

BAB V

PENUTUP

Pada bagian ini, peneliti akan memaparkan kesimpulan serta menyampaikan implikasi manajerial dari penelitian yang telah dilakukan. Selain itu peneliti juga akan menyertakan ide-ide penelitian yang diperlukan oleh penelitian berikutnya.

5.1. Kesimpulan

Hasil penelitian ini menggunakan 10 hipotesis, maka peneliti kemudian memberikan kesimpulan sebagai berikut:

1. Berdasarkan hasil pengolahan data yang dilakukan oleh peneliti, ditemukan bahwa kesadaran merek tidak berpengaruh terhadap niat beli (**H1 ditolak**). Temuan ini mengindikasikan bahwa meskipun konsumen menyadari keberadaan Dior sebagai merek kosmetik ternama, hal tersebut tidak langsung dapat memicu niat untuk membeli. Hal ini mempertegas bahwa dalam konteks produk premium seperti kosmetik mewah, kesadaran saja belum cukup menjadi pendorong niat beli tanpa adanya faktor emosional atau nilai tambah lainnya.
2. Berdasarkan dari pengolahan data yang dilakukan oleh peneliti menemukan bahwa kesadaran merek berpengaruh secara signifikan terhadap loyalitas merek (**H2 diterima**). Ini menunjukkan bahwa semakin tinggi kesadaran konsumen terhadap Dior, semakin besar kemungkinan mereka mengembangkan loyalitas terhadap merek tersebut. Kesadaran yang konsisten dan positif menciptakan kedekatan emosional dan keterikatan jangka panjang dengan merek.
3. Hasil pengolahan data yang dilakukan oleh peneliti menemukan bahwa loyalitas merek berpengaruh signifikan terhadap niat beli (**H3 diterima**). Konsumen

yang setia terhadap Dior lebih mungkin untuk memiliki intensi pembelian yang tinggi. Loyalitas di sini berfungsi sebagai penguat hubungan antara pengalaman masa lalu yang memuaskan dan keinginan untuk mengulangi pembelian di masa mendatang.

4. Berdasarkan dari pengolahan data yang dilakukan oleh peneliti menemukan bahwa kesadaran merek berpengaruh secara signifikan terhadap persepsi kualitas (**H4 diterima**). Konsumen yang mengenal merek Dior cenderung menganggapnya sebagai produk berkualitas tinggi, yang memperkuat posisi merek sebagai simbol keunggulan dan eksklusivitas.
5. Hasil pengolahan data yang dilakukan oleh peneliti menemukan bahwa persepsi kualitas berpengaruh signifikan terhadap niat beli (**H5 diterima**). Ketika konsumen meyakini bahwa produk Dior memiliki kualitas yang tinggi, mereka menjadi lebih terdorong untuk membeli. Ini menegaskan pentingnya persepsi kualitas sebagai dimensi kunci dalam pembentukan niat beli.
6. Berdasarkan dari pengolahan data yang dilakukan oleh peneliti menemukan bahwa kesadaran merek berpengaruh secara signifikan terhadap asosiasi merek (**H6 diterima**). Semakin tinggi tingkat kesadaran merek, semakin kuat pula asosiasi yang terbentuk di benak konsumen, baik berupa citra kemewahan, tren mode, hingga nilai simbolik.
7. Hasil pengolahan data yang dilakukan oleh peneliti menemukan bahwa asosiasi merek berpengaruh signifikan terhadap niat beli (**H7 diterima**). Ketika asosiasi yang dimiliki konsumen terhadap Dior bersifat positif dan relevan dengan nilai pribadi mereka, maka hal itu meningkatkan kemungkinan pembelian.

8. Berdasarkan dari pengolahan data yang dilakukan oleh peneliti menemukan bahwa terdapat pengaruh yang signifikan pada loyalitas merek yang memediasi kesadaran merek terhadap niat beli (**H8 diterima**). Jenis mediasi yang terbentuk adalah *indirect-only mediation*, yang berarti kesadaran terhadap merek hanya akan mendorong niat beli jika terlebih dahulu menciptakan loyalitas. Ini menunjukkan bahwa hubungan tidak langsung melalui loyalitas menjadi saluran utama pengaruh kesadaran merek terhadap pembelian.
9. Hasil pengolahan data yang dilakukan oleh peneliti menemukan bahwa terdapat pengaruh yang signifikan pada persepsi kualitas yang memediasi kesadaran merek terhadap niat beli yang bersifat mediasi *indirect-only* (**H9 diterima**). Ini memperlihatkan bahwa pengaruh kesadaran terhadap niat beli tidak bersifat langsung, tetapi melalui penilaian konsumen atas kualitas produk yang mereka asosiasikan dengan merek.
10. Berdasarkan dari pengolahan data yang dilakukan oleh peneliti menemukan bahwa terdapat pengaruh yang signifikan pada asosiasi merek yang memediasi kesadaran merek terhadap niat beli (**H10 diterima**). Asosiasi yang terbentuk dari kesadaran merek memainkan peran penting dalam mempengaruhi niat pembelian, dan hubungan ini juga bersifat *indirect-only*.

5.2. Implikasi Manajerial

Penelitian ini menunjukkan bahwa kesadaran merek tidak berpengaruh langsung terhadap niat beli. Namun demikian, Dior tetap perlu meningkatkan kesadaran mereknya karena variabel ini merupakan gerbang awal bagi konsumen

untuk mengenali dan mempertimbangkan sebuah produk. Berdasarkan indikator kesadaran merek seperti *brand recall*, *recognition*, *purchase*, dan *consumption*, Dior dapat membuat kampanye pemasaran yang tidak hanya kreatif dan estetik, tetapi juga mudah diingat serta membangun koneksi emosional. Misalnya, Dior dapat membuat konten di media sosial yang mengangkat nilai simbolik dan cerita di balik produk untuk membangun makna emosional konsumen (KM1), sekaligus memperkuat daya ingat dan pengenalan merek (KM2, KM3). Selain itu, Dior juga dapat mengedukasi calon pembeli tentang produk-produk mereka agar merek Dior menjadi pertimbangan utama saat proses pembelian (KM4, KM5). Strategi seperti ini akan memperkuat persepsi dan membuka peluang terjadinya efek mediasi melalui loyalitas, persepsi kualitas, dan asosiasi merek.

Hasil penelitian juga menunjukkan bahwa loyalitas merek berpengaruh signifikan terhadap niat beli. Oleh karena itu, Dior sebaiknya memprioritaskan strategi yang dapat meningkatkan keterikatan emosional dan perilaku konsumen terhadap merek. Berdasarkan indikator loyalitas seperti pembelian berulang (LM1), loyalitas lintas lini produk (LM2), kesediaan merekomendasikan kepada orang lain (LM3), serta ketahanan terhadap pengaruh kompetitor (LM4, LM5), Dior dapat menghadirkan program loyalitas seperti poin reward, membership card, serta akses eksklusif ke peluncuran produk baru. Strategi ini dapat meningkatkan persepsi konsumen bahwa Dior menghargai loyalitas mereka dan menjadikan mereka bagian dari komunitas premium. Pelanggan yang merasa diistimewakan dan memiliki pengalaman belanja yang personal akan lebih mungkin melakukan pembelian ulang dan mengabaikan tawaran dari merek lain.

Persepsi kualitas juga terbukti mempengaruhi niat beli secara signifikan. Konsumen akan lebih tertarik membeli produk yang mereka yakini memiliki kualitas tinggi dan sesuai ekspektasi. Berdasarkan indikator persepsi kualitas yang meliputi kinerja (PK1), fitur produk (PK2), kesesuaian dengan spesifikasi (PK3), estetika desain (PK4), dan keandalan (PK5), Dior harus menjaga dan mengkomunikasikan standar kualitas produknya secara konsisten. Misalnya, Dior dapat menampilkan keunggulan bahan, teknologi yang digunakan, dan hasil uji keamanan produk untuk meningkatkan kepercayaan konsumen. Selain itu, strategi edukatif seperti video “*behind the product*” juga bisa memperkuat persepsi kualitas dari sisi transparansi dan profesionalisme, terutama jika disampaikan oleh pakar kecantikan atau dermatolog.

Terakhir, asosiasi merek juga terbukti sangat mempengaruhi niat beli. Walaupun asosiasi merek Dior sudah positif, Dior tetap perlu memperkuat asosiasi yang unik dan bermakna agar lebih membekas dalam benak konsumen. Berdasarkan indikator asosiasi seperti kekuatan mengingat karakteristik visual atau cerita merek (AM1–AM3), kedekatan emosional (AM4), serta citra positif merek (AM5), Dior dapat memanfaatkan *brand storytelling* yang menggambarkan nilai-nilai khas Dior, seperti elegansi, inovasi, dan eksklusivitas. Kerja sama dengan brand ambassador yang merepresentasikan gaya hidup mewah dan autentik dapat memperkuat asosiasi merek, demikian pula dengan pelayanan pelanggan yang memberikan pengalaman berkesan dan personal saat konsumen berinteraksi langsung dengan toko. Dior juga dapat membuat koleksi edisi khusus yang

terinspirasi dari budaya lokal untuk memperkuat koneksi emosional dan memperluas asosiasi positif di benak konsumen Indonesia.

5.3. Keterbatasan Penelitian

Penelitian ini masih ditemukan beberapa keterbatasan yaitu sebagai berikut:

1. Penelitian ini hanya menguji dan membahas mengenai kosmetik merek Dior saja. Sementara itu, Dior memiliki skincare, parfum, pakaian dan aksesoris lainnya yang juga dilihat atau diperhatikan oleh orang-orang. Sehingga, pada penelitian ini kurang dapat menjadi acuan pada konsumen yang ingin melihat hasil pembahasan keseluruhan dari produk Dior.
2. Penelitian ini menggunakan skala *likert* 5 poin yang dapat digunakan untuk mengumpulkan data untuk mengukur persepsi dan sikap responden terhadap variabel yang diteliti. Namun, penggunaan skala ini memiliki keterbatasan dalam menangkap kompleksitas dan nuansa dari pendapat responden secara lebih mendalam. Setiap individu mungkin memiliki interpretasi yang berbeda terhadap masing-masing poin pada skala, seperti "setuju" atau "sangat setuju", sehingga dapat menimbulkan variasi pemahaman yang mempengaruhi keakuratan data. Perbedaan persepsi ini berpotensi menghasilkan bias dalam proses penilaian, yang pada akhirnya dapat mempengaruhi validitas hasil penelitian secara keseluruhan.
3. Penelitian ini hanya menggunakan indikator *purchase intention* secara umum tanpa mempertimbangkan aspek *repurchase intention* atau niat beli ulang. Padahal, dalam konteks merek premium seperti Dior, perilaku pembelian ulang

merupakan indikator yang lebih tepat untuk mengukur loyalitas dan kesinambungan minat konsumen terhadap merek. Hal ini menyebabkan potensi bias dalam interpretasi hasil.

4. Penelitian ini memiliki keterbatasan dalam proses filtering responden berdasarkan pendapatan. Beberapa responden yang memiliki pendapatan di bawah satu juta rupiah per bulan tetap masuk dalam sampel, meskipun secara logis kecil kemungkinan mereka membeli produk Dior asli yang termasuk kategori *high-end*. Ada kemungkinan bahwa pembelian dilakukan melalui jalur tidak resmi seperti produk palsu, pembelian via jastip, toko tidak resmi, atau *marketplace online* dengan harga yang sangat bervariasi. Hal ini berpotensi menyebabkan bias dalam data, karena persepsi dan loyalitas terhadap produk asli bisa berbeda dengan pengalaman menggunakan produk tiruan. Oleh karena itu, hasil penelitian ini perlu diinterpretasikan dengan hati-hati, terutama dalam menggeneralisasi temuan terhadap seluruh konsumen Dior Cosmetics di Indonesia.
5. Penelitian ini juga memiliki keterbatasan pada instrumen pengukuran, khususnya kuesioner yang digunakan. Beberapa indikator dalam kuesioner pada variabel niat beli dimodifikasi dari jurnal terdahulu agar lebih sesuai dengan konteks penelitian Dior Cosmetics di Indonesia. Meskipun modifikasi ini dilakukan untuk meningkatkan relevansi terhadap objek penelitian, hal tersebut menyebabkan perbedaan dengan instrumen asli dalam penelitian sebelumnya yang dijadikan acuan. Konsekuensinya, hal ini dapat mempengaruhi validitas

eksternal dan kesesuaian hasil jika dibandingkan langsung dengan penelitian-penelitian sebelumnya yang menggunakan instrumen yang serupa.

6. Penelitian ini juga memiliki keterbatasan terkait pemilihan objek dan model penelitian. Objek yang digunakan dalam penelitian ini adalah Dior Cosmetics, sebuah merek mewah global, namun beberapa variabel dan model konseptual yang diadaptasi berasal dari konteks merek massal atau lokal. Hal ini menyebabkan adanya kemungkinan ketidaksesuaian antara karakteristik objek dengan model penelitian, sehingga hasil yang diperoleh mungkin kurang merepresentasikan dinamika sebenarnya dalam konteks brand premium seperti Dior.
7. Penelitian ini memiliki keterbatasan dalam hal pemilihan dan penyesuaian variabel yang digunakan. Meskipun variabel-variabel yang diadopsi berasal dari teori dan penelitian sebelumnya yang relevan, namun tidak seluruhnya secara spesifik mencerminkan karakteristik dari brand Dior sebagai merek premium di industri kosmetik.

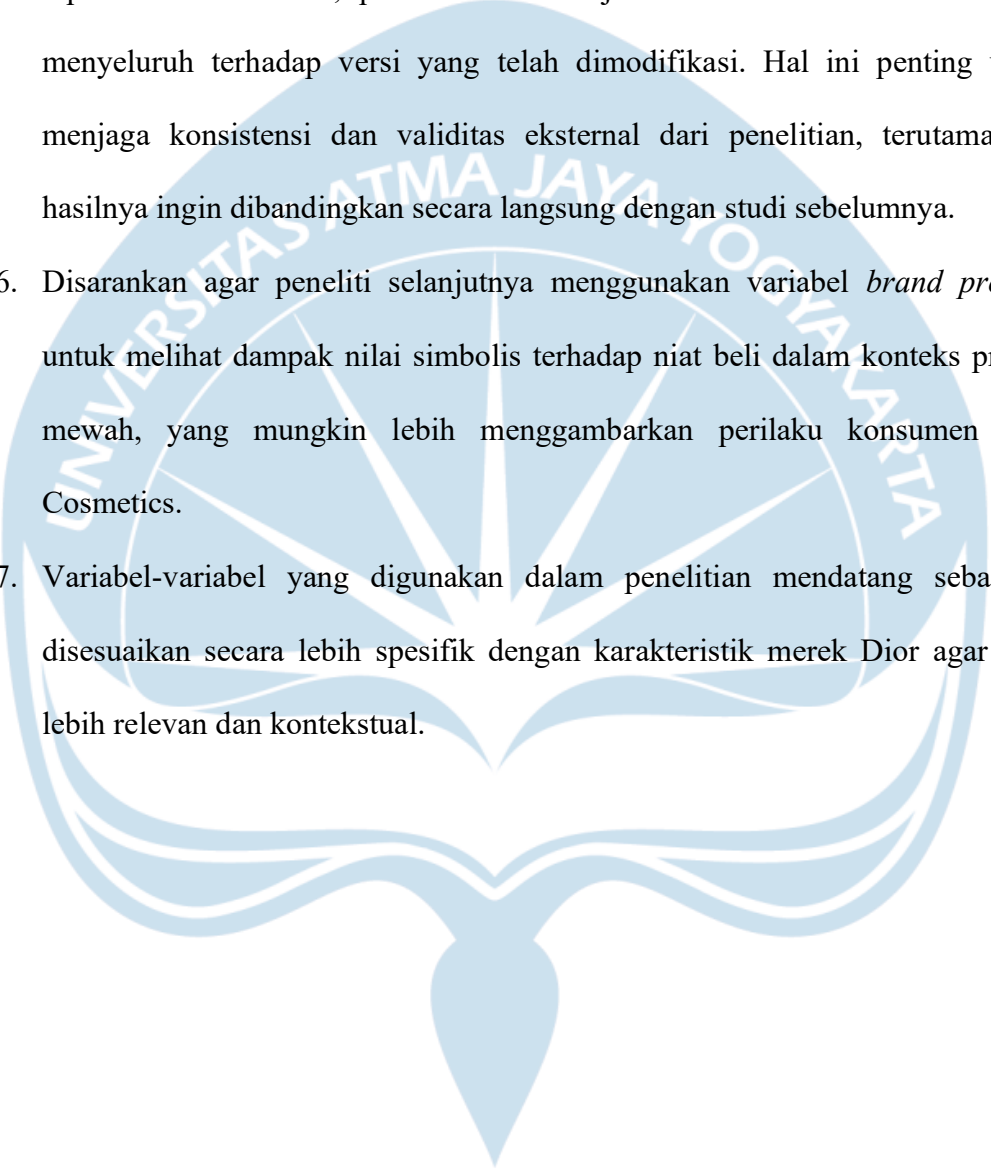
5.4. Saran untuk Peneliti Selanjutnya

Berdasarkan keterbatasan dari penelitian yang telah dilakukan, maka peneliti memberikan saran sebagai berikut:

1. Dikarenakan pada penelitian ini hanya menguji dan membahas mengenai kosmetik merek Dior saja dan tidak mencakup seluruh produk Dior, dapat disimpulkan bahwa penelitian ini kurang efisien bagi perusahaan. Maka,

penelitian selanjutnya diharapkan dapat mencakup seluruh produk baik skincare, parfum, pakaian, dan aksesoris lainnya dari Dior.

2. Untuk mengatasi keterbatasan dalam penggunaan skala *likert* 5 poin, peneliti selanjutnya disarankan untuk mempertimbangkan penggunaan skala pengukuran yang lebih rinci, seperti skala *likert* 7 poin, dengan tujuan memberikan ruang ekspresi yang lebih luas terhadap pendapat responden. Selain itu, peneliti selanjutnya juga dapat melengkapi instrumen kuantitatif dengan pendekatan kualitatif, seperti wawancara atau pertanyaan terbuka, agar dapat menangkap nuansa persepsi yang lebih mendalam dan mengurangi potensi bias dalam penafsiran respon.
3. Penelitian selanjutnya disarankan untuk menggunakan indikator *repurchase intention* (niat beli ulang) sebagai variabel yang lebih spesifik dalam mengukur minat beli konsumen, terutama dalam konteks merek premium seperti Dior. Hal ini dikarenakan *repurchase intention* mencerminkan loyalitas konsumen dan kesinambungan hubungan dengan merek, bukan sekadar minat mencoba produk untuk pertama kalinya.
4. Penelitian selanjutnya disarankan untuk menyusun kriteria penyaringan (*filtering*) responden yang lebih ketat, terutama berdasarkan tingkat pendapatan dan bukti pembelian produk asli. Mengingat Dior merupakan merek *high-end*, penting untuk memastikan bahwa responden benar-benar merupakan pengguna produk asli Dior, bukan pengguna produk tiruan atau yang diperoleh melalui jalur tidak resmi seperti jastip atau toko tidak terverifikasi.

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5. Penelitian selanjutnya disarankan untuk menggunakan instrumen pengukuran yang telah tervalidasi secara penuh dari jurnal-jurnal terdahulu, atau jika diperlukan modifikasi, perlu dilakukan uji validitas dan reliabilitas secara menyeluruh terhadap versi yang telah dimodifikasi. Hal ini penting untuk menjaga konsistensi dan validitas eksternal dari penelitian, terutama jika hasilnya ingin dibandingkan secara langsung dengan studi sebelumnya.
 6. Disarankan agar peneliti selanjutnya menggunakan variabel *brand prestige* untuk melihat dampak nilai simbolis terhadap niat beli dalam konteks produk mewah, yang mungkin lebih menggambarkan perilaku konsumen Dior Cosmetics.
 7. Variabel-variabel yang digunakan dalam penelitian mendatang sebaiknya disesuaikan secara lebih spesifik dengan karakteristik merek Dior agar hasil lebih relevan dan kontekstual.

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LAMPIRAN

Lampiran 1: Kuesioner Google Formulir

A. Pertanyaan Filter

Pertanyaan Filter	Apakah anda pernah membeli produk Dior Cosmetics (Seperti foundation, cushion, lip tint, dll)?
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B. Kesadaran Merek

No.	Pertanyaan	Skala				
1.	Menurut saya, merek Dior memiliki arti bagi saya (seperti mengesankan, mewah, mahal, dll).	STS	TS	N	S	SS
2.	Saya dapat mengidentifikasi merek Dior di antara merek kosmetik lainnya (seperti dari kemasan, logo, dll).					
3.	Saya memiliki pengetahuan yang baik tentang merek Dior.					
4.	Saya cukup mengenal merek Dior.					
5.	Saya yakin kebanyakan orang di sekitar saya mengenal merek Dior.					

C. Loyalitas Merek

No.	Pertanyaan	Skala				
1.	Saya menganggap diri saya loyal terhadap merek Dior.	STS	TS	N	S	SS
2.	Saya akan memilih merek Dior sebagai pilihan pertama saya dalam membeli produk kosmetik.					
3.	Saya tetap akan membeli produk kosmetik merek Dior meskipun merek lain menyediakan.					
4.	Saya bersedia membayar harga yang lebih tinggi untuk produk kosmetik merek Dior dibandingkan merek lain.					
5.	Saya berkomitmen untuk terus menggunakan produk kosmetik merek Dior di masa mendatang.					

D. Persepsi Kualitas

No.	Pertanyaan	Skala				
1.	Menurut saya, produk kosmetik merek Dior memiliki kualitas yang tinggi.	STS	TS	N	S	SS
2.	Saya percaya bahwa kemungkinan kualitas produk kosmetik					

	merek Dior sangat baik.					
3.	Menurut saya, produk kosmetik merek Dior memenuhi kebutuhan saya dengan baik.					
4.	Saya merasa bahwa produk kosmetik merek Dior dapat saya andalkan.					
5.	Bagi saya, produk kosmetik merek Dior memiliki kualitas yang sangat baik.					

E. Asosiasi Merek

No.	Pertanyaan	Skala				
1.	Saya dapat mengingat karakteristik merek Dior dengan mudah.	STS	TS	N	S	SS
2.	Saya dapat dengan cepat mengingat simbol atau logo merek Dior.					
3.	Saya dapat dengan mudah membayangkan merek Dior dalam pikiran saya.					
4.	Saya memiliki hubungan yang kuat dengan merek Dior.					
5.	Saya memiliki pandangan positif terhadap merek Dior.					

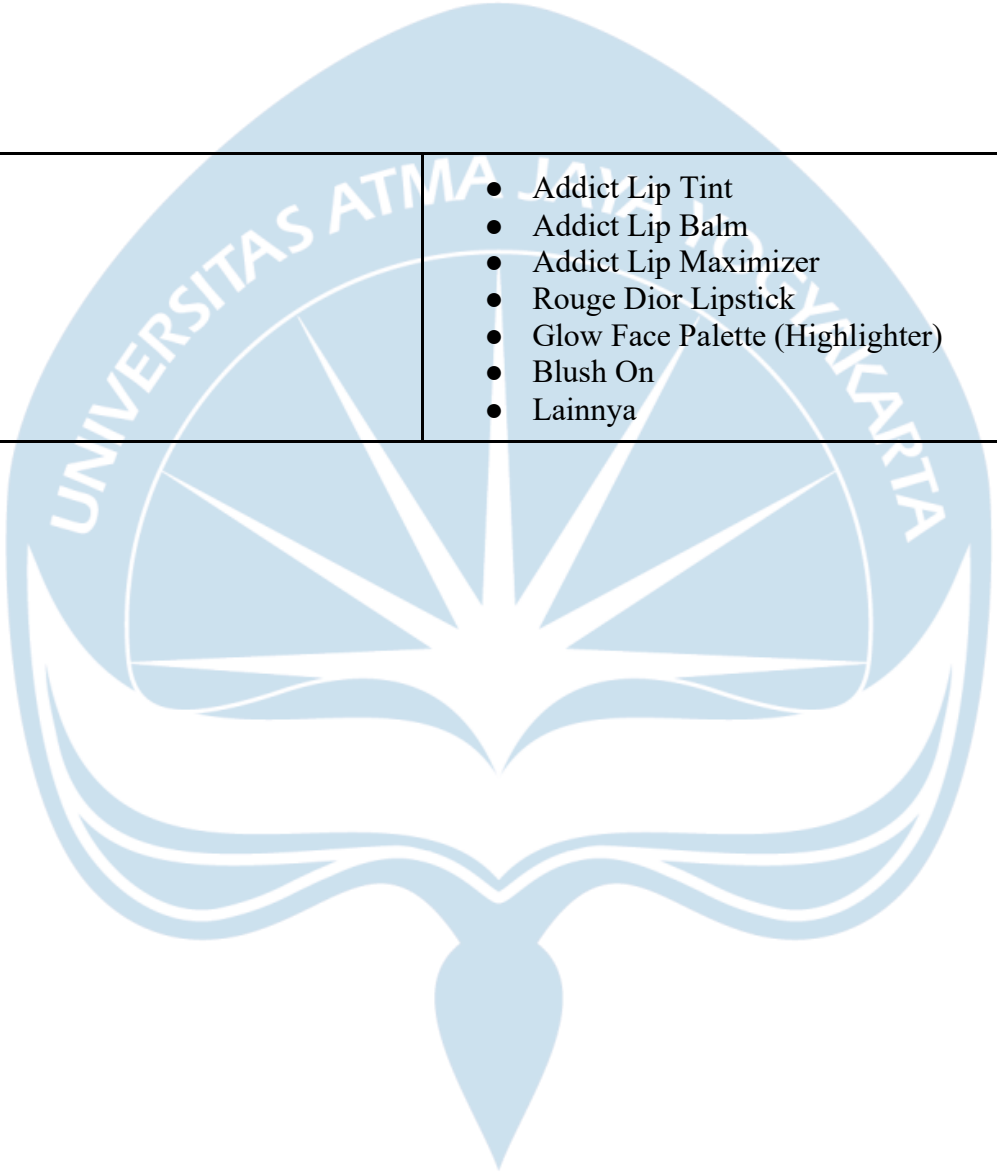
F. Niat Beli

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya ingin mencoba produk lain dari merek Dior.					
2.	Saya akan membeli produk merek Dior jika saya melihatnya di toko atau situs web.					
3.	Saya akan mencari merek Dior terlebih dahulu, sebelum melakukan pembelian.					
4.	Saya akan membeli produk dari merek Dior lebih sering dibandingkan merek lain.					
5.	Saya berencana untuk membeli produk lain dari merek Dior di masa mendatang.					

G. Data Responden

No.	Pertanyaan	Jawaban
1.	Jenis Kelamin	• Laki-Laki • Perempuan
2.	Usia (Tahun)	• < 18 • 18 - 22

		• 23 - 27 • > 27
3.	Profesi	• Pelajar / Mahasiswa • Wirausaha • Pegawai Negeri Sipil (PNS) • Pegawai Swasta • Lainnya
4.	Pendidikan Terakhir	• SMA / SMK • D1 / D2 / D3 / D4 • S1 • S2 • S3
5.	Rata-Rata Pendapatan (Per Bulan)	• < Rp 1.000.000 • Rp 1.000.000 - Rp 3.000.000 • Rp 3.000.001 - Rp 5.000.000 • > Rp 5.000.000
6.	Rata-Rata Pendapatan (Per Bulan)	• < Rp 1.000.000 • Rp 1.000.000 - Rp 3.000.000 • Rp 3.000.001 - Rp 5.000.000 • > Rp 5.000.000
7.	Produk Kosmetik Merek Dior Yang Sudah Anda Beli (boleh memilih lebih dari satu)	• Foundation • Cushion • Concealer



	• Addict Lip Tint • Addict Lip Balm • Addict Lip Maximizer • Rouge Dior Lipstick • Glow Face Palette (Highlighter) • Blush On • Lainnya
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Lampiran 2: Data Mentah Hasil Kuesioner Jawaban Profil Responden

Keterangan:

= Jawaban responden yang tidak lolos karena tidak sesuai dengan kriteria yang dibutuhkan.

No.	Apakah anda pernah membeli produk Dior Cosmetics (Seperti foundation, cushion, lip tint, dll)?	Jenis Kelamin	Usia (Tahun)	Profesi	Pendidikan Terakhir	Rata - rata pendapatan (per bulan)	Rata - rata pengeluaran (per bulan)	Produk kosmetik merek Dior yang sudah Anda beli (boleh memilih lebih dari satu).
1	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Addict Lip Tint;Addict Lip Balm;Addict Lip Maximizer;Glow Face Palette (Highlighter);Blush On
2	Iya	Laki - Laki	18 - 22	Wirausaha	S1	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Concealer;Rouge Dior Lipstick

3	Tidak							
4	Iya	Perempuan	18 - 22	Lainnya	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Cushion; Concealer; Addict Lip Tint; Addict Lip Maximizer; Rouge Dior Lipstick; Glow Face Palette (Highlighter); Blush On
5	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion; Addict Lip Tint; Addict Lip Balm; Glow Face Palette (Highlighter); Blush On
6	Iya	Perempuan	< 18	Pelajar / Mahasiswa	S3	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Cushion; Concealer; Addict Lip Tint; Addict Lip Balm; Addict Lip Maximizer; Rouge Dior Lipstick; Glow Face Palette

								(Highlighter);Blush On;Lainnya
7	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Foundation;Addict Lip Tint;Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On;Lainnya
8	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer;Addict Lip Balm;Blush On
9	Iya	Perempuan	> 27	Wirausaha	S3	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Concealer;Addict Lip Tint;Addict Lip Balm;Addict Lip Lip Maximizer;Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On;Lainnya
10	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm;Addict Lip

								Maximizer
11	Iya	Perempuan	< 18	Pelajar / Mahasiswa	D1 / D2 / D3 / D4	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Foundation; Concealer; Addict Lip Balm; Blush On
12	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion; Addict Lip Tint; Addict Lip Balm; Addict Lip Maximizer; Rouge Dior Lipstick; Glow Face Palette (Highlighter)
13	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion; Concealer; Addict Lip Tint; Blush On
14	Tidak							
15	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation
16	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	< Rp 1.000.000	Foundation; Cushion; Blush On
17	Tidak							
18	Tidak							

19	Tidak							
20	Iya	Laki - Laki	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint
21	Tidak							
22	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Addict Lip Tint;Addict Lip Balm
23	Iya	Laki - Laki	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
24	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	> Rp 5.000.000	Foundation;Addict Lip Tint;Addict Lip Balm;Blush On;Lainnya
25	Tidak							
26	Tidak							
27	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer;Addict Lip Tint;Blush On
28	Tidak							
29	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Tint;Rouge Dior Lipstick;Lainnya
30	Iya	Perempuan	< 18	Pelajar /	SMA / SMK	Rp 1.000.000 -	Rp 1.000.000 -	Addict Lip

				Mahasiswa		Rp 3.000.000	Rp 3.000.000	Tint;Addict Lip Balm;Addict Lip Maximizer;Lainnya
31	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Concealer;Addict Lip Tint;Blush On
32	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer;Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
33	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint
34	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Tint;Rouge Dior Lipstick;Blush On
35	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint;Addict Lip Balm
36	Iya	Perempuan	18 - 22	Pelajar /	SMA / SMK	< Rp 1.000.000	Rp 1.000.000 -	Lainnya

				Mahasiswa			Rp 3.000.000	
37	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	< Rp 1.000.000	< Rp 1.000.000	Lainnya
38	Iya	Perempuan	23 - 27	Lainnya	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint
39	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm;Addict Lip Maximizer;Rouge Dior Lipstick;Lainnya
40	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	< Rp 1.000.000	Cushion;Addict Lip Balm
41	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Rouge Dior Lipstick
42	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint;Addict Lip Balm
43	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer;Glow Face Palette (Highlighter)
44	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Rouge Dior Lipstick

45	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	< Rp 1.000.000	Addict Lip Tint
46	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Cushion; Blush On
47	Iya	Perempuan	> 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Cushion; Addict Lip Tint; Addict Lip Maximizer
48	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint; Addict Lip Balm
49	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion; Addict Lip Maximizer; Glow Face Palette (Highlighter)
50	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion; Rouge Dior Lipstick
51	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint; Addict Lip Balm
52	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint; Addict Lip Maximizer; Rouge Dior Lipstick

53	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Balm;Rouge Dior Lipstick;Blush On
54	Iya	Perempuan	> 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer;Addict Lip Maximizer
55	Iya	Perempuan	> 27	Wirausaha	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Concealer
56	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Tint;Blush On
57	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Tint;Addict Lip Maximizer
58	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Addict Lip Tint;Addict Lip Maximizer
59	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer;Blush On
60	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Concealer;Addict Lip Balm;Rouge Dior Lipstick;Glow

								Face Palette (Highlighter);Blush On;Lainnya
61	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Addict Lip Balm
62	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Addict Lip Tint
63	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Concealer;Addict Lip Tint;Rouge Dior Lipstick
64	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Addict Lip Tint
65	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Concealer;Addict Lip Tint;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
66	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Rouge Dior Lipstick
67	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm

68	Iya	Perempuan	> 27	Lainnya	S1	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint
69	Iya	Perempuan	23 - 27	Pegawai Swasta	S2	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm
70	Iya	Perempuan	> 27	Wirausaha	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Rouge Dior Lipstick
71	Iya	Perempuan	> 27	Wirausaha	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint;Glow Face Palette (Highlighter)
72	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
73	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Concealer
74	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Addict Lip Balm
75	Iya	Perempuan	> 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Concealer
76	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	< Rp 1.000.000	Blush On
77	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	< Rp 1.000.000	Addict Lip Balm

78	Iya	Perempuan	> 27	Wirausaha	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation; Cushion; Concealer; Glow Face Palette (Highlighter); Blush On
79	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion; Concealer; Addict Lip Tint
80	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation; Cushion
81	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion; Rouge Dior Lipstick
82	Iya	Perempuan	23 - 27	Pegawai Swasta	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion; Addict Lip Tint; Addict Lip Balm
83	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation
84	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Cushion
85	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer
86	Iya	Perempuan	> 27	Wirausaha	S1	Rp. 3.000.001 -	Rp 1.000.000 -	Addict Lip Tint

						Rp 5.000.000	Rp 3.000.000	
87	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm
88	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Maximizer
89	Iya	Perempuan	> 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Rouge Dior Lipstick
90	Iya	Perempuan	> 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Blush On
91	Iya	Perempuan	23 - 27	Wirausaha	D1 / D2 / D3 / D4	> Rp 5.000.000	> Rp 5.000.000	Foundation; Concealer; Addict Lip Tint; Addict Lip Maximizer
92	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	SMA / SMK	> Rp 5.000.000	> Rp 5.000.000	Cushion
93	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Glow Face Palette (Highlighter)
94	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	< Rp 1.000.000	Cushion
95	Iya	Perempuan	23 - 27	Pegawai Swasta	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Foundation

96	Iya	Perempuan	23 - 27	Pegawai Swasta	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Tint
97	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm
98	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Tint
99	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Blush On
100	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Tint
101	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion
102	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Concealer
103	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm;Addict Lip Maximizer
104	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Blush On
105	Iya	Perempuan	18 - 22	Wirausaha	D1 / D2 / D3 / D4	Rp 1.000.000 - Rp 3.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
106	Iya	Perempuan	23 - 27	Wirausaha	D1 / D2 / D3 /	> Rp 5.000.000	Rp. 3.000.001 -	Addict Lip Tint

					D4		Rp 5.000.000	
107	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
108	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
109	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Glow Face Palette (Highlighter)
110	Iya	Laki - Laki	> 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
111	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion
112	Iya	Laki - Laki	> 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer
113	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	> Rp 5.000.000	Concealer
114	Iya	Perempuan	> 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Balm
115	Iya	Perempuan	> 27	Pegawai Negeri Sipil	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation;Concealer

				(PNS)				
116	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint;Addict Lip Maximizer
117	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm
118	Iya	Perempuan	> 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Glow Face Palette (Highlighter);Blush On
119	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
120	Iya	Perempuan	> 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Concealer;Addict Lip Maximizer;Rouge Dior Lipstick;Blush On
121	Iya	Perempuan	18 - 22	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Maximizer
122	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Concealer;Addict Lip Balm;Glow Face Palette (Highlighter);Blush

								h On
123	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushi on;Addict Lip Balm;Rouge Dior Lipstick
124	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Addict Lip Balm;Glow Face Palette (Highlighter)
125	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Foundation;Cushi on;Glow Face Palette (Highlighter)
126	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Maximizer;Glow Face Palette (Highlighter)
127	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Maximizer;Blush On
128	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Balm;Glow Face Palette

								(Highlighter);Blush On
129	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Balm;Addict Lip Maximizer
130	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Concealer;Addict Lip Tint;Glow Face Palette (Highlighter)
131	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Concealer;Rouge Dior Lipstick
132	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion;Addict Lip Balm;Rouge Dior Lipstick
133	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion;Concealer;Rouge Dior Lipstick
134	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion;Concealer;Rouge Dior Lipstick;Glow Face Palette

								(Highlighter)
135	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm;Addict Lip Maximizer;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
136	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion;Concealer;Addict Lip Tint;Glow Face Palette (Highlighter);Blush On
137	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion
138	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
139	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Glow Face Palette (Highlighter);Blush On
140	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Addict Lip Tint

141	Iya	Perempuan	> 27	Wirausaha	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Glow Face Palette (Highlighter)
142	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Rouge Dior Lipstick
143	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion
144	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint
145	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Rouge Dior Lipstick
146	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
147	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
148	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Cushion
149	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Cushion
150	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Cushion
151	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Cushion

152	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Glow Face Palette (Highlighter)
153	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm;Glow Face Palette (Highlighter);Blush On
154	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion
155	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Concealer
156	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Maximizer
157	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000	Rouge Dior Lipstick
158	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Tint
159	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Cushion
160	Iya	Perempuan	18 - 22	Wirausaha	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm
161	Iya	Perempuan	18 - 22	Pegawai	S1	> Rp 5.000.000	Rp. 3.000.001 -	Addict Lip

				Swasta			Rp 5.000.000	Tint;Addict Lip Balm
162	Iya	Perempuan	23 - 27	Wirausaha	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer;Addict Lip Tint;Addict Lip Balm
163	Iya	Laki - Laki	18 - 22	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Addict Lip Tint;Addict Lip Balm;Blush On
164	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Addict Lip Tint;Addict Lip Balm
165	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion;Concealer;Addict Lip Tint;Addict Lip Balm
166	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Blush On
167	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	> Rp 5.000.000	Foundation;Addict Lip Tint;Addict Lip Balm;Addict Lip

								Maximizer;Blush On;Lainnya
168	Iya	Perempuan	> 27	Pegawai Swasta	D1 / D2 / D3 / D4	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick
169	Iya	Perempuan	23 - 27	Lainnya	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Addict Lip Tint;Addict Lip Balm;Glow Face Palette (Highlighter);Blush On
170	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer;Addict Lip Tint;Glow Face Palette (Highlighter)
171	Iya	Perempuan	> 27	Pegawai Swasta	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation
172	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
173	Iya	Perempuan	> 27	Wirausaha	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer

174	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint
175	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
176	Iya	Perempuan	23 - 27	Wirausaha	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Maximizer
177	Iya	Perempuan	18 - 22	Pegawai Swasta	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Rouge Dior Lipstick
178	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Glow Face Palette (Highlighter)
179	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Blush On
180	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm; Rouge Dior Lipstick
181	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint; Addict Lip Maximizer
182	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Blush On
183	Iya	Perempuan	> 27	Wirausaha	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint

184	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Glow Face Palette (Highlighter)
185	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Addict Lip Maximizer
186	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Conce aler
187	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Rouge Dior Lipstick
188	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Rouge Dior Lipstick
189	Iya	Perempuan	23 - 27	Wirausaha	D1 / D2 / D3 / D4	> Rp 5.000.000	> Rp 5.000.000	Cushion;Addict Lip Tint;Rouge Dior Lipstick
190	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	< Rp 1.000.000	Rp 1.000.000 - Rp 3.000.000	Glow Face Palette (Highlighter)
191	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation
192	Iya	Perempuan	18 - 22	Pegawai Swasta	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Blush On
193	Iya	Perempuan	> 27	Pegawai	S1	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint

				Negeri Sipil (PNS)				
194	Iya	Perempuan	18 - 22	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Maximizer
195	Iya	Perempuan	18 - 22	Wirausaha	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm;Glow Face Palette (Highlighter)
196	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Rouge Dior Lipstick
197	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint;Addict Lip Balm
198	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint;Rouge Dior Lipstick
199	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Rouge Dior Lipstick
200	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Addict Lip Tint
201	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint

202	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Balm;Rouge Dior Lipstick
203	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Balm
204	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On
205	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Addict Lip Maximizer
206	Iya	Perempuan	23 - 27	Pegawai Swasta	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion
207	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer
208	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer
209	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer;Addict Lip Tint
210	Iya	Perempuan	23 - 27	Pegawai	S1	> Rp 5.000.000	Rp. 3.000.001 -	Foundation;Blush

				Swasta			Rp 5.000.000	On
211	Iya	Perempuan	> 27	Pegawai Swasta	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Balm
212	Iya	Perempuan	> 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint;Blush On
213	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Concealer
214	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Addict Lip Balm
215	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Glow Face Palette (Highlighter);Blush On
216	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Addict Lip Balm
217	Iya	Perempuan	23 - 27	Wirausaha	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Addict Lip Maximizer
218	Iya	Laki - Laki	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Rouge Dior Lipstick
219	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Maximizer
220	Iya	Perempuan	18 - 22	Pegawai	D1 / D2 / D3 /	Rp 1.000.000 -	< Rp 1.000.000	Cushion

				Swasta	D4	Rp 3.000.000		
221	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	> Rp 5.000.000	Concealer;Addict Lip Maximizer;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
222	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm
223	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Cushion;Addict Lip Tint;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
224	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer
225	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation;Addict Lip Balm;Rouge Dior Lipstick;Blush On
226	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Glow Face Palette

								(Highlighter);Blush On
227	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Concealer
228	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Addict Lip Maximizer
229	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Maximizer;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
230	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Glow Face Palette (Highlighter)
231	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Glow Face Palette (Highlighter);Blush On
232	Iya	Perempuan	> 27	Lainnya	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Maximizer;Blush On
233	Iya	Perempuan	23 - 27	Pegawai Swasta	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation;Concealer;Glow Face

								Palette (Highlighter)
234	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick
235	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Conce aler;Rouge Dior Lipstick;Blush On
236	Iya	Perempuan	23 - 27	Wirausaha	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion
237	Iya	Perempuan	18 - 22	Pegawai Negeri Sipil (PNS)	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation
238	Iya	Perempuan	18 - 22	Wirausaha	S1	Rp 1.000.000 - Rp 3.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion
239	Iya	Perempuan	18 - 22	Pegawai Negeri Sipil (PNS)	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint
240	Iya	Perempuan	23 - 27	Wirausaha	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint
241	Iya	Perempuan	18 - 22	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint

242	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm
243	Iya	Laki - Laki	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Maximizer
244	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion
245	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer
246	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Rouge Dior Lipstick
247	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation; Cushion; Concealer; Addict Lip Tint; Addict Lip Balm
248	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion; Blush On
249	Iya	Perempuan	> 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Concealer; Addict Lip Balm; Addict Lip Maximizer
250	Iya	Perempuan	23 - 27	Wirausaha	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 -	Foundation; Cushion

							Rp 5.000.000	on;Concealer;Rouge Dior Lipstick;Blush On
251	Iya	Perempuan	> 27	Pegawai Swasta	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick
252	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer;Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On
253	Iya	Perempuan	> 27	Pegawai Swasta	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Addict Lip Tint;Addict Lip Balm;Addict Lip Maximizer;Rouge Dior Lipstick;Blush On
254	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Addict Lip Tint;Blush On
255	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 -	Foundation;Cushion

							Rp 5.000.000	on;Addict Lip Balm;Blush On
256	Iya	Perempuan	> 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Rouge Dior Lipstick;Blush On
257	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Addict Lip Tint
258	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Rouge Dior Lipstick
259	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Rouge Dior Lipstick
260	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Addict Lip Tint;Addict Lip Balm
261	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Rouge Dior Lipstick
262	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Foundation;Cushion;Rouge Dior Lipstick
263	Iya	Perempuan	> 27	Pegawai	S1	> Rp 5.000.000	Rp. 3.000.001 -	Foundation;Cushi

				Swasta			Rp 5.000.000	on;Glow Face Palette (Highlighter)
264	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick
265	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Concealer;Addict Lip Tint;Addict Lip Maximizer;Glow Face Palette (Highlighter)
266	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick
267	Iya	Perempuan	23 - 27	Wirausaha	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer
268	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S1	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick
269	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer;Blush On;Lainnya

270	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	S2	> Rp 5.000.000	> Rp 5.000.000	Foundation; Cushion; Addict Lip Tint; Rouge Dior Lipstick; Blush On
271	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint; Addict Lip Balm; Rouge Dior Lipstick; Glow Face Palette (Highlighter); Lainnya
272	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer; Addict Lip Tint; Addict Lip Balm; Glow Face Palette (Highlighter); Lainnya
273	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Cushion; Addict Lip Tint; Addict Lip Balm; Blush On
274	Iya	Perempuan	> 27	Wirausaha	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Cushion; Rouge Dior Lipstick; Blush On; Lainnya

275	Iya	Perempuan	18 - 22	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On;Lainnya
276	Iya	Perempuan	23 - 27	Lainnya	S3	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer;Addict Lip Tint;Lainnya
277	Iya	Perempuan	> 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm;Addict Lip Maximizer
278	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Tint;Lainnya
279	Iya	Perempuan	23 - 27	Lainnya	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
280	Iya	Perempuan	> 27	Wirausaha	S2	Rp 1.000.000 - Rp 3.000.000	Rp. 3.000.001 - Rp 5.000.000	Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On
281	Iya	Perempuan	23 - 27	Wirausaha	SMA / SMK	Rp. 3.000.001 -	Rp 1.000.000 -	Foundation;Conce

						Rp 5.000.000	Rp 3.000.000	aler;Rouge Dior Lipstick;Lainnya
282	Iya	Perempuan	> 27	Lainnya	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint;Glow Face Palette (Highlighter);Lainnya
283	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Tint;Addict Lip Balm;Rouge Dior Lipstick;Lainnya
284	Iya	Laki - Laki	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Balm
285	Iya	Perempuan	23 - 27	Pegawai Swasta	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Rouge Dior Lipstick;Glow Face Palette (Highlighter);Lainnya
286	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S2	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Rouge Dior Lipstick;Lainnya
287	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	> Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Addict Lip Maximizer;Blush

								On
288	Iya	Perempuan	> 27	Lainnya	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
289	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm
290	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Tint;Blush On
291	Iya	Perempuan	18 - 22	Wirausaha	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer; Blush On;Lainnya
292	Iya	Perempuan	23 - 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Glow Face Palette (Highlighter);Lain nya
293	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Foundation;Cushion; Concealer;Addict Lip Tint;Blush On
294	Iya	Perempuan	23 - 27	Wirausaha	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Concealer; Addict Lip

								Tint;Lainnya
295	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm;Addict Lip Maximizer;Glow Face Palette (Highlighter)
296	Iya	Perempuan	18 - 22	Lainnya	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Glow Face Palette (Highlighter);Lainnya
297	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Tint;Addict Lip Balm
298	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Tint;Addict Lip Balm;Addict Lip Maximizer;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
299	Iya	Perempuan	23 - 27	Wirausaha	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm;Glow Face Palette (Highlighter)

300	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Concealer;Glow Face Palette (Highlighter);Blush On;Lainnya
301	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Blush On
302	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Concealer;Addict Lip Tint
303	Iya	Perempuan	> 27	Lainnya	S3	> Rp 5.000.000	> Rp 5.000.000	Addict Lip Tint;Addict Lip Balm;Blush On
304	Iya	Perempuan	18 - 22	Wirausaha	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Addict Lip Maximizer;Glow Face Palette (Highlighter)
305	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation;Cushion;Concealer
306	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Glow Face Palette (Highlighter);Blush On
307	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Glow Face Palette

								(Highlighter);Blush On
308	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	SMA / SMK	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Balm;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
309	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Concealer;Addict Lip Balm;Glow Face Palette (Highlighter)
310	Iya	Perempuan	23 - 27	Wirausaha	S2	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Rouge Dior Lipstick;Blush On
311	Iya	Perempuan	18 - 22	Pelajar / Mahasiswa	S1	Rp. 3.000.001 - Rp 5.000.000	Rp 1.000.000 - Rp 3.000.000	Cushion;Addict Lip Balm;Rouge Dior Lipstick;Lainnya
312	Iya	Perempuan	23 - 27	Pegawai Swasta	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Concealer;Addict Lip Balm
313	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	Rp 1.000.000 - Rp 3.000.000	< Rp 1.000.000	Addict Lip Balm;Addict Lip Maximizer;Glow Face Palette (Highlighter)

314	Iya	Perempuan	18 - 22	Wirausaha	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Rouge Dior Lipstick;Glow Face Palette (Highlighter);Blush On
315	Iya	Perempuan	23 - 27	Pegawai Negeri Sipil (PNS)	S2	Rp 1.000.000 - Rp 3.000.000	Rp 1.000.000 - Rp 3.000.000	Addict Lip Maximizer;Rouge Dior Lipstick;Glow Face Palette (Highlighter)
316	Iya	Perempuan	23 - 27	Pegawai Swasta	S2	> Rp 5.000.000	> Rp 5.000.000	Glow Face Palette (Highlighter);Blush On;Lainnya
317	Iya	Perempuan	> 27	Lainnya	S3	> Rp 5.000.000	> Rp 5.000.000	Rouge Dior Lipstick;Lainnya
318	Iya	Perempuan	18 - 22	Wirausaha	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Concealer;Addict Lip Balm;Addict Lip Maximizer
319	Iya	Perempuan	> 27	Pegawai Negeri Sipil (PNS)	D1 / D2 / D3 / D4	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Cushion;Blush On;Lainnya
320	Iya	Perempuan	18 - 22	Lainnya	S1	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Balm;Addict Lip Maximizer

321	Iya	Perempuan	> 27	Wirausaha	S3	> Rp 5.000.000	> Rp 5.000.000	Foundation; Cushion
322	Iya	Perempuan	< 18	Pelajar / Mahasiswa	SMA / SMK	> Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Addict Lip Tint; Blush On; Lainnya
323	Iya	Perempuan	23 - 27	Wirausaha	D1 / D2 / D3 / D4	> Rp 5.000.000	> Rp 5.000.000	Concealer; Addict Lip Balm; Glow Face Palette (Highlighter)
324	Iya	Perempuan	> 27	Pegawai Swasta	S1	Rp. 3.000.001 - Rp 5.000.000	Rp. 3.000.001 - Rp 5.000.000	Foundation; Addict Lip Maximizer; Glow Face Palette (Highlighter)

Jawaban Responden Indikator Kesadaran Merek, Loyalitas Merek, dan Persepsi Kualitas.

No.	KM1	KM2	KM3	KM4	KM5	LM1	LM2	LM3	LM4	LM5	PK1	PK2	PK3	PK4	PK5
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18															
19															

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Jawaban Responden Indikator Asosiasi Merek, dan Niat Beli.

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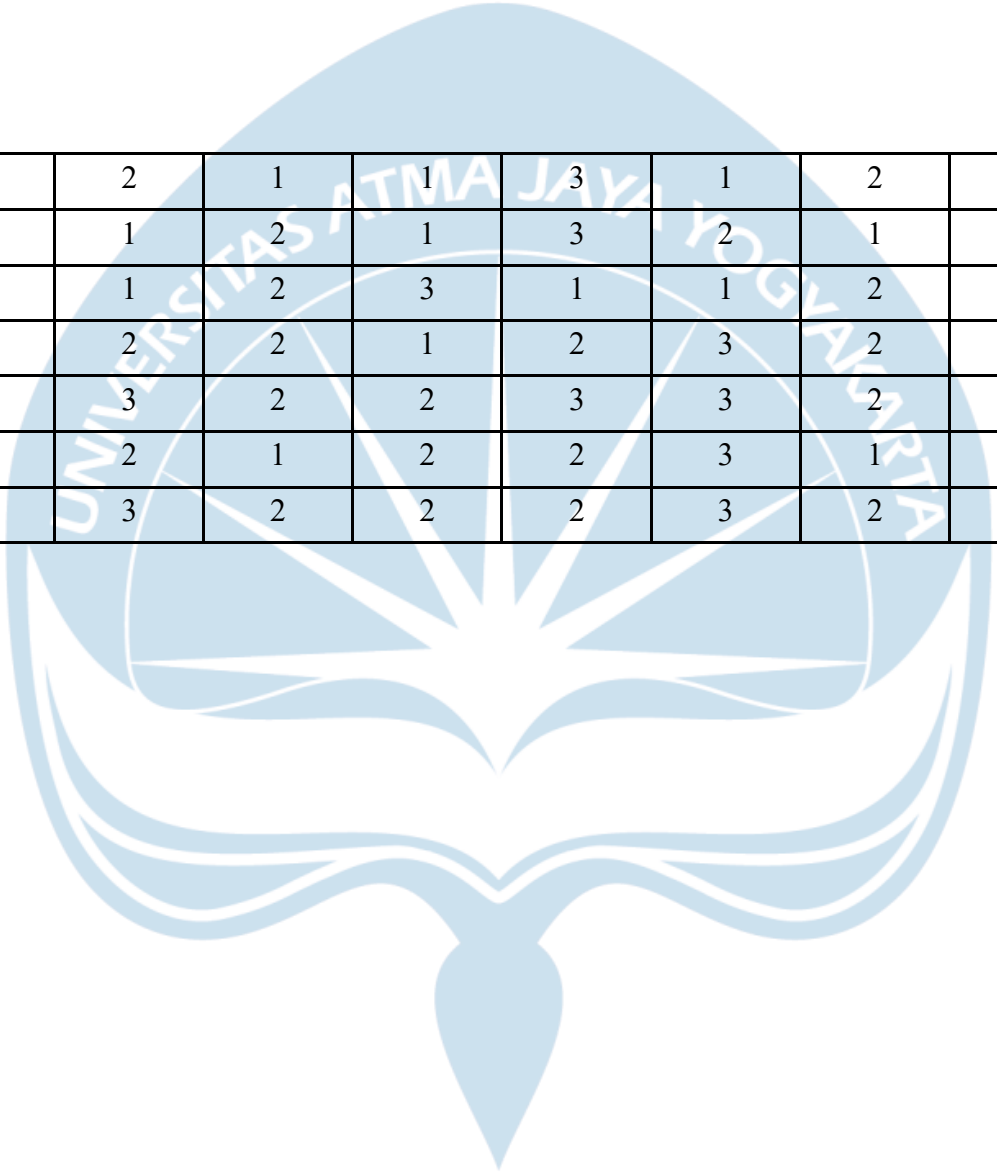
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Lampiran 3: Hasil Olah Data Smart-PLS

Nilai *Max*, *Min* dan *Mean*

SmartPLS Edit Themes												
Back Setup Add group Generate groups Clear groups Export to Excel / CSV												
S-PLS LINLIN		Indicators Copy to Excel/Word										
Indicators	25	Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation
Samples	315	LM1	1	MET	0	3.848	4.000	1.000	5.000	1.000	5.000	1.099
Missing values	0	LM2	2	MET	0	3.686	4.000	1.000	5.000	1.000	5.000	1.267
☒ Indicators		LM3	3	MET	0	3.705	4.000	1.000	5.000	1.000	5.000	1.239
☐ Correlations		LM4	4	MET	0	3.740	4.000	1.000	5.000	1.000	5.000	1.298
☐ Data groups		LM5	5	MET	0	3.914	4.000	1.000	5.000	1.000	5.000	1.055
☐ Raw data		PK1	6	MET	0	4.054	4.000	1.000	5.000	1.000	5.000	1.036
		PK2	7	MET	0	3.946	4.000	1.000	5.000	1.000	5.000	1.017
		PK3	8	MET	0	3.860	4.000	1.000	5.000	1.000	5.000	1.115
		PK4	9	MET	0	3.968	4.000	1.000	5.000	1.000	5.000	1.104
		PK5	10	MET	0	4.022	4.000	1.000	5.000	1.000	5.000	1.003
		AM1	11	MET	0	4.029	4.000	1.000	5.000	1.000	5.000	1.028
		AM2	12	MET	0	3.952	4.000	1.000	5.000	1.000	5.000	1.113
		AM3	13	MET	0	3.978	4.000	1.000	5.000	1.000	5.000	1.091
		AM4	14	MET	0	3.644	4.000	1.000	5.000	1.000	5.000	1.350
		AM5	15	MET	0	3.930	4.000	1.000	5.000	1.000	5.000	0.993
		KM1	16	MET	0	4.086	4.000	1.000	5.000	1.000	5.000	0.903
		KM2	17	MET	0	3.952	4.000	1.000	5.000	1.000	5.000	1.066
		KM3	18	MET	0	3.702	4.000	1.000	5.000	1.000	5.000	1.290
		KM4	19	MET	0	3.819	4.000	1.000	5.000	1.000	5.000	1.271
		KM5	20	MET	0	4.006	4.000	1.000	5.000	1.000	5.000	0.943
		NB1	21	MET	0	4.041	4.000	1.000	5.000	1.000	5.000	1.009
		NB2	22	MET	0	3.644	4.000	1.000	5.000	1.000	5.000	1.230
		NB3	23	MET	0	3.838	4.000	1.000	5.000	1.000	5.000	1.094

Nilai *Outer Loading*

SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm Outer loadings - Matrix Copy to Excel/Word Copy to R

▼ Graphical
Graphical output

▼ Final results
▶ Path coefficients
▶ Indirect effects
▶ Total effects
▼ Outer loadings
○ Matrix
○ List
▶ Outer weights
▶ Latent variables
▶ Residuals
Conditional direct effects
Conditional indirect effects

▼ Quality criteria
▶ R-square
▶ f-square
▶ Construct reliability and validity
▶ Discriminant validity
▶ Collinearity statistics (VIF)
Model fit
Model selection criteria

▼ Algorithm
▶ Setting
Stop criterion changes
Posthoc minimum sample size
Execution log

▼ Model and data

	Asosiasi Merek	Kesadaran Merek	Loyalitas Merek	Niat Beli	Persepsi Kualitas
AM1	0.828				
AM2	0.807				
AM3	0.828				
AM4	0.836				
AM5	0.769				
KM1		0.750			
KM2		0.798			
KM3		0.825			
KM4		0.845			
KM5		0.716			
LM2			0.839		
LM3			0.855		
LM4			0.830		
LM5			0.826		
NB1				0.764	
NB2				0.840	
NB3				0.803	
NB4				0.820	
NB5				0.815	
PK1					0.825
PK2					0.775
PK3					0.822
PK4					0.798
PK5					0.835
LM1			0.865		

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Reset 90% ⬅

Nilai Adjusted R-Square

R-square - Overview			
	R-square	R-square adjusted	
Asosiasi Merek	0.846	0.846	
Loyalitas Merek	0.734	0.733	
Niat Beli	0.884	0.883	
Persepsi Kualitas	0.834	0.834	

Nilai *Construct Validity dan Reliability*

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Asosiasi Merek	0.872	0.875	0.907	0.662
Kesadaran Merek	0.847	0.856	0.891	0.621
Loyalitas Merek	0.898	0.899	0.925	0.711
Niat Beli	0.868	0.870	0.904	0.654
Persepsi Kualitas	0.870	0.871	0.906	0.658

Nilai *Discriminant Validity – Cross Loadings*

Discriminant validity - Cross loadings					
	Asosiasi Merek	Kesadaran Merek	Loyalitas Merek	Niat Beli	Persepsi Kualitas
AM1	0.828	0.746	0.691	0.716	0.753
AM2	0.807	0.744	0.644	0.681	0.718
AM3	0.828	0.753	0.665	0.704	0.740
AM4	0.836	0.813	0.839	0.807	0.776
AM5	0.769	0.679	0.628	0.678	0.705
KM1	0.676	0.750	0.554	0.631	0.705
KM2	0.735	0.798	0.651	0.697	0.729
KM3	0.768	0.825	0.796	0.764	0.746
KM4	0.796	0.845	0.803	0.772	0.771
KM5	0.636	0.716	0.527	0.551	0.642
LM2	0.705	0.699	0.839	0.768	0.691
LM3	0.728	0.738	0.855	0.776	0.706
LM4	0.695	0.709	0.830	0.768	0.682
LM5	0.730	0.707	0.826	0.747	0.709
NB1	0.707	0.681	0.651	0.764	0.697
NB2	0.734	0.743	0.799	0.840	0.726
NB3	0.690	0.667	0.718	0.803	0.699
NB4	0.720	0.713	0.807	0.820	0.714
NB5	0.722	0.728	0.708	0.815	0.729
PK1	0.709	0.728	0.654	0.722	0.825
PK2	0.698	0.689	0.596	0.666	0.775
PK3	0.774	0.775	0.724	0.754	0.822
PK4	0.752	0.767	0.760	0.743	0.798
PK5	0.746	0.740	0.660	0.682	0.835
LM1	0.753	0.756	0.865	0.792	0.750

Nilai Path Coefficient

Path coefficients - Mean, STDEV, T values, p values

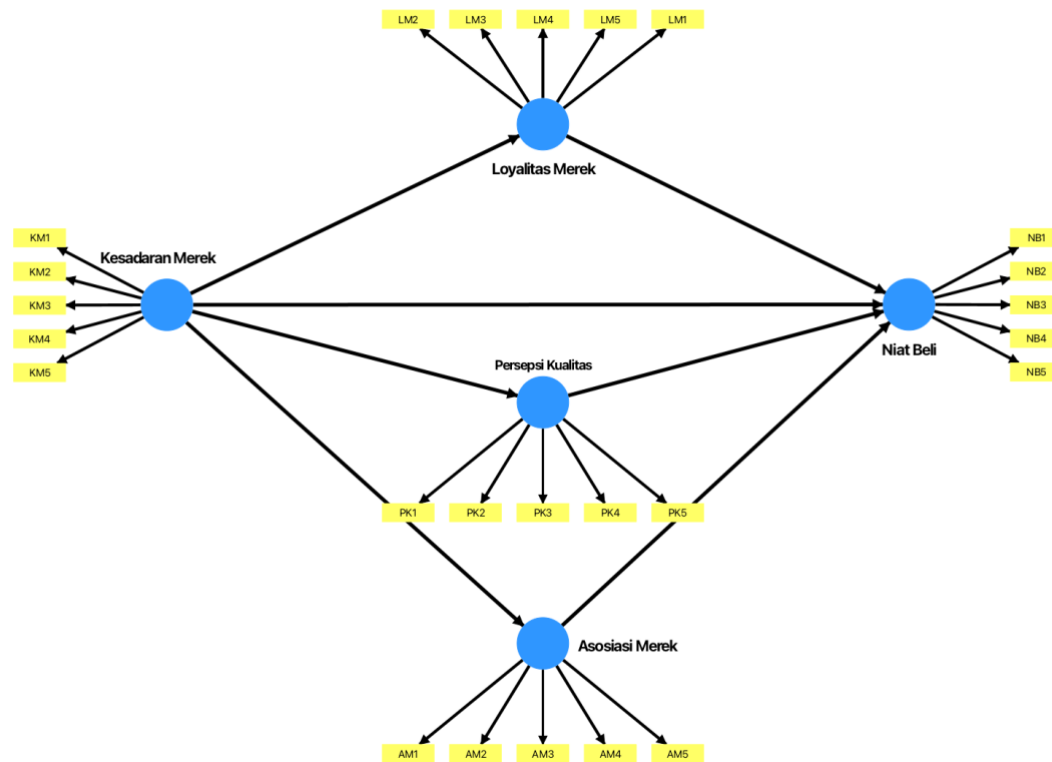
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Asosiasi Merek -> Niat Beli	0.177	0.179	0.071	2.502	0.013
Kesadaran Merek -> Asosiasi Mer...	0.920	0.921	0.010	91.853	0.000
Kesadaran Merek -> Loyalitas Me...	0.857	0.857	0.024	36.308	0.000
Kesadaran Merek -> Niat Beli	0.038	0.040	0.076	0.501	0.617
Kesadaran Merek -> Persepsi Ku...	0.913	0.914	0.012	76.815	0.000
Loyalitas Merek -> Niat Beli	0.521	0.518	0.054	9.614	0.000
Persepsi Kualitas -> Niat Beli	0.249	0.247	0.067	3.705	0.000

Nilai *Specific Indirect Effects*

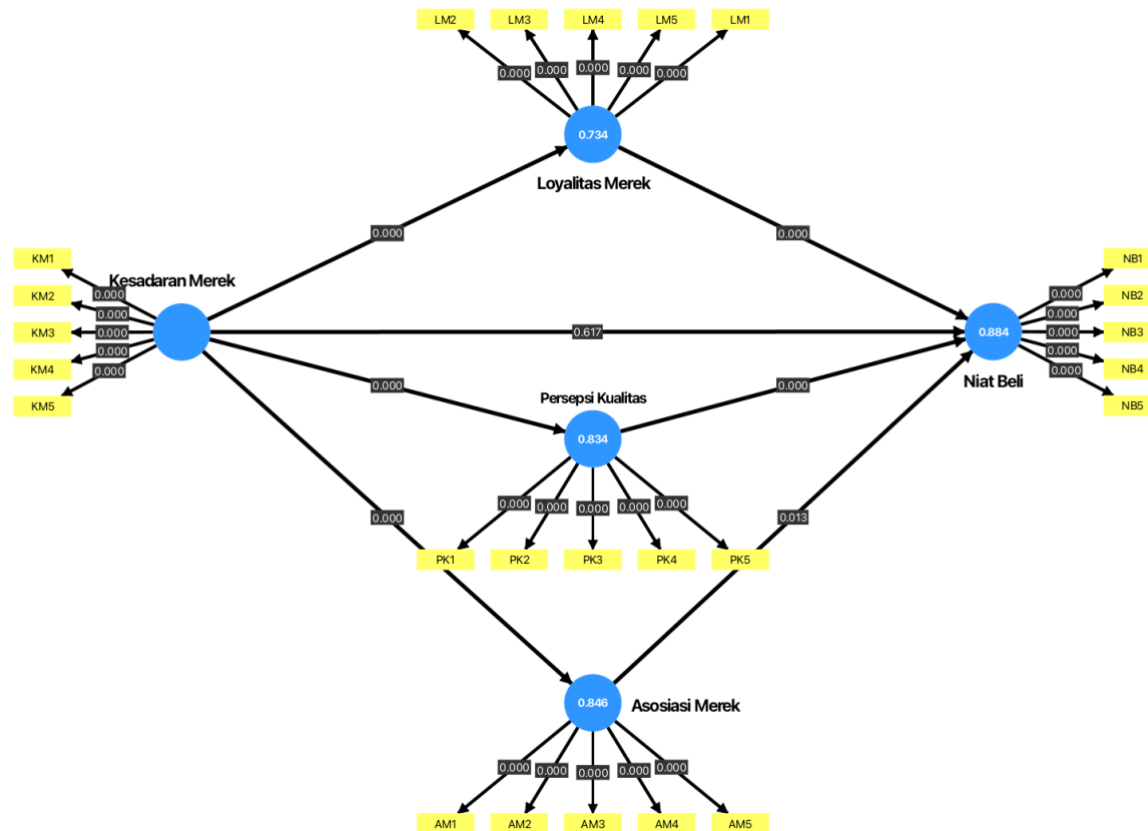
Specific indirect effects - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Kesadaran Merek -> Loyalitas Me...	0.446	0.444	0.041	10.810	0.000
Kesadaran Merek -> Asosiasi Mer...	0.163	0.165	0.065	2.498	0.013
Kesadaran Merek -> Persepsi Ku...	0.227	0.226	0.062	3.691	0.000

Model Struktural



Model Struktural *Bootstrapping*



Lampiran 4: Jurnal Acuan



1. INTRODUCTION

Companies' dedication to build a strong and competitive brand in the perspective of consumers has become one of the key priority factors in the organizational environment (Christodoulides, Cadogan, & Veloutsou, 2015). This is due to the important role of the brand in consumer decision making (Aaker, 1996), which makes brand management necessary to bring better performance to organizations and develop advantages over their competitors (Boicu, Cruz, & Karamanos, 2015). The relevance of brand studies has brought the interest of the academic and professional community in the discussions about its value from the consumer's perspective. The so-called consumer-based brand equity (CBBE) has been studied and is defined as the set of assets that brand name and symbol hold in relation to a product (Keller, 1993; Aaker, 1996).

Due to the complexity and subjectivity surrounding the perception of brand equity, developing a CBBE conceptualization and measurement, with its formative dimensions and expected outcomes, is a challenging task (Christodoulides et al., 2015). Over the years, different dimensions of CBBE were identified and discussed (Christodoulides & Chernatony, 2010; Veloutsou & Guzman, 2017). Among the multiplicity of conceptualizations developed over the years, Aaker's model (1996) is highlighted as the most adopted one (Vieira, Sincorá, Pelissari, & Carneiro, 2018). This author has identified that brand equity is comprised of brand loyalty, perceived quality, brand awareness and brand associations. Through these dimensions, brand equity would be able to deliver greater value to the company through increased prices and margins, competitive advantage, and greater consumer buying intent (Aaker, 1996).

However, as a multidimensional construct, it is important to analyze the effects and impacts of each of the dimensions of brand equity and how they relate to each other (Su, 2016). Among the dimensions, brand awareness can be considered the most neglected and the one with greatest possibility of discussion and divergence of opinions (Romaniuk, Wight, & Faulkner, 2017). This construct is conceptualized as the degree to which consumers are aware that a brand is part of a product category (Assael & Day, 1968). Previous studies argued that brand awareness has a positive and direct impact on purchase intention (Keller, 1993; Wu & Ho, 2014; Akkucuk & Esmaili, 2016). However, the emergence and growth of new brands in the recent years may show that simply being aware of the brand does not indicate a positive or negative perception. This might only be the first step towards generating attitudes and behaviors regarding the brand (Su, 2016).

Therefore, brand awareness itself might not be enough to increase the consumers' purchase intent towards unknown brands. On the other hand, this construct may allow other positive consumer relationships with the brand to appear, such as perceived quality, brand loyalty, and brand associations (Grewal et al., 1998; Pappu, & Quester, 2016; Foroudi et al., 2018) and thus generate the purchase intention. Therefore, this study aimed to analyze the antecedent role of brand awareness in the other dimensions of consumer-based brand equity and its impact on consumer purchase intention.

For this purpose, we chose to study smartphone brands. This choice is justified by the fact that this product is one of the most used today by the world population (Statista, 2019a). In addition, smartphones have an increasing importance in the global market and may have different characteristics, presenting a medium replacement cycle and low, medium, or high cost depending on product specifications. (Kim, Chun, & Lee, 2014; Jyothsna, Mahalakshmi, & Sandeep, 2016). It is noteworthy that among the top 10 brands in the world, six are linked to the technology segment and four develop smartphones (Interbrand, 2019).

In order to fulfill the objective, we conducted a survey with 622 smartphone users. The data was analyzed using structural equation modeling (PLS-SEM) and ordinary least squares (OLS) regression by Macro Process. The results provide evidence showing that brand awareness exerts a predecessor role on other brand equity dimensions: brand loyalty, brand associations, and perceived quality. In turn, these dimensions mediate the relationship between brand awareness and purchase intention.

This study is relevant due to the divergent discussions concerning the relationship between the dimensions of CBBE. Over the years, it is common to identify previous research that allocates these four dimensions of CBBE linearly and independently by each other in consumer behavior (Cobb-Walgren, Ruble, & Donthu, 1995; Hanzae & Asadollahi, 2012). However, there are still open spaces for discussion about the role of these dimensions and their relationships (Severi & Ling, 2013). Moreover, it is intended to contribute to the business community by bringing a new perspective of brand awareness and showing that this variable can be used as a precursor of others to build a strong brand value from the consumer's perspective.

2. CONSUMER-BASED BRAND EQUITY

CBBE can be defined as the set of assets linked to the brand name and symbol that generates value for a product/service delivered to the consumer (Aaker, 1996), or as the differential effect of brand awareness on consumer response to brand marketing strategies (Keller, 1993). According to Aaker (1996), brand equity is a multidimensional construct composed of four dimensions, namely: brand awareness, perceived quality, brand associations, and brand loyalty.

In previous studies, CBBE indicated to have an important role for consumer's buying decision-making process, especially in the stages of searching for information and evaluating the alternatives (Jung & Shen, 2011; Calvo-Porral et al., 2015; Akkucuk & Esmaili, 2016; Sharma et al., 2015). Brands with greater value decrease consumers' time and research cost, therefore, reducing the effort to make a good product choice and the risk (Aaker, 1996). Jyothsna, et al. (2016) suggest that brand equity plays an important role in shaping consumer buying intent, and it makes consumers have the brand as one of their first buying options. Calvo-Porral et al. (2015) suggest the need for managers to consider each of the dimensions of CBBE when developing the marketing strategies of organizations. On the other hand, if CBBE is considered a multidimensional concept (Aaker, 1996), it is necessary to analyze each of its dimensions described below.

Brand associations: an important ingredient of brand perception which occurs when the consumer thinks about a brand and develops some type of association linked to the memory that one has about it (Michel & Donthu, 2014). These associations may include product attributes, lifestyle, personality, or symbols (Yoo & Donthu, 2001). It is a type of mechanism that helps the consumer to remember the brand faster. Thus, the greater the experience with the brand, the greater the strength of the associations (Aaker, 1996).

Brand awareness: can be defined as the strength that the brand has in the consumer's mind (Aaker, 1996). Brand awareness involves two main elements: recall and recognition (Keller & Lehmann, 2006). It is possible to make an analogy of this concept with advertising posters. If consumers' minds had multiple posters, each one referring to a brand, awareness would be based on the size of the posters. Thus, the larger the poster, the greater the awareness of that brand. Therefore, it refers to the consumer's ability to remember the brand as part of a certain product category (Huang & Sarigözü, 2014; Da Costa, Patriotra, & Angelo, 2017).

Perceived quality: it is defined as the consumer's knowledge of the overall quality or superiority of a brand when comparing it with others (Aaker, 1996). This construct is considered high or low according to the intangible perception of the consumer (Yoo & Donthu, 2001). For Desai, Kalra and Murthi (2008), perceived quality refers to the consumer's knowledge about what he/she sees and feels when looking and/or touching a product of a certain brand.

Brand loyalty: is one of CBBE's main assets. It is the measure of the link between the consumer and the brand, and the likelihood that the customer may change brands when the brand undergoes a price or product change (Aaker, 1996). This dimension is also defined as a positive consumer behavioral or emotional response to a brand (Pedeliento et al., 2016).

3. THE RELATION BETWEEN BRAND AWARENESS, CBBE DIMENSIONS, AND PURCHASE INTENTION

Several new brands in market are emerging and competing equally with already established brands (Pullig, Simmons, & Netemeyer, 2006). In this situation, consumers' knowledge and awareness regarding the existence of the brand in a product category is not always a strong enough reason to directly affect purchase intention (Burnett & Hutton, 2007). This may also be linked to technological advancement and high variations of prices and tools depending on the product model being offered. Therefore, it leads the consumer to pay more attention to these attributes than whether the brand is known or not (Wu & Ho, 2014).

- **H1:** There is no direct positive relationship between brand awareness and purchase intention.

On the other hand, the fact that the brand is known opens a range of opportunities for consumers to develop positive behaviors and attitudes, like the other dimensions of CBBE: quality perception, brand associations, and brand loyalty (Grewal et al., 1998; Pappu, & Quester, 2016; Foroudi et al., 2018).

When consumers are more aware of a brand, they are more confident and able to become loyal to that brand, whereas brands with a low level of awareness may find it harder to penetrate the market (Keller, 1993). Brand recognition is seen as a precursor to brand loyalty (Keller, 1993; Pappu, & Quester, 2016). Authors who developed empirical studies indicated a positive relationship between brand awareness and brand loyalty in different industries, as cosmetics (Chinomona & Maziriri, 2017), hospitality (Xu, Li, & Zhou, 2015), and smartphones (Jing, Pitsaphol, & Shabbir, 2014).

- **H2a:** There is a positive relationship between brand awareness and brand loyalty.

In turn, increased brand loyalty makes consumers more likely to buy the products, as well as it creates the ability to repurchase and increase positive word-of-mouth (Foroudi et al., 2018). In addition, they also create the possibility of increasing sales volume, attracting new consumers, and providing commercial leverage through distribution channels, which opt for the security of brands that have loyal customers (Ranjbariyan, Shahin, & Jafari, 2012). Other empirical studies have also validated the positive impact of brand loyalty on consumer purchase intent, stating that loyal buyers tend to refer the brand to others and continue to buy the branded products even if the price is higher than competitors (Porral et al., 2015; Kim & Kim, 2005; Akkucuk & Esmaceli, 2016).

- **H2b:** There is a positive relationship between brand loyalty and purchase intention.

If consumers have heard of a brand at some point, and have had even indirect experiences with it, the possibilities of generating brand associations emerge (Chan, Boksem & Smidts, 2018). Thus, after consumers are aware of the brand, some images and perceptions about the brand can rise in consumers' mind (Tariq, Abbas, Abrar, & Iqbal, 2017). According to Shafiri (2014), brand awareness has a direct link with cognitive thinking and cognition, that can be considered dimensions of brand associations. Pitta & Katsanis (1995) argue that brand awareness allows brand and product associations to be built and incorporated into consumer memory. Following this, there is evidence of the connection between awareness and brand associations in which the former precedes the latter (Keller, 1993; Dew & Kwon, 2010; Foroudi et al., 2018).

- **H3a:** There is a positive relationship between brand awareness and brand associations.

In turn, brand associations may have a significant impact on consumer buying behavior (French & Smith, 2013), since associations generate value in different ways, such as helping to process and find information, establishing brand differentiation and positioning, and creating positive feelings about the brand (Dew & Kwon, 2010; Jyothsna et al., 2016). Paço, Rodrigues, and Rodrigues (2015) argue that some specific positive dimensions of brand association, as utility and affect, impact the consumer purchase intention.

- **H3b:** There is a positive relationship between brand associations and purchase intention.

Regarding perceived quality, previous studies argue that consumers prefer to buy products from familiar and known brands, as they believe that the products will have higher quality, thus having lower risk in their purchase (Desai, Kalra & Murthi, 2008; Das, 2015; Calvo-Porral & Lévy-Mangin, 2017). Authors have tested the relationship between perceived quality and brand awareness in different contexts and identified that consumer perception of the brand improves as he/she already has some familiarity with it (Grewal et al., 1998; Chi, Yeh, & Yang, 2009; Severi & Ling, 2013).

- **H4a:** There is a positive relationship between brand awareness and perceived quality.

Quality perception enables consumers to reduce their uncertainty in decision making. The fact that one brand has higher quality than others makes the purchase risk lower and it increases the expectation of satisfaction when using the product (Calvo-Porral & Lévy-Mangin, 2017). In addition, perceived quality also allows organizations to make use of premium pricing, that is, they apply a higher price in relation to the market without having a disadvantage in competing with competitors (Kim & Kim, 2005). Also, higher perception of quality is related to a positive effect on brand value (Wang, 2017). Thus, it might improve consumers purchase intention (Petrick, 2004).

- **H4b:** There is a positive relationship between perceived quality and purchase intention.

Figure 1 shows the conceptual model developed based on the hypotheses presented. The following chapters present the methods and analysis to validate the model.

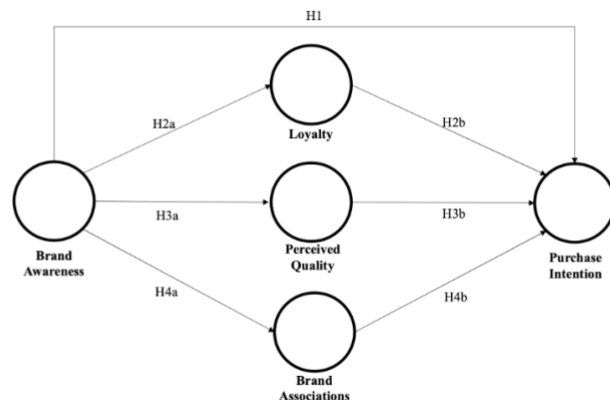


Figure 1. Model of tested hypotheses
Source: Authors' own elaboration

4. METHODOLOGY

4.1. DATA COLLECTION AND SAMPLE

Given the proposed hypotheses, the methodological strategy used was quantitative through a survey application. For this purpose, a questionnaire with closed-ended questions was used to identify the characteristics and opinions of the studied population. The sample chosen consisted of undergraduate students. Although this choice limits the development of generalized conclusions, the profile of college students matches with the age range of the main smartphone users (Statista, 2019b). In addition, previous CBBE studies have also used this type of sample (Yoo & Donthu, 2001; Atilgan, Aksoy, & Akinci, 2005; Hanzae & Assadollahi, 2012; Jyothsna et al., 2016).

The minimum sample size was defined according to Hair Jr. et al. (2017), which suggests verification through statistical power. The analysis was then aided by the G * Power software, in which two parameters were used: the test power (Power = 1 - β error prob. II) and the effect size (F). The calculation also considered the construct that had the largest number of predictors which is, in the case of the present model, the purchase intention with four pointed arrows (Hair Jr. et al., 2017). Thus, the software indicated that the use of a sample of 85 cases would already reach the statistical power of the test of 80.30%.

After the questionnaire was elaborated, it was sent to five academic professionals with experience in the area in order to acquire suggestions for improvement. Thus, based on their guidelines, some adjustments were made and after that, a pretest was applied with 28 students. The aim was to analyze the questionnaire applicability regarding the understanding of it and the way it was built, as well as to preliminary check the behavior of the relationships between the variables based on the small sample. The results obtained in the pretest were considered satisfactory, which allowed the field application of the survey.

The questionnaire was developed using the SurveyMonkey online tool and emailed to all students enrolled in university undergraduate courses. It is worth emphasizing that all questions were asked based on user experience regarding the brand of their current smartphone. The survey obtained a total of 720 responses. After collection, suspicious response patterns were found, characterized by Hair Jr. et al. (2017) as the phenomenon that occurs when the respondent marks the same scale item for a high proportion of questionnaire questions. In most cases, it is recommended to exclude responses that present this type of pattern (Hair Jr. et al., 2017). Therefore, 58 questionnaires were eliminated, resulting in 662 valid cases.

A considerable part of the sample (63%) is composed of young people aged 16 to 22 years old, followed by respondents aged 23 to 29 years old (25%). This data is coherent in relation to the population under analysis, which are undergraduate students. It can be observed that the age range of the sample is aligned with the object of study chosen for this research, considering that smartphones are mostly used by young people in their 20s (Statista, 2019b). Regarding the gender of the respondents, the distribution was roughly the same, however, females obtained a small majority of completed questionnaires representing 51% of the total sample ($n = 340$). All brands that composed the sample also maintained approximately the same distribution between genders.

Respondents were also asked about the smartphone brands used. The sample was concentrated in five main brands: Motorola (29% of the total), Samsung (28% of the total), Apple (16% of the total), Asus (7% of the total) and LG (6% of the total). The remaining 13% of the sample use brands such as Lenovo, Xiaomi, Nokia and Sony. When asked which brands they would like to choose in their future smartphone purchase, the results showed that respondents focused on the Motorola (27%), Apple (26%) and Samsung (24%) brands. It is noteworthy that 33% of the sample indicated a preference for a different brand from the current one used in case of future purchase, which demonstrates that they are likely to change the brand of their smartphone.

4.2. MEASURES

The measurement used in this questionnaire was five-point Likert scale ranging from "strongly disagree" to "strongly agree". The operationalization of each variable is based on available instruments from prior relevant literature. The constructs perceived quality, brand loyalty, and brand associations were adapted from Yoo and Donthu (2001) that aimed to develop a multidimensional CBBE scale. Brand awareness operationalization was adapted from Yoo and Donthu (2001) and Shah (2012). And purchase intention was measured using an adapted scale from Grewal, Monroe, & Krishnan (1998). The items of each variable were presented in Appendix A.

4.3. DATA ANALYSIS

Data analysis was divided into two steps. The first was the application of the Structural Equation Modeling (PLS-SEM) technique through SmartPLS 3.0 to validate the measurement and structural model. This technique examines relationships using a set of methods to identify and analyze multiple dependency relationships between variables through a path diagram (Hair Jr. et al., 2017). The steps used to validate the measurement and structural model were based on Hair Jr. et al. (2017), which establish the criteria for determining internal consistency, convergent and discriminant validity, significance, and collinearity.

The second stage involved the analysis of mediations through the Macro Process model, which was employed according to Hayes (2018) parameters. The hypotheses developed in this study aimed to analyze the indirect path of relationships through mediations, and ordinary least squares (OLS) regression analysis, which is routinely used for this purpose justifying its application (Hayes, 2018). Moreover, through the Macro Process it is possible to analyze the whole model by the aggregate sum of its parts, unlike PLS-SEM, allowing better inferences for theory construction (Hayes, Montoya, & Rockwood, 2017). For these reasons, it was considered relevant to use PLS-SEM for the validation of the measurement and structural model, and the use of OLS via Macro Process to analyze the total effect of mediation.

5. RESULTS

5.1. MODEL VALIDATION

In order to evaluate the measurement model, we used a PLS Algorithm software tool named SmartPLS 3.0, it was applied to valid sample composed of 662 answers. When performing the calculations, the model converged with 07 interactions, a value lower than the recommended maximum of 300 interactions, thus meeting the convergence requirements of the algorithm (Hair Jr. et al., 2017).

The first criterion analyzed was internal consistency, which uses Cronbach's alpha values and composite reliability as parameters for validation. As recommended by Hair Jr. et al. (2017), all constructs had Cronbach's alpha above 0.708 and composite reliability below 0.95. However, some indicators showed below-recommended external load values (<0.708) and the indicator confidence values below the minimum (<0.5). Therefore, the indicators correspondent to those values were excluded from the analysis, namely AW05, AS01 and AS02 (one indicator of the Brand Awareness construct and two of the Brand Associations construct). The exclusion of these indicators is justified by the positive impact on the construct validity by checking the stroke and composite reliability indices, as indicated by Hair Jr. et al. (2017). In addition, all constructs met the discriminant validity criteria as indicated in Fornell-Lacker's test results (Table 1).

After validating the measurement model with satisfactory quality levels, the next step was to analyze the structural model. This phase involves examining the model's predictive capabilities and the relationships between latent variables. The steps suggested by Hair Jr. et al. (2017) were used to evaluate the structural model. These steps consisted of performing the model collinearity tests, path coefficients significance, R^2 value level, f^2 effect size, predictive relevance (Q^2) and q^2 effect size, as well as the validation of the measurement model. All of the structural model tests were performed using SmartPLS 3.0 software.

Table 1

Fornell-Lacker Criterion

Indicators	Brand Associations	Brand Awareness	Loyalty	Perceived Quality	Purchase Intention
Brand Associations	0.816				
Brand Awareness	0.510	0.770			
Loyalty	0.370	0.417	0.813		
Perceived Quality	0.424	0.481	0.542	0.846	
Purchase Intention	0.530	0.446	0.657	0.682	0.852

Source: Authors' own elaboration

The collinearity analysis of the structural model was performed using the variance inflation factor (VIF) values. The endogenous latent variables of the model presented VIF values lower than 5.0 as indicated by Hair Jr. et al. (2017) as acceptable. This shows that respondents understood the constructs as phenomena different from each other.

The second stage of the analysis consisted of evaluating the significance and relevance of the path coefficients of the structural model. The relationships between Associations (AS), Loyalty (LO) and Perceived Quality (PQ) constructs with Purchase Intention (PI) construct showed a relevant level of significance (1%). The relationship between Consciousness (AW) and Purchase Intention (PI) constructs was not significant, as presented in Table 2. When analyzing the value of the path coefficient of this relationship, it has a negative value close to zero. On the other hand, the effect of brand awareness as antecedent of the variables: associations, perceived quality and loyalty was significant.

Table 2

Path coefficients relevance

Path	Path Coefficients	t-value	p-value
AS → PI	0.238	7.920	0.000***
AW → AS	0.510	16.630	0.000***
AW → LO	0.417	13.283	0.000***
AW → PQ	0.481	14.168	0.000***
AW → PI	-0.015	0.491	0.623
LO → PI	0.362	13.131	0.000***
PQ → PI	0.393	11.913	0.000***

Note: $R^2=0.625$; * significant at 0.10, ** significant at 0.05, *** significant at 0.01

Source: Authors' own elaboration

Following the validation steps of the structural model, the coefficient of determination (R^2) was evaluated. According to the criteria established by Hair Jr. et al. (2017) for research in the area of consumer behavior, the R^2 found for the purchase intention construct ($R^2 = 0.625$) can be considered high.

The fourth stage of model analysis sought to evaluate the effect size f^2 , which measures the impact of the exogenous latent variable on the endogenous. In the analysis of the relationship of the constructs with the purchase intention variable, the results showed a small effect on brand associations ($f^2 AS \rightarrow PI = 0.104$) and a moderate effect on perceived quality ($f^2 PQ \rightarrow PI = 0.251$) and loyalty ($f^2 LO \rightarrow PI = 0.233$). As expected, there was no effect on the brand awareness ($f^2 AW \rightarrow PI = 0.000$), since the relationship was not significant. By analyzing the relationship of brand awareness as predecessor to the other dimensions of brand equity, it can be observed that the effect based on the value of f^2 was large for brand associations ($f^2 AW \rightarrow AS = 0.352$) and perceived quality ($f^2 AW \rightarrow PQ = 0.300$), and it was moderated for loyalty ($f^2 AW \rightarrow LO = 0.211$).

Finally, the fifth step was the analysis of the predictive relevance of the model (Q^2), which was performed using the blindfolding procedure. This procedure is used to evaluate the ability of exogenous variables to predict the endogenous variable. The result obtained was a value above zero ($Q^2 = 0.422$) which supports the predictive relevance of the model to the endogenous construct. In addition, the relative impact of q^2 of exogenous constructs on the endogenous construct was also evaluated. The constructs brand associations ($q^2 = 0.163$), perceived quality ($q^2 = 0.154$), and loyalty ($q^2 = 0.108$) indicated a moderate predictive relevance to purchase intention. Furthermore, as expected, the brand awareness ($q^2 = 0.000$) did not point to direct predictive relevance to purchase intention.

Figure 2 shows the path coefficients and the significance of relationships between model variables. It also presents the indicators that were maintained after all validation criteria of the measurement model.

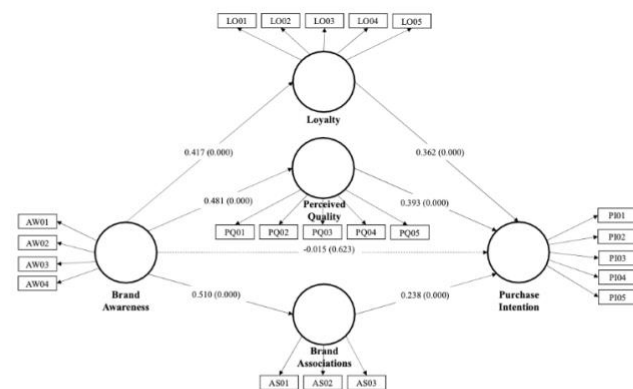


Figure 2. Structural Model (PLS-SEM)
Source: Authors' own elaboration

5.2. MULTIPLE MEDIATION ANALYSIS

The mediating effects were also verified through the indirect relationship between brand awareness and purchase intention variables (Table 3). As previously described, the analysis of this step was done by regression analysis (OLS) of the Macro Process with 10.000 subsamples.

Table 3
Multiple Mediation Outcomes

	Direct effect of AW on PI:		
	Effect	Confidence interval	
Total	-0.0731	-0.1552	0.0090
	Indirect effect of AW on PI:		
	Effect	Confidence interval	
Total	0.6323	0.5513	0.7106
PQ	0.2560	0.1994	0.3168
AS	0.1848	0.1331	0.2369
LO	0.1915	0.1502	0.2374

Source: Authors' own elaboration

The results demonstrate that the direct relationship between brand awareness and purchase intent is not statistically significant at the 95% confidence level. The indirect relationship of these variables, on the other hand, obtained statistical significance through the constructs perceived quality, brand associations, and brand loyalty. Thus, the existence of total mediation is proven, indicating that the effect of brand awareness on purchase intent (0.6323) is only significant and positive in indirect form, being mediated by the variables perceived quality, brand loyalty and associations with brand.

6. DISCUSSION

Understanding consumer behavior for a given product and brand represents a complex task that involves different variables. This study investigated the antecedent role of brand awareness in the other dimensions of CBBE and its impact on consumer purchase intention. The findings suggest that brand awareness does not directly impact purchase intention. On the other hand, the relation between these variables is indirectly mediated by CBBE dimensions: perceived quality, loyalty, and brand associations.

The findings demonstrate that there is a direct and significant relationship between CBBE dimensions (perceived quality, loyalty, and associations) and purchase intention, which resembles previous studies (Ranjbariyan et al., 2012; Calvo-Porral et al., 2015; Kim & Kim, 2005; Jyothsna et al., 2016; Calvo-Porral & Lévy-Mangin, 2017). On the other hand, the fact that brand awareness does not directly impact purchase intent differs from previous studies that demonstrated a direct positive relationship (Keller, 1993; Wu & Ho, 2014; Akkucuk & Esmaili, 2016).

These findings may be connected to the fact that brand awareness is only the first step towards consumer perception of other aspects (Su, 2016). Thus, the fact that a brand is more famous and well-known to people may not be a strong enough reason to influence the decision-making of technology products such as smartphones, which are characterized by high price and tool variation (Wu & Ho, 2014). In addition, the increased use of online medias to search information and

reviews about brands and products, makes a shorter distance between less and better-known brands (Kudeshia & Kumar, 2017).

On the other hand, brand awareness has an indirect impact on purchase intent, being mediated by perceived quality, brand associations and brand loyalty. Some brand equity models (e.g. Cobb-Walgren et al., 1995; Hanzae & Asadollahi, 2012) present the dimensions in a linearly and independently way, neglecting the relationship between these dimensions. The rationale behind the antecedent role of [Go to page 14](#) is clear. The fact that a brand starts to be recognized by the consumer opens a range of possibilities such as the creation of brand associations, perception of quality, and loyalty (Pappu, & Quester, 2016; Foroudi et al., 2018) and it can increase his willingness to buy a product of this brand.

Studies, such as Yoo and Donthu (2001), argue that brand awareness and associations should be combined according to their results. However, both variables have different concepts and different consumer behaviors emerge. Brand awareness acts as a variable that enables consumers to have associations with a brand, which would not be possible without this prior knowledge and familiarity (Foroudi et al., 2018).

In addition, the results also demonstrated a positive relationship between awareness and perceived quality, which is aligned with some previous studies (Grewal et al., 1998; Chi, Yeh, & Yang, 2009; Severi & Ling, 2013). This fact demonstrates that familiar and well-known brands generate a perception of quality in the consumers, who, in turn, choose to buy products of these brands because they believe they will have a lower risk associated with the purchase. The mediation role of brand loyalty is also aligned with previous studies (Keller, 1993; Pappu & Quester, 2016). Brand awareness can contribute to greater market penetration and enable the generation of consumer loyalty.

Given the above, it is understood that brand awareness can still be considered a relevant variable for brand management, even it does not have a direct relationship with purchase intention. Furthermore, the antecedent role of brand awareness in the other dimensions of brand equity demonstrated in this paper, can generate discussions about previously developed models (e.g. Hanzae & Asadollahi, 2012) that adapt this variable in the same position as the others.

6.1. THEORETICAL AND PRACTICAL IMPLICATIONS

From a theoretical point of view, the study contributed integrating the variables that together constitute brand equity with one of its main expected consequences. Some research found in the literature (Cobb-Walgren et al., 1995; Chen & Chang, 2008) sought to analyze the relationship of brand equity and purchase intention using CBBE as just a single construct. This research provided an understanding of such variables through empirical study. In addition, as the main theoretical contribution, this study presents brand awareness as a predecessor of the other dimensions of CBBE. It is emphasized, according to the results, that this construct will only indirectly impact the intention to purchase, something that differs from previous studies (Keller, 1993; Malik, 2013; Wu & Ho, 2014; Akkucuk & Esmaili, 2016) that did not control the effect of the other dimensions of CBBE, which may explain the divergence of results.

The practical contribution of the research is a greater understanding of consumer behavior and the factors that impact brand users' attitudes. The results allow companies to trace strategies developed for brands, besides the analysis of decision-making through metrics linked to the studied variables, such as brand awareness.

6.2. LIMITATIONS AND FUTURE RESEARCH

This study has some limitations enabling challenges for future research. The first concerns the population chosen to be part of this study. Although the sample of students is consistent with the profile of most users of smartphones, the concentration of responses in this type of respondent does not allow the generalization of findings to people with other characteristics, which opens the possibility of future studies that broaden the population and the category of products explored.

Secondly, participants' responses were always based on the smartphone brands they currently used. Consequently, the questionnaire was answered based on the user's past and present experiences. Therefore, future surveys using less well-known predefined brands may contribute to the findings of this study.

Thirdly, brand awareness includes both recognition and recall (Keller, 1993). In our study, we used brand awareness as a general construct, not analyzing recall and recognition separately. Future research can include the test of these two dimensions on the model to understand how each one affects brand equity dimensions. Thus, it will be possible to verify if the strength of the relationship is higher in any of the two – recognition and recall.

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ORIGIN OF THE ARTICLE

This study is part of the master's dissertation carried out by the first author under the supervision of the second author in the Post-Graduate Business Administration Course. There is no conflict of interest in this article.

APPENDIX A

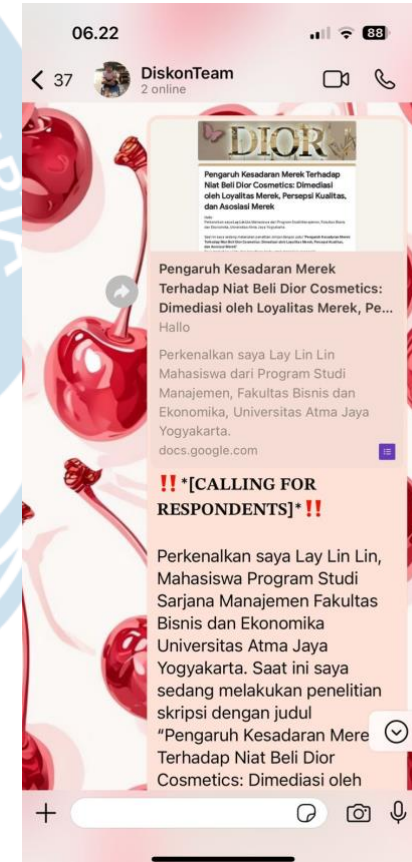
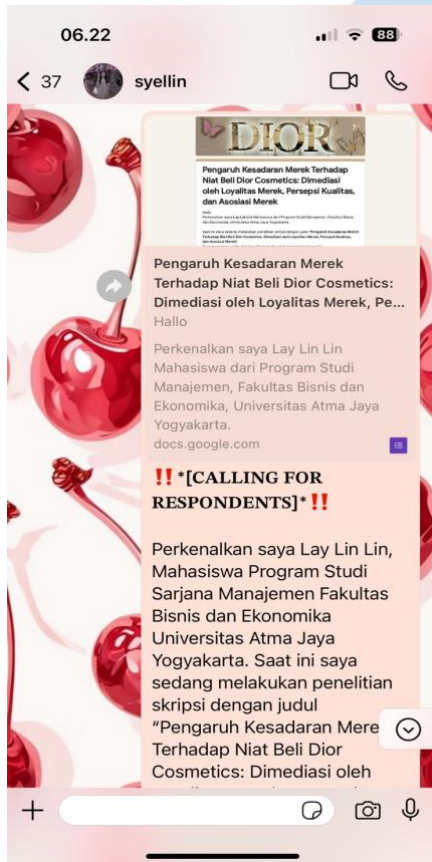
Variables	Irens
<i>Loyalty</i> (adapted from Yoo & Donthu, 2001)	LO01 - I consider myself to be loyal to this brand.
	LO02 - This brand would be my first choice.
	LO03 - I will not buy other brands if this brand is available.
	LO04 - I am willing to pay a higher price for this brand compared to others.
	LO05 - I am committed to this brand.
<i>Perceived Quality</i> (adapted from Yoo & Donthu, 2001)	PQ01 - This brand is of high quality
	PQ02 - The likely quality of this brand is extremely high.
	PQ03 - The likelihood that this brand will fit my needs is very high.
	PQ04 - The likelihood that this brand is reliable is very high.
	PQ05 - This brand seems to me to be of very good quality.
<i>Brand Associations</i> (adapted from Yoo & Donthu, 2001)	AS01 - Some characteristics of this brand come to my mind.
	AS02 - I can quickly remember the symbol or logo of this brand.
	AS03 - I can easily imagine this brand in my head.
	AS04 - I have strong associations with this brand.
	AS05 - I have favorable associations for this brand.
<i>Brand Awareness</i> (adapted from Yoo & Donthu, 2001; Shah, 2012)	AW01 - I understand the meaning of this brand.
	AW02 - I can identify this brand among competitors.
	AW03 - I have knowledge about this brand.
	AW04 - I am quite familiar with this brand.
	AW05 - I believe most people know this brand.
<i>Purchase Intention</i> (adapted from Baker & Churchill, 1977; Grewal et al., 1998)	PI01 - I would like to try this brand more often.
	PI02 - I would buy from this brand if I saw it in a store / website.
	PI03 - I would actively look for this brand.
	PI04 - I am likely to buy this brand more often.
	PI05 - I want to buy smartphones of this brand.

Source: Authors' own elaboration.

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Lampiran 5: Penyebaran Kuesioner



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