

BAB V

PENUTUP

Pada bab ini, memuat uraian terkait rangkuman temuan penelitian yang telah dilaksanakan serta menyampaikan implikasi manajerial yang dapat diperoleh dari hasil penelitian tersebut. Peneliti juga akan mengulas mengenai keterbatasan penelitian yang mungkin ditemui serta memberikan saran yang dapat menjadi panduan bagi peneliti lain dalam mengembangkan penelitian di masa mendatang.

5.1. Kesimpulan

Studi ini berfokus pada analisis pengaruh pengalaman merek dan loyalitas merek Gen Z, dan dimediasi melalui peran persepsi kualitas dan kepercayaan merek Aerostreet. Penelitian ini dikumpulkan melalui platform *Google Form* yang disebar secara *online* dan telah melibatkan partisipasi sebanyak 265 responden. Responden yang mengisi kuesioner merupakan masyarakat yang bertempat tinggal di Indonesia dan pernah melakukan pembelian produk dari merek Aerostreet setidaknya dua kali dalam satu tahun terakhir. Analisis yang dilakukan memanfaatkan teknik *Structural Equation Modelling* (SEM) dengan perangkat SmartPLS memberikan hasil data yang baik. Setelah melalui seluruh rangkaian penelitian, mulai dari pengumpulan data, pengolahan data, hingga analisis data, maka kesimpulannya secara keseluruhan penelitian ini memiliki hasil yang baik.

Pada penelitian ini, terdapat tujuh hipotesis yang digunakan sebagai dasar analisis. Di bawah ini adalah hasil dari pengolahan data yang diperoleh:

1. Pengujian hipotesis pertama menunjukkan bahwa pengalaman merek berpengaruh terhadap loyalitas merek (**H1 diterima**). Temuan ini mengindikasikan bahwa pengalaman merek turut berkontribusi langsung terhadap peningkatan loyalitas konsumen terhadap suatu merek.
2. Pengujian hipotesis kedua menunjukkan bahwa pengalaman merek berpengaruh terhadap persepsi kualitas (**H2 diterima**). Artinya, pengalaman positif yang dialami konsumen dapat berdampak pada persepsi konsumen terhadap kualitas merek tersebut.
3. Pengujian hipotesis ketiga mengungkapkan bahwa pengalaman merek berpengaruh terhadap kepercayaan merek (**H3 diterima**). Ini berarti bahwa pengalaman merek yang tinggi dapat meningkatkan rasa percaya konsumen terhadap merek tersebut.
4. Pengujian hipotesis keempat menunjukkan bahwa persepsi kualitas berpengaruh terhadap loyalitas merek (**H4 diterima**). Artinya, persepsi positif terhadap suatu merek dapat memberikan dampak pada peningkatan loyalitas terhadap suatu merek.
5. Pengujian hipotesis kelima menyimpulkan bahwa kepercayaan pada merek berpengaruh terhadap loyalitas merek (**H5 diterima**). Temuan ini mengindikasikan bahwa kepercayaan yang tinggi akan merek, hal ini dapat memberikan efek terhadap tingkat loyalitas konsumen terhadap merek tersebut.
6. Pengujian hipotesis keenam, persepsi akan kualitas memediasi hubungan antara pengalaman merek dan loyalitas merek yang bersifat mediasi komplementer (*complementary*) (**H6 diterima**). Hal ini berarti bahwa persepsi pada kualitas

menjadi perantara dari pengalaman merek dan loyalitas merek. Selain itu, pengalaman merek yang positif akan meningkatkan persepsi kualitas konsumen terhadap merek, yang kemudian dapat mendorong peningkatan loyalitas konsumen.

7. Pengujian hipotesis ketujuh, kepercayaan pada merek memediasi hubungan antara pengalaman merek dan loyalitas merek yang bersifat mediasi komplementer (*complementary*) (**H7 diterima**). Hal ini berarti kepercayaan menjadi perantara atas hubungan pengalaman merek dan loyalitas merek. Kemudian, pengalaman merek yang positif dapat menumbuhkan kepercayaan konsumen terhadap merek, yang akhirnya dapat memperkuat loyalitas konsumen terhadap suatu merek.

5.2. Implikasi Manajerial

Mengacu pada temuan studi, menghasilkan implikasi manajerial yang dapat disampaikan sebagai berikut:

1. Pada penelitian ini ditemukan bahwa indikator kedua dengan nilai *mean* tertinggi pada variabel pengalaman merek adalah pernyataan “Saya merasa merek Aerostreet menarik secara visual”. Hal ini menunjukkan bahwa aspek visual sangat berperan membentuk pengalaman merek. Oleh karena itu, Aerostreet dapat memperkuat elemen visual merek, seperti kemasan, konten digital, serta tampilan platform *e-commerce*. Selain itu, Aerostreet juga perlu mengembangkan desain-desain produk dengan tujuan untuk menciptakan kesan positif dan mendalam di benak konsumen.

2. Ditemukan bahwa variabel persepsi kualitas memiliki indikator pertama dengan nilai *mean* tertinggi pada pernyataan “Menurut saya, merek Aerostreet dapat diandalkan (seperti kualitas produk, desain, kemasan, dll)”. Hal ini menunjukkan bahwa konsumen menilai keandalan sebagai hal utama dari persepsi kualitas terhadap merek Aerostreet. Oleh karena itu, Aerostreet perlu untuk tetap menjaga konsistensi kualitas produknya baik dari segi bahan maupun kenyamanannya. Selain itu, merek juga dapat memperkuat persepsi konsumen melalui ulasan dan *review* orang lain terhadap produknya.
3. Pengaruh terbesar ketiga pada penelitian ini adalah variabel loyalitas merek yang terletak pada indikator keenam dengan nilai *mean* tertinggi pada pernyataan “Saya akan terus menggunakan produk dari merek Aerostreet di masa mendatang”. Hal ini menunjukkan adanya niat yang kuat dari mayoritas konsumen untuk tetap menggunakan merek Aerostreet. Pernyataan ini juga diperkuat oleh indikator pertama pada variabel kepercayaan merek yaitu “Saya percaya pada merek Aerostreet”. Oleh karena itu, Aerostreet perlu mempertahankan kepercayaan konsumen melalui layanan dan produknya, sehingga dapat memenuhi harapan konsumen yang kemudian berkontribusi pada pembentukan loyalitas jangka panjang terhadap merek tersebut.

5.3. Keterbatasan Penelitian

Pada penelitian ini, terdapat beberapa kelemahan yang perlu diperhatikan. Salah satunya adalah fokus penelitian ini hanya mencakup empat variabel utama, yaitu pengalaman merek, persepsi kualitas, kepercayaan merek, dan loyalitas

merek. Meskipun keempat variabel ini telah terbukti saling berpengaruh membentuk loyalitas merek, loyalitas merek tidak hanya dibentuk oleh pengalaman merek, persepsi kualitas dan kepercayaan merek, tetapi juga dapat dipengaruhi oleh variabel lain, seperti citra merek dan kepuasan konsumen. Terdapat beberapa variabel lain yang tidak diteliti, pemahaman tentang hal yang membuat konsumen menjadi setia pada merek tidak sepenuhnya lengkap. Oleh karena itu, penelitian ini belum memastikan hal lain di luar variabel yang berpotensi berpengaruh terhadap loyalitas merek.

Sementara itu, sebagian besar responden yang terlibat pada penelitian ini merupakan kalangan pelajar atau mahasiswa, sedangkan pandangan dari responden yang berasal dari profesi lain belum terwakili dengan baik. Hal ini dapat mempengaruhi hasil penelitian, karena responden memiliki perspektif yang beragam. Perbedaan sudut pandang ini dapat menciptakan variasi yang signifikan terhadap cara konsumen menilai pengalaman merek, persepsi kualitas, kepercayaan, serta loyalitas terhadap merek.

5.4. Saran untuk Peneliti Selanjutnya

Mengacu pada keterbatasan studi ini, maka peneliti mengutarakan beberapa saran sebagai berikut:

1. Penelitian berikutnya disarankan agar mempertimbangkan perluasan model penelitian dengan menambahkan variabel-variabel lain seperti citra merek dan kepuasan konsumen agar analisis yang dihasilkan dapat memberikan gambaran yang lebih komprehensif mengenai faktor-faktor yang membentuk loyalitas

konsumen terhadap suatu merek, khususnya di industri fesyen lokal seperti Aerostreet. Maka, dengan menambahkan variabel-variabel tersebut, peneliti selanjutnya dapat memperoleh pemahaman yang lebih menyeluruh tentang faktor-faktor yang membentuk loyalitas konsumen terhadap suatu merek.

2. Penelitian ini hanya mencakup merek Aerostreet. Pada penelitian selanjutnya, disarankan untuk melakukan studi yang membandingkan beberapa merek lokal atau internasional dengan karakteristik produk yang berbeda untuk melihat perbedaan pengaruh pengalaman merek dan loyalitas merek. Adanya melakukan perbandingan merek, peneliti dapat mengidentifikasi faktor-faktor yang lebih universal atau unik ketika menciptakan loyalitas merek.

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LAMPIRAN
Lampiran 1. Kuesioner *Google Formulir*



Pengalaman Merek dan Loyalitas Merek Gen Z: Peran Persepsi Kualitas dan Kepercayaan Merek Aerostreet

Halo semuanya!

Perkenalkan saya **Anastasia Silvia Fernanda**, mahasiswi Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian skripsi dengan judul "**Pengalaman Merek dan Loyalitas Merek Gen Z: Peran Persepsi Kualitas dan Kepercayaan Merek Aerostreet**".

Pada penelitian ini saya membutuhkan responden dengan kriteria:

1. Gen Z
2. Pernah membeli produk dari merek Aerostreet setidaknya 2 kali dalam 1 tahun terakhir

Apabila saudara/i memenuhi kriteria tersebut, saya mohon kesediaanya untuk mengisi kuesioner berikut. Terima kasih atas perhatian serta partisipasinya dalam pengisian kuesioner penelitian saya.

Kuesioner ini akan mengajukan pernyataan kepada Anda mengenai pengalaman Anda menjadi konsumen merek Aerostreet. Anda akan diminta untuk menjawab setiap pernyataan dengan menggunakan skala Likert berikut:

Skala Likert 1 - 5:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

Tuhan memberkati.

Anastasia Silvia Fernanda.

Apakah Anda pernah membeli produk dari merek Aerostreet? (setidaknya 2 kali dalam 1 tahun terakhir). *

- ☐ Ya
- ☐ Tidak

Pengalaman Merek

Pengalaman merek terbentuk dari bagaimana konsumen merasakan, berpikir, dan bereaksi saat berinteraksi dengan suatu merek. Hal ini mencerminkan kesan yang ditinggalkan merek pada konsumen, baik secara sensorik, afektif, perilaku, dan intelektual.

Saya merasa merek Aerostreet memberi pengaruh kuat pada cara pandang saya * terhadap merek.

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

Saya merasa merek Aerostreet menarik secara visual. *

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

Menurut saya, merek Aerostreet menarik di hati. *

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

Saya merasa terkoneksi dengan merek Aerostreet. *

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

Saya merasa terkoneksi dengan kuat secara emosional pada merek Aerostreet. *

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

Saya merasa Aerostreet memberikan kesan mendalam secara emosional bagi saya. *

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

Saya terlibat secara langsung dalam menggunakan merek Aerostreet (seperti menggunakannya untuk aktivitas sehari-hari). *

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

Menurut saya, merek Aerostreet nyaman untuk digunakan. *

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

Saya memutuskan untuk menggunakan merek Aerostreet. *

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

Saya seringkali memikirkan merek Aerostreet saat dihadapkan pada beberapa pilihan merek. *

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

Saya selalu memikirkan merek Aerostreet. *

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

Saya tertarik untuk mencari informasi terbaru tentang merek Aerostreet.

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

Persepsi Kualitas

Persepsi kualitas terbentuk dari bagaimana konsumen menilai kualitas suatu merek berdasarkan pengalaman, informasi, dan reputasi. Hal ini mencerminkan keyakinan konsumen terhadap keunggulan merek tersebut.

Menurut saya, merek Aerostreet dapat diandalkan (seperti kualitas produk, desain, kemasan, dll). *

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

Merek Aerostreet memiliki kualitas yang baik. *

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

Menurut saya, merek Aerostreet memenuhi harapan saya. *

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

Menurut saya, merek Aerostreet tahan lama dan awet. *

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

Menurut saya, merek Aerostreet memenuhi kebutuhan saya. *

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

Menurut saya, merek Aerostreet lebih baik daripada merek lainnya. *

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

Kepercayaan Merek

Kepercayaan merek terbentuk dari bagaimana konsumen merasa yakin pada suatu merek dapat diandalkan. Hal ini mencerminkan keyakinan konsumen pada merek tersebut dalam memberikan kualitas terbaik.

Saya percaya pada merek Aerostreet. *

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

Saya mengandalkan merek Aerostreet. *

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

Saya yakin merek Aerostreet adalah merek yang jujur. *

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

Saya percaya bahwa merek Aerostreet memuaskan saya. *

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

Loyalitas Merek

Loyalitas merek terbentuk dari bagaimana konsumen secara konsisten memilih dan menggunakan suatu merek karena merasa puas dan percaya pada merek tersebut. Hal ini mencerminkan komitmen konsumen untuk tetap menggunakan merek tersebut walaupun dihadapkan dengan banyak pilihan merek lain.

Saya merasa lebih baik ketika menggunakan merek Aerostreet. *

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

Saya puas menggunakan merek Aerostreet daripada merek lain. *

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

Saya akan selalu menggunakan merek Aerostreet sebagai pilihan utama. *

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

Saya merasa merek Aerostreet selalu menarik perhatian saya. *

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

Saya akan tetap memilih merek Aerostreet walaupun mendapatkan penawaran dari merek lainnya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya akan terus menggunakan produk dari merek Aerostreet di masa mendatang. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Profil Responden

Pada bagian ini, responden diminta untuk mengisi beberapa poin terkait profil responden. Informasi terkait responden akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik secara bertanggungjawab.

Jenis Kelamin *

- ☐ Laki-laki
- ☐ Perempuan

Usia *

- ☐ 13 - 17 tahun
- ☐ 18 - 22 tahun
- ☐ 23 - 28 tahun

Profesi *

- ☐ Pelajar/Mahasiswa
- ☐ Pegawai Negeri
- ☐ Pegawai Swasta
- ☐ Lainnya

Pendidikan Terakhir *

- ☐ SMA/SMK
- ☐ D1/D2/D3/D4/S1
- ☐ S2
- ☐ S3

Rata-rata Penghasilan per Bulan *

- ☐ < Rp 1.000.000,00
- ☐ Rp 1.000.001,00 – Rp 3.000.000,00
- ☐ Rp 3.000.001,00 – Rp 5.000.000,00
- ☐ > Rp 5.000.000,00

Rata-rata Pengeluaran per Bulan *

- ☐ < Rp 1.000.000,00
- ☐ Rp 1.000.001,00 – Rp 3.000.000,00
- ☐ Rp 3.000.001,00 – Rp 5.000.000,00
- ☐ > Rp 5.000.000,00

Berapa kali Anda membeli produk dari merek Aerostreet dalam 1 tahun terakhir? *

- ☐ <3 kali
- ☐ 3 - 5 kali
- ☐ >5 kali

Produk dari merek Aerostreet yang pernah saya beli dalam 1 tahun terakhir (dapat * memilih lebih dari 1):

- ☐ Parfum
- ☐ T-shirt
- ☐ Kemeja
- ☐ Hoodie
- ☐ Polo Shirt
- ☐ Chinos & Cargo
- ☐ Jeans
- ☐ Sepatu
- ☐ Sandal
- ☐ Kaos Kaki
- ☐ Patch (Aksesori Sandal)

Saya membeli produk dari merek Aerostreet di (dapat memilih lebih dari 1): *

- ☐ Pop-Up Store (Mall, Pameran)
- ☐ E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
- ☐ Social Media (Instagram, WhatsApp)

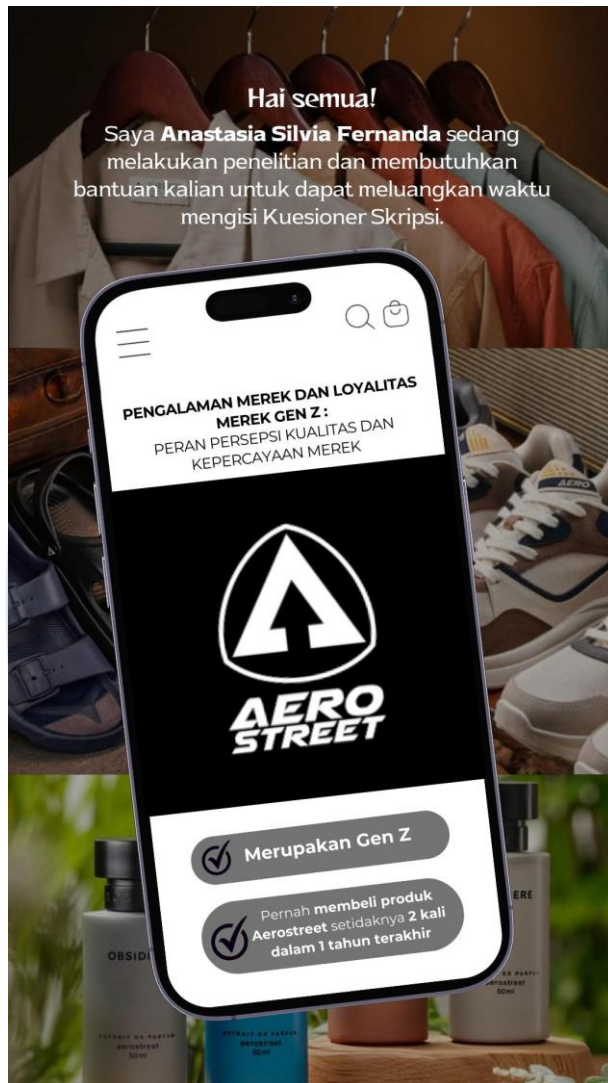
Kembali

Kirim

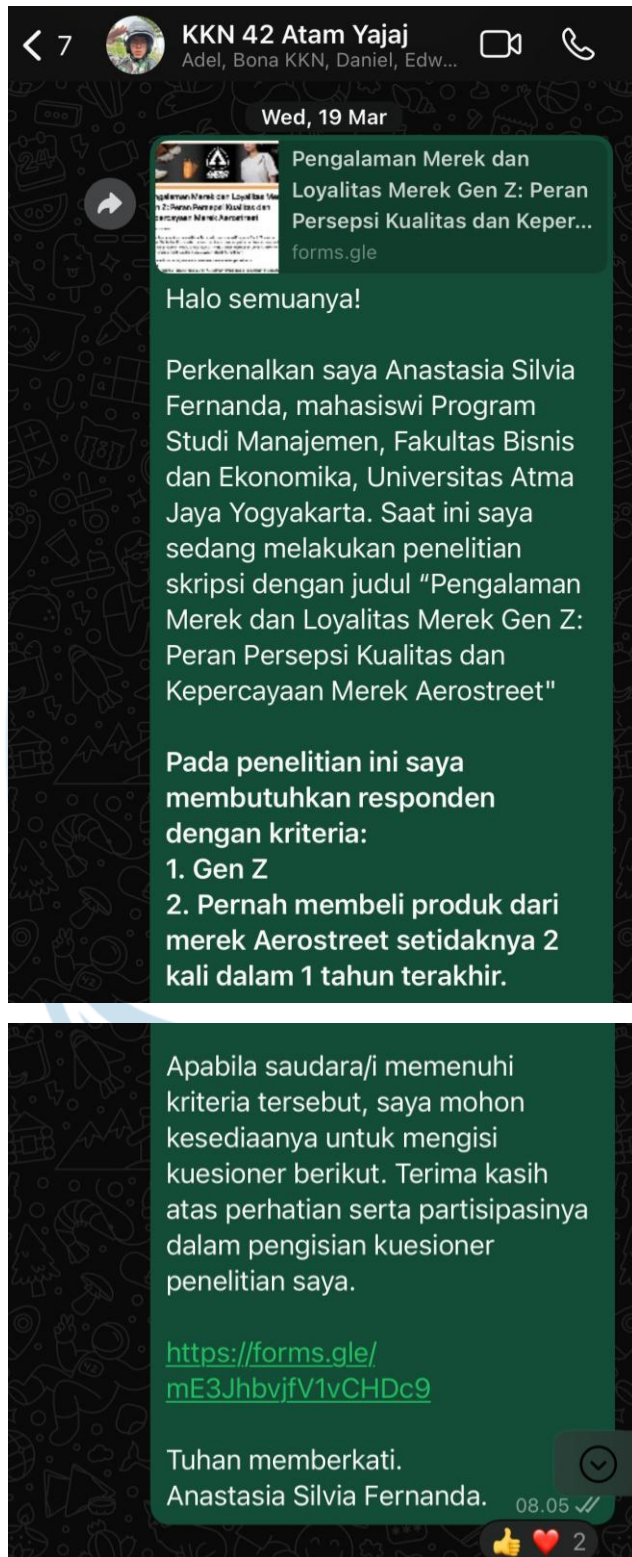
Kosongkan formulir

Lampiran 2. Penyebaran Kuesioner

Media Sosial Instagram *Story*



Media Sosial WhatsApp



Lampiran 3. Data Responden dan Jawabannya

3/19/2025 8:50:11	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 9:24:14	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Polo Shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 9:35:29	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 10:17:35	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Kemeja, Polo Shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/19/2025 11:11:03	Ya	Perempuan	13 - 17 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	Pop-Up Store (Mall, Pameran)
3/19/2025 11:11:06	Ya	Perempuan	13 - 17 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran)
3/19/2025 11:21:03	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 11:22:15	Ya	Perempuan	13 - 17 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 11:42:01	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 11:42:35	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
3/19/2025 11:43:48	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Chinos & Cargo, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 11:44:31	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Kemeja	Pop-Up Store (Mall, Pameran)
3/19/2025 12:02:07	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran)
3/19/2025 12:04:24	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja	Pop-Up Store (Mall, Pameran)
3/19/2025 12:17:18	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 12:53:58	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
3/19/2025 12:57:53	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, Kemeja, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 17:07:04	Ya	Perempuan	18 - 22 tahun	Lainnya	SMA/SMK	> Rp 5.000.000,00	> Rp 5.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 18:09:15	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/19/2025 20:52:46	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Jeans	Pop-Up Store (Mall, Pameran)
3/19/2025 21:04:58	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sandal	Pop-Up Store (Mall, Pameran)

3/19/2025 21:39:12	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Kemeja	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 1:44:22	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Kemeja	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 10:31:11	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 11:02:21	Ya	Perempuan	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 11:07:53	Ya	Perempuan	18 - 22 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/20/2025 11:30:44	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 12:20:01	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	T-shirt, Kemeja	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 13:08:21	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 13:42:51	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 13:56:27	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00	Rp 1.000.001,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce

						– Rp 5.000.000,00	– Rp 3.000.000,00			(TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 13:58:34	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 14:08:52	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 14:31:59	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Kemeja, Hoodie, Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/20/2025 16:29:20	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Patch (Aksesori Sandal)	Pop-Up Store (Mall, Pameran)
3/20/2025 17:28:28	Ya	Perempuan	18 - 22 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 1.000.001,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee,

						– Rp 3.000.000,00				Tokopedia, Lazada, Blibli)
3/20/2025 21:05:38	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/20/2025 22:08:35	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Chinos & Cargo	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/21/2025 19:25:31	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/21/2025 19:38:03	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, T-shirt, Kemeja, Hoodie	Social Media (Instagram, WhatsApp)
3/21/2025 19:38:04	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/21/2025 20:01:32	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Polo Shirt, Sepatu, Sandal, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/21/2025 20:21:49	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Hoodie, Jeans	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/21/2025 20:30:25	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, T-shirt, Kemeja, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/21/2025 20:39:30	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/22/2025 0:34:54	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/22/2025 9:30:39	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/22/2025 9:37:19	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/22/2025 10:33:13	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Parfum, T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/22/2025 12:07:29	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Hoodie, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
3/22/2025 12:13:15	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Chinos & Cargo, Jeans, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/22/2025 12:13:33	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sandal	Pop-Up Store (Mall, Pameran)
3/22/2025 13:17:56	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/22/2025 13:41:51	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/22/2025 14:01:04	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/23/2025 14:10:01	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt	Pop-Up Store (Mall, Pameran)
3/23/2025 14:17:06	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/23/2025 14:56:02	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Hoodie	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/23/2025 15:45:21	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/23/2025 16:13:19	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Hoodie	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/23/2025 16:57:36	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/23/2025 22:20:50	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/24/2025 20:03:33	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/24/2025 20:41:17	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/25/2025 11:04:54	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Polo Shirt, Chinos & Cargo, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/25/2025 11:50:25	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Kemeja, Hoodie, Polo Shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia,

										Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/26/2025 11:02:12	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/26/2025 14:04:11	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Hoodie, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/26/2025 16:43:01	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Chinos & Cargo, Jeans	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/27/2025 10:10:43	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/27/2025 13:51:56	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/27/2025 17:43:35	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sandal	Social Media (Instagram, WhatsApp)
3/27/2025 21:41:07	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, T-shirt, Kemeja, Hoodie, Polo Shirt, Chinos & Cargo, Jeans	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/27/2025 22:05:45	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Kemeja, Hoodie, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/28/2025 12:47:13	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
3/28/2025 18:50:48	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/28/2025 23:01:52	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, Kemeja, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/29/2025 15:03:58	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 11:27:21	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 12:02:03	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce

						– Rp 3.000.000,00				(TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 13:04:21	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Hoodie, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 13:26:14	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Parfum, T-shirt, Hoodie, Polo Shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
3/30/2025 14:29:12	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 14:50:37	Ya	Laki-laki	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	> Rp 5.000.000,00	> Rp 5.000.000,00	3 - 5 kali	Parfum, T-shirt	Pop-Up Store (Mall, Pameran), E-commerce

										(TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 14:59:00	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 15:00:09	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Polo Shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 15:03:43	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	> Rp 5.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 19:42:46	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/30/2025 20:46:54	Ya	Laki-laki	23 - 28 tahun	Pegawai Negeri	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Parfum, Kemeja, Hoodie, Chinos & Cargo, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/30/2025 23:24:51	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	>5 kali	T-shirt, Hoodie, Jeans	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/31/2025 8:17:24	Ya	Laki-laki	18 - 22 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Kemeja, Chinos & Cargo, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/31/2025 12:27:48	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, T-shirt, Kemeja, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

3/31/2025 12:44:18	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sandal, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/31/2025 18:02:58	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	Parfum, Kemeja	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/31/2025 20:15:35	Ya	Laki-laki	13 - 17 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, Kemeja, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
3/31/2025 23:41:43	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/1/2025 4:18:23	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Hoodie, Jeans, Sepatu	Pop-Up Store (Mall, Pameran)
4/1/2025 8:32:33	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	>5 kali	Sepatu, Patch	E-commerce (TikTok Shop, Shopee,

									(Aksesori Sandal)	Tokopedia, Lazada, Blibli)
4/1/2025 17:33:48	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/1/2025 18:04:05	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/1/2025 19:35:20	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/1/2025 22:40:04	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 1:08:31	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Kemeja	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop,

										Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 4:43:28	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran)
4/2/2025 10:29:06	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	SMA/SMK	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	T-shirt, Kemeja, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 11:41:13	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, T-shirt, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 12:49:14	Ya	Laki-laki	18 - 22 tahun	Lainnya	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 13:32:37	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	T-shirt, Hoodie, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/2/2025 14:17:59	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 14:22:33	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Jeans, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 14:34:03	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, Kemeja	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 15:02:04	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 19:45:30	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran)
4/2/2025 19:49:01	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Jeans, Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/2/2025 20:20:23	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 20:29:50	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 20:49:42	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 21:33:32	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Kemeja, Jeans	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/2/2025 23:32:49	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/3/2025 8:39:34	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, T-shirt, Hoodie	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/3/2025 9:45:59	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	Pop-Up Store (Mall, Pameran)
4/3/2025 10:04:49	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Sepatu, Sandal, Kaos Kaki	Pop-Up Store (Mall, Pameran)
4/3/2025 14:28:01	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	S2	> Rp 5.000.000,00	> Rp 5.000.000,00	>5 kali	Parfum, T-shirt, Hoodie, Polo Shirt	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/3/2025 22:24:00	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/3/2025 23:03:54	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 5:16:11	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Hoodie, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 10:14:24	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Hoodie, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 10:20:01	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 13:32:39	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/4/2025 15:14:16	Ya	Laki-laki	18 - 22 tahun	Pegawai Negeri	SMA/SMK	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 17:48:23	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Sepatu, Sandal, Kaos Kaki, Patch (Aksesori Sandal)	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 17:51:49	Ya	Perempuan	18 - 22 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Hoodie	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 18:11:41	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/4/2025 18:52:07	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 19:00:18	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 19:20:43	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, Kemeja	Pop-Up Store (Mall, Pameran)
4/4/2025 19:25:34	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 19:54:19	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	>5 kali	Chinos & Cargo, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/4/2025 20:08:50	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	> Rp 5.000.000,00	<3 kali	Jeans	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/4/2025 20:37:26	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 12:37:51	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Polo Shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 15:24:44	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 15:59:19	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 16:27:00	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/5/2025 17:48:03	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 19:29:42	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 20:10:37	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/5/2025 23:21:25	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 0:54:18	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00	Rp 1.000.001,00	3 - 5 kali	Sepatu	E-commerce (TikTok Shop, Shopee,

						– Rp 3.000.000,00	– Rp 3.000.000,00			Tokopedia, Lazada, Blibli)
4/6/2025 5:06:45	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	>5 kali	T-shirt, Kemeja, Hoodie, Polo Shirt, Jeans, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 8:42:00	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	> Rp 5.000.000,00	<3 kali	T-shirt, Kemeja, Polo Shirt, Jeans	Pop-Up Store (Mall, Pameran)
4/6/2025 8:42:29	Ya	Laki-laki	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 11:08:45	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Polo Shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 11:56:14	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
4/6/2025 14:56:34	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 15:04:27	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 15:34:44	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 16:38:03	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 17:48:45	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/6/2025 19:20:17	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 20:33:11	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie, Jeans, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/6/2025 22:00:31	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	S2	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 22:13:33	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/6/2025 22:18:06	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Jeans, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/7/2025 7:27:40	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 10:18:22	Ya	Perempuan	23 - 28 tahun	Pegawai Negeri	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 11:57:02	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sandal, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 12:29:40	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 12:39:57	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00	< Rp 1.000.000,00	3 - 5 kali	Hoodie, Sepatu	E-commerce (TikTok Shop, Shopee,

						– Rp 3.000.000,00				Tokopedia, Lazada, Blibli)
4/7/2025 14:17:46	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 14:19:07	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 18:23:19	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Kemeja, Polo Shirt, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 20:19:07	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 20:48:34	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran)

4/7/2025 21:07:12	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Hoodie, Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/7/2025 21:09:09	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 21:27:45	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/7/2025 23:16:08	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran)
4/8/2025 3:39:50	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Kemeja, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/8/2025 9:20:19	Ya	Perempuan	18 - 22 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, T-shirt, Sepatu	Pop-Up Store (Mall, Pameran)
4/8/2025 11:24:49	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	T-shirt, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 12:36:30	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 15:02:09	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Hoodie, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/8/2025 15:04:23	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/8/2025 15:37:34	Ya	Perempuan	18 - 22 tahun	Pegawai Swasta	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Polo Shirt, Sepatu	Pop-Up Store (Mall, Pameran)
4/8/2025 15:48:14	Ya	Perempuan	18 - 22 tahun	Lainnya	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, T-shirt, Polo Shirt	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 16:18:58	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 16:39:15	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 17:28:51	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
4/8/2025 17:46:22	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 17:57:36	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Jeans, Sepatu, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 18:17:39	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 19:31:44	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 19:50:49	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Jeans	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
4/8/2025 20:29:34	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 21:26:42	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Parfum, T-shirt	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 21:27:36	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	T-shirt, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/8/2025 22:16:35	Ya	Laki-laki	23 - 28 tahun	Lainnya	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum	Pop-Up Store (Mall, Pameran)
4/8/2025 23:03:47	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Chinos & Cargo, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media

										(Instagram, WhatsApp)
4/9/2025 2:32:36	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Kemeja, Polo Shirt, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/9/2025 8:18:52	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/9/2025 10:39:45	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, T-shirt, Kemeja, Polo Shirt, Chinos & Cargo, Jeans, Sepatu, Sandal	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/9/2025 11:15:22	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Kemeja, Hoodie, Kaos Kaki	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/9/2025 11:19:17	Ya	Laki-laki	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	> Rp 5.000.000,00	> Rp 5.000.000,00	<3 kali	Polo Shirt, Chinos & Cargo, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/9/2025 14:19:33	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/9/2025 19:56:58	Ya	Laki-laki	18 - 22 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Kemeja, Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/13/2025 11:33:17	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Polo Shirt, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/21/2025 18:23:10	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/21/2025 18:46:58	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Hoodie	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/21/2025 18:58:13	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/21/2025 19:16:51	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	3 - 5 kali	T-shirt, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/21/2025 20:08:03	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	>5 kali	T-shirt, Kemeja, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/21/2025 20:19:47	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	T-shirt, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/21/2025 20:20:49	Ya	Perempuan	13 - 17 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Kaos Kaki	Pop-Up Store (Mall, Pameran)
4/21/2025 20:43:43	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	Pop-Up Store (Mall, Pameran)
4/21/2025 23:27:57	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Sepatu, Sandal	Pop-Up Store (Mall, Pameran)
4/22/2025 0:13:23	Ya	Laki-laki	23 - 28 tahun	Pegawai Negeri	S2	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	>5 kali	Hoodie, Polo Shirt, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 6:01:58	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu, Sandal, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop,

										Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 7:20:35	Ya	Perempuan	18 - 22 tahun	Lainnya	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Chinos & Cargo	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 8:15:49	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 9:42:44	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/22/2025 18:33:17	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/22/2025 18:48:03	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 21:30:27	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 22:56:47	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	> Rp 5.000.000,00	3 - 5 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/22/2025 23:19:45	Ya	Perempuan	23 - 28 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Sandal, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/23/2025 12:21:51	Ya	Laki-laki	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	> Rp 5.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/23/2025 13:02:41	Ya	Laki-laki	18 - 22 tahun	Pegawai Swasta	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/23/2025 14:31:26	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/23/2025 20:50:31	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Kemeja, Sepatu, Kaos Kaki, Patch (Aksesori Sandal)	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli), Social Media (Instagram, WhatsApp)
4/23/2025 21:26:43	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

4/24/2025 8:19:24	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/24/2025 10:33:07	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, T-shirt, Jeans	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
4/24/2025 16:41:44	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/3/2025 10:06:15	Ya	Perempuan	13 - 17 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/3/2025 10:23:48	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Kemeja, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

5/3/2025 10:39:50	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/3/2025 16:15:57	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Sepatu, Sandal, Kaos Kaki	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 6:24:55	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 6:39:00	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	> Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	T-shirt, Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 16:34:30	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Parfum, T-shirt, Kemeja, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
5/4/2025 17:31:31	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 18:16:02	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, Sandal, Patch (Aksesori Sandal)	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 19:02:22	Ya	Perempuan	13 - 17 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 20:49:29	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Hoodie, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 21:14:23	Ya	Laki-laki	18 - 22 tahun	Lainnya	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Kemeja, Polo Shirt, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee,

										Tokopedia, Lazada, Blibli)
5/4/2025 21:33:06	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Sepatu, Sandal	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 22:09:35	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Chinos & Cargo, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/4/2025 22:29:43	Ya	Perempuan	23 - 28 tahun	Pegawai Negeri	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Hoodie, Sepatu, Sandal, Patch (Aksesori Sandal)	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 8:28:07	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 8:58:02	Ya	Laki-laki	23 - 28 tahun	Pegawai Negeri	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00	<3 kali	T-shirt, Sepatu	E-commerce (TikTok Shop, Shopee,

							– Rp 5.000.000,00			Tokopedia, Lazada, Blibli)
5/5/2025 9:56:35	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 10:19:50	Ya	Laki-laki	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Kemeja, Hoodie, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 10:45:38	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Parfum, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 10:59:04	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	3 - 5 kali	Parfum, T-shirt, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 11:29:29	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	Rp 3.000.001,00	Rp 1.000.001,00	<3 kali	Jeans, Sepatu	E-commerce (TikTok Shop, Shopee,

						– Rp 5.000.000,00	– Rp 3.000.000,00			Tokopedia, Lazada, Blibli)
5/5/2025 11:52:32	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	< Rp 1.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 12:42:37	Ya	Perempuan	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	Parfum, T-shirt, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 13:41:43	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 15:06:44	Ya	Perempuan	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	3 - 5 kali	Parfum, T-shirt, Jeans, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 15:26:14	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00	Rp 1.000.001,00	<3 kali	T-shirt, Kaos Kaki	E-commerce (TikTok Shop, Shopee,

						– Rp 5.000.000,00	– Rp 3.000.000,00			Tokopedia, Lazada, Blibli)
5/5/2025 16:17:26	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 1.000.001,00 – Rp 3.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	<3 kali	Parfum, T-shirt, Patch (Aksesori Sandal)	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 16:57:53	Ya	Perempuan	23 - 28 tahun	Lainnya	D1/D2/D3/D4/S1	Rp 1.000.001,00 – Rp 3.000.000,00	< Rp 1.000.000,00	<3 kali	Polo Shirt, Sepatu	E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 17:55:33	Ya	Laki-laki	23 - 28 tahun	Pegawai Swasta	D1/D2/D3/D4/S1	> Rp 5.000.000,00	Rp 3.000.001,00 – Rp 5.000.000,00	>5 kali	Parfum, T-shirt, Kemeja, Hoodie, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)
5/5/2025 18:26:46	Ya	Laki-laki	18 - 22 tahun	Pelajar/Mahasiswa	SMA/SMK	Rp 3.000.001,00 – Rp 5.000.000,00	Rp 1.000.001,00 – Rp 3.000.000,00	3 - 5 kali	T-shirt, Hoodie, Sepatu	Pop-Up Store (Mall, Pameran), E-commerce (TikTok Shop, Shopee, Tokopedia, Lazada, Blibli)

P M 1	P M 2	P M 3	P M 4	P M 5	P M 6	P M 7	P M 8	P M 9	PM 10	PM 11	PM 12	P K 1	P K 2	P K 3	P K 4	P K 5	P K 6	K M 1	K M 2	K M 3	K M 4	L M 1	L M 2	L M 3	L M 4	L M 5	L M 6
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2	2	2	1	3	1	3	2	1	3	3	1	5	4	5	4	4	2	4	4	1	1	3	3	4	3	1	4
2	3	3	1	3	1	1	1	2	2	3	1	1	1	2	2	2	1	4	5	1	2	2	1	1	2	3	3
3	1	1	1	3	2	3	1	1	1	2	3	2	1	1	1	1	2	5	1	3	2	2	1	2	2	2	5
3	2	3	2	2	1	2	3	3	1	2	3	2	2	3	2	3	1	4	4	2	3	2	2	3	3	5	4
3	1	1	2	2	1	1	2	3	1	2	2	1	3	3	3	2	2	2	4	3	3	1	2	2	2	1	2
2	1	3	1	3	1	3	2	2	3	1	2	3	1	1	2	2	2	5	1	3	2	3	3	5	1	3	2
1	3	1	3	2	2	3	2	2	1	1	1	2	2	1	3	2	3	3	1	3	2	1	3	2	3	3	3
3	1	1	3	2	1	1	1	1	3	3	3	1	2	1	2	3	3	5	4	2	2	2	3	3	2	2	4
3	3	3	3	3	3	3	3	5	3	1	2	4	3	3	4	5	1	3	1	4	3	1	2	1	3	1	3
4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	5	3	4	3	4	3	4	4	4	4	4	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	4	3	3	4	3	3

Lampiran 4. Hasil Olah Data SMARTPLS

Nilai Mean, Min, dan Max

Indicator Data (Original)

Matrix		MV Descriptives							Copy to Clipboard:		Excel Format	R Format
		Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	Number ...			
KM1		4.189	4.000	1.000	5.000	0.798	1.777	-1.116	265.000			
KM2		3.913	4.000	1.000	5.000	0.954	1.623	-1.191	265.000			
KM3		4.106	4.000	1.000	5.000	0.969	1.516	-1.238	265.000			
KM4		4.094	4.000	1.000	5.000	0.980	1.249	-1.206	265.000			
LM1		3.834	4.000	1.000	5.000	1.007	1.143	-1.089	265.000			
LM2		3.830	4.000	1.000	5.000	0.950	0.582	-0.795	265.000			
LM3		3.800	4.000	1.000	5.000	1.068	-0.011	-0.733	265.000			
LM4		3.985	4.000	1.000	5.000	1.002	1.118	-1.147	265.000			
LM5		3.694	4.000	1.000	5.000	1.017	0.008	-0.613	265.000			
LM6		4.053	4.000	1.000	5.000	0.889	1.607	-1.077	265.000			
PK1		4.230	4.000	1.000	5.000	0.909	2.435	-1.473	265.000			
PK2		4.170	4.000	1.000	5.000	0.946	2.158	-1.447	265.000			
PK3		3.970	4.000	1.000	5.000	0.990	1.965	-1.347	265.000			
PK4		4.151	4.000	1.000	5.000	0.952	1.548	-1.284	265.000			
PK5		4.117	4.000	1.000	5.000	0.918	2.091	-1.323	265.000			
PK6		3.592	4.000	1.000	5.000	1.092	-0.083	-0.605	265.000			
PM1		3.887	4.000	1.000	5.000	0.857	1.865	-1.119	265.000			
PM10		3.902	4.000	1.000	5.000	1.052	0.558	-0.975	265.000			
PM11		3.528	4.000	1.000	5.000	1.116	-0.351	-0.563	265.000			
PM12		3.977	4.000	1.000	5.000	1.067	0.783	-1.135	265.000			
PM2		4.272	5.000	1.000	5.000	1.040	1.985	-1.576	265.000			
PM3		3.943	4.000	1.000	5.000	0.998	1.409	-1.213	265.000			
PM4		3.649	4.000	1.000	5.000	1.010	0.105	-0.644	265.000			
PM5		3.475	4.000	1.000	5.000	1.028	-0.431	-0.363	265.000			
PM6		3.653	4.000	1.000	5.000	1.102	-0.122	-0.724	265.000			
PM7		4.109	4.000	1.000	5.000	1.046	1.588	-1.375	265.000			
PM8		4.185	4.000	1.000	5.000	0.983	1.668	-1.386	265.000			
PM9		4.113	4.000	1.000	5.000	0.957	1.768	-1.294	265.000			

Nilai Outer Loadings

Outer Loadings				
Matrix	Copy to Clipboard: Excel Format R Format			
	Kepercayaan Merek	Loyalitas Merek	Pengalaman Merek	Persepsi Kualitas
KM1	0.766			
KM2	0.721			
KM3	0.762			
KM4	0.856			
LM1		0.813		
LM2		0.768		
LM3		0.730		
LM4		0.770		
LM5		0.709		
LM6		0.709		
PK1				0.793
PK2				0.846
PK3				0.815
PK4				0.817
PK5				0.802
PK6				0.733
PM1			0.797	
PM10			0.770	
PM11			0.715	
PM12			0.785	
PM2			0.810	
PM3			0.802	
PM4			0.719	
PM5			0.712	
PM6			0.763	
PM7			0.760	
PM8			0.751	
PM9			0.741	

Nilai R-Square

R Square		
Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Kepercayaan Merek	0.700	0.699
Loyalitas Merek	0.736	0.733
Persepsi Kualitas	0.704	0.702

Nilai f-Square

f Square

Matrix	f Square				Copy to Clipboard:	Excel Format	R Format
	Kepercayaan Merek	Loyalitas Merek	Pengalaman Merek	Persepsi Kualitas			
Kepercayaan Merek							
Loyalitas Merek							
Pengalaman Merek		2.332	0.230	2.374			
Persepsi Kualitas			0.047				

Nilai Construct Reliability and Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard:	Excel Format	R Format
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)			
Kepercayaan Merek	0.780	0.785	0.859	0.605			
Loyalitas Merek	0.846	0.856	0.886	0.564			
Pengalaman Merek	0.934	0.935	0.943	0.579			
Persepsi Kualitas	0.889	0.890	0.915	0.643			

Nilai Discriminant Validity (Fornell-Larcker)

Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel Format	R Format
	Kepercayaan Merek	Loyalitas Merek	Pengalaman Merek	Persepsi Kualitas		
Kepercayaan Merek						
Loyalitas Merek	0.778					
Pengalaman Merek	0.782	0.751				
Persepsi Kualitas	0.837	0.838	0.761			
	0.841	0.794	0.839	0.802		

Nilai Discriminant Validity (Cross-Loading)

Discriminant Validity

	Kepercayaan Merek	Loyalitas Merek	Pengalaman Merek	Persepsi Kualitas
KM1	0.766	0.572	0.570	0.605
KM2	0.721	0.622	0.595	0.558
KM3	0.762	0.620	0.690	0.679
KM4	0.856	0.617	0.731	0.758
LM1	0.684	0.813	0.728	0.711
LM2	0.580	0.768	0.662	0.671
LM3	0.530	0.730	0.531	0.482
LM4	0.678	0.770	0.717	0.683
LM5	0.470	0.709	0.530	0.453
LM6	0.537	0.709	0.552	0.505
PK1	0.616	0.560	0.614	0.793
PK2	0.710	0.682	0.720	0.846
PK3	0.634	0.573	0.614	0.815
PK4	0.687	0.607	0.662	0.817
PK5	0.667	0.632	0.665	0.802
PK6	0.707	0.730	0.730	0.733
PM1	0.648	0.654	0.797	0.639
PM10	0.648	0.663	0.770	0.645
PM11	0.582	0.697	0.715	0.568
PM12	0.669	0.677	0.785	0.663
PM2	0.707	0.647	0.810	0.720
PM3	0.697	0.669	0.802	0.671
PM4	0.552	0.639	0.719	0.599
PM5	0.561	0.665	0.712	0.564
PM6	0.562	0.651	0.763	0.561
PM7	0.663	0.594	0.760	0.660
PM8	0.659	0.545	0.751	0.702
PM9	0.671	0.553	0.741	0.651

Nilai Path Coefficient

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kepercayaan Merek -> Loyalitas Merek	0.165	0.170	0.082	2.005	0.046
Pengalaman Merek -> Kepercayaan Merek	0.837	0.839	0.020	42.647	0.000
Pengalaman Merek -> Loyalitas Merek	0.506	0.507	0.103	4.922	0.000
Pengalaman Merek -> Persepsi Kualitas	0.839	0.840	0.029	28.916	0.000
Persepsi Kualitas -> Loyalitas Merek	0.231	0.227	0.113	2.051	0.041

Nilai Specific Indirect Effect (Mediasi)

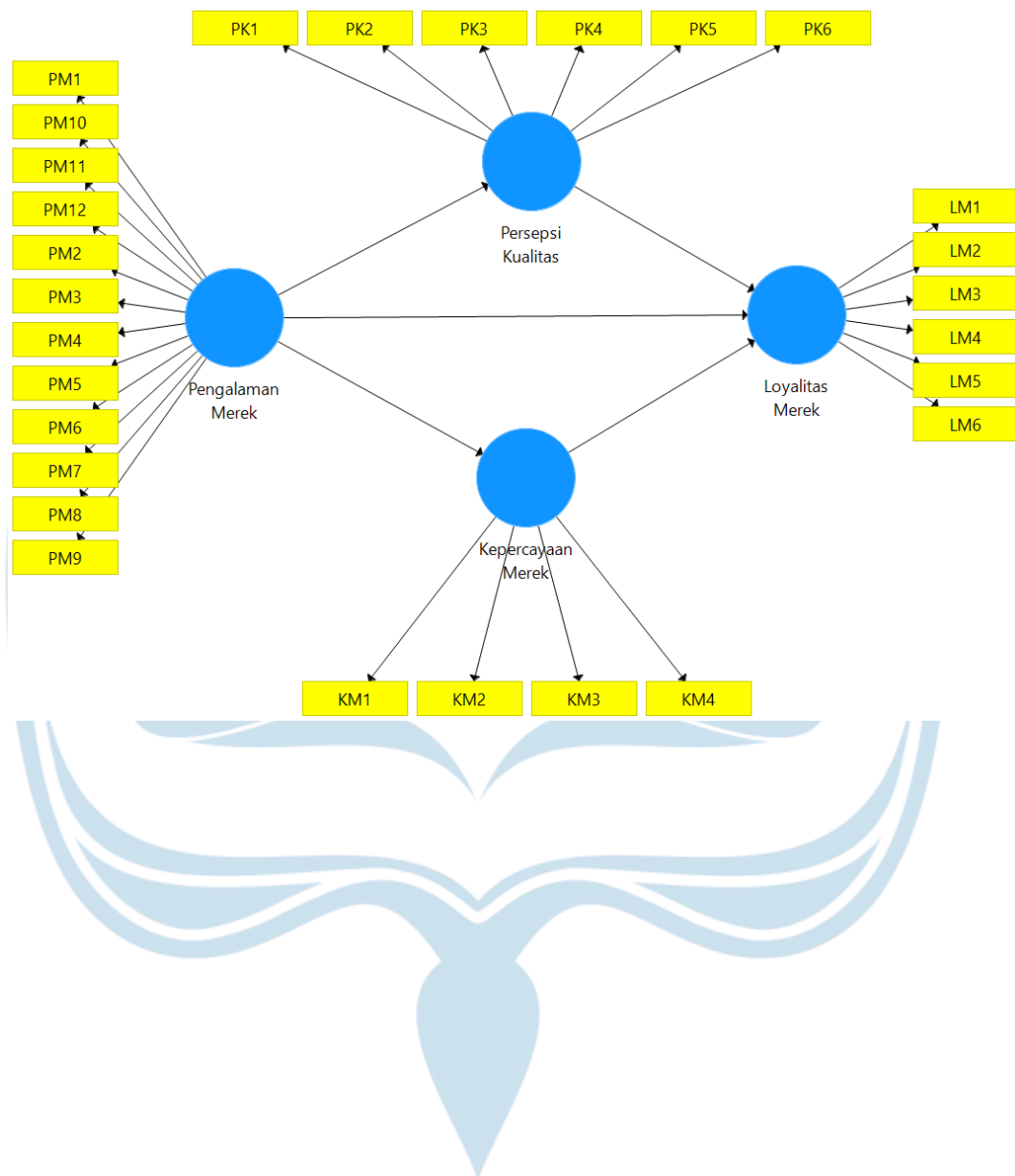
Specific Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ...	P Values	
Pengalaman Merek -> Kepercayaan Merek -> Loyalitas Merek	0.138	0.143	0.069	1.995	0.047	
Pengalaman Merek -> Persepsi Kualitas -> Loyalitas Merek	0.194	0.190	0.094	2.065	0.039	

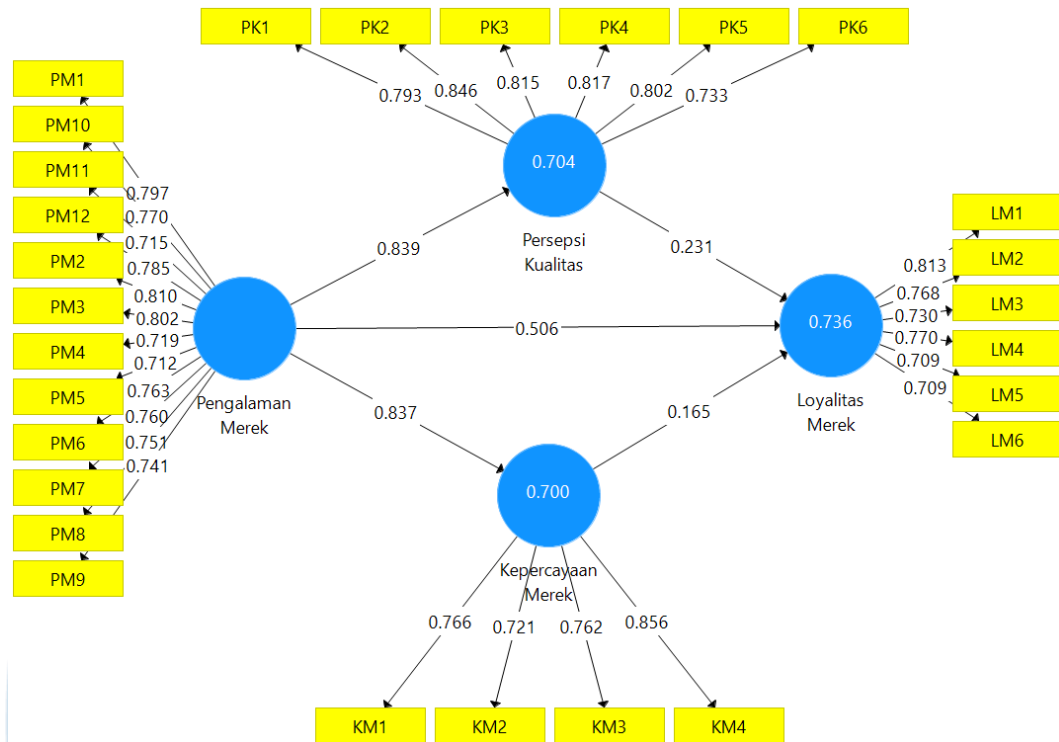


Lampiran 5. Struktur Kerangka PLS-SEM

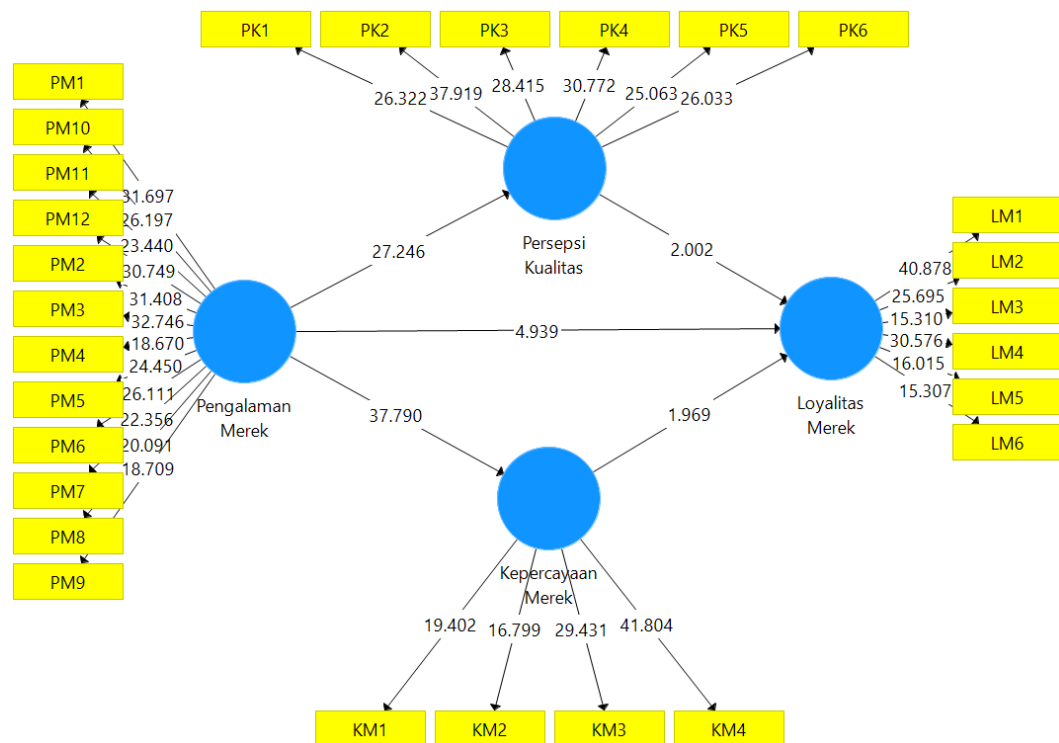
Struktur Awal Penelitian



Struktur Calculation PLS Alogarithm



Struktur Calculation PLS Bootstrapping



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The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers

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Abstract

Purpose – Adopting the brand resonance approach, this research aimed to reveal the effect of emotional (perceived quality) and rational (brand trust) factors between brand experience and brand loyalty.

Design/methodology/approach – This article uses the brand resonance model to examine the above-mentioned relationship. The sample of the study consisted of 385 sports consumers between the ages of 18 and 65 years. An online survey was used to collect data and surveys were delivered to sports consumers via social media. Using SmartPLS 3.0 software, a partial least squares structural equation modeling analysis was conducted in this study.

Findings – The results support the hypotheses and demonstrate the importance of quality and trust in building customer loyalty for companies in the sports industry. Brand experience has a positive direct effect on perceived quality, brand trust and brand loyalty. It has been revealed that there is an important intermediary role of perceived quality and brand trust that manages the relationship between customers' brand experience and brand loyalty.

Practical implications – The findings of this study are essential for brands that want to develop and are included in the sports industry in the online shopping environment, which increases with the development of technology to create long term loyalty in customers.

Originality/value – It reveals two mediating roles in the relationship between brand experience and brand loyalty, namely perceived quality and brand trust. These research results help to understand the processes of shaping the loyalty of sports consumers towards sports brands. Unlike previous studies, it examines this relationship in the sports industry by adding new mediator variables and contributes to the development of the model.

Keywords Brand experience, Brand loyalty, Perceived quality, Brand trust, Sports consumer

Paper type Research paper

Introduction

With the increase in the popularity of sports organizations, the spread of participation in sports and the diversification of advanced sports products accordingly, the sports industry is expanding its place in the world economy. This industry consists of a combination of intangible services (e.g. sports organizations offering sports consultancy) and tangible products (e.g. sports manufacturers); some producers offer a combination of services and products (e.g. sports stores) and include activities (Funk, 2008). The sports products market is expanding with the growth of the trend of healthy and active living, which is a trend that is

Data availability statement: The data that support the findings of this study are available from the corresponding author upon reasonable request.

Publication ethics: In the writing process of the current study, scientific, ethical and quotation rules were followed within the scope of the "Higher Education Institutions Scientific Research and Publication Ethics Directive". No falsification has been made on the collected data and this study has not been sent to any other academic publication environment for evaluation.

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expected to continue to grow internationally. While globalization has enabled brands to reach worldwide, it has also greatly affected people's lifestyles (Handa and Khare, 2013). Sports products have become a popular category among young people as consumers identify a more relaxed lifestyle with versatility and comfort. This situation has prompted manufacturers such as Nike and Adidas to expand their range of sports products to generate higher sales volumes. According to the Digital 2020 report, Turkey's population is 83.88 million, and the active social media user population is 54 million. In addition, it is stated in the report that 81% of social media users between the ages of 16 and 64 years search for products or services online, while 63% of them shop online. According to the report, Nike came at third place in Google searches, while Adidas was at eighth place (Digital Report Turkey, 2020). Businesses that are aware of the importance of technological development in the field of marketing use the advantages such as targeted customer base, taste trends, choices and preferences among customers, and identification of potential customers with these platforms, which provide faster access to customers, to develop their own potential (Sharma *et al.*, 2021).

Companies need to create exciting brand experiences that persuade customers to continually buy and stick to the brand's products to differentiate themselves from their competitors. Through these brand experiences, consumers connect to the brand's personality and develop strong relationships with the brand (Ramaseshan and Stein, 2014). Consumers develop a perception toward a brand based on sensations, feelings, cognitions, and behavioral responses. If this perception is positive, the customer remains loyal to the brand and repurchasing behavior. The development of the consumer-brand relationship has been the focus of branding theory in recent years.

The number of studies involving brand experience and brand loyalty in various sectors (e.g. cars, restaurants and hotels, mobile phones, banking, web design, etc.) has been increasing in recent years (Altat *et al.*, 2017; Huang, 2017; Mostafa and Kasamani, 2020; Ong *et al.*, 2018). There are many studies that measure the relationship between brand experience and brand loyalty with various mediating variables (Iglesias *et al.*, 2011; Mathew and Thomas, 2018; Mostafa and Kasamani, 2020). In this study, the relationship between brand experience and brand loyalty, which has been tested with mediating variables in different sectors by various researchers, was evaluated through brand trust and perceived quality (Altat *et al.*, 2017; Ding and Tseng, 2015; Naggar and Bendary, 2017; Şahin *et al.*, 2011). There are factors that make this study different from other studies. The first of these is that the brand resonance model chooses sports brands as context and the sample group includes sports consumers. The second is the direct and indirect examination of the effect of brand experience on brand loyalty through perceived quality and brand trust in this context and sample. Finally, the present article draws on The Brand Resonance Model to examine the relationship mentioned above. In this model, brand experience is assumed as "salience", perceived quality and brand trust as "emotional and rational variables", and brand loyalty as "resonance".

Theoretical background

The brand resonance model

The brand resonance model describes how to create intense, active loyalty relationships with customers for a brand (Keller, 2001). Brand resonance is at the top of the customer-based brand equity (CBBE) model pyramid and it is a concept which characterizes brand relationships. This model is a measure of the extent to which a consumer develops strong behavioral, psychological and social bonds with the brands they consume (Kindfleisch *et al.*, 2006). Brand resonance model provides a guide for an assessment and research research by which brands can evaluate their progress in brand building efforts (Keller, 2009). There are many studies in the marketing literature using the brand resonance model in

different sectors ([Jang et al., 2020](#); [Moura et al., 2019](#); [Raut et al., 2020](#)). According to [Keller \(2013\)](#), the brand resonance model is a flexible model in terms of applicability and can be applied equally well to any type of brand and therefore to any type of entity that can be considered as a brand (person, place, etc.).

Sports brands establish long-term relationships in order to create brand loyalty in their customers. [Keller \(2013\)](#) defined this long-term relationship with the brand resonance model. The model that aims to build fidelity in this long-term relationship suggests two ways, rationally and emotionally. The rational path includes important components such as performance (e.g. price, efficiency, durability, reliability), judgment (e.g. quality, reliability), while the emotional one includes important components such as imagination and emotions (e.g. fun, excitement) ([Keller, 2013](#)). With brand resonance, customers can recognize the salient aspect of a brand, perceive its superior level of quality, and ultimately show a high degree of brand loyalty ([Jung et al., 2014](#)). In this study, perceived quality as the emotional factor supported by the previous literature and brand trust as the rational factor were selected as the mediation variable.

Literature review and research hypotheses

Brand experience

Successful brands form close bonds with their consumers, which in turn drives them away from other competing brands. The first step in establishing these bonds is encountering and experiencing the brand. Brand experience is a concept that was introduced by [Schmitt \(1999\)](#) into the experiential marketing literature and whose importance has increased in recent times ([Schmitt et al., 2014](#)). Brand experience is defined as subjective internal (e.g. sensations, emotions, and cognition) and behavioral responses of consumer associated with stimuli that are a part of a brand's design, identity, packaging, communication, and environment ([Brakus et al., 2009](#)). Experiences occur when shopping, buying, and consuming directly and interacting with media, including print and electronic media, indirectly ([Rajumesh, 2014](#)).

[Brakus et al. \(2009\)](#) discuss brand experience in four dimensions: sensory, affective, intellectual (cognitive), and behavioral. Sensory brand experience expresses the experiences resulting from the visual, auditory, olfactory, taste, and touch stimuli provided by the brand. In contrast, the brand's affective stimuli provide brand experience to consumers ([Brakus et al., 2009](#)). That is, it includes the mood, emotion and feeling of consumers ([Ding and Tseng, 2015](#)). Intellectual brand experience involves thinking differently and convergingly and enables consumers to change their thinking about brand ([Hult, 2011](#)). Behavioral experience activates consumer behaviors or intentions by appealing to physical experiences, lifestyles, long-term behavioral patterns, or interactions with other people ([Ding and Tseng, 2015](#)).

Researchers have asserted that experience with products and services is an essential factor affecting consumers' future behavioral and emotional intentions ([Mostafa and Kasamani, 2020](#)). Thus, true brand loyalty occurs when customers tend to both affect the emotional attachment factor and brand trust ([He et al., 2012](#)). Generally, brands that provide excellent brand experiences are differentiated from other brands and are more favored, thereby building brand loyalty and promoting the spread of the brand ([Brakus et al., 2009](#)). Therefore, consumers will be more likely to repurchase from these brands, recommend them to others, or move away from the brand ([Yu et al., 2020](#)). Previous studies in different sectors have shown that there is a significant positive relationship between brand experience and loyalty ([Huang, 2017](#); [Ong et al., 2018](#); [Şahin et al., 2011](#)). Therefore, the following hypothesis is proposed:

H1. Brand experience has a positive impact on brand loyalty.

Consumers consciously and unconsciously experience products and services in different environments, and then various perceptions are formed as a result of this experience (Berry and Carbone, 2007). Experience is an essential part of consumer learning. The higher the consumer's use of a product, the more information that integrates with their knowledge and increases their perception of quality (Naggar and Bendary, 2017). In studies on electronic industry and fast food industry consumers, it is thought that product performance is necessary for quality perceptions (Ding and Tseng, 2015; Xixiang et al., 2016). As a result of product performance, establishing a deep, lasting, sincere emotional connection with the customer and the customer's developing a special bond and trust in the brand develops a holistic experience that ensures loyalty (Bapat and Thanigan, 2016). The hypothesis for this investigation is:

Effect of brand experiences

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H2. Brand experience has a positive impact on perceived quality.

Previous research has suggested that brand trust develops from past brand experience and interaction (Delgado-Ballester and Munuera-Alemán, 2005). In research on customers in different sectors (bath soap and perfume, mobile handsets, etc.), successful experiences with a brand have been demonstrated that the brand offers quality products or services and positively affects consumers' thoughts on honesty and trust (Francisco-Maffezzoli et al., 2014; Khan and Fatma, 2017). Hence, the hypothesis below emerges:

H3. Brand experience has a positive impact on brand trust.

Brand loyalty

Brand loyalty is one of the most cited concepts in marketing, with both scholars and practitioners recognizing the diversity of benefits derived from it (Iglesias et al., 2011). Dick and Basu (1994) defined that loyalty to a brand should include positive buying behavior and positive attitude toward the brand. Brand loyalty is a conditional reaction to a product due to a positive perception about a brand (Chaudhuri and Holbrook, 2001). While previous studies on loyalty focused on components such as perceived value, brand trust, and customer satisfaction, recent studies on brand loyalty have increasingly adopted an integrated approach (brand experience, perceived quality, e-wom, etc.) (He et al., 2012; Eslami, 2020).

Perceived quality

Perceived quality is defined as the consumer's judgment about the superiority or excellence of a brand based on subjective perceptions (Aaker and Jacobson, 1994; Zeithaml, 1988). The products of high-quality brands make the consumers want to buy the products of the brand and allow the brand to be differentiated from the rival brands. Perceived quality is not an objective measure of the functional or manufacturing quality of products, but rather the subjective assessment of perceptions on products by consumers (Li et al., 2021). It also allows creating a strong brand perception while expressing the high price for a high-quality product. Perceived quality, in relation to consumer brand loyalty, is essentially a consumer's perception of the reliability of a product or service and is closely linked to customers' preference, satisfaction, and purchasing preferences (Nikhashemi and Valaei, 2018). Perceived quality is an important antecedent of emotional commitment to build brand loyalty and trust (Coelho et al., 2018). I thus hypothesize that:

H4. Perceived quality has a positive impact on brand loyalty.

Brand trust

Brand trust is expressed as a critical factor in commercial success (Morgan and Hunt, 1994). Chaudhuri and Holbrook (2001) define brand trust as "the desire of the average consumer to

trust a brand's ability to fulfill its stated function." Consumers who rely on a brand are more willing to stay loyal to that brand, buy from new brands promoted under it, pay a premium price for it, and share information about their tastes (Mabkhout *et al.*, 2017). In contrast, an increased sense of risk and uncertainty impairs consumer confidence. Therefore, focusing on a great brand experience will also reduce the likelihood of risk in the consumer's minds in terms of finding the brand more reliable. This, in turn, will affect their loyalty toward the brand, and therefore their propensity to become brand advocates (Joshi and Carg, 2021). Researchers have shown that trust is crucial in creating brand loyalty (Bernardo *et al.*, 2020; Mabkhout *et al.*, 2017). Therefore, the following hypothesis is proposed:

H5. Brand trust has a positive impact on brand loyalty.

Mediation effect of perceived quality and brand trust

Zeithaml (1988) suggested that CBBE is another important and main building block called "perceived quality" that affects consumers positively or negatively. Consumers develop loyalty based on the perceived quality of a brand after their experience with the product or service. Consumers evaluate whether the utilitarian motive is obtained during the consumption of a service brand and form a quality perception about the brand. If the quality of the experienced brand is perceived as high, the consumption target is achieved and loyalty to the brand occurs (Ding and Tseng, 2015). Eslami (2020) confirmed the mediating effect of perceived quality on health insurance customers between brand experience and brand loyalty. However, in the context of sports consumers and accordingly sports brands, the following hypothesis has been developed due to the lack of studies evaluating the mediation effect in the model (Figure 1):

H6. Perceived quality has a mediating effect on the relationship between brand experience and brand loyalty.

Previous studies have measured the relationship between brand experience and brand trust, and the relationship between brand trust and brand loyalty (Atulkar, 2020; Baser *et al.*, 2015; Naggar and Bendary, 2017). In addition, Huang (2017) confirmed the mediating effect of brand

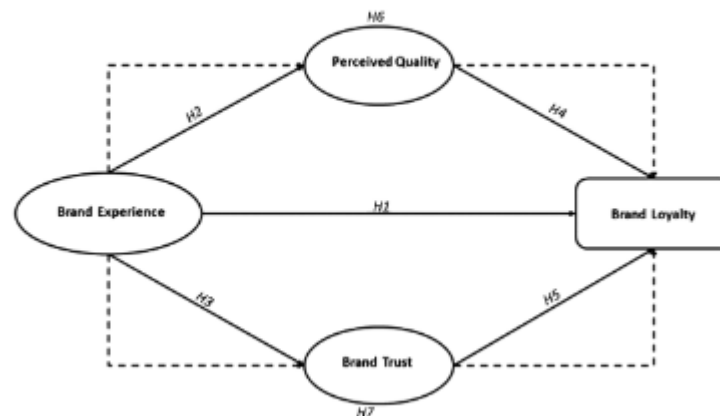


Figure 1.
Proposed
theoretical model

trust between brand experience and brand loyalty in his research on mobile phone users. Based on the brand resonance model, it is thought that brand trust has a mediating effect on brand experience and brand loyalty. Therefore, the following hypothesis is proposed:

Effect of brand experiences

- H7: Brand trust has a mediating effect on the relationship between brand experience and brand loyalty.

Research method

This study aimed to measure the mediating effect of perceived quality and brand trust, which are thought to affect loyalty formation, to determine the brand loyalty that may occur based on the experience of sports consumers with a brand. Previous research shows that brand trust and loyalty result from customers' deep emotional commitment to the brand, which changes customer attitude and purchasing behavior. The brand resonance model offers a solid foundation for this model (Keller, 2013). This model stresses that brand resonance are formulated, started with brand salience, and followed by two routes, i.e., emotional and rational. With this logic, this study proposes that brand loyalty is formulated via brand salience (i.e. brand experience), and then two mediators (i.e. perceived quality and brand trust). Therefore, structures and visual elements have been derived from previous research, as shown in Figure 1, to develop the proposed research framework.

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Sample design and data collection

The research sample consists of 385 sports consumers between the ages of 18 and 65. This age group was selected in the "Digital 2020 Turkey" report because it is the age group that uses social media the most in Turkey. Snowball sampling and criterion sampling method was used in the study. The inclusion criteria of the sample in this study are to be in the age range of 18–65, to be a social media user, and to have purchased sports products online at least once. The data were collected online with Google Forms. The link of the online form has been distributed in various ways (Facebook, Instagram, Whatsapp, e-Mail, etc.). "What is your favorite sports brand?" They were asked to answer the questions by considering the sports brand they gave to the question. A total of 409 online questionnaires were collected. The answers of the 24 participants were deemed invalid due to incomplete information. As a result, the analysis phase was started with 385 participants. According to Hair *et al.* (2019), this number of answers meets the basic rule of the minimum sample size required to run the structural equation modeling (SEM). In addition, G*power v3.1.9.4 software was used to calculate the required minimum sample size based on statistical power. With an effect size of 0.05, it was revealed as a result of the analysis that a sample size of 138 was sufficient to reach a statistical power of 0.95 (Faul *et al.*, 2009).

Table 1 shows the demographic information of the survey participants; 55.3% were men and 44.7% were women. Their most preferred sports brand was Nike (53.7%), while Hummel was the least preferred (3.8%). Their average age is 29.498 (± 8.562), and their average monthly income is 448.47 dollar (± 377.13) (Table 1).

Measures

The Brand Experience Scale, developed by Brakus *et al.* (2009) and adapted into Turkish by Askin and Ipek (2016), was first created by Chaudhuri and Holbrook (2001) and Lau and Lee (1999) to measure the research model created within the scope of the theoretical framework and was then further developed by Kabadayi and Aygün (2007). The Perceived Quality and Brand Loyalty Scale developed by Onurkubas and Öztürk (2020) were used. The Brand Experience Scale is a 7-point Likert-type scale (between "1- Strongly disagree" and



Table 1.
Demographic profile of
the respondent

Variable		Frequency	Percentage	Total	$\bar{x}$	S	Min	Max
Gender	Female	172	44.7	385				
	Male	213	55.3					
The most preferred sports brand	Nike	207	53.7	385				
	Adidas	100	25.9					
	Puma	24	6.2					
	Hummel	15	3.8					
	Reebok	18	4.6					
	Skechers	21	5.4					
Age				385	29.498	8.562	18	65
	Income(TL)			385	3794.13	3190.55	0	20,000

"7- Strongly agree"). The Perceived Quality, Brand Trust, and Brand Loyalty Scale was scored with a 5-point Likert-type scale (between "1- Strongly disagree" and "5- Strongly agree"). These items are seen in the scales in [Table A1](#). The participants were also asked about their age, gender, average monthly income, favorite sports shops, and social media usage. Monthly average income and age were asked in an open-ended questionnaire. Gender was asked with favorite sports shops and social media use multiple choice options.

Data analysis

For evaluating the hypothesized relationships, analyses were performed using the partial least squares structural equation modeling (PLS-SEM) approach supported by Smart-PLS® 3.2.8 software. PLS-SEM is a method that uses weighted compounds of indicator variables to minimize unexplained variance and facilitate the liability for measurement errors ([Hair et al., 2017](#)). This software also determines the dependent variable's structures and measures each independent variable's effects on the dependent variable ([Ringle et al., 2015](#)).

Normality test

We used a web-based calculator ([Cain et al., 2017](#)) to test the data for multivariate normality using [Mardia's \(1970\)](#) test. Multivariate normality is one of the criteria for more accurate model prediction. The outcome of the multivariate normality analysis shows that Mardia's multivariate skewness ($\beta = 5.188, p < 0.01$) and multivariate kurtosis ($\beta = 44.671, p < 0.01$) suggest multivariate non-normality. This is another reason for use of PLS-SEM, as it can handle non-normal data very well ([Hair et al., 2019](#)).

Common method bias (CMB)

In research conducted in social sciences, collecting data from the same source and cross-sectional can lead to bias in research results. This situation may cause errors in the analysis findings related to the model established between theoretical structures ([Podsakoff et al., 2003](#)). In order to avoid this situation, the common method variance was controlled. Harman's single factor analysis is one of the most common methods of determining whether probability exists ([Podsakoff et al., 2003](#)). In this context, as a result of the analysis, Harman's single factor test was applied and it was found that it explained 37,399 percent of the total variance. These results showed that it was less than the stated 50 percent threshold ([Folker et al., 2016](#)). According to the analysis results, CMB does not cause a problem in the current situation.



Results

Measurement scales' psychometric properties

The values indicate that the factor loads are between 0.565 and 0.904. According to [Hair et al. \(2017\)](#), factor loadings should be ≥ 0.708 . However, the authors suggest that expressions with factor loads between 0.40 and 0.70 should be excluded from the model if their AVE or CR values are below the threshold ([Hair et al., 2017](#)). Because the calculated AVE and CR values were above the threshold, expressions with a factor load below 0.708 were not removed from the measurement model ([Table 2](#)).

Also, with Cronbach's alpha ≥ 0.60 ([George and Mallery, 2019](#)) and CR coefficient ≥ 0.70 , the AVE coefficient should also be ≥ 0.50 ([Hair et al., 2017](#)). The Cronbach's alpha coefficients of the structures are between 0.679 and 0.882. It is observed that internal consistency reliability is ensured because the CR coefficients are between 0.823 and 0.829, and the AVE coefficients are between 0.516 and 0.727. The convergence validity of the structures was provided according to these findings ([Table 2](#)).

The criterion suggested by [Fornell and Larcker \(1981\)](#) was used to determine the validity of the decomposition. According to the criteria of [Fornell and Larcker \(1981\)](#), the square root of the explained mean-variance (AVE) values of the structures in the study should be higher than the correlation coefficients between the structures included in the study. As a result of the analysis made in [Table 3](#), the values indicated with "*" in the table show AVE's square root values. When these values are examined, it is found that the square root AVE value of each structure is higher than the correlation coefficients with other structures ([Table 3](#)).

Constructs	Items	Outer loading (>0.6)	Cronbach's alpha (>0.7)	Rho A (>0.7)	CR (>0.7)	AVE (>0.5)
Sensory experience (SE)	SE1	0.885	0.710	0.796	0.837	0.640
	SE2	0.904				
	SE3	0.565				
Affective experience (AE)	AE1	0.830	0.679	0.692	0.823	0.610
	AE2	0.801				
	AE3	0.705				
Intellectual experience (IE)	IE1	0.904	0.811	0.829	0.888	0.727
	IE2	0.886				
	IE3	0.762				
Behavioral experience (BE)	BE1	0.865	0.760	0.772	0.863	0.678
	BE2	0.732				
	BE3	0.867				
Perceived quality (PQ)	PQ1	0.820	0.882	0.894	0.911	0.632
	PQ2	0.873				
	PQ3	0.837				
	PQ4	0.833				
	PQ5	0.668				
	PQ6	0.718				
Brand trust (BT)	BT1	0.849	0.875	0.876	0.914	0.727
	BT2	0.880				
	BT3	0.877				
	BT4	0.803				
Brand loyalty (BL)	BL1	0.732	0.820	0.835	0.864	0.516
	BL2	0.808				
	BL3	0.752				
	BL4	0.663				
	BL5	0.639				
	BL6	0.699				

Table 2.
Convergent validity

Assessment of the formative construct

This study proposed the brand experience variable as a type two higher-order (reflective-formative) construct. The structure revealed in this study was tested with the high-level reflective-formative structure proposed by [Hair et al. \(2017\)](#). The collinearity of the indicators (VIF) and the significance of the indicator weight were used to determine the formative measure ([Table 4](#)). The VIF value is below the threshold of 3.3 for all measurements ([Hair et al., 2019](#)). According to these results, there is no collinearity problem. The 5,000 resampling bootstrapping technique was used to assess the significance of the weight, and the results show that the overall weight of the indicator is significant at the $p < 0.001$ level. As a result, the four-dimensional brand experience variable was reduced to a one-dimensional structure with second-level modeling and the analyzes continued.

Direct and indirect effects

To assess the mediating effect in the study, [Zhao et al. \(2010\)](#) suggested approach was used. According to the author, if the indirect effects are significant, the mediating effect can be mentioned. [Hair et al. \(2017\)](#) used a bootstrapping technique with 5,000 subsamples to estimate the 95 percent bias-corrected confidence interval for the indirect effect. [Zhao et al. \(2010\)](#) proposed decision tree was used. According to the test results, brand experience is related to brand loyalty ($\beta = 0.382$, $t = 5.798$, $p < 0.001$), perceived quality ($\beta = 0.478$, $t = 11.675$, $p < 0.001$) and brand trust ($\beta = 0.472$, $t = 10.035$, $p < 0.001$) direct effect was found. Perceived quality ($\beta = 0.143$, $t = 2.467$, $p < 0.05$) and brand trust ($\beta = 0.359$, $t = 5.798$, $p < 0.000$) also directly affect brand loyalty ([Table 5](#)).

Also, in Smart-PLS 3.2.8 ([Hair et al., 2017](#)), the mediating effect of Perceived Quality and Brand Trust was checked by running analyses. Based on Smart-PLS indices, on the relationship between Brand Loyalty and Brand Experience (BE * PQ → BL), Perceived Quality ($\beta = 0.068$, $t = 2.326$, $p < 0.05$) and (BE * BT → BL) Brand Trust ($\beta = 0.169$, $t = 4.502$, $p < 0.001$), the mediating effect was confirmed ([Table 5](#)). According to these results, according

Table 3.
Discriminant validity
(Fornell Larcker
criterion)

Constructs	SE	AE	IE	BE	PQ	BT	BL
Sensory experience (SE)	0.800*						
Affective experience (AE)	0.624	0.781*					
Intellectual experience (IE)	0.516	0.634	0.853*				
Behavioral experience (BE)	0.532	0.601	0.641	0.824*			
Perceived quality (PQ)	0.340	0.468	0.405	0.371	0.795*		
Brand trust (BT)	0.303	0.494	0.415	0.363	0.779	0.853*	
Brand loyalty (BL)	0.389	0.596	0.536	0.536	0.606	0.651	0.718*

Note(s): *Root square of AVE

Table 4.
Assessment of higher-
order construct

Higher order construct	General framework	(β)	VIF	t value	p	Confidence intervals Lower (2.5%)	Lower (2.5%)
Brand experience	Sensory	0.243	1.793	17.116	0.000	0.215	0.271
	Affective	0.254	2.228	14.569	0.000	0.219	0.288
	Intellectual	0.365	2.056	21.164	0.000	0.331	0.399
	Behavioral	0.329	1.972	21.910	0.000	0.299	0.358

General framework								Effect of brand experiences
		(β)	Std dev	t value	p value	Confidence intervals: Lower (2.5%) Upper (97.5%)	Results	
<i>Direct effect</i>								
H1	Brand Experience → Brand loyalty	0.382	0.062	5.798	0.000	0.301	0.456	Supported
H2	Brand experience → Perceive quality	0.478	0.041	11.675	0.000	0.398	0.558	Supported
H3	Brand Experience → Brand trust	0.472	0.047	10.035	0.000	0.381	0.564	Supported
H4	Perceive Quality → brand loyalty	0.143	0.058	2.467	0.014	0.035	0.260	Supported
H5	Brand trust → brand loyalty	0.359	0.062	5.798	0.000	0.238	0.482	Supported
<i>Indirect effect</i>								
H6	Brand Experience → PQ → Brand loyalty	0.068	0.029	2.326	0.020	0.018	0.136	Supported
H7	Brand Experience → BT → Brand loyalty	0.169	0.038	4.502	0.000	0.108	0.238	Supported

Note(s): t value should be greater than 1.96 (positive or negative) to be significant at < 0.05. Confidence interval neither of the relations includes the value zero.8

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Table 5.
General model
resolution by
SmartPLS using PLS
algorithm and
Bootstrapping

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General model
resolution by
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to the decision tree of Zhao *et al.* (2010), it was concluded that perceived quality and brand trust partially mediated (integrating).

The coefficient of determination (R^2), effect size (f^2) and predictive relevance (Q^2) were reported to assess the quality of the structural model. When the R^2 values of the model are examined, perceived quality is explained as 22.6%, while brand trust is explained as 22%. Brand loyalty, on the other hand, was announced as 55.8%. According to these results, brand experience, perceived quality and brand trust perfectly explain brand loyalty. Among these variables, perceived ($\beta = 0.143$, $t = 2.467$) quality has the least effect on brand loyalty. The most, brand experience affects brand loyalty ($\beta = 0.382$, $t = 5.798$).

Effect size coefficient (f^2) 0.02 and above is low; it is medium to be 0.15 and above; and if it is 0.35 and above, it is considered high (Hair *et al.*, 2017). When the effect size coefficients are examined, the effect of brand experience on perceived quality ($f^2 = 0.292$) and brand trust ($f^2 = 0.283$) is moderate. In addition, the effect of perceived quality and brand trust on brand loyalty ($f^2 = 0.244$) is similarly moderate.

The predictive power coefficients (Q^2) calculated for endogenous variables are greater than zero, indicating that the research model has the power to predict endogenous variables (Hair *et al.*, 2017). The findings show that the Q^2 values are greater than zero. The results for R^2 , f^2 and Q^2 are shown in Table 6.

Finally, the overall predictive power of the model was estimated using Goodness of Fit (GoF) with the formula given below.

Constructs	R square	Q square	f square
Perceived quality	0.226	0.134	0.292
Brand trust	0.220	0.157	0.283
Brand loyalty	0.558	0.259	0.244

Table 6.
The result of R^2 , f^2
and Q^2

$$GoF = \sqrt{AVE} \cdot \sqrt{R^2}$$

The geometric mean of the mean AVE and the mean R^2 (for endogenous structures) were used to calculate the model fit values. [Wetzels et al. \(2009\)](#) proposed predictive values to evaluate GoF analysis, and these are GoF = 0.10 (small), GoF = 0.25 (medium), and GoF = 0.36 (large). The calculated value of the average AVE is 0.647, the R^2 value is 0.227 for perceived quality, 0.229 for brand trust and 0.556 for brand loyalty. According to this report, the observed value of GoF for the model is 0.466, which easily fits the model very well.

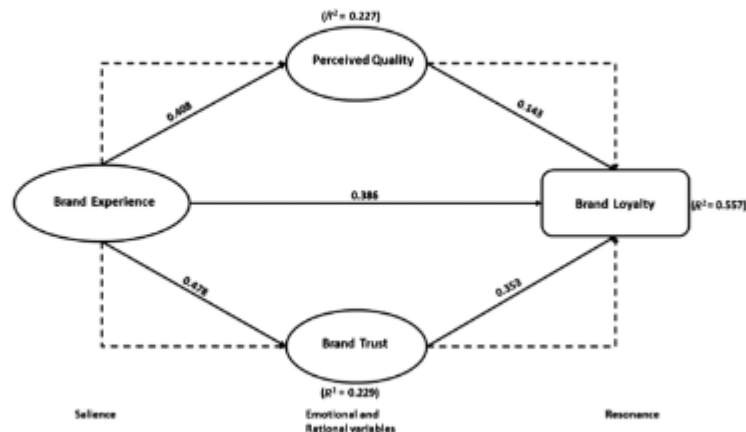
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Discussion

Previous studies on brand experience and brand loyalty were applied by taking into account different mediation variables ([Mathew and Thomas, 2018](#); [Mostafa and Kasamani, 2020](#)). In this study, the effect of brand experience on brand loyalty was measured with perceived quality and brand trust. To test the hypotheses, the f^2 effect size, path coefficients, confidence intervals, p -value, and R^2 analysis results are given in [Tables 4–6](#) and [Figure 2](#). In addition, GoF analysis was performed to test the fit of the research model and it was determined that the model fits very well for the designed research.

According to the research findings, sensory, affective, intellectual and behavioral experience explains the brand experience in one dimension. Second, brand experience directly affects brand loyalty, perceived quality, and brand trust. Then, perceived quality and brand trust have a direct impact on brand loyalty. Finally, the partial mediation effect between perceived quality and brand trust, brand experience and brand loyalty was revealed.

When [hypothesis 1](#) is examined, it is revealed that 55.8% direct effect of brand experience on brand loyalty. [Rajumesh \(2014\)](#), in his research on fast-moving consumer goods consumers, concluded that brand experience positively affects brand loyalty. Similarly, [Mostafa and Kasamani \(2020\)](#), in their research on smartphone users, revealed that brand experience directly affects brand loyalty. Several studies conducted in varied sectors support the results of the present study ([Ong et al., 2018](#); [Şahin et al., 2011](#)). By creating their brands



highly experientially, marketers gain brand loyalty, resulting in lower advertising costs while generating more sales and profits for marketers. Also, brand-loyal consumers are less responsive to competitive moves, remain loyal to the brand, and are even willing to pay higher prices for brands.

In *Hypothesis 2*, the direct effect of brand experience on perceived quality was examined and this hypothesis was confirmed. Studies measuring the effect of perceived quality ([Ding and Tseng, 2015](#); [Xixiang et al., 2016](#)) with brand experience support these research results. The finding that brand experience is the driving force of perceived quality within the framework of the brand resonance model is rarely found in the literature of sports consumers and sports brands. [Shanahan et al. \(2019\)](#) stated in their study on students that the perceived quality of sportswear impacts brand loyalty. [Naggar and Bendary \(2017\)](#) stated that there is a direct effect between brand experience and perceived quality in their research on mobile phone users. Customers who are satisfied with the experiences of brands can see them as a symbol of unique and superior quality. Therefore, for this study, it can be said that the fact that an emotional response has a cognitive component affects the perception of quality, especially in sports consumers.

In *Hypothesis 3*, the direct effect of brand experience on brand trust was examined. Research results show that this hypothesis is confirmed. It is involved in studies that support research findings ([Huang, 2017](#); [Khan and Fatma, 2017](#)). [Ramaseshan and Stein \(2014\)](#), on the other hand, revealed in their research that, contrary to our findings, brand experience does not affect brand trust. As in the researchers conducted in different sectors, it is normal for individuals who have experienced the brand in the sports sector and are satisfied with the idiom, to trust the brand. The reason for this can be explained as the sports brands included in the research are well-known sports brands.

In *Hypothesis 4*, the direct effect of perceived quality on brand loyalty was examined. In this study, it has been proven that perceived quality has a positive direct effect on brand loyalty. Studies in different sectors in the literature support our findings ([Alhaddad, 2015](#); [Atulkar, 2020](#); [Shanahan et al., 2019](#)). Contrary to our research findings, [Xixiang et al. \(2016\)](#) reached the conclusion that perceived quality does not affect brand loyalty in their research on electronics industry and fast food industry consumers in China. The authors also attributed this to the fact that there may be other factors related to creating brand loyalty rather than perceived quality in the cultural context of China.

In *Hypothesis 5*, the effect of brand trust on brand loyalty was examined. The *H5* hypothesis was supported and it was found that a brand with a strong brand trust affects brand loyalty. Studies in the literature support our findings ([Huang, 2017](#); [Mabkhot et al., 2017](#)). According to [Atulkar \(2020\)](#), it has been argued that brand trust has a direct effect on brand loyalty, which plays an important role in creating repeat purchase behavior in customers. According to [Huang \(2017\)](#), this finding can be well explained by the long-term characteristics of both brand trust and loyalty. Advertising and the use of celebrities can be a factor in the consumers trust in sports brands. In the trusted brand, the customer wants to be bought again and creates loyalty towards the brand.

Hypothesis 6 aims to measure the effect of brand experience on brand loyalty through perceived quality. The findings support *Hypothesis 6*. Perceived quality has an intermediary effect on brand experience and brand loyalty. The experience with a brand and the quality perception that occurs after the brand is an important factor that affects the loyalty of the customer towards that brand. As far as sports are known by the authors in the relevant literature, no study has been found in which perceived quality has a mediator effect on the relationship between brand experience and brand loyalty in sports brands. [Shanahan et al. \(2019\)](#) stated in a study conducted by Mechanical Turk users of Amazon who have Facebook accounts that perceived quality positively affects brand loyalty.

Effect of brand experiences

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In *Hypothesis 7*, the effect of brand experience on brand loyalty was tested through brand trust; the findings of the study support this hypothesis. Most previous research has investigated the relationship between the binding effect and brand trust and brand loyalty, and not the mediating effect. *Şahin et al. (2011)* stated in their research on the automotive industry that brand experience positively affects brand trust, which positively affects brand loyalty. Likewise, *Khan and Fatma (2019)* also obtained results similar to that of our research in their studies. Unlike other studies, *Huang (2017)* examined the mediation effect of brand trust between brand experience and brand loyalty in a study conducted on mobile phone brand users and revealed that brand trust shapes the relationship between brand experience and brand loyalty.

Theoretical implications

Keller (2013) proposes the "brand resonance model" that suggests a rational and emotional path to brand resonance. This study reveals the validity of the brand resonance model by defining the roles of perceived quality (emotional) and brand trust (rational) to mediate brand loyalty, especially in sportswear products. The sub-dimensions of brand experience include sensory, affective, intellectual and behavioral dimensions. The study identified and tested brand experience as a type two higher-order (reflective formative) construct. Therefore, this research makes an important contribution to the brand literature by explaining the interrelationship between brand experience sub-dimensions.

In addition, the bridge-building strategy proposed by *Harrison-Walker and Coppett (2003)* suggests two bridges for a firm's success. In this study, it shows perceived quality and brand trust as two complementary bridges in shaping the brand loyalty of customers, especially in the sportswear industry.

The key mediator variable (KMV) model proposed by *Morgan and Hunt (1994)* and *Huang (2017)* stated that brand trust plays an important role in brand loyalty. This article extends the importance of this relationship in sportswear products. In addition, this research confirmed the positive and meaningful relationships between brand experience and brand value components as suggested by *Aaker (1991)*, and the positive relationship between brand experience and the components of CBBE revealed by *Altal et al. (2017)*. For this reason, these research results provide important inputs on branding for both academicians and businesses. It also provides sufficient grounds to demonstrate the intertwining of brand emotions and their ultimate impact on loyalty.

One of the important theoretical contributions of this study is the integrated modeling and investigation of the direct and indirect relationships between brand experience, perceived quality, brand trust and brand loyalty. Other existing studies have tried to do this separately, but not together. The integrated approach makes the model proposed in the study more inclusive than existing theories, connects theory to practice and provides practical as well as theoretical implications.

Practical implications

This research provides important findings for businesses that want to create brand loyalty. The experiences of sports consumers about sports brands are very effective in their adherence to that brand. While creating this loyalty, consumers' perception of brands' quality must find a positive direction. For this reason, company executives in the sports industry are recommended to develop factors that will increase the perception of quality in customers. Especially in the online shopping environment, which has increased with the development of technology, marketers should use new channels to reach their customers. Along with the expanded reach, these technologies can be used to help with the targeted customer base, taste trends, choices and preferences among customers, identification of potential customers, etc. It



provides customization benefits to marketers such as Mobile communication is an important choice for marketers and advertisers to promote products and services among various consumer segments due to its unique features and extreme speed of spread. With this in mind, company executives should develop their marketing programs accordingly and provide additional benefits to customers who engage with their brands over time. Customer retention strategies should be based on experience-heavy practices so customers can focus more. Creating trust in consumers for a brand is a long-term process. Additionally, a heightened sense of risk and uncertainty undermines a consumer's confidence. Therefore, focusing on a great brand experience will also reduce the likelihood of risk in the consumer's mind, thus making the brand more trustworthy. This will affect their loyalty to the brand and thus their tendency to be brand advocates. In creating this loyalty, it is especially important that the brand has a theme, history and personality. They should also try to increase their customers' involvement in the shopping process by clearly differentiating their brands by showing why and how their brands are better than alternative brands. Thus, it changes customer perceptions and related behaviors and helps them evaluate a brand before making purchasing decisions, which ultimately creates brand trust and brand loyalty in the customer. Sports businesses should create platforms (both visual and verbal) to convey their themes, backgrounds, and brand personalities. Sports brands can especially use famous athletes to create quality and trust in their consumers through advertisements and themes. In this study, perceived quality and brand trust as an essential mediator that manages the relationship between brand experience and brand loyalty on customers is revealed. Therefore, marketers must understand that brand trust has evolved, and that brand experience is vital in building brand loyalty.

Limitations and further research

The following limitations should be taken into account in the interpretation of the study results. The first limitation concerns the generalization of the results. As the study was carried out with people living in Turkey who use sports products, the results could not go beyond the current sampling frame. Future research could examine different countries together. Second, this study covers only a sample of social media users between 18 and 65 years of age. The age range can be extended in future research. Also, because of the COVID-19 pandemic, data could only be filled in with online forms. While the model's ability to predict brand relationships is remarkable, other factors can be added to improve the proposed model's predictive power. The brand resonance model suggests other possible variables such as brand loyalty, brand equity, brand community, brand satisfaction, engagement, and product performance, and therefore further studies can use these important factors as mediators. Finally, the study focused on a model made solely on sports brands. Yet, this way the model can be applied to different industries.

Conclusion

Despite current limitations, the research makes the following contributions. First of all, it revealed the mediating role of perceived quality and brand trust in the relationship between brand experience and brand loyalty. This result will lead to an easier understanding of the brand loyalty process of customers in the sports industry. In addition, it has been seen that the study, which is shaped within the framework of the Brand Resonance Model, is also valid in the sports brands sector, unlike the previous literature. Moreover, it contributed to the expansion of the brand experience and brand loyalty literature.

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Effect of brand experiences

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Appendix

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Brand experience

Sensory

This brand makes a strong impression on my visual sense or other senses
I find this brand interesting in a sensory way
This brand does not appeal to my senses

Brakus *et al.* (2009)*Affective*

This brand induces feelings and sentiments
I do not have strong emotions for this brand
This brand is an emotional brand

Behavioral

I engage in physical actions and behaviors when I use this brand
This brand results in bodily experiences
This brand is not action oriented

Intellectual

I engage in a lot of thinking when I encounter this brand
This brand does not make me think
This brand stimulates my curiosity and problem solving

Perceived quality

This brand is reliable
This brand is of good quality
This brand is qualified
This brand is durable
This brand is suitable for my purpose
This brand is better than other sports brands

Önerubaş and Öztürk (2020)

Brand trust

I trust this brand
I rely on his brand
This is an honest brand
I feel secure when I buy this brand because I know that will never let me down

Chaudhuri and Holbrook's (2001), Lau and Lee (1999)

Brand loyalty

I feel better when I use this brand
This brand excites me more than other brands
When I go shopping, this brand is the only brand I will buy
Other than this brand, no other brand catches my attention
If this brand is not available at the place I shop, I will not buy another brand or look at another store
I will continue to use the products of this brand in the future

Önerubaş and Öztürk (2020)

Table A1.
Measures

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