	4	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
5	6	4	6	4	5	7	7	7	4	6	7	6	4	5	6	5	3	4	4	5	5	5	1	4	4	3	5	4	4	4	5	6	6	4	5	6	6	6	6	6	
6	6	5	6	5	5	6	5	6	4	5	6	5	4	4	4	3	4	4	5	5	5	5	4	4	3	3	5	4	5	4	5	4	4	4	5	4	4	4	4	4	
5	5	5	6	5	6	6	5	5	6	5	6	6	5	5	5	4	4	4	4	5	4	4	4	5	5	5	5	4	4	5	5	6	5	4	4	4	4	5	4		
4	5	3	4	5	5	4	5	5	4	5	6	4	3	4	3	4	3	4	4	4	4	3	2	5	6	3	6	4	5	6	6	6	6	6	5	5	6	6	6	6	
4	4	4	4	3	3	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	5	5	5	4	4	4	4	4	4	4	4	4	4	4	
6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	6	7	7	6	6	5	4	4	4	4	5	6	6	6	7	7	7	7	7	7	7	7	7	7	
5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	6	5	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
7	7	7	5	5	5	7	7	7	5	7	7	7	6	6	6	6	7	7	6	6	7	6	6	5	5	5	7	6	7	7	6	6	7	6	7	6	7	6	6	6	
6	6	6	6	5	5	6	6	6	6	6	6	6	5	5	5	5	6	6	6	6	6	5	4	5	5	6	6	6	6	6	6	6	6	6	6	6	5	6	6	6	
6	6	5	5	5	6	6	6	6	5	5	6	5	5	5	5	5	5	5	5	5	6	5	4	3	4	4	6	6	5	6	6	6	6	6	6	6	6	6	6	5	

6	6	6	6	6	5	5	5	5	5	5	6	5	6	5	5	5	5	6	6	6	6	4	4	4	4	3	5	5	5	6	6	6	7	6	6	5	5	4
4	5	5	5	4	5	5	6	6	4	4	5	4	3	3	4	3	4	4	4	5	4	3	2	4	3	3	5	4	4	5	5	4	5	4	5	6	6	4
6	6	6	5	6	6	6	6	6	7	5	4	5	6	5	5	5	5	6	6	6	6	6	6	4	3	5	5	5	6	6	6	5	6	5	6	6	6	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	4	7	4	4	4	4	4	4	7	7	7	7	7	7	7	7	
7	5	4	7	4	6	7	7	7	7	4	6	4	6	3	3	4	5	5	5	4	6	3	2	7	4	4	7	6	5	5	7	5	6	6	7	5	5	4
6	6	5	6	5	5	6	7	6	6	6	6	7	6	5	5	5	6	3	5	5	6	5	6	5	6	5	5	5	6	6	6	6	7	6	5	6	5	6
5	4	4	4	4	4	5	5	5	5	4	5	5	4	3	3	3	3	3	5	4	4	4	4	2	3	2	5	3	3	5	5	4	4	4	4	4	4	
6	6	5	6	5	6	6	6	6	6	5	6	5	5	5	5	4	5	6	5	6	5	5	4	2	4	5	6	6	5	6	6	6	6	6	6	6	6	
6	7	7	6	7	6	6	6	6	7	6	7	6	7	6	7	6	5	6	7	5	6	5	6	4	5	6	6	7	6	7	5	6	6	7	6	6	6	
7	7	7	7	7	7	6	6	6	6	7	6	6	6	7	6	7	6	7	7	6	6	6	7	6	6	6	6	7	7	6	6	7	6	7	6	6	6	
4	6	7	6	5	7	7	5	5	7	7	6	6	7	7	3	2	6	6	7	6	5	7	4	2	3	6	7	5	7	7	7	5	7	4	7	7	5	
7	7	6	7	7	7	6	6	6	6	7	6	6	7	7	6	6	7	7	6	6	7	5	7	6	2	6	7	6	6	7	6	7	7	6	5	6	7	5
7	7	7	7	5	6	7	7	7	7	6	6	6	6	6	6	6	7	7	7	7	6	6	6	6	6	7	6	7	7	7	7	7	7	7	7	6	6	6

7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
7	7	7	7	5	6	6	6	7	7	6	7	7	6	6	7	7	5	7	6	5	7	4	4	7	5	7	6	4	7	7	7	7	7	7	7	6	7	5
6	6	7	6	3	5	5	5	6	6	5	5	6	5	6	6	6	6	6	5	5	6	7	7	5	6	7	7	7	7	6	7	7	7	7	7	7	7	7
7	6	7	5	6	6	5	6	7	6	5	6	5	6	5	6	6	7	7	7	6	7	5	5	2	4	5	6	6	5	6	7	6	5	7	7	7	7	5
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
6	5	5	5	6	6	5	5	6	6	6	5	5	6	6	6	6	6	5	3	5	6	5	6	5	5	6	6	5	5	7	6	6	5	6	7	4	6	4
7	7	5	7	7	7	7	7	6	7	5	6	7	4	5	5	4	6	6	6	7	7	5	5	2	2	4	6	6	6	7	7	7	7	7	7	7	7	7
6	6	6	6	7	7	5	7	7	7	7	7	5	6	5	5	6	5	7	7	6	4	6	3	3	5	5	5	6	5	6	6	7	5	7	7	6	7	6
7	6	6	6	4	5	7	6	6	5	5	5	6	3	3	3	3	4	6	5	4	3	2	2	2	1	4	6	4	4	5	5	5	4	6	6	5	5	6
5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	6	5	6	5	5	5	5	5	5	
6	6	6	6	6	7	7	6	7	6	5	6	6	5	6	6	5	6	6	6	6	6	5	7	7	5	6	5	6	6	6	6	6	6	7	6	6	5	6
6	6	7	7	7	7	7	7	7	6	6	7	7	7	7	7	6	6	6	6	5	5	5	6	2	1	7	7	7	6	7	7	7	6	6	6	7	7	7

7	6	7	7	6	6	6	7	6	7	6	7	7	6	7	7	7	7	6	6	6	6	6	5	5	3	3	7	6	6	6	6	6	6	7	6	5	5	5	
5	6	6	6	5	5	6	6	7	6	7	5	7	6	6	7	6	5	7	7	7	7	6	7	6	7	7	6	6	6	7	6	5	6	6	7	6	5	6	
7	7	7	6	7	7	7	7	7	6	6	6	6	5	3	5	4	6	6	6	6	6	7	5	5	2	2	7	6	6	7	7	7	7	7	7	7	6	6	
6	6	6	6	6	6	6	6	6	5	5	6	5	5	5	6	5	5	4	4	5	5	5	4	4	5	5	5	5	5	5	6	6	5	6	6	6	6	6	
6	7	7	5	6	6	7	7	7	6	5	6	6	4	5	5	5	6	6	6	7	6	6	5	5	4	4	7	6	7	6	7	6	5	5	6	6	7	6	
6	7	5	5	6	5	6	6	7	6	6	6	5	5	5	5	5	5	5	5	6	6	4	4	4	3	3	5	4	4	6	6	6	6	7	5	5	4	4	
6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	6	6	7	7	6	6	7	3	3	6	6	6	7	6	7	7	7	7	7	6	6	7	
6	6	4	4	4	4	7	7	7	7	5	7	7	3	3	5	5	7	7	7	7	7	1	4	4	4	3	7	7	7	6	6	6	6	6	6	6	6	6	
5	5	6	6	5	6	6	7	6	6	7	6	5	5	6	6	5	4	4	4	5	5	4	4	4	5	4	5	5	5	5	6	5	6	7	6	4	5	5	
7	6	5	6	6	5	4	5	5	6	7	6	5	7	4	6	6	5	6	6	6	5	5	5	6	7	4	5	7	6	5	7	6	6	6	7	5	5	7	
5	5	7	6	6	6	6	6	6	5	5	6	6	6	6	6	6	6	6	6	5	6	4	5	6	6	5	6	6	6	6	6	6	6	7	6	6	7	7	6
6	6	6	6	6	6	6	6	6	7	4	6	6	4	4	4	4	5	6	6	6	6	6	5	6	6	6	6	6	6	5	6	6	6	6	6	7	5	6	7
6	7	6	5	6	7	6	5	6	7	6	7	5	6	7	6	5	6	7	6	7	6	5	6	4	6	7	6	6	5	7	6	5	6	7	6	5	6	7	
7	7	7	7	6	7	7	7	7	5	5	7	7	5	7	7	7	5	3	5	5	6	6	5	7	1	2	7	6	6	7	7	7	7	7	7	7	7	7	
7	7	6	6	6	7	7	6	6	7	6	6	7	6	7	7	6	6	7	7	7	6	6	6	6	6	7	7	6	6	7	7	6	6	6	7	7	6	6	
7	5	5	5	5	4	3	4	5	4	4	4	5	3	5	3	3	5	5	4	5	4	4	4	2	3	3	4	5	5	5	4	5	5	4	3	5	5	5	

7	6	5	5	5	4	6	5	5	4	6	7	6	4	4	4	4	5	5	6	5	5	5	5	4	5	4	6	5	5	6	6	5	6	6	6	5	4	6	
7	7	7	6	7	7	7	7	6	6	7	6	5	6	7	6	6	6	7	7	7	7	7	6	7	5	6	7	7	7	7	6	6	6	6	7	6	6	5	
7	6	6	6	6	7	7	6	7	4	5	6	6	6	7	7	7	7	7	7	7	6	5	4	4	4	5	6	5	6	6	6	6	6	6	7	5	7	7	7
6	6	5	4	5	5	5	5	5	5	5	5	5	6	5	5	5	5	4	5	5	4	4	4	5	3	5	5	4	5	4	5	4	5	4	5	5	6	6	6
5	6	6	6	6	6	7	7	6	7	6	6	6	4	7	3	3	2	6	2	2	6	2	1	2	4	2	7	6	6	6	6	6	6	5	6	6	6	6	6
7	7	7	6	6	6	6	7	7	7	6	6	7	5	5	5	6	6	6	6	7	7	4	3	3	5	5	6	5	4	5	6	6	7	7	7	5	7	7	
6	6	6	7	7	7	7	7	6	5	6	6	5	5	5	5	5	5	5	5	4	5	5	5	6	6	6	5	7	7	7	7	7	7	7	6	7	7	7	
7	6	7	5	6	7	6	5	7	6	5	7	6	5	7	6	6	7	5	6	6	7	6	7	5	6	6	6	7	7	7	6	7	7	6	6	7	6	6	
6	7	6	6	5	5	6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	
4	4	4	5	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
6	6	6	5	6	6	7	7	6	5	6	6	6	6	6	6	6	6	7	6	6	7	6	6	7	7	6	6	6	5	5	6	6	6	6	6	6	6	7	6
6	5	4	6	5	5	6	6	6	6	5	6	3	3	3	2	2	5	6	6	5	5	4	4	5	3	4	5	5	5	6	6	6	6	6	6	6	6	6	

5	6	4	6	3	5	6	6	7	5	3	5	4	2	3	4	5	6	6	6	5	6	7	5	2	3	3	6	5	7	6	7	5	5	6	6	5	6	3
6	7	6	7	6	6	7	6	7	7	4	4	5	6	6	6	6	6	7	6	6	4	5	3	6	5	6	6	6	7	6	7	6	7	6	6	6	6	7
6	6	6	6	5	5	5	6	5	5	5	5	5	5	5	5	6	7	5	5	6	7	5	6	5	5	5	5	6	5	5	5	5	6	5	5	6	5	5
6	6	5	7	5	6	7	7	6	6	7	6	7	5	4	4	6	5	4	5	5	5	4	4	4	6	7	6	4	5	6	6	5	4	6	6	4	6	6
6	5	6	6	6	6	5	5	6	7	6	6	5	6	6	5	6	6	6	6	6	5	5	6	5	6	5	6	5	6	6	6	6	5	5	6	5	6	6
6	6	6	6	6	7	7	7	7	6	7	7	7	7	5	6	5	7	7	7	7	7	7	7	5	6	5	6	6	6	6	6	7	7	7	7	7	7	7
4	5	5	5	5	6	5	5	6	5	6	5	5	4	4	4	4	3	4	4	3	3	3	3	5	4	3	5	5	5	5	4	5	4	4	4	4	4	
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	6	5	5	5	5	5	5	5	5	5	5	5	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	3	2	4	4	4	4	4	4	4	4	4	4	4	
6	6	6	7	7	7	7	7	7	7	6	7	7	6	5	5	5	7	7	7	7	7	7	5	7	7	5	7	7	7	7	7	7	7	7	7	7	7	
7	7	7	6	6	6	7	7	7	7	6	6	6	6	6	6	6	7	7	7	7	7	7	6	6	5	6	6	6	7	7	7	7	7	7	7	7	7	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	6	6	5	5	5	6	6	6	6	6	6	6	6	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	

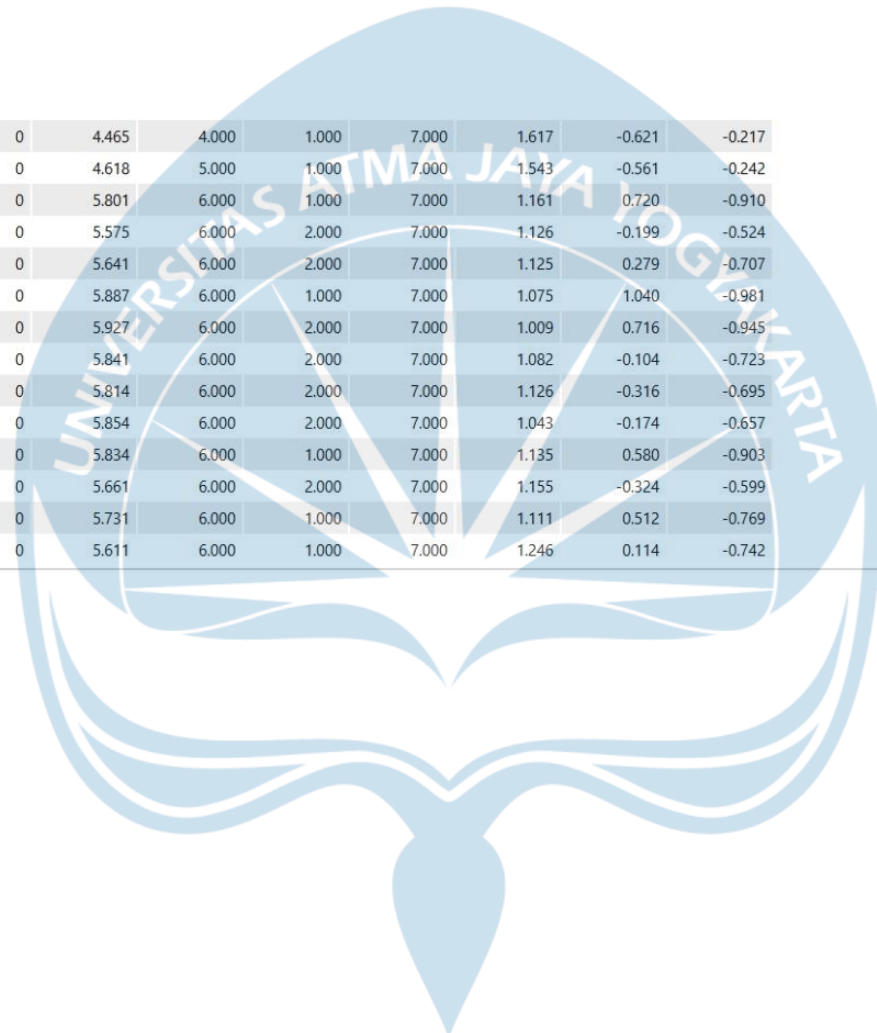
4	5	5	4	5	6	4	5	5	5	4	6	4	5	5	6	6	5	6	6	5	5	4	5	2	3	3	5	5	3	5	6	5	6	5	5	5	5	5	4
5	4	6	6	4	6	7	7	7	4	4	5	4	3	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	7	7	5	6	6	6	6	6	6	6
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
6	6	6	6	6	6	6	6	6	7	6	7	5	4	6	7	7	5	4	4	7	7	5	4	4	3	2	7	5	4	7	7	6	7	7	7	7	6	6	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	3	4	5	5	4	5	4	5	5	5	4	5	4	4	
5	4	7	7	5	5	5	5	5	7	5	7	7	7	4	7	4	7	7	5	7	6	7	4	7	6	4	5	7	6	7	7	7	6	6	6	5	6	6	
5	5	4	4	5	5	5	6	5	4	4	5	6	3	3	4	4	5	4	5	5	5	5	5	3	4	4	5	4	4	4	5	6	5	5	4	4	5	5	
3	4	3	3	3	3	4	3	4	3	4	3	3	4	3	3	4	4	4	3	4	3	3	3	4	4	4	4	4	4	4	4	3	3	3	4	4	6	5	
7	7	5	7	7	7	7	7	7	7	7	7	6	5	5	5	5	6	7	7	7	7	4	4	5	4	4	7	7	7	7	7	7	7	7	7	7	7	7	
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	4	4	5	6	6	6	6	6	6	6	6	6	6	6	6	6	
7	7	5	6	6	6	7	7	7	7	6	6	7	6	6	6	6	7	7	7	7	6	5	5	4	4	5	7	6	6	7	6	6	7	7	7	6	6	7	
6	6	7	7	7	7	7	6	6	6	6	7	6	7	6	6	6	6	6	7	7	7	7	6	5	5	7	7	7	7	7	6	6	6	7	7	7	7	7	
7	6	6	6	7	6	4	4	5	6	5	5	6	7	3	5	6	7	5	6	6	6	6	3	6	2	4	5	5	5	6	6	6	6	5	4	5	5	6	

6	7	5	6	3	6	7	6	7	5	3	6	5	5	3	1	2	3	6	6	7	6	2	1	2	2	3	7	6	7	6	5	6	7	6	7	7	6	5
7	6	5	5	4	5	6	7	7	4	5	6	6	7	4	6	7	5	5	5	7	6	6	7	2	5	5	4	6	5	5	5	6	7	6	5	6	5	7
6	6	5	7	7	6	6	5	5	6	5	6	6	5	3	6	6	5	5	7	6	6	3	7	5	6	5	5	6	6	7	6	6	7	5	5	6	7	7
4	4	4	4	4	4	3	4	3	3	4	3	4	3	3	3	3	3	4	4	3	4	4	3	3	3	3	5	4	4	4	4	4	4	4	4	5	5	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	5	7	5	5	6	6	6	6	4	5	5	5	5
6	6	6	7	5	5	6	6	4	6	7	7	6	7	6	6	5	4	4	6	5	6	5	6	2	4	4	5	5	6	6	5	6	6	5	7	6	5	4
5	6	7	6	5	7	5	7	5	6	7	5	7	6	7	5	7	6	7	6	5	7	5	6	7	6	7	5	7	6	7	6	7	5	7	6	7	5	7
6	6	7	7	6	7	6	7	7	7	5	7	6	5	5	6	7	6	7	6	7	6	7	6	6	6	7	7	7	7	6	7	6	5	6	5	6	5	6
5	6	5	6	4	6	6	7	6	6	5	7	7	6	7	6	5	6	7	7	5	6	7	6	6	7	5	7	7	6	5	7	7	7	6	5	6	6	6
6	5	7	5	6	7	6	6	5	7	6	6	5	5	5	7	7	7	6	6	7	6	7	7	7	6	6	6	6	7	7	6	6	7	7	7	6	5	7
5	5	6	6	7	6	6	6	6	7	7	7	5	6	4	7	6	6	6	7	6	5	7	7	6	6	7	7	6	7	6	7	6	5	6	7	7	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	4	6	5	6	6	6	6	6	6	6	6	6	6	6	6

Lampiran 4. Hasil Olah Data Smart PLS 4.0

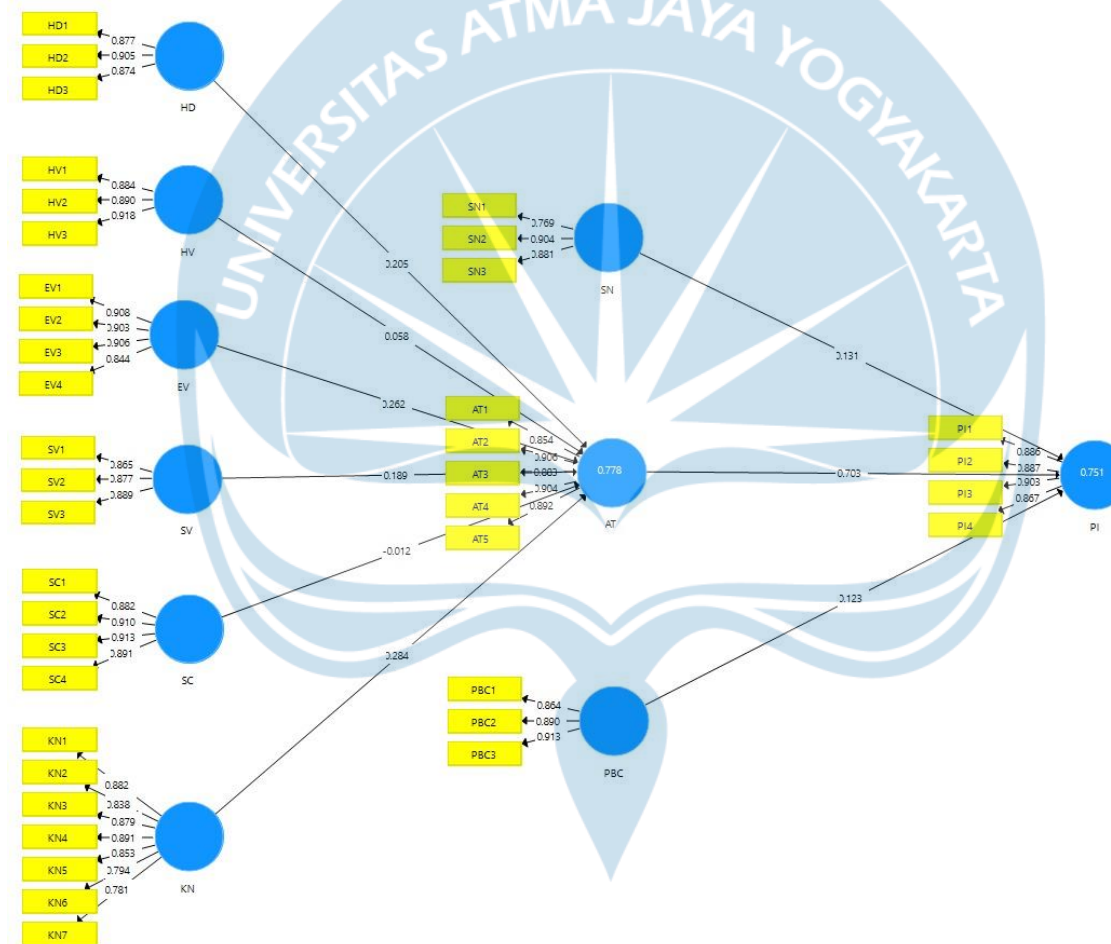
Hasil Analisis Deskriptif

Indicators:	Indicator Correlations		Raw File								Copy to Clipboard
	No.	Missing	Mean	Median	Min	Max	Standard D...	Excess Kurt...	Skewness		
HD1	1	0	5.817	6.000	1.000	7.000	1.107	0.792	-0.918		
HD2	2	0	5.897	6.000	2.000	7.000	1.050	0.514	-0.918		
HD3	3	0	5.615	6.000	1.000	7.000	1.143	0.085	-0.653		
HV1	4	0	5.804	6.000	2.000	7.000	1.071	0.240	-0.825		
HV2	5	0	5.465	6.000	1.000	7.000	1.210	0.136	-0.647		
HV3	6	0	5.711	6.000	2.000	7.000	1.078	-0.002	-0.651		
EV1	7	0	5.910	6.000	2.000	7.000	1.116	0.545	-0.991		
EV2	8	0	5.953	6.000	2.000	7.000	1.010	0.513	-0.877		
EV3	9	0	5.940	6.000	1.000	7.000	1.049	1.464	-1.027		
EV4	10	0	5.847	6.000	2.000	7.000	1.098	0.002	-0.783		
SV1	11	0	5.585	6.000	1.000	7.000	1.140	0.341	-0.636		
SV2	12	0	5.920	6.000	2.000	7.000	1.015	0.691	-0.912		
SV3	13	0	5.724	6.000	2.000	7.000	1.097	-0.239	-0.620		
SC1	14	0	5.282	5.000	1.000	7.000	1.326	-0.329	-0.487		
SC2	15	0	5.166	5.000	1.000	7.000	1.342	-0.336	-0.372		
SC3	16	0	5.292	5.000	1.000	7.000	1.261	0.010	-0.495		
SC4	17	0	5.146	5.000	1.000	7.000	1.425	-0.058	-0.585		
KN1	18	0	5.375	5.000	2.000	7.000	1.237	-0.456	-0.447		
KN2	19	0	5.704	6.000	2.000	7.000	1.139	-0.374	-0.620		
KN3	20	0	5.674	6.000	2.000	7.000	1.198	0.415	-0.865		
KN4	21	0	5.628	6.000	1.000	7.000	1.258	0.371	-0.860		
KN5	22	0	5.691	6.000	2.000	7.000	1.133	-0.047	-0.708		
KN6	23	0	5.199	5.000	1.000	7.000	1.364	-0.312	-0.428		
KN7	24	0	4.821	5.000	1.000	7.000	1.534	-0.601	-0.317		
SN1	25	0	4.412	4.000	1.000	7.000	1.631	-0.705	-0.156		



SN2	26	0	4.465	4.000	1.000	7.000	1.617	-0.621	-0.217
SN3	27	0	4.618	5.000	1.000	7.000	1.543	-0.561	-0.242
PBC1	28	0	5.801	6.000	1.000	7.000	1.161	0.720	-0.910
PBC2	29	0	5.575	6.000	2.000	7.000	1.126	-0.199	-0.524
PBC3	30	0	5.641	6.000	2.000	7.000	1.125	0.279	-0.707
AT1	31	0	5.887	6.000	1.000	7.000	1.075	1.040	-0.981
AT2	32	0	5.927	6.000	2.000	7.000	1.009	0.716	-0.945
AT3	33	0	5.841	6.000	2.000	7.000	1.082	-0.104	-0.723
AT4	34	0	5.814	6.000	2.000	7.000	1.126	-0.316	-0.695
AT5	35	0	5.854	6.000	2.000	7.000	1.043	-0.174	-0.657
PI1	36	0	5.834	6.000	1.000	7.000	1.135	0.580	-0.903
PI2	37	0	5.661	6.000	2.000	7.000	1.155	-0.324	-0.599
PI3	38	0	5.731	6.000	1.000	7.000	1.111	0.512	-0.769
PI4	39	0	5.611	6.000	1.000	7.000	1.246	0.114	-0.742

Model Struktural



Outer Loading

Matrix	AT	EV	HD	HV	KN	PBC	PI	SC	SN	SV
AT1	0.854									
AT2	0.906									
AT3	0.883									
AT4	0.904									
AT5	0.892									
EV1		0.908								
EV2		0.903								
EV3		0.906								
EV4		0.844								
HD1			0.877							
HD2			0.905							
HD3			0.874							
HV1				0.884						
HV2				0.890						
HV3				0.918						
KN1					0.882					
KN2					0.838					
KN3					0.879					

Matrix	Copy to Clipboard: Excel Format R Format									
	AT	EV	HD	HV	KN	PBC	PI	SC	SN	SV
KN4					0.891					
KN5					0.853					
KN6					0.794					
KN7					0.781					
PBC1						0.864				
PBC2						0.890				
PBC3						0.913				
PI1							0.886			
PI2							0.887			
PI3							0.903			
PI4							0.867			
SC1								0.882		
SC2								0.910		
SC3								0.913		
SC4								0.891		
SN1									0.769	
SN2									0.904	
SN3									0.881	
SV1										0.865
SV2										0.877
SV3										0.889

Discriminant Validity

Fornell-Larcker Criterion Cross Loadings Heterotrait-Monotrait Ratio (HTMT) Heterotrait-Monotrait Ratio (HTMT) Copy to Clipboard: Excel Format R Format										
	AT	EV	HD	HV	KN	PBC	PI	SC	SN	SV
AT	0.888									
EV	0.807	0.891								
HD	0.775	0.766	0.886							
HV	0.755	0.783	0.761	0.898						
KN	0.797	0.725	0.722	0.732	0.846					
PBC	0.707	0.634	0.649	0.615	0.688	0.889				
PI	0.853	0.728	0.705	0.723	0.766	0.676	0.886			
SC	0.639	0.594	0.610	0.656	0.716	0.442	0.664	0.899		
SN	0.476	0.438	0.411	0.524	0.531	0.424	0.518	0.589	0.854	
SV	0.772	0.760	0.673	0.720	0.748	0.623	0.690	0.683	0.462	0.877

Cross Loading

Fornell-Larcker Criterion		Cross Loadings		Heterotrait-Monotrait Ratio (HTMT)		Heterotrait-Monotrait Ratio (HTMT)		Copy to Clipboard:		Excel Format	R Format
	AT	EV	HD	HV	KN	PBC	PI	SC	SN	SV	
AT1	0.854	0.670	0.670	0.648	0.658	0.591	0.663	0.501	0.391	0.628	
AT2	0.906	0.750	0.704	0.670	0.713	0.670	0.745	0.524	0.390	0.693	
AT3	0.883	0.694	0.685	0.679	0.709	0.614	0.808	0.605	0.411	0.680	
AT4	0.904	0.714	0.685	0.668	0.722	0.634	0.781	0.594	0.443	0.714	
AT5	0.892	0.750	0.694	0.685	0.731	0.629	0.780	0.605	0.475	0.708	
EV1	0.705	0.908	0.690	0.714	0.611	0.552	0.647	0.489	0.377	0.672	
EV2	0.701	0.903	0.677	0.677	0.603	0.531	0.630	0.513	0.363	0.635	
EV3	0.724	0.906	0.682	0.669	0.668	0.571	0.657	0.529	0.348	0.667	
EV4	0.739	0.844	0.676	0.725	0.695	0.601	0.658	0.581	0.468	0.729	
HD1	0.668	0.667	0.877	0.615	0.611	0.539	0.582	0.445	0.309	0.562	
HD2	0.688	0.700	0.905	0.666	0.630	0.609	0.619	0.507	0.340	0.575	
HD3	0.701	0.668	0.874	0.738	0.676	0.574	0.671	0.663	0.440	0.650	
HV1	0.677	0.727	0.675	0.884	0.655	0.590	0.638	0.526	0.414	0.643	
HV2	0.606	0.628	0.661	0.890	0.623	0.487	0.589	0.620	0.473	0.628	
HV3	0.738	0.743	0.711	0.918	0.687	0.571	0.709	0.622	0.522	0.666	
KN1	0.670	0.590	0.593	0.608	0.882	0.566	0.650	0.661	0.487	0.627	
KN2	0.711	0.660	0.633	0.602	0.838	0.616	0.649	0.565	0.427	0.665	
KN3	0.690	0.634	0.598	0.616	0.879	0.631	0.667	0.555	0.415	0.643	

Construct Reliability dan Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Copy to Clipboard:	Excel Format	R Format
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)			
AT	0.933	0.934	0.949	0.788			
EV	0.913	0.913	0.939	0.793			
HD	0.862	0.863	0.916	0.784			
HV	0.880	0.887	0.926	0.806			
KN	0.934	0.938	0.946	0.716			
PBC	0.867	0.869	0.919	0.791			
PI	0.908	0.910	0.936	0.784			
SC	0.921	0.921	0.944	0.808			
SN	0.814	0.839	0.889	0.729			
SV	0.850	0.853	0.909	0.769			

R-Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
AT	0.778	0.774
PI	0.751	0.748

F-Square

Matrix	f Square	Copy to Clipboard: Excel Format R Format								
	AT	EV	HD	HV	KN	PBC	PI	SC	SN	SV
AT							0.917			
EV	0.082									
HD	0.061									
HV	0.004									
KN	0.108									
PBC							0.030			
PI										
SC	0.000									
SN							0.053			
SV	0.050									

Uji Hipotesis

Keterangan:

 = Nilai dari hipotesis yang diajukan

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Values
AT -> PI	0.703	0.702	0.048	14.645	0.000
EV -> AT	0.262	0.262	0.056	4.700	0.000
HD -> AT	0.205	0.205	0.053	3.835	0.000
HV -> AT	0.058	0.055	0.058	1.003	0.316
KN -> AT	0.284	0.283	0.058	4.883	0.000
PBC -> PI	0.123	0.123	0.078	1.578	0.115
SC -> AT	-0.012	-0.010	0.042	0.289	0.772
SN -> PI	0.131	0.132	0.043	3.072	0.002
SV -> AT	0.189	0.192	0.056	3.352	0.001

Uji Mediasi

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EV -> AT -> PI	0.184	0.184	0.043	4.299	0.000
HD -> AT -> PI	0.144	0.144	0.038	3.743	0.000
HV -> AT -> PI	0.041	0.038	0.041	1.009	0.314
KN -> AT -> PI	0.200	0.199	0.043	4.631	0.000
SC -> AT -> PI	-0.009	-0.007	0.029	0.292	0.770
SV -> AT -> PI	0.133	0.135	0.041	3.234	0.001

Total Effect

Total Effects

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Cop
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AT -> PI	0.703	0.702	0.049	14.446	0.000
EV -> AT	0.262	0.263	0.055	4.734	0.000
EV -> PI	0.184	0.185	0.042	4.420	0.000
HD -> AT	0.205	0.204	0.055	3.734	0.000
HD -> PI	0.144	0.143	0.040	3.638	0.000
HV -> AT	0.058	0.060	0.063	0.929	0.353
HV -> PI	0.041	0.042	0.044	0.934	0.351
KN -> AT	0.284	0.283	0.059	4.812	0.000
KN -> PI	0.200	0.199	0.044	4.521	0.000
PBC -> PI	0.123	0.121	0.077	1.592	0.112
SC -> AT	-0.012	-0.014	0.043	0.284	0.777
SC -> PI	-0.009	-0.010	0.031	0.282	0.778
SN -> PI	0.131	0.134	0.040	3.261	0.001
SV -> AT	0.189	0.190	0.054	3.478	0.001
SV -> PI	0.133	0.133	0.040	3.349	0.001

Lampiran 5. Jurnal Utama



Exploring consumer purchase intention towards cruelty-free personal care products in Indonesia

Firdia Rizky Amalia, Agus Darmawan*

Department of Mechanical and Industrial Engineering, Universitas Gadjah Mada, Yogyakarta, 55281, Indonesia

ARTICLE INFO

Keywords:
Cruelty free
Personal care product
Structural equation modeling
Theory of planned behaviour
Sustainability

ABSTRACT

Sustainability and ethical consumption are gaining popularity as key drivers in safeguarding the environmental ecosystem. Cruelty-free products have become a lifestyle choice, supporting personal care and appearance while contributing to environmental preservation. The potential economic for personal care products in Indonesia is enormous, with consistent growth observed. This study examines the factors influencing consumer interest in purchasing cruelty-free personal care products. Our survey involved 326 participants, revealing a significant tendency towards cruelty-free product purchase intention, reaching 73.9%. However, a significant portion of participants, approximately 20.9%, remained undecided or neutral. To identify the influential factors in purchasing cruelty-free products, we expand the theory of planned behaviour (TPB) and employ structural equation modelling (SEM) for analysis. Our findings show that attitude, perceived behavioural control, and subjective norms positively influence the intention to buy cruelty-free products. Moreover, we also observe that hedonism, environmental values, and knowledge play significant roles in shaping attitudes towards cruelty-free purchase intentions. In contrast to previous studies, health and social value do not significantly influence the purchase intentions of cruelty-free products. These findings offer valuable perspectives for various stakeholders to enhance the awareness of cruelty-free products in Indonesia.

1. Introduction

Nowadays, most companies consider consumer behaviour in their business strategy. Consumers are all individuals or households who buy or process products as goods or services for personal consumption (Armstrong et al., 2014). Meanwhile, consumer behaviour refers to all actions or activities as well as psychological processes in seeking, buying, using, or spending on a product (Grillo, 2002). Consumers have now become more careful with their product choices, consider morality, and are willing to pay more for goods or services with ethical attributes. These consumers, referred to as ethical consumers, support companies with ethical values in their business practices (Pecoreaux and Urbani, 2014; Andriani and Lieke, 2015; Gillani and Karama, 2018). Ethical values play a vital role in business strategy (Yousif et al., 2014). JingJing et al. (2008) identify five types of ethical consumption: positive buying (i.e., making purchase decisions with ethical values consideration), boycotts (i.e., not buying products from brands with inconsistent ethical values), fully screened purchasing (i.e., making comparisons of the ethical level of products), relationship purchasing (i.e., buying products

to meet ethical needs), and anti-consumerism (i.e., using recycled or reusable products). The company should consider sustainability and ethics as well as implement its values to avoid scandals and satisfy the stakeholders (Jasno, 2010). Moreover, increased ethical consumers will likely influence the company's business strategy (Sebastiani et al., 2013). This paper studies positive buying for cruelty-free personal care products.

Preserving ecosystems and ensuring animal welfare is an important responsibility for our consumer. Historically, many brands have tested their products on animals by either injection procedures or chemical exposure to ensure product safety for human use. Fortunately, awareness has shifted on this subject, leading to the increasing popularity of cruelty-free brands. The cruelty-free label signifies products or policies that abstain from animal testing. In addition to preventing animal testing, these products offer several environmental benefits, including reduced use of chemicals, resulting in a lower carbon footprint (Gullery, 2022).

In their survey with 15,000 participants, Perfect365 Inc. show that 36% of participants buy cosmetics from cruelty-free brands. Mintel

F.R. Amalia and A. Darmawan

(1994) present that the trend towards no animal testing increased from 31% to 54% from 2001 to 2013. They show that organisations such as people for the ethical treatment of animals (PETA) and the use of social media and the Internet increase dissemination and awareness of cruelty-free products. Based on U.S. Food & Drug Administration, the term cruelty-free has no legal basis. Therefore, many companies use this term for marketing purposes. However, many countries have enforced rules regarding animal welfare, including cruelty-free. California recently passed a bill prohibiting the practice of animal testing in cosmetic products and prohibiting sales, including imports of cosmetic products from brands that carry out animal testing. In addition, Cruelty-Free International's Leaping Bunny certification program helps consumers find out which products are cruelty-free (Chitrakorn, 2016; Kuri, 2019; Amalia, 2021).

This study focuses on the intention to purchase cruelty-free personal care products. More or less, personal care or cosmetic products are used to enhance and maintain appearance (Nowak et al., 2020). In 2022, the value of the global cosmetics market reached US\$571 billion and will increase over time (Statista, 2023). Statista (2023) estimates that cruelty-free cosmetics will be US\$ 14.23 billion in market size in 2030. Meanwhile, in Indonesia, the potential of the cosmetics industry is enormous. According to data from the Ministry of Industry, 913 cosmetic companies in 2022 involved 75 thousand direct and 600 thousand indirect labours. In addition, in 2021, the export value reached US\$425 million (Rochman, 2022). Therefore, this study develops a conceptual framework for the intention to purchase cruelty-free products in Indonesia, which still lacks attention (Amalia, 2021). The findings could become a guide to increasing the market and awareness of cruelty-free products in Indonesia.

Our study makes two valuable contributions to the literature on the purchase intention of cruelty-free products. Firstly, it is the first study in Indonesia that investigates the purchase intention of cruelty-free products. Given the distinctive characteristics of Indonesia compared to previously studied countries, our findings provide valuable insights into how location influences the purchase intention of cruelty-free products, thereby enriching the existing knowledge. In addition, this study is very relevant to the growth of beauty and personal care products in Indonesia, with the projected potential for huge revenue. These insights are essential for policymakers to develop effective strategies for promoting cruelty-free products to achieve sustainable and ethical consumption. Secondly, our survey considers more comprehensive factors compared to previous studies. By considering all these factors, our study offers relevant insights into the Indonesian market and provides a more holistic understanding of the interrelationships among these factors.

The paper uses the following structure. Section 2 provides a comprehensive review of the relevant literature pertaining to this study. Subsequently, in Section 3, we outline the research methodology employed in this investigation. Section 4 details the constructs utilised in our survey and their corresponding measurement items. The findings and discussions derived from our study are presented in Section 5. Finally, Section 5 concludes the study and provides recommendations for potential avenues of future research.

2. Literature review

Studies on ethical consumption have been carried out in recent decades. Gillani and Karama (2018) show the growing interest and the importance of ethics and sustainability in consumer behaviour. Ethical consumption is making conscious decisions based on individuals' moral beliefs and values (Cline et al., 2019). Several studies discuss the intention to purchase ethical products, such as Mintel (1994), which defines it as shopping behaviour considering ethical issues such as oppressive regimes, military expenditure, and animal protection. Barnett et al. (1998) link ethical consumption with individual control over consumptive behaviour. Utstala and Oksanen (2004) present the ethical and moral aspects found in cases of child slavery, chemical

Cleaner and Responsible Consumption 11 (2023) 100136

testing on animals, and the protection of factory workers.

In their study, Reijnders and Hoogen (2018) extend the theory of planned behaviour to investigate the factors influencing Dutch consumers' intentions to purchase fair trade products. Their research reveals that the subjective norm holds significant statistical relevance, particularly among male consumers. On a parallel note, Wang and Hwang (2001) delve into the realm of product knowledge, demonstrating how consumers' knowledge levels significantly shape their information-seeking behaviours and decision-making processes. Meanwhile, Cline and Gillewender (2015) examine a diverse array of factors affecting consumers' intentions to embrace green products, encompassing environmental concerns, perceived consumer efficacy, and product attributes. Expanding on this theme, Yadav and Pathak (2016) shed light on the environmentally-conscious nature of young consumers, who exhibit a positive inclination toward environmentally friendly purchases. Lastly, Pandey and Yadav (2022) address the complexity of green apparel purchase intentions, considering attitudes, individual concerns, perceived values, consumer involvement, and generational disparities. Their comprehensive analysis uncovers varying degrees of concern related to environmental and ethical considerations, particularly within the contexts of Generation Z and Generation Y.

Literature on the purchase intention of organic products is extensive. Chen (2017) shows that personality traits, such as health consciousness and environmental concern, significantly affect consumers' attitudes and purchase intentions towards organic foods in Taiwan. Bauer et al. (2013) examine the effects of organic labels on global, local, and private brands and use factors such as healthiness, hedonism, environmental friendliness, and food safety in their experiment. They compare organic and non-organic food and show that organic labelling positively affects purchase intention and could make customers willing to pay a premium price. Teng and Wang (2015) identify the factors that drive organic food consumption and purchase intention. The findings highlight that health value, trust, and subjective norms significantly influence consumers' purchase intentions for organic food. There are also studies on organic personal care products besides food products (Kim and Chung, 2011; Ghafari et al., 2017; Zollo et al., 2021). Kim and Chung (2011) present consumer purchase intentions for organic personal care products. The findings suggest that perceived product benefits, knowledge, and environmental concerns influence consumer purchase intentions positively. Ghafari et al. (2017) investigate consumers' intention to repurchase organic personal care products, focusing on the health and cosmetics context. This study expands the theory of planned behaviour by including perceived value constructs (health safety, hedonic and environmental), attitude, knowledge, subjective norm and perceived behavioural control. Zollo et al. (2021) involved participants from Spain and Italy in their survey. The results show that environmental value, knowledge, convenience and quality significantly influence purchase intention. Wang et al. (2021) employ the Behavioral Reasoning Theory to elucidate the discrepancy between consumers' positive attitudes towards green consumption and their actual purchasing behaviour. While consumers often express favourable attitudes toward environmentally friendly products, various factors can impede the translation of these attitudes into concrete actions. One such factor revolves around psychological considerations, where consumers may believe that their individual efforts have a limited impact on broader environmental issues, thereby diminishing their motivation to align their behaviour with green consumption intentions. Furthermore, product availability, access to information, and pricing sensitivity constraints can also contribute to the gap between attitude and intention in green consumption. In a related study, Kamboh et al. (2023) delve into the factors shaping consumer intentions when purchasing organic food products. They examine the motivations, attitudes, and barriers that influence individual decisions to opt for organic food. Their findings underscore the pivotal role of consumer awareness regarding the positive aspects of organic food, such as health benefits and environmental sustainability, in driving purchase intentions. However, they also underscore the

* Corresponding author.
E-mail address: agusd@ugm.ac.id (A. Darmawan).

<https://doi.org/10.1016/j.crc.2023.100136>
Received 15 July 2023; Received in revised form 4 September 2023; Accepted 18 September 2023

Available online 28 September 2023
2666-7843/© 2023 The Author(s). Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

significant role of price perception as a potential barrier, as consumers often perceive organic food as more expensive than conventional alternatives.

The theory of planned behaviour is also used to investigate intention in other fields, such as mortgage. *Ransal and Taylor* (2002) surveyed mortgage customers to know service provider switching behaviour. The results show that interaction between perceived behavioural control and attitude, between perceived behavioural control and intentions, and between subjective norms and attitude significantly predict switching intentions. Using confirmatory analysis and structural equation modelling, *Resart and Atulkar* (2016) identify the relationship between shopping values and customer satisfaction. They show that utilitarian and hedonic shopping values significantly impact customer satisfaction and suggest that retailers must understand shoppers' characteristics and attitudes. *Ramkissoon et al.* (2013) use structural equation modelling and show that individuals who have a deep emotional connection to a location or depend on it are more likely to participate in environmentally responsible actions to safeguard that place. Meanwhile, *Rezapourghadam et al.* (2021) employ machine learning techniques to gain insights into and predict the environmentally conscious actions of visitors in marine protected areas (MPAs) in Cyprus. The results indicate that visitors' green behaviour is affected by factors such as their educational background, nationality, purpose of the trip, and prior knowledge. Furthermore, *Ramkissoon* (2022) underscores the substantial influence of perceptions and attitudes in shaping an individual's quality of life and advocating for sustainable practices, highlighting the pivotal role of psychological factors in fostering environmental stewardship.

Table 1
The overview of relevant literature on purchase intention with the considered factors.

Papers	Theory	Factors	HD	HV	EV	SV	SC	KN	SN	PBC	AT	AL	EX	CQ	UT
Green products															
Wang and Hoang (2002)	Regression														
Kantar and Ghoshkar (2015)	CFA														
Yadav and Pathak (2016)	TFB														
Heldal and Høyen (2018)	TFB														
Pandey and Yadav (2022)	TFB														
Organic products (e.g. food, personal care)															
Chen (2007)	TFB														
Kim and Chung (2011)	TFB														
Rauer et al. (2013)	T-test														
Teng and Wang (2015)	TFB														
Ghazali et al. (2017)	TFB														
Zollo et al. (2021)	TFB														
Wang et al. (2021)	BRT														
Kamboj et al. (2023)	CFA														
Miscellaneous (e.g. service provider, mall shopping, tourism)															
Ransal and Taylor (2002)	TFB														
Resart and Atulkar (2016)	CFA														
Ramkissoon et al. (2013)	CFA														
Rezapourghadam et al. (2021)	ML														
Ramkissoon (2022)	CM														
Cruelty-free products															
Alauair et al. (2019)	Regression														
Grappe et al. (2021)	TFB														
This paper	TFB														

CFA: Confirmatory factor analysis; TFB: theory of planned behaviour; BRT: behavioral reasoning theory; ML: machine learning; CM: conceptual model; HD: hedonism; HV: health value; EV: environmental value; SV: safety value; SC: social value/social media/place value; KN: knowledge; SN: subjective norm; PBC: perceived behavioral control; AT: attitude; AL: altruism; EX: experience/satisfaction; CQ: convenience & quality; UT: utilitarian value/availability.

Studies that discuss purchase intention for cruelty-free products are still scarce. *Alauair et al.* (2019) investigate the factors influencing purchase intention for cruelty-free cosmetics products among female millennials in Sweden. They show that attitude and environmental knowledge positively affect the intention to buy cruelty-free cosmetics. At the same time, altruism has an indirect effect. Meanwhile, social media and financial constructs have no significant effect. *Grappe et al.* (2021) present the impact of the claim "not tested on animals" on consumers' attitudes and behavioural intentions. The findings show that credibility, attitude, altruism, and subjective norms affect the intention to buy cruelty-free products. They also advise companies to increase customers' knowledge and transparency about existing claim labels.

Table 1 shows that previous studies have shortcomings, including a rather limited number of factors in studying purchase intention. We believe these different factors are essential and relevant to mapping the factors considered. Thus, this study takes into account more comprehensive factors that will be useful in investigating purchase intentions of cruelty-free personal care products, especially in Indonesia. We adopt and expand the theory of planned behaviour by adding several important factors obtained through the literature review above. We survey and analyse the data using partial least squares structural equation modelling. We consider hedonism, health, environmental, safety, and social value factors. We also include product knowledge, subjective norms, perceived behavioural control, and attitudes toward cruelty-free products purchasing intention. Table 1 also shows that previous studies have discussed more on purchase intention of general or organic products. Since sustainability and ethical products have been a hot topic of discussion in recent years and the lack of attention on purchase intention

Table 2
The construct and measurement items in the questionnaire.

Construct	Measurement items	Related studies
Hedonism	HE1: Buying cruelty-free products would give me pleasure.	Kim and Chung (2011); Kassar and Atulkar (2016); Ghazali et al. (2017)
	HE2: Buying cruelty-free products would make me feel like a better person.	
	HE3: Using cruelty-free products would improve my quality of life.	
Health value	HEV1: Compared with regular products, I believe that cruelty-free products would make me healthier.	Kim and Chung (2011); Alauair et al. (2019)
	HEV2: Using cruelty-free products would improve my health.	
	HEV3: I feel that using cruelty-free products is in line with a healthy lifestyle.	
Environmental value	ENV1: I feel that cruelty-free products are eco-friendly.	Rauer et al. (2013); Ghazali et al. (2017)
	ENV2: I feel that cruelty-free products are in line with environmental preservation.	
	ENV3: I believe cruelty-free products are manufactured with full responsibility for the environment.	
	ENV4: I believe cruelty-free products are better for the environment than regular products.	
Safety value	SV1: I believe that cruelty-free products are free from harmful chemicals.	Rauer et al. (2013); Ghazali et al. (2017)
	SV2: I believe that cruelty-free products have high safety for daily use.	
	SV3: I believe that cruelty-free products have a higher level of safety than regular products.	
Social value	SC1: Buying cruelty-free products would make me feel more accepted by society.	Kassar and Ghoshkar (2015); Ghazali et al. (2017); Zollo et al. (2021)
	SC2: Buying cruelty-free products would improve how others see me.	
	SC3: Buying Cruelty-free products would make my self-perception better.	
	SC4: Buying cruelty-free products would make me feel more valued by others.	
Knowledge	KN1: I understand very well about a cruelty-free product.	Wang and Hoang (2002); Ghazali et al. (2017); Zollo et al. (2021)
	KN2: I have good experience in using cruelty-free products.	
	KN3: I am familiar with cruelty-free products.	
	KN4: I understand the advantages of cruelty-free products.	

Table 2 (continued)

Construct	Measurement items	Related studies
Subjective Norm	SN5: I understand the impact of cruelty-free products.	Kim and Chung (2011); Teng and Wang (2015); Ghazali et al. (2017)
	KN6: I can tell which products are cruelty-free and which are not.	
	KN7: My knowledge of cruelty-free products is better than the people around me.	
Perceived Behavioral Control	SN1: I would feel guilty if I used non-cruelty-free products.	Kim and Chung (2011); Teng and Wang (2015); Ghazali et al. (2017)
	SN2: People around me think that I should buy cruelty-free products.	
	SN3: People I often listen to (e.g. parents, friends, idols) would influence me to buy cruelty-free products.	
Attitude	PBC1: Buying cruelty-free products is entirely my decision.	Chen (2007); Kim and Chung (2011); Alauair et al. (2019)
	PBC2: I have the resources to buy cruelty-free products.	
	PBC3: I am sure that when I want a cruelty-free product, I can buy it.	
Purchase Intention	AT1: Buying cruelty-free products is a good decision.	Ransal and Taylor (2002); Yadav and Pathak (2016); Alauair et al. (2019)
	AT2: Buying cruelty-free products is beneficial.	
	AT3: Buying cruelty-free products is desirable.	
	AT4: Buying cruelty-free products is a wise decision.	
	AT5: Buying cruelty-free products is pleasant.	
Purchase Intention	PI1: I intend to purchase cruelty-free products in the future.	Ghazali et al. (2017); Zollo et al. (2021)
	PI2: I intend to learn more about what cruelty-free products are.	
	PI3: In the future, I intend to pay more attention to whether products are non or cruelty-free.	
	PI4: If I used personal care products, I will buy cruelty-free products.	

for cruelty-free products, this study will be very relevant in filling the gap and adding to the literature.

3. Research methodology

In this study, we conduct a survey targeting participants at least 17 years of age. Personal care products are commonly utilised to alter one's appearance or maintain a healthy body. The age of 17 signifies the transition from adolescence to adulthood, where individuals typically possess personal choices and preferences regarding the personal care products they use. Before the main survey, a pilot study was conducted to validate and establish the reliability of the questionnaire items. The instrument uses a Likert-type questionnaire with a 5-point scale, where respondents could indicate their level of agreement on a scale of 1-5 (1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree).

agree). The survey consists of 50 questions, categorised into two sections as follows:

- I. Participant demographics: age, gender, education, employment, marital status, as well as monthly income.
- II. Variable in SEM: hedonism, health value, environmental value, safety value, social value, knowledge, subjective norm, perceived behavioural control, attitude, purchase intention. Table 2 provides a list of questions for constructing structural equation modelling.

Theory of Planned Behavior (TPB) has been widely recognised as a valuable framework for investigating purchase intentions, encompassing subjective norm, attitude, and perceived behavioural control (Ajzen, 1991). We expand TPB by adding hedonism, health value, environmental value, safety value, social value, knowledge as exogenous variables and use attitude as mediating variable.

Table 1 provides a comparative perspective of our study within the context of prior research. Most previous investigations have predominantly employed the Theory of Planned Behavior (TPB) to dissect the determinants influencing consumers' purchase intentions. Despite extensive studies on purchase intention, there is a conspicuous lack of in-depth discourse regarding cruelty-free personal care products. In line with previous studies, our study also incorporates attitudes as a mediating variable in the context of purchase intention. Consequently, in formulating our hypotheses, we also thoroughly analysed the mediating role of attitudes. In addition to this, we comprehensively explored a multitude of crucial factors that have the potential to influence purchase intentions, factors that previous studies only partially considered, thereby rendering their discussions somewhat incomplete. Our review of the existing literature facilitated the synthesis of several pivotal factors gleaned from previous studies, as delineated in Table 1. Fig. 1 depicts the research framework in this study, illustrating the interrelationships among various variables. The endogenous variables of interest are attitude and purchase intention, which are influenced by exogenous (independent) variables or other variables. The remaining variables presented in Fig. 1 represent the exogenous variables. Based on the TPB framework in Fig. 1, we propose that attitude acts as a mediator,

transmitting the impact of perception attributes (such as hedonism, health value, environmental value, safety value, social value, and knowledge) on cruelty-free purchase intention. Additionally, we conjecture that subjective norms and perceived behavioural control directly influence cruelty-free purchase intention. Table 3 shows the hypotheses formulated in this study.

4. Results and discussions

4.1. Demographic profile of participants

A pilot study was conducted to assess the validity and reliability of the questionnaires. Initially, 45 participants were involved in the pilot study, but eight responses were subsequently excluded from further analysis as they did not meet the predetermined criteria. Table 4 shows a significant correlation coefficient, indicating that the selected questions adequately measure the intended construct. Moreover, each construct demonstrates a high Cronbach's alpha value (>0.6), affirming their

Table 3
Hypotheses testing.

No	Hypothesis development
1	H1 Attitude mediates the effect of hedonism on cruelty-free purchase intention.
2	H2 Attitude mediates the effect of health value on cruelty-free purchase intention.
3	H3 Attitude mediates the effect of environmental value on cruelty-free purchase intention.
4	H4 Attitude mediates the effect of safety value on cruelty-free purchase intention.
5	H5 Attitude mediates the effect of social value on cruelty-free purchase intention.
6	H6 Attitude mediates the effect of knowledge on cruelty-free purchase intention.
7	H7 Subjective norms positively influence cruelty-free purchase intention.
8	H8 Attitude positively influences cruelty-free purchase intention.
9	H9 Perceived behaviour control positively influences cruelty-free purchase intention.

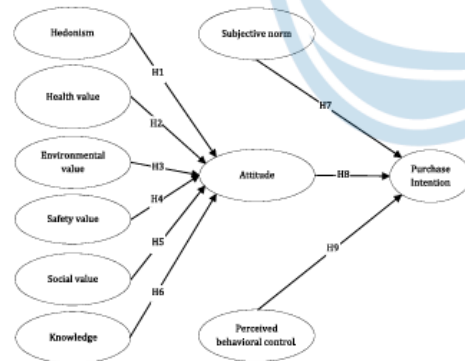


Fig. 1. The research framework on cruelty-free purchase intention.

Table 4
Validity and reliability test.

Construct	Spearman's correlation	Cronbach's alpha
Hedonism	0.81	0.78
Health value	0.89	0.96
Environmental value	0.84	0.85
Safety value	0.89	0.84
Social value	0.81	0.84
Knowledge	0.69	0.88
Subjective Norm	0.75	0.82
Perceived Behavioural Control	0.84	0.85
Attitude	0.82	0.88
Purchase Intention	0.81	0.82

validity and reliability. For the primary survey, 326 participants were included for further analysis. Participants for this study were selected using a purposive sampling approach, ensuring that the sample size surpassed the minimum threshold recommended by Hair et al. (2014), known as the "10 times rule". Furthermore, the number of participants in our study aligns with the sample sizes in previous studies pertaining to purchase intention (Kumar and Ghodeswar, 2015; Ghazali et al., 2017; Yadav and Parthak, 2016; Alaozir et al., 2019; Benjotungrahdam et al., 2021; Kambo et al., 2023). We adapted questions from previous studies, see Table 2, and carried out translation to Bahasa Indonesia. To ensure the validity and reliability of the translated questionnaire, a pilot study was conducted, as above. Table 5 provides an overview of the participants' demographic in this study.

Tables 6 and 7 display the participants' expressed intentions towards cruelty-free purchases. Table 6 reveals that the proportion of males and females who indicate agreement in cruelty-free purchase intention are 69.5% and 76.9%, respectively. Females generally have more concern regarding appearance and personal care. Moreover, it seems this is also in line with the questionnaire results, where the percentage of females concerned about cruelty-free personal care products is greater than males. Analysing by age segments, the corresponding agreement percentages are 78.2%, 65.8%, and 66.6% for segments 1, 2, and 3, respectively. Young people (e.g., 17–25) who are usually very concerned about appearance have a higher agree percentage. This result is very encouraging because the younger generation has a good awareness of

Table 5
Participants' demographic profile.

Demographic	Percentage (in %)
Gender	
Male	40.2
Female	59.8
Age	
17–25	66.5
26–45	11.7
> 45	1.8
Marital status	
Married	10.1
Not married	89.9
Education	
High school or below	61.0
Undergraduate (diploma/teacher's degree)	25.9
Postgraduate (master/PhD)	3.1
Employment	
Student	77.6
Self-employment	4.0
Paid employment	14.4
Freelancer	0.3
Retired	0.6
Unemployed	3.1
Monthly income (in 1,000 Rupiah)	
< Rp 1,500	54.6
Rp 1,500 – Rp 5,500	32.8
Rp 5,500 – Rp 7,500	4.6
Rp 7,500 – Rp 10,000	4.9
> Rp 10,000	3.1

Table 6
The percentage of participants' responses in cruelty-free purchase intention by gender and age.

Response	Gender		Age			Overall average
	Male	Female	17–25	26–45	> 45	
Disagree	6.1	4.6	3.2	18.4	16.7	5.2
Neutral	24.4	18.5	21.6	15.8	16.7	20.9
Agree	69.5	76.9	75.2	65.8	66.6	73.9

Table 7
The percentage of participants' responses in cruelty-free purchase intention differentiated by monthly income.

Response	Monthly income (in 1,000 Rupiah)				
	<1,500	1,500–5,500	5,501–7,500	7,501–10,000	>10,001
Disagree	3.4	2.8	33.3	18.7	9.1
Neutral	21.9	20.6	13.3	12.5	36.4
Agree	74.7	76.6	53.4	68.8	54.5

cruelty-free products. Table 6 further shows that a significant percentage of individuals (20.9%) remain uncertain or neutral regarding cruelty-free products. This highlights both a challenge and a potential opportunity to enhance awareness and persuade those who are still undecided to embrace cruelty-free purchase intentions. Table 7 shows that a higher income does not always have a higher awareness. Participants with income below IDR 5.5 million have a higher agree percentage with cruelty-free product purchase intention (~75–77%). Nonetheless, the percentage of individuals expressing doubt, ranging from approximately 13%–36%, remains substantial.

Based on the previous description, it becomes imperative to identify the influential factors that can heighten public awareness and encourage the purchase of cruelty-free products, particularly for individuals who remain uncertain or neutral. We employ structural equation modelling (SEM) using SmartPLS 3.0 to address this. The outcome of the SEM analysis is presented in Fig. 2, depicting the factor loadings that represent the bivariate correlation coefficients between latent variables and their corresponding measurement items. Additionally, this study assesses the average variance extracted (AVE) and composite reliability (C.R.) to establish the convergent validity and reliability of the constructs. Table 8 shows that the factor loadings, AVE, and C.R. all surpass the recommended thresholds of 0.6, 0.5, and 0.7, respectively (Hair et al., 2014).

Furthermore, based on Table 9, it is evident that each construct's square root of the Average Variance Extracted (AVE) exceeds the correlation coefficient with other constructs. This finding signifies that each construct and its corresponding measurement items share a greater amount of variance within its own construct than other constructs in the model. Consequently, the structural equation modelling (SEM) framework employed in this study demonstrates satisfactory convergent and discriminant validity levels.

4.2. Structural model evaluation

In the previous section, we provide an overview of the constructs' validity and reliability. Subsequently, we use the coefficient of determination (R^2) to assess the structural model. Table 10 shows that the R^2 value obtained for cruelty-free purchase intention in the model is 0.656, which indicates that the constructs utilised in the study account for 65.6% of the variance observed in the purchase of cruelty-free personal care products. According to Hair et al. (2014), the model has a substantial level with a higher R^2 value (0.656 $\geq$ 0.35).

Table 10 shows that attitude ($\beta = 0.521$, $p < 0.05$), perceived behavioural control ($\beta = 0.193$, $p < 0.05$), and subjective norm ($\beta = 0.244$, $p < 0.05$), positively predict purchase intention of cruelty-free



Fig. 2. Structural equation modeling results.

personal care products. Furthermore, the bootstrapping analysis conducted within the structural equation modelling (SEM) framework reveals that there are statistically significant positive indirect effects of hedonism ($\beta = 0.109$, $p < 0.05$), environmental value ($\beta = 0.182$, $p < 0.05$), and knowledge ($\beta = 0.153$, $p < 0.05$) on cruelty-free purchase intention mediated through attitude. However, the indirect effect is insignificant for health, safety, and social value.

4.2.1. Hypothesis H1: hedonism

As indicated in Table 10, the path coefficient for hedonism is 0.109 (or 0.209×0.521 , as shown in Fig. 2), with a p -value < 0.05 . This finding confirms that attitude plays a mediating role in the relationship between hedonism and cruelty-free purchase intention. Pleasure, feeling better and having a better quality of life by using cruelty-free products are important for consumers. This is in line with Kim and Chung (2011), Resari and Anikar (2016), Ghazali et al. (2017), and Ramkisson (2023) where hedonism has a positive influence on purchase intention.

4.2.2. Hypothesis H2: health value

As indicated in Table 10, the path coefficient for hedonism is 0.000 (or 0.000×0.521 , as shown in Fig. 2), with a p -value > 0.05 . This result shows that health value does not affect attitude towards purchase intention of cruelty-free personal care products and contradicts some previous studies, such as Kim and Chung (2011) and Alauzir et al. (2019). This may be because the personal care products used as objects were more related to appearance and body care, for example, cosmetics used on the body's surface. Participants perceived that maintaining good health was commonly associated with treatments involving the consumption of drugs or vitamins that needed to be ingested into the body.

4.2.3. Hypothesis H3: environmental value

The path coefficient of environmental value in Table 10 is 0.182 (or 0.349×0.521 in Fig. 2) with a p -value < 0.05 , which indicates that attitude mediates the environmental value on purchase intention of cruelty-

free personal care products. This result is in line with previous studies such as Chase (1991), Kim and Chung (2011), Bauer et al. (2013), and Ghazali et al. (2017). According to Chase (1991), people with high environmental awareness tend to change their buying behaviour to save and keep a good environment. Kim and Chung (2011) also show that environmental awareness significantly and positively influences the intention to purchase organic personal care products. In accordance with the findings of Ramkisson et al. (2023), which highlight the significant influence of environmental consciousness, this study also demonstrates that consumers who prioritise environmental concerns are more inclined to choose cruelty-free products that align with their ethical values.

4.2.4. Hypothesis H4: safety value

The path coefficient of safety value in Table 10 is 0.067 (or 0.129×0.521 in Fig. 2) with a p -value of 0.099 (> 0.05), which shows that safety value does not affect attitude (AT) towards cruelty-free purchase intention. This finding contradicts Bauer et al. (2013) and Ghazali et al. (2017), which present that safety value significantly affects attitude towards behaviour to repurchase organic personal care products. This difference may be due to differences in the demographic profile of participants. We then test the mediating variable to determine whether the safety value is part of the indirect, direct, or both effects. We follow the steps in Zhao et al. (2010). Interestingly, the direct effect value is significant, with a p -value of 0.01 (< 0.05). Therefore, the relationship between safety value and behavioural intention occurs directly, without mediation (direct only).

4.2.5. Hypothesis H5: social value

The path coefficient of social value, as presented in Tables 10 and is -0.002 (or -0.004×0.521 in Fig. 2), with a p -value of 0.932 (> 0.05). This result rejects hypothesis H5 and suggests that social value does not significantly impact attitude towards cruelty-free purchase intention. This result contradicts Kumar and Ghodrekar (2015), Ghazali et al. (2017), and Zollo et al. (2021), who state that social value can motivate

Table 8
Factor loadings, convergent validity, and reliability of measurement items.

Measurement items	Loadings	AVE	CR
Hedonism			
HD1: Buying cruelty-free products would give me pleasure.	0.886	0.729	0.890
HD2: Buying cruelty-free products would make me feel like a better person.	0.835		
HD3: Using cruelty-free products would improve my quality of life.	0.840		
Health value			
HV1: Compared with regular products, I believe that cruelty-free products would make me healthier.	0.884	0.777	0.913
HV2: Using cruelty-free products would improve my health.	0.984		
HV3: I feel that using cruelty-free products is in line with a healthy lifestyle.	0.866		
Environmental value			
EV1: I feel that cruelty-free products are eco-friendly.	0.910	0.757	0.925
EV2: I feel that cruelty-free products are in line with environmental preservation.	0.871		
EV3: I believe cruelty-free products are manufactured with full responsibility for the environment.	0.894		
EV4: I believe cruelty-free products are better for the environment than regular products.	0.801		
Safety value			
SV1: I believe that cruelty-free products are free from harmful chemicals.	0.866	0.767	0.930
SV2: I believe that cruelty-free products have high safety for daily use.	0.879		
SV3: I believe that cruelty-free products have a higher level of safety than regular products.	0.883		
Social value			
SC1: Buying cruelty-free products would make me feel more accepted by society.	0.839	0.790	0.938
SC2: Buying cruelty-free products would improve how others see me.	0.823		
SC3: Buying Cruelty-Free products would make my self-image better.	0.894		
SC4: Buying cruelty-free products would make me feel more valued by others.	0.897		
Knowledge			
KN1: I understand very well about a cruelty-free product.	0.787	0.626	0.921
KN2: I have good experience in using cruelty-free products.	0.811		
KN3: I am familiar with cruelty-free products.	0.832		
KN4: I understand the advantages of cruelty-free products.	0.814		
KN5: I understand the impact of cruelty-free products.	0.793		
KN6: I can tell which products are cruelty-free and which are not.	0.746		
KN7: My knowledge of cruelty-free products is better than the people around me.	0.727		
Subjective Norm			
SN1: I would feel guilty if I used non-cruelty-free products.	0.867	0.676	0.862
SN2: People around me think that I should buy cruelty-free products.	0.848		
SN3: People I often listen to (e.g. parents, friends, idols) would influence me to buy cruelty-free products.	0.745		
Perceived Behavioral Control			
PBC1: Buying cruelty-free products is entirely my decision.	0.810	0.708	0.879
PBC2: I have the resources to buy cruelty-free products.	0.864		
PBC3: I am sure that when I want a cruelty-free product, I can buy it.	0.850		
Attitude			

Table 8 (continued)

Measurement items	Loadings	AVE	CR
AT1: Buying cruelty-free products is a good decision.	0.827	0.705	0.923
AT2: Buying cruelty-free products is beneficial.	0.839		
AT3: Buying cruelty-free products is a wise decision.	0.862		
AT4: Buying cruelty-free products is a wise decision.	0.850		
AT5: Buying cruelty-free products is pleasant.	0.815		
Purchase Intention			
PI1: I intend to purchase cruelty-free products in the future.	0.846	0.712	0.908
PI2: I intend to learn more about what cruelty-free products are.	0.842		
PI3: In the future, I intend to pay more attention to whether products do animal testing.	0.868		
PI4: If I need personal care products, I will buy cruelty-free products.	0.820		

customers to buy green products. Social value is also one of the dominant factors that lead to ethical consumption in society. However, in this study, it turns out that the Indonesian people show that social values do not significantly influence attitude towards behaviour. Participants tend not to think that cruelty-free personal care products will affect how familiar and accepted they are and do not associate appearance with the ease of making friends.

4.2.6. Hypothesis H6: knowledge

The path coefficient of knowledge, as presented in Tables 10 and is 0.153 (or 0.293×0.521 in Fig. 2), with a p -value of 0.000 (< 0.05). This outcome provides solid evidence that knowledge substantially and positively influences attitudes towards cruelty-free purchase intention. This result is in line with the findings of Wang and Thwang (2001), Ghazali et al. (2017), Zollo et al. (2021), and Ramkisson (2021) that consumers who have a good understanding of a product will assess the product from the intrinsic elements such as quality, function, benefits, sustainability.

4.2.7. Hypothesis H5: subjective norm

The path coefficient for the subjective norm is 0.244 (p -value < 0.05), showing a significant positive impact on the purchase intention of cruelty-free products. Consumers tend to have positive purchase intentions of a product if they consider it important to them, so they have a clear opinion. This result also affirms the crucial role of support from close individuals such as family, friends, and idols in shaping a stronger intention to purchase cruelty-free products (Kim and Chung, 2011; Teng and Wang, 2015; Ghazali et al., 2017).

4.2.8. Hypothesis H6: attitude

In line with previous studies, attitude towards behaviour is one of the important factors in product purchase intention (Bansal and Taylor, 2002; Paul and Rana, 2012; Yadav and Pathak, 2016; Alauzir et al., 2019). Moreover, the path coefficient value of 0.521 (refer to Table 10) suggests that a rise in attitude levels leads to increased purchase intention of cruelty-free products. Hence, this study confirms that consumers' attitudes play a predictive role in the purchase intention of cruelty-free personal care products, aligning with the theory of TPB.

4.2.9. Hypothesis H4: perceived behavioural control

According to the findings presented in Table 10, the path coefficient of perceived behavioural control (PBC) is 0.193 (p -value < 0.05), suggesting that an increase in PBC values results in a corresponding increase in purchase intention. In simpler terms, consumers who possess greater control over their buying decisions and can effortlessly purchase cruelty-free personal care products are more likely to exhibit a higher purchase intention than those who have less control (Chen, 2007; Kim and Chung,

Table 9

Assessment of construct discriminant validity.

Construct	HD	IV	EV	SV	SC	KN	SN	PBC	AT	PI
Hedonism	0.854 ^a									
Health value	0.444	0.881 ^a								
Environmental value	0.450	0.603	0.870 ^a							
Safety value	0.531	0.650	0.621	0.876 ^a						
Social value	0.570	0.533	0.333	0.544	0.889 ^a					
Knowledge	0.506	0.556	0.426	0.524	0.567	0.791 ^a				
Subjective Norm	0.525	0.598	0.347	0.479	0.517	0.528	0.829 ^a			
Perceived Behavioral Control	0.446	0.412	0.471	0.360	0.261	0.534	0.378	0.842 ^a		
Attitude	0.610	0.590	0.655	0.619	0.468	0.635	0.523	0.594	0.839 ^a	
Purchase Intention	0.600	0.612	0.558	0.603	0.475	0.601	0.561	0.594	0.703	0.844 ^a

^a Represent the square root of AVE.

Table 10

Path coefficient of indirect and direct effects.

Path	β	p-value	Decision
Direct effects			
AT → PI	0.521	0.000	Supported
PBC → PI	0.193	0.000	Supported
SN → PI	0.244	0.000	Supported
Indirect effects			
HD → AT → PI	0.109	0.000	Supported
IV → AT → PI	0.000	1.000	Not Supported
EV → AT → PI	0.182	0.000	Supported
SV → AT → PI	0.067	0.099	Not Supported
SC → AT → PI	0.002	0.922	Not Supported
KN → AT → PI	0.153	0.000	Supported

R-squared = 0.656.

2011; Alauzie et al., 2019).

The SEM analysis outcomes contribute valuable insights into the perceptions and influential factors shaping the purchase intention of cruelty-free products, specifically among Indonesians. The findings highlight that attitude, perceived behavioural control, subjective norm, and safety value directly impact purchase intention. Furthermore, the indirect influence on cruelty-free purchase intention is observed through hedonism, environmental value, and knowledge.

5. Conclusions

This paper has developed a conceptual framework for assessing the purchase intention of cruelty-free personal care products in Indonesia. A survey involving 326 participants revealed that 73.9% of respondents agreed to purchase cruelty-free personal care products. Encouragingly, the data indicates a higher level of agreement among young individuals (e.g., aged 17–25) compared to other age segments. However, it is noteworthy that a considerable proportion of participants, approximately 20.9%, remain undecided or neutral regarding the purchase of cruelty-free personal care products. The survey also found that a high income does not always have high awareness in buying cruelty-free personal care products.

We then use Structural Equation Modeling (SEM) to examine the significant factors influencing participants' decision to purchase cruelty-free products. Identifying these crucial factors is imperative in devising initiatives to enhance awareness of cruelty-free products, particularly among individuals who express disagreement or remain neutral. Notably, the framework model's coefficient of determination (R-squared) is 0.656, indicating substantial explanatory power. This value implies that the constructs utilised in the model can account for 65.6% of the variance in the purchase intention of cruelty-free personal care products. The findings of this study hold substantial value in raising awareness about cruelty-free products, particularly within the context of Indonesia.

The findings of our study reveal that attitude, perceived behavioural control, and subjective norms positively influence the intention to purchase cruelty-free products. Additionally, we observe that hedonism, environmental values, and knowledge positively impact attitude towards cruelty-free purchase intention, which aligns with the result of previous studies. However, our results also unveil some contrasting findings in relation to previous studies, specifically regarding the influence of health, safety, and social values on attitude towards cruelty-free purchase intention. These disparities could potentially be attributed to the distinct demographic characteristics outlined in the previous section, underscoring the importance of conducting similar studies in diverse locations to anticipate and comprehend potential variations in results. Furthermore, we examine the mediating variable of safety value and discover a direct effect on purchase intention, bypassing the need for mediation variables such as attitude, deviating from the patterns observed in previous studies.

Research on cruelty-free personal care products in Indonesia offers valuable insights and practical implications. It helps us understand what Indonesian consumers value when choosing products that do not harm animals, aiding businesses in meeting these preferences and fostering ethical consumption. By examining the market potential, this research informs companies about opportunities to expand in the cruelty-free segment, potentially catering to a growing demand. Additionally, it sheds light on the regulatory landscape, empowering policymakers to enhance animal welfare regulations and promote ethical practices. Evaluating the supply chain and environmental impact encourages sustainable sourcing and highlights the ecological benefits of cruelty-free options. Increasing knowledge through effective education and awareness campaigns can improve efforts to inform consumers. By studying successful business models, new and existing companies can develop strategies for sustainable and profitable ventures. Finally, companies can integrate ethical practices into their corporate social responsibility initiatives, contributing to positive social change.

This study has limitations and suggests topics for further research. First, some of the findings in our study contradict previous studies in other countries. Therefore, a study on the effect of cross-cultural or cross-national on the purchase intention of cruelty-free products is quite interesting. Understanding culture and local norms will assist companies in choosing the right strategy. Second, knowledge positively and significantly influences attitude towards cruelty-free purchase intentions. However, in our study, the questions did not trace the sources of information the participants obtained about cruelty-free products. Investigation of the sources of information obtained, whether from schools, social media, influencers, or other marketing channels will be very helpful in determining priorities to increase awareness about cruelty-free products. Third, our study is still about interest in buying cruelty-free products. Follow-up research to explore the results between interested participants and participants who already have experiences using cruelty-free products also seem interesting to study further.

Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data availability

Data will be made available on request.

References

- Ajzen, I., 1991. The theory of planned behavior. *Organ. Behav. Hum. Decis. Process.* 50, 179–211.
- Akbariz, T., Gustavsson, B., Schmitt, N., 2019. Factors Driving Purchase Intention for Cruelty-free Cosmetics: A Study of Female Millennials in Jakarta. *Jembering University: Jembering, Indonesia*, Sweden.
- Anshari, F.R., 2021. Analisis faktor internal persebaran personal care products (pcp) cruelty-free di Indonesia. *Industrial Engineering, Universitas Gadjah Mada*. Unpublished thesis.
- Anshari, F.R., 2022. Do information, price, or morals influence ethical consumption? A natural field experiment and customer survey on the purchase of Fair Trade coffee. *Ind. Eng. Econ.* 52, 230–250.
- Armstrong, G., Adams, S., Denton, S., Kotler, P., 2014. *Principles of Marketing*. Pearson Australia.
- Barnal, H.S., Taylor, S.F., 2002. Investigating interactive effects in the theory of planned behavior in a service-provider switching context. *Psychol. Market.* 19 (5), 407–425.
- Barnett, T., Ross, K., Brown, G., Holbert, F.J., 2010. Ethical ideology and the ethical judgments of marketing professionals. *J. Bus. Ethics* 97 (3), 715–725.
- Bauer, J.H., Hertenstein, D., Schaefer, R.B., 2015. The effects of organic labels on global, local, and private brands: does it type thus substance? *J. Bus. Res.* 68 (8), 1035–1043.
- Bellard, A., Higgins, S., 2011. Consequences of fair trade product purchase intention of Dutch consumers according to the extended theory of planned behavior: the moderating role of gender. *J. Consum. Pol.* 41, 191–210.
- Chen, H., 1991. Pesticides top marks in A.A. survey. *Advert. Age* 62 (5), 8–11.
- Chen, M.F., 2007. Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: mediating effects of food-related personality traits. *Food Qual. Prefer.* 18 (7), 1005–1021.
- Chinkova, K., 2016. Is the global cosmetics market moving towards a cruelty-free future? *Business of Fashion, Inc.* <https://www.businessoffashion.com/articles/bei/cruelty-free-the-global-cosmetics-market-moving-towards-a-cruelty-free-future>.
- Coxe, A., Morris, D., Spector, L. (Eds.), 2019. *Corporate social responsibility: findings and gaps in a global context*. Routledge.
- Culnan, K., 2022. Environmental impact the 'big' opportunity in ethical beauty. <https://www.cosmeticsdesign-europe.com/Article/2022/02/11/Ethical-beauty-sees-a-environmental-action-and-how-to-fulfill-consumer-expectations-says-GlobaData>.
- Ghazali, R., Suen, P.C., Shuen, D.S., Nguyen, B., 2017. Health and cosmetics: investigating consumers' values for buying organic personal care products. *J. Retailing Consum. Serv.* 39, 154–163.
- Gropper, C.E., Lombart, C., Goss, D., Duff, P., 2021. 'Not tested on animals': how consumers react to cruelty-free cosmetics proposed by manufacturers and retailers? *Int. J. Retail Distrib. Manag.* 49 (11), 1232–1253.
- Gilotti, R., Battaglia, R., 2014. An introduction to special issue: sustainability and ethical consumption. *Manag. Decis.* 56, 511–514.
- Griffin, J., 2002. *Consumer Ethics: How to Run a Firm to Run a Firm*. New York.
- Hair, J., Joseph, E., Black, William C., Babin, Barry J., Anderson, Ralph E., Tatham, Ronald L., 2014. *Practical research methods*, 7th ed. Sage Publications Ltd.
- Jayasing, D., Nair, L., Sreek, R., 2008. *Ethical Consumerism*. In: *Research in the Business Industry towards Sustainability*. In: *Springer*. Institute of Technology, Karlshagen, Sweden.
- Korndorf, S., Mathies, M., Gupta, M., 2022. Examining consumer purchase intention towards organic food: an empirical study. *Cleaner and Responsible Consumption* 9, 100121.
- Konari, R., Anshari, S., 2016. Satisfaction of mall shoppers: a study on perceived utilitarian and hedonic shopping values. *J. Retailing Consum. Serv.* 31, 22–31.
- Kim, H.Y., Chung, J.H., 2011. Consumer purchase intention for organic personal care products. *J. Consum. Market.* 8 (1), 40–47.
- Kumar, P., Ghoshkar, B.M., 2015. Factors affecting consumers' green product purchase decisions. *Market. Intell. Plan.* 33 (3), 330–347.
- Kurtz, S.S., 2018. *California's animal-testing ban deserves an asterisk*. <https://op.com/quartz/140516/california-new-animal-testing-law-ban-bugs-lasophen>.
- Mintel, P., 1994. The green consumer. *Mintel Special Report* 4, 1.
- Nowak, K., Jablonka, E., Rajczak-Wrona, W., 2020. *Controversy Around Parabens: Alternative Strategies for Preservative Use in Cosmetics and Personal Care Products*. Environmental Research, 114108.
- Orlans, M., 2016. CSR reporting, stakeholder engagement and preventing hypocrisy through ethics audit. *Journal of Global Entrepreneurship Research* 6 (1), 1–14.
- Park, M., Yoon, K.S., 2022. Understanding the role of individual concerns, attitudes, and perceived value in green apparel purchase intention: the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption* 9, 100120.
- Paul, J., Bana, J., 2012. Consumer behavior and purchase intention for organic food. *J. Consum. Market.* 29 (6), 412–422.
- Pecaraz, M., Ustakul, O., 2014. Exploring the everyday retail experience: the discourse of style and design. *J. Consum. Behav.* 13 (6), 420–441.
- Perfect365 Inc., 2018. *New survey from Perfect365 reveals 36% of women prefer to purchase cruelty-free beauty*. <https://www.perfect365.com/news/2018/04/perfect365-reveals-36-of-women-prefer-to-purchase-cruelty-free-beauty>.
- Rankinson, H., Smith, L.D.G., Wedder, B., 2013. Testing the dimensionality of place attachment and its relationship with place satisfaction and pro-environmental behaviours: a structural equation modelling approach. *Tourism Manag.* 36, 752–760.
- Rankinson, H., 2022. Place affect interventions during and after the COVID-19 pandemic. *Front. Psychol.* 12, 726005.
- Rankinson, H., 2022. Perceived social impacts of tourism and quality-of-life: a new conceptual model. *J. Sustain. Tourism* 31 (2), 442–458.
- Rasputin-chen, H., Alshibli, A., Rankinson, H., 2022. Application of machine learning to predict visitors' prior behavior in marine protected area: evidence from Cyprus. *J. Sustain. Tourism* 1–25.
- Redman, F., 2022. *Menggunakan ekspor produk kosmetik Tanah Air*. <https://www.an-tarnews.com/berita/320/053/menggunakan-ekspor-produk-kosmetik-tanah-air>.
- Schmitt, R., Montagna, J., Dall, O., 2013. Ethical consumption and new business models in the food industry: Evidence from the study case. *J. Bus. Ethics* 114 (3), 473–485.
- Steph, S., 2022. *Cruelty-free cosmetics market overview*. <https://www.marketresearchfuture.com/reports/cruelty-free-cosmetics-market-2022>.
- Statista, 2022. *Beauty & personal care - worldwide*. <https://www.statista.com/outlook/cruelty-free-beauty-personal-care/worldwide>.
- Tong, C.-C., Wang, Y.M., 2015. Decisional factors driving organic food consumption: perception of consumer purchase intentions. *Br. Food J.* 17 (3), 1066–1081.
- Uusitalo, G., Oksanen, R., 2004. Ethical consumerism: a view from Finland. *Int. J. Consum. Stud.* 28 (2), 214–221.
- Wang, C.C., Thong, L.S., 2001. The influence of product knowledge on the amount of Web-based information search on Internet. *J. Bus. Adm.* 51 (1), 109–130.
- Wang, J., Shen, M., Chu, M., 2022. Why is green consumption easier said than done? Exploring the green consumption attitude-intention gap in China with behavioral reasoning theory. *Cleaner and Responsible Consumption* 2, 100015.
- Yadav, R., Pichai, G.S., 2016. Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behavior. *J. Clean. Prod.* 135, 732–739.
- Yoon, P., Dean, A., Tucker, D., 2014. Bop for life: the embedding of ethical consumerism. *J. Bus. Ethics* 125 (1), 87–99.
- Zhao, X., Lynch, J.G., dan Chen, Q., 2010. Reconsidering harm and benefit: myths and truths about mediation analysis. *J. Consum. Res.* 37 (2), 197–208.
- Zellu, L., Carrazza, R., Farnesi, M., Olm, E., Martin-Consuegra, D., 2021. What influences consumers' intention to purchase organic personal care products? The role of social resonance. *J. Retailing Consum. Serv.* 60, 102432.

Lampiran 6. Turnitin

Revisi - Domitilla Meylana Titis Antori - 210325934.docx

ORIGINALITY REPORT

19%	16%	11%	7%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	repository.ub.ac.id Internet Source	2%
2	e-journal.uajy.ac.id Internet Source	2%
3	dosen.perbanas.id Internet Source	1%
4	Submitted to Binus University International Student Paper	1%
5	Firdia Rizky Amalia, Agus Darmawan. "Exploring consumer purchase intention towards cruelty-free personal care products in Indonesia", Cleaner and Responsible Consumption, 2023 Publication	1%
6	dspace.uir.ac.id Internet Source	1%
7	lib.ibs.ac.id Internet Source	<1%