

BAB V

PENUTUP DAN IMPLIKASI MANAJERIAL

Bab ini menyajikan kesimpulan dari hasil penelitian yang mencakup profil demografis responden, hasil statistik deskriptif, dan kesimpulan pengujian hipotesis yang telah dilakukan. Selain itu, bab ini juga memaparkan implikasi manajerial yang dapat diimplementasikan oleh perusahaan, serta mengidentifikasi keterbatasan penelitian dan memberikan saran untuk pengembangan penelitian selanjutnya.

5.1 Kesimpulan

5.1.1 Profil Responden

Berdasarkan analisis demografi, mayoritas responden dalam penelitian ini adalah perempuan (65,57%) dengan rentang usia dominan 18-30 tahun (71,58%). Sebagian besar responden memiliki pendapatan Rp 2.000.001 - Rp 5.000.000 per bulan (34,97%), berlatar belakang pendidikan SMA/SMK (53,55%), dan berprofesi sebagai pelajar/mahasiswa (52,46%). Nicholas Saputra dikenal sebagai *Brand Ambassador* yang lebih familiar (43,72%) dibandingkan Alyssa Daguisse (18,03%), meskipun 38,25% responden mengenal keduanya.

5.1.2 Statistik Deskriptif

Hasil statistik deskriptif menunjukkan bahwa variabel Daya Tarik Fisik memperoleh penilaian tertinggi dengan rata-rata 4,37 (kategori sangat tinggi), diikuti oleh Kredibilitas dengan rata-rata 4,22 (kategori sangat tinggi). Variabel Interaksi Parasosial (4,10), Niat Pembelian (4,18), dan Homofili (3,93) berada dalam kategori tinggi. Hal ini mengindikasikan bahwa responden memiliki persepsi yang sangat positif terhadap daya tarik

fisik dan kredibilitas Nicholas Saputra dan Alyssa Daguisse sebagai *beauty influencer* produk Skintific.

5.1.3 Kesimpulan Hipotesis Penelitian

1. Homofili berpengaruh positif dan signifikan terhadap niat pembelian produk Skintific oleh konsumen, maka semakin tinggi nilai homofili yang dimiliki *beauty influencer* akan meningkatkan niat pembelian.
2. Daya tarik fisik berpengaruh positif dan signifikan terhadap niat pembelian produk Skintific oleh para pengikutnya, maka semakin tinggi nilai daya tarik fisik yang ditampilkan *beauty influencer* akan meningkatkan niat pembelian.
3. Kredibilitas berpengaruh positif dan signifikan terhadap niat pembelian produk Skintific oleh konsumen, maka semakin tinggi nilai kredibilitas yang dimiliki *beauty influencer* akan meningkatkan niat pembelian.
4. Interaksi parasosial secara positif dan signifikan memoderasi pengaruh homofili terhadap niat pembelian produk Skintific oleh konsumen, maka semakin tinggi interaksi parasosial yang terbangun akan memperkuat pengaruh homofili *beauty influencer* terhadap niat pembelian.
5. Interaksi parasosial secara positif dan signifikan memoderasi pengaruh daya tarik fisik terhadap niat pembelian produk Skintific oleh para pengikutnya, maka semakin tinggi interaksi parasosial yang terbangun akan memperkuat pengaruh daya tarik fisik *beauty influencer* terhadap niat pembelian.
6. Interaksi parasosial tidak signifikan dalam memoderasi pengaruh kredibilitas terhadap niat pembelian, maka interaksi parasosial yang terjalin tidak memberikan efek moderasi dalam memengaruhi pengaruh kredibilitas *beauty influencer* terhadap niat pembelian produk Skintific oleh konsumen.

5.2 Implikasi Manajerial

Berdasarkan hasil analisis yang telah dilakukan, berikut adalah implikasi manajerial yang dapat diterapkan oleh Skintific untuk meningkatkan niat pembelian konsumen melalui *beauty influencer*:

1. Homofili *Beauty Influencer* dan Niat Pembelian (H1)

Berdasarkan hipotesis 1 ditemukan bahwa Homofili *beauty influencer* berpengaruh positif dan signifikan terhadap Niat Pembelian produk Skintific. Hal ini berarti kesamaan yang dirasakan konsumen dengan Nicholas Saputra dan Alyssa Daguis dapat meningkatkan keinginan mereka untuk membeli produk Skintific.

Dari temuan studi ini, Skintific sebaiknya memperkuat strategi yang memperlihatkan kesamaan nilai dan gaya hidup antara Nicholas Saputra dan Alyssa Daguis dengan target konsumen. Perusahaan dapat mengembangkan konten yang menampilkan *beauty influencer* dalam situasi sehari-hari yang *relatable*, mengadakan sesi interaktif seperti *meet and greet* atau *live sharing*, serta melibatkan konsumen dalam kampanye *user-generated content* yang memungkinkan mereka mengidentifikasi kesamaan dengan *beauty influencer*, mengingat indikator “keinginan untuk berinteraksi dengan *beauty influencer*” memiliki nilai rata-rata tertinggi (4,20).

2. Daya Tarik Fisik *Beauty Influencer* dan Niat Pembelian (H2)

Berdasarkan hipotesis 2 ditemukan bahwa Daya Tarik Fisik *beauty influencer* berpengaruh positif dan signifikan terhadap Niat Pembelian produk Skintific. Hal ini berarti penampilan menarik dari Nicholas Saputra dan Alyssa Daguis berkontribusi pada ketertarikan konsumen terhadap produk Skintific.

Dari temuan studi ini, Skintific perlu mengoptimalkan penggunaan daya tarik visual Nicholas Saputra dan Alyssa Daguis dalam materi promosi. Perusahaan dapat meningkatkan kampanye visual di platform

media sosial yang menampilkan hasil penggunaan produk pada kulit mereka, mengembangkan konten *before-after* yang menunjukkan efektivitas produk, serta merancang kemasan edisi terbatas dengan foto mereka, dikarenakan indikator “persepsi konsumen terhadap kecantikan atau ketampanan *beauty influencer*” yang memiliki nilai rata-rata tertinggi (4,49).

3. Kredibilitas *Beauty Influencer* dan Niat Pembelian (H3)

Berdasarkan hipotesis 3 ditemukan bahwa Kredibilitas *beauty influencer* berpengaruh positif dan signifikan terhadap niat pembelian produk Skintific. Hal ini berarti kepercayaan konsumen terhadap keahlian dan kejujuran Nicholas Saputra dan Alyssa Daguisse meningkatkan keinginan mereka untuk membeli produk Skintific.

Dari temuan studi ini, Skintific sebaiknya memperkuat persepsi konsumen terhadap keahlian Nicholas Saputra dan Alyssa Daguisse dalam industri kecantikan. Perusahaan dapat mengembangkan konten edukasi dimana *beauty influencer* menjelaskan kandungan ilmiah produk, membuat testimoni jujur tentang pengalaman penggunaan produk, serta melibatkan mereka dalam proses pengembangan produk, mengingat “persepsi keahlian” memiliki nilai rata-rata tertinggi (4,27) dalam dimensi kredibilitas.

4. Efek Moderasi Interaksi Parasosial pada Pengaruh Homofili terhadap Niat Pembelian (H4)

Berdasarkan hipotesis 4 ditemukan bahwa Interaksi Parasosial secara positif dan signifikan memoderasi pengaruh Homofili terhadap Niat Pembelian. Hal ini berarti hubungan emosional dengan Nicholas Saputra dan Alyssa Daguisse memperkuat pengaruh kesamaan yang dirasakan konsumen terhadap niat pembelian produk Skintific.

Dari temuan studi ini, Skintific sebaiknya menggabungkan strategi homofili dan interaksi parasosial dalam kampanye pemasarannya. Perusahaan dapat mengembangkan konten *Day in my Life* yang menunjukkan *beauty influencer* menggunakan produk dalam aktivitas sehari-hari yang *relatable*, menciptakan komunitas penggemar *beauty influencer* sehingga para konsumen Skintific dapat berinteraksi dengan konsumen, serta menyelenggarakan *challenge* di media sosial yang mengajak konsumen menampilkan kesamaan mereka dengan *beauty influencer*, sehingga memperkuat efek kombinasi dari kedua faktor tersebut.

5. Efek Moderasi Interaksi Parasosial pada Pengaruh Daya Tarik Fisik terhadap Niat Pembelian (H5)

Berdasarkan hipotesis 5 ditemukan bahwa Interaksi Parasosial secara positif dan signifikan memoderasi pengaruh Daya Tarik Fisik terhadap Niat Pembelian. Hal ini berarti hubungan emosional dengan Nicholas Saputra dan Alyssa Daguisé memperkuat pengaruh daya tarik fisik mereka terhadap niat pembelian produk Skintific.

Dari temuan studi ini, Skintific perlu mengintegrasikan daya tarik fisik *beauty influencer* dengan konten yang membangun hubungan emosional dengan konsumen. Perusahaan dapat mengembangkan konten *skincare journey* yang menampilkan perkembangan kondisi kulit *beauty influencer*, menciptakan kampanye yang menggabungkan daya tarik fisik dengan cerita personal tentang peningkatan kepercayaan diri, serta memanfaatkan penampilan visual *beauty influencer* yang menarik dalam konten yang dirancang untuk membangun kedekatan secara personal dan emosional, seperti video *Get Ready With Me*, sehingga memperkuat pengaruh kombinasi kedua faktor tersebut.

5.3 Keterbatasan Penelitian

Dalam melaksanakan penelitian ini, terdapat beberapa keterbatasan yang perlu diakui untuk memberikan perspektif yang tepat dalam memahami hasil dan implikasi dari penelitian. Keterbatasan tersebut meliputi:

1. Penelitian ini berfokus hanya pada *beauty influencer* Nicholas Saputra dan Alyssa Daguis serta produk Skintific di Indonesia, sehingga hasil penelitian mungkin tidak dapat digeneralisasikan untuk konteks produk kecantikan lain atau *beauty influencer* yang berbeda.
2. Penelitian hanya meneliti homofili, daya tarik fisik, kredibilitas, dan interaksi parasosial yang berdasarkan hasil *adjusted R-square* hanya mampu menjelaskan 48,1% variasi dari niat pembelian produk Skintific. Padahal masih banyak faktor lain sebesar 51,9% yang mungkin mempengaruhi niat pembelian produk Skintific seperti kualitas produk, harga, kemasan, dan pengalaman pengguna sebelumnya yang belum diteliti dalam penelitian ini.
3. Penelitian ini tidak menjelaskan dan meneliti mengenai frekuensi paparan konten *beauty influencer*, padahal intensitas paparan konten bervariasi (setiap hari, beberapa kali seminggu, atau jarang) sehingga frekuensi yang berbeda dapat memberikan pengaruh yang berbeda juga pada tingkat interaksi parasosial dan niat pembelian.

5.4 Saran Penelitian Selanjutnya

Berdasarkan hasil dan keterbatasan penelitian yang telah diidentifikasi, berikut adalah beberapa saran untuk pengembangan penelitian di masa mendatang yang dapat memperkaya pemahaman tentang pengaruh *beauty influencer* terhadap niat pembelian:

1. Memperluas cakupan penelitian dengan melibatkan *beauty influencer* dari berbagai tingkat popularitas serta membandingkan efektivitasnya

pada berbagai merek kosmetik lokal dan internasional. Hal ini akan memberikan pemahaman yang lebih komprehensif tentang pengaruh *beauty influencer* dalam industri kecantikan Indonesia.

2. Menambahkan variabel-variabel lain yang berpotensi mempengaruhi niat pembelian seperti kualitas produk, persepsi harga, desain kemasan, pengalaman pengguna, dan aktivitas promosi. Dengan memasukkan variabel tambahan ini, model penelitian dapat menjelaskan lebih dari 48,1% variasi niat pembelian yang saat ini dicapai.
3. Memasukkan indikator frekuensi dan durasi paparan *konten beauty influencer* pada moderasi interaksi parasosial untuk memahami bagaimana intensitas paparan (harian, mingguan, bulanan) mempengaruhi hubungan antara karakteristik *beauty influencer* dengan niat pembelian produk.

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LAMPIRAN

Lampiran 1 Kuesioner

Pengaruh Homifili, Daya Tarik Fisik dan Kredibilitas Nicholas Saputra atau Alyssa Daguisse terhadap Niat Pembelian Produk Skintific dengan Interaksi Parasosial sebagai Variabel Moderasi

Pertanyaan Filter:

Apakah Anda pernah melihat konten-konten online merek Skintific di media sosial?

1. Ya
2. Tidak

Pertanyaan Filter:

Apakah Anda pernah melihat konten Nicholas Saputra atau Alyssa Daguisse di media sosial mereka?

1. Ya
2. Tidak

Pertanyaan Filter:

Apakah Anda pernah melihat Nicholas Saputra atau Alyssa Daguisse sebagai *Brand Ambassador* merek Skintific?

1. Ya
2. Tidak

Demografi Responden:

Jenis Kelamin

1. Pria
2. Wanita

Umur

1. < 18 Tahun
2. 18 - 30 Tahun
3. 31 - 40 Tahun
4. > 40 Tahun

Pendapatan / Uang Saku per Bulan

1. < Rp 1.000.000
2. Rp 1.000.000 - Rp 2.000.000
3. Rp 2.000.001 - Rp 5.000.000
4. > Rp 5.000.000

Latar Belakang Pendidikan Terakhir

1. SD
2. SMP
3. SMA/SMK
4. Sarjana
5. Yang lain:

Profesi yang Dijalani Saat Ini

1. Pelajar / Mahasiswa
2. Karyawan Swasta
3. Karyawan Negeri
4. Wiraswasta
5. Yang lain:

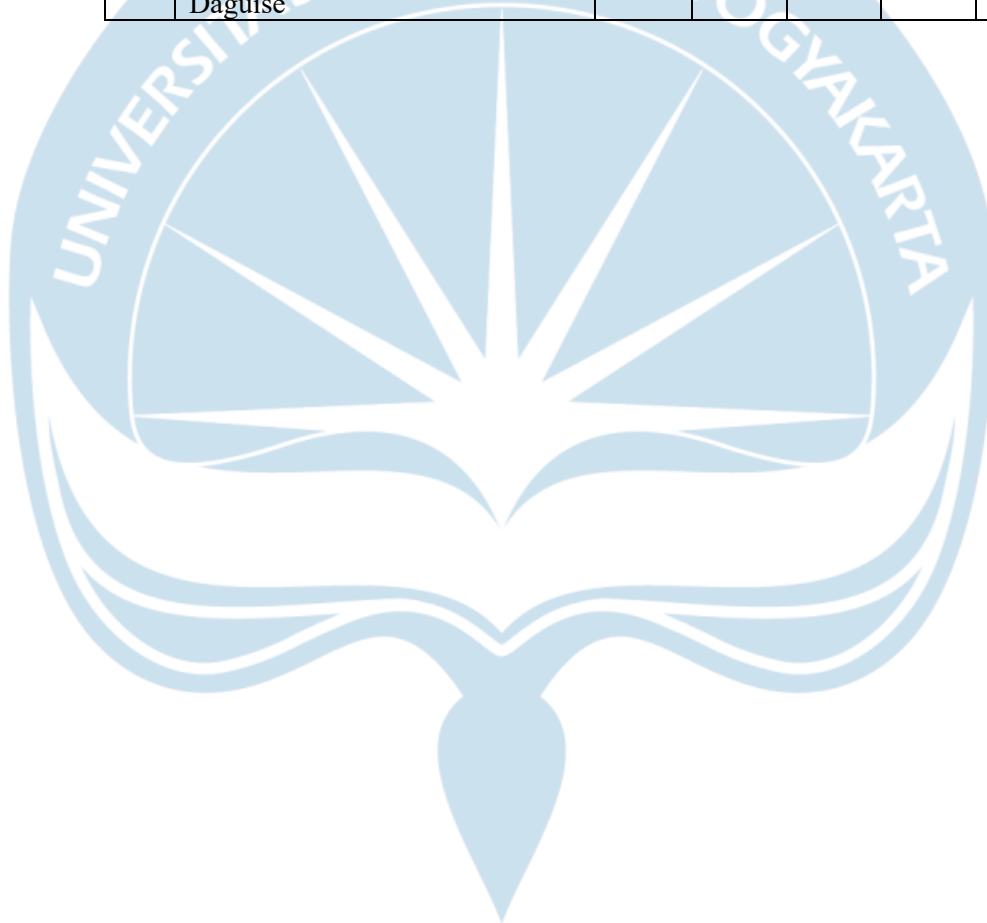
Manakah yang menurut Anda lebih familiar dan yang paling sering Anda lihat dalam menjadi *Brand Ambassador* dari merek Skintific?

1. Nicholas Saputra
2. Alyssa Daguisse
3. Keduanya (Nicholas Saputra dan Alyssa Daguisse)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
	Homofili					
1	Nicholas Saputra atau Alyssa Daguisse memiliki pemikiran yang mirip dengan saya					
2	Nicholas Saputra atau Alyssa Daguisse memiliki kemiripan dengan saya					
3	Nicholas Saputra atau Alyssa Daguisse terlihat seperti saya					
4	Nicholas Saputra atau Alyssa Daguisse berbagi nilai yang sama dengan saya					
5	Nicholas Saputra atau Alyssa Daguisse memiliki banyak kesamaan dengan saya					
6	Nicholas Saputra atau Alyssa Daguisse berperilaku seperti saya					
7	Nicholas Saputra atau Alyssa Daguisse memiliki pemikiran dan ide yang mirip dengan saya					
8	Saya pikir Nicholas Saputra atau Alyssa Daguisse dapat menjadi teman saya					
9	Saya ingin bercakap dengan santai dengan Nicholas Saputra atau Alyssa Daguisse					
10	Nicholas Saputra atau Alyssa Daguisse memperlakukan orang seperti yang saya lakukan					
	Daya Tarik Fisik	STS	TS	N	S	SS
11	Menurut saya, Nicholas Saputra atau Alyssa Daguisse cukup tampan/cantik					
12	Saya menyukai cara Nicholas Saputra atau Alyssa Daguisse dalam berpenampilan					
13	Nicholas Saputra atau Alyssa Daguisse berpakaian dengan rapi					
14	Nicholas Saputra atau Alyssa Daguisse memiliki penampilan yang sangat menarik secara fisik					

15	Nicholas Saputra atau Alyssa Daguisse sangat menarik bagi saya					
	Kredibilitas	STS	TS	N	S	SS
16	Saya menganggap Nicholas Saputra atau Alyssa Daguisse ahli dalam bidangnya					
17	Saya menganggap Nicholas Saputra atau Alyssa Daguisse efisien dalam pekerjaannya					
18	Saya menganggap Nicholas Saputra atau Alyssa Daguisse dapat dipercaya					
19	Saya merasa Nicholas Saputra atau Alyssa Daguisse peduli dengan pengikutnya					
	Interaksi Parasosial	STS	TS	N	S	SS
20	Saya menantikan untuk melihat konten Nicholas Saputra atau Alyssa Daguisse di media sosial mereka					
21	Ketika saya melihat konten Nicholas Saputra atau Alyssa Daguisse, saya merasa seperti bagian dari kelompoknya					
22	Saya ingin bertemu dengan Nicholas Saputra atau Alyssa Daguisse secara langsung					
23	Jika ada berita tentang Nicholas Saputra atau Alyssa Daguisse di koran atau majalah, saya akan membacanya					
24	Nicholas Saputra atau Alyssa Daguisse membuat saya merasa nyaman, seperti bersama teman					
25	Ketika Nicholas Saputra atau Alyssa Daguisse menunjukkan perasaannya tentang produk Skintific, hal ini membantu saya memiliki pendapat tersendiri tentang produk Skintific					
	Niat Pembelian	STS	TS	N	S	SS
26	Saya ingin menggunakan produk Skintific yang diperlihatkan dalam konten Nicholas Saputra atau Alyssa Daguisse					

27	Saya bersedia membeli produk Skintific yang diperlihatkan dalam konten Nicholas Saputra atau Alyssa Daguisse					
28	Konten Nicholas Saputra atau Alyssa Daguisse akan membantu saya membuat keputusan pembelian produk Skintific					
29	Jika harganya serupa, saya akan membeli produk Skintific yang diperlihatkan dalam konten Nicholas Saputra atau Alyssa Daguisse					



Lampiran 2

Screenshot Google Form

05/05/2025, 14:12

Pengaruh Homifili, Daya Tarik Fisik dan Kredibilitas Nicholas Saputra atau Alyssa Daguse terhadap Niat Pembelian Produk S...

Pengaruh Homifili, Daya Tarik Fisik dan Kredibilitas Nicholas Saputra atau Alyssa Daguse terhadap Niat Pembelian Produk Skintific dengan Interaksi Parasosial sebagai Variabel Moderasi

Kepada Yth. Responden

Perkenalkan, saya Vincent mahasiswa Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta, sedang menjalankan penelitian untuk tugas akhir (skripsi) saya yang menganalisis hubungan antara faktor-faktor yang mempengaruhi keputusan pembelian produk Skintific. Penelitian ini bertujuan mengkaji bagaimana **Homifili, Daya Tarik Fisik, dan Kredibilitas Nicholas Saputra atau Alyssa Daguse mempengaruhi Niat Pembelian konsumen terhadap produk Skintific, dengan mempertimbangkan Interaksi Parasosial sebagai Variabel Moderasi.**

Saya mohon kesediaan Bapak/Ibu/Saudara/i untuk berkontribusi dalam penelitian ini dengan mengisi kuesioner yang telah disediakan. Setiap respons yang diberikan akan dijaga kerahasiaannya dan digunakan semata-mata untuk kepentingan akademis. Partisipasi Anda sangat berharga bagi keberhasilan penelitian ini. Terima kasih atas waktu dan kontribusi yang Anda berikan.

Salam hangat,

Vincent
Mahasiswa Manajemen FBE UAJY

** Menunjukkan pertanyaan yang wajib diisi*

Kriteria dan Filter Responden

Tujuan dari pertanyaan ini adalah untuk mengidentifikasi responden yang memenuhi kriteria yang dibutuhkan

<https://docs.google.com/forms/d/1boVN8PQoYFu68Aa5FdQuEbr7V7mwllxsZDcKed-9xQ8/edit>

1/16

1. Apakah Anda pernah melihat konten-konten online merek Skintific di media sosial? *

Tandai satu oval saja.

- ☐ Ya
☐ Tidak

Kriteria dan Filter Responden

Tujuan dari pertanyaan ini adalah untuk mengidentifikasi responden yang memenuhi kriteria yang dibutuhkan

2. Apakah Anda pernah melihat konten Nicholas Saputra atau Alyssa Daguse di media sosial mereka? *

Tandai satu oval saja.

- ☐ Ya
☐ Tidak

Kriteria dan Filter Responden

Tujuan dari pertanyaan ini adalah untuk mengidentifikasi responden yang memenuhi kriteria yang dibutuhkan

3. Apakah Anda pernah melihat Nicholas Saputra atau Alyssa Daguse sebagai *Brand Ambassador* merek Skintific? *

Tandai satu oval saja.

- ☐ Ya
☐ Tidak

Pertanyaan Demografi Responden

Tujuan dari pertanyaan ini adalah untuk mengumpulkan informasi dasar mengenai latar belakang dan karakteristik responden

4. Jenis Kelamin *

Tandai satu oval saja.

- ☐ Laki-laki
☐ Perempuan

5. Umur *

Tandai satu oval saja.

- ☐ < 18 Tahun
☐ 18 - 30 Tahun
☐ 31 - 40 Tahun
☐ > 40 Tahun

6. Pendapatan / Uang Saku per Bulan *

Tandai satu oval saja.

- ☐ < Rp 1.000.000
☐ Rp 1.000.000 - Rp 2.000.000
☐ Rp 2.000.001 - Rp 5.000.000
☐ > Rp 5.000.000

7. Latar Belakang Pendidikan Terakhir *

Tandai satu oval saja.

- ☐ SD
☐ SMP
☐ SMA/SMK
☐ Sarjana
☐ Yang lain: _____

8. Profesi yang Dijalani Saat Ini *

Tandai satu oval saja.

- ☐ Pelajar / Mahasiswa
- ☐ Karyawan Swasta
- ☐ Karyawan Negeri
- ☐ Wiraswasta
- ☐ Yang lain: _____

9. Manakah yang menurut Anda lebih familiar dan yang paling sering Anda lihat dalam menjadi *Brand Ambassador* dari merek Skintific? *

Tandai satu oval saja.

- ☐ Nicholas Saputra
- ☐ Alyssa Dagui
- ☐ Keduanya (Nicholas Saputra dan Alyssa Dagui)

Homofili

Pada penelitian ini, homofili mengacu pada kecenderungan individu untuk membentuk hubungan dengan orang lain yang memiliki kesamaan dalam hal nilai, minat, dan karakteristik. Bagian ini bertujuan untuk mengetahui sejauh mana Anda merasakan kesamaan dengan Nicholas Saputra atau Alyssa Daguse yang mempromosikan produk Skintific.

Setiap pernyataan berikut memiliki pilihan jawaban dengan skala 1-5, silakan pilih angka yang paling sesuai dengan pendapat Anda!

Kriteria Penelitian:**1 = Sangat Tidak Setuju****2 = Tidak Setuju****3 = Netral****4 = Setuju****5 = Sangat Setuju**

Jawablah pernyataan dibawah ini berdasarkan Brand Ambassador yang paling sering Anda lihat dalam mempromosikan Skintific

10. Nicholas Saputra atau Alyssa Daguse memiliki pemikiran yang mirip dengan saya *

Tandai satu oval saja.

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

11. Nicholas Saputra atau Alyssa Daguse memiliki kemiripan dengan saya *

Tandai satu oval saja.

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

12. Nicholas Saputra atau Alyssa Daguisé terlihat seperti saya *

Tandai satu oval saja.

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

13. Nicholas Saputra atau Alyssa Daguisé berbagi nilai yang sama dengan saya *

Tandai satu oval saja.

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

14. Nicholas Saputra atau Alyssa Daguisé memiliki banyak kesamaan dengan saya *

Tandai satu oval saja.

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

15. Nicholas Saputra atau Alyssa Daguisé berperilaku seperti saya *

Tandai satu oval saja.

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

16. Nicholas Saputra atau Alyssa Daguisé memiliki pemikiran dan ide yang mirip dengan saya *

Tandai satu oval saja.

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

17. Saya pikir Nicholas Saputra atau Alyssa Daguisé dapat menjadi teman saya *

Tandai satu oval saja.

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

18. Saya ingin bercakap dengan santai dengan Nicholas Saputra atau Alyssa Daguisé *

Tandai satu oval saja.

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

19. Nicholas Saputra atau Alyssa Daguisé memperlakukan orang seperti yang saya lakukan *

Tandai satu oval saja.

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

Daya Tarik Fisik

Pada penelitian ini, daya tarik fisik merepresentasikan kemampuan atau karakteristik fisik *beauty influencer* yang dapat menarik perhatian atau menciptakan ketertarikan dari orang lain. Bagian ini bertujuan untuk mengetahui sejauh mana Anda terkesan dengan penampilan fisik Nicholas Saputra atau Alyssa Daguse yang mempromosikan produk Skintific.

Setiap pernyataan berikut memiliki pilihan jawaban dengan skala 1-5, silakan pilih angka yang paling sesuai dengan pendapat Anda!

Kriteria Penilaian:**1 = Sangat Tidak Setuju****2 = Tidak Setuju****3 = Netral****4 = Setuju****5 = Sangat Setuju**

Jawablah pernyataan dibawah ini berdasarkan Brand Ambassador yang paling sering Anda lihat dalam mempromosikan Skintific

20. Menurut saya, Nicholas Saputra atau Alyssa Daguse cukup tampan/cantik *

Tandai satu oval saja.

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

21. Saya menyukai cara Nicholas Saputra atau Alyssa Daguse dalam berpenampilan *

Tandai satu oval saja.

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

05/05/2025, 14:12

Pengaruh Homofili, Daya Tarik Fisik dan Kredibilitas Nicholas Saputra atau Alyssa Daguike terhadap Niat Pembelian Produk S...

22. Nicholas Saputra atau Alyssa Daguike berpakaian dengan rapi *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

23. Nicholas Saputra atau Alyssa Daguike memiliki penampilan yang sangat menarik secara fisik *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

24. Nicholas Saputra atau Alyssa Daguike sangat menarik bagi saya *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kredibilitas

Pada penelitian ini, kredibilitas adalah kemampuan *beauty influencer* untuk membangun kepercayaan dan pengaruh atas perilaku konsumen berdasarkan persepsi keahlian dan kejujurannya. Bagian ini bertujuan untuk mengetahui sejauh mana Anda mempercayai informasi dan rekomendasi yang diberikan oleh Nicholas Saputra atau Alyssa Daguise mengenai produk Skintific.

Setiap pernyataan berikut memiliki pilihan jawaban dengan skala 1-5, silakan pilih angka yang paling sesuai dengan pendapat Anda!

Kriteria Penilaian:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Jawablah pernyataan dibawah ini berdasarkan Brand Ambassador yang paling sering Anda lihat dalam mempromosikan Skintific

25. Saya menganggap Nicholas Saputra atau Alyssa Daguise ahli dalam bidangnya *

Tandai satu oval saja.

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

26. Saya menganggap Nicholas Saputra atau Alyssa Daguise efisien dalam pekerjaannya *

Tandai satu oval saja.

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

27. Saya menganggap Nicholas Saputra atau Alyssa Daguise dapat dipercaya *

Tandai satu oval saja.

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

28. Saya merasa Nicholas Saputra atau Alyssa Daguise peduli dengan pengikutnya *

Tandai satu oval saja.

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

Interaksi Parasosial

Pada penelitian ini, interaksi parasosial merupakan fenomena psikologis yang terjadi ketika konsumen merasa memiliki kedekatan atau hubungan emosional dengan *beauty influencer*, meskipun tidak ada interaksi langsung yang terjadi. Bagian ini bertujuan untuk mengetahui sejauh mana Anda merasakan koneksi emosional dengan Nicholas Saputra atau Alyssa Daguise yang mempromosikan produk Skintific.

Setiap pernyataan berikut memiliki pilihan jawaban dengan skala 1-5, silakan pilih angka yang paling sesuai dengan pendapat Anda!

Kriteria Penilaian:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Jawablah pernyataan dibawah ini berdasarkan Brand Ambassador yang paling sering Anda lihat dalam mempromosikan Skintific

29. Saya menantikan untuk melihat konten Nicholas Saputra atau Alyssa Daguike di media sosial mereka *

Tandai satu oval saja.

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

30. Ketika saya melihat konten Nicholas Saputra atau Alyssa Daguike, saya merasa seperti bagian dari kelompoknya *

Tandai satu oval saja.

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

31. Saya ingin bertemu dengan Nicholas Saputra atau Alyssa Daguike secara langsung *

Tandai satu oval saja.

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

32. Jika ada berita tentang Nicholas Saputra atau Alyssa Daguike di koran atau majalah, saya akan membacanya *

Tandai satu oval saja.

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

33. Nicholas Saputra atau Alyssa Daguis membuat saya merasa nyaman, seperti bersama teman *

Tandai satu oval saja.

1 2 3 4 5

Sang ☐ ☐ ☐ ☐ ☐ Sangat Setuju

34. Ketika Nicholas Saputra atau Alyssa Daguis menunjukkan perasaannya tentang produk Skintific, hal ini membantu saya memiliki pendapat tersendiri tentang produk Skintific *

Tandai satu oval saja.

1 2 3 4 5

Sang ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Niat Pembelian

Pada penelitian ini, niat pembelian mengacu pada kecenderungan dan kesediaan konsumen untuk membeli produk Skintific di masa depan. Bagian ini bertujuan untuk mengetahui sejauh mana Anda mempertimbangkan pembelian produk Skintific setelah terpapar konten dari *beauty influencer* Nicholas Saputra atau Alyssa Daguis.

Setiap pernyataan berikut memiliki pilihan jawaban dengan skala 1-5, silakan pilih angka yang paling sesuai dengan pendapat Anda!

Kriteria Penelitian:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Jawablah pernyataan dibawah ini berdasarkan Brand Ambassador yang paling sering Anda lihat dalam mempromosikan Skintific

05/05/2025, 14:12

Pengaruh Homifili, Daya Tarik Fisik dan Kredibilitas Nicholas Saputra atau Alyssa Daguiase terhadap Niat Pembelian Produk S...

35. Saya ingin menggunakan produk Skintific yang diperlihatkan dalam konten Nicholas Saputra atau Alyssa Daguiase *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

36. Saya bersedia membeli produk Skintific yang diperlihatkan dalam konten Nicholas Saputra atau Alyssa Daguiase *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

37. Konten Nicholas Saputra atau Alyssa Daguiase akan membantu saya membuat keputusan pembelian produk Skintific *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

38. Jika harganya serupa, saya akan membeli produk Skintific yang diperlihatkan dalam konten Nicholas Saputra atau Alyssa Daguiase *

Tandai satu oval saja.

1 2 3 4 5

Sangat ☐ ☐ ☐ ☐ ☐ Sangat Setuju

<https://docs.google.com/forms/d/1boVN8PQoYFu68Aa5FdQuEBr7V7mwllksZDcKed-9xQ8/edit>

14/16

Lampiran 3

Data Responden dan Jawaban Kuesioner

No	Apakah Anda pernah melihat konten-konten online merek Skintific di media sosial?	Apakah Anda pernah melihat konten Nicholas Saputra atau Alyssa Daguisse di media sosial mereka?	Apakah Anda pernah melihat Nicholas Saputra atau Alyssa Daguisse sebagai Brand Ambassador merek Skintific?	Jenis Kelamin	Umur	Pendapatan / Uang Saku per Bulan	Latar Belakang Pendidikan Terakhir	Profesi yang Dijalani Saat Ini	Manakah yang menurut Anda lebih familiar dan yang paling sering Anda lihat dalam menjadi Brand Ambassador dari merek Skintific?	Homofili	Daya Tarik Fisik	Kredibilitas	Interaksi Parasosial	Niat Pembelian
1	Tidak													
2	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SD	Pelajar / Mahasiswa	Alyssa Daguisse	5	5	5	5	5
3	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	> Rp 5.000.000	Sarjana	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	4	4	2	4
4	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	4	4	4
5	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Nicholas Saputra	4	5	4	5	4
6	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	> Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	4	5	4	5
7	Ya	Ya	Ya	Perempuan	> 40 Tahun	> Rp 5.000.000	SMA/SMK	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	3	2	3	3
8	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	5	3	4	4
9	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	5	3	4	3
10	Ya	Tidak												
11	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	3	4	4	4	3
12	Ya	Ya	Ya	Perempuan	> 40 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Ibu rumah tangga	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	5	4	5	3
13	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	> Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	5	5	3	3
14	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	3	3	3	3
15	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	4	3	5	4	3
16	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	4	4	2	4
17	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Nicholas Saputra	5	5	5	5	5
18	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Nicholas Saputra	4	5	4	5	4
19	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	> Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Nicholas Saputra	5	5	5	5	5
20	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	3	5	5	5
21	Ya	Tidak												
22	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	3	3	4	3
23	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Pelajar / Mahasiswa	Alyssa Daguisse	3	4	4	4	4
24	Ya	Tidak												
25	Ya	Tidak												
26	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	1	1	1	4	2
27	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	3	1	1	3	2
28	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	1	1	3	4
29	Ya	Tidak												
30	Tidak													
31	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	5	5	5	5
32	Ya	Tidak												
33	Ya	Tidak												
34	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	5	5	5	5
35	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	2	1	4	2
36	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	1	1	1	1	1
37	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	3	3	4	1
38	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	3	4	4	4
39	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Freelancer	Nicholas Saputra	4	4	3	4	4
40	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	2	2	2	2	2
41	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	4	5	4	4	4
42	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Diploma	Wiraswasta	Alyssa Daguisse	4	5	5	5	5
43	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	> Rp 5.000.000	Sarjana	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	3	3	4	4
44	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	4	4	5	4	5
45	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	3	3	3	3
46	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Negeri	Nicholas Saputra	4	4	4	4	4
47	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Karyawan Swasta	Alyssa Daguisse	3	3	3	3	3
48	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	> Rp 5.000.000	Sarjana	Karyawan Negeri	Nicholas Saputra	5	5	5	5	5
49	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	3	3	4	3
50	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMP	Pelajar / Mahasiswa	Nicholas Saputra	5	4	4	5	4
51	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	4	4	4	3
52	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Alyssa Daguisse	3	3	3	3	3
53	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	4	4	4
54	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	4	3	4
55	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	4	3	4	4
56	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	4	4	4
57	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	5	4	4	4	5
58	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	5	5	5	5	5
59	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Freelancer	Nicholas Saputra	4	4	4	4	4
60	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Diploma	Wiraswasta	Nicholas Saputra	4	4	3	3	4

61	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMP	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	5	5	5	5	5	5	5	5	5	3	4	3	3	4	3	4	3	3	3	3	3	3	4	4	4
62	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	5	5	5	5	5	5	4	5	4	5
63	Ya	Ya	Ya	Perempuan	> 40 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	3	4	4	3	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	5	4	5	4	5
64	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	4	4	4	3	3	4	3	4	4	5	5	5	5	5	5	5	5	5	5	4	3	3	3	4	4
65	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Freelancer	Nicholas Saputra	5	5	4	5	5	4	5	4	5	4	4	3	3	4	3	4	4	5	3	3	3	3	3	4	4
66	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	> Rp 5.000.000	Sarjana	Karyawan Negeri	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	4	5	4	5	4	4	5	4	5	5	4	4	3	3	3	3	4	4	3	3	4	4	5
67	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMP	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	2	3	2	2	2	2	2	2	2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3
68	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Ibu rumah tangga	Alyssa Daguiase	4	4	4	3	3	4	4	4	4	4	4	4	5	4	4	4	3	4	4	4	4	4	4	4	5
69	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Negeri	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	5	5	5	5	5	5	5	4	5	5	4	4	4	4	5	4	4	4	5	5	5	5	5	5	5
70	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Diploma	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
71	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	3	4	4	5	5	5	5	5	5
72	Ya	Ya	Ya	Laki-laki	> 40 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	5	4	5	4	4	4	5	5	4	3	3	3	3	3	3	3	3	4	4	5	5	4	4	4
73	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	> Rp 5.000.000	Sarjana	Wiraswasta	Nicholas Saputra	5	5	5	5	5	5	5	5	5	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4
74	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	3	3	4	4	3	5	4	4	5	5	5	4	5	5	4	5	5	5	4	5	4	4	5	5
75	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	4	5	4	5	4	4	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	4
76	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguiase	3	4	5	4	4	5	3	2	4	5	5	4	4	3	5	4	5	5	4	3	4	5	4	4	3
77	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	3	3	4	5	4	5	4	5	4	4	5	4	5	4	5	4	3	4	5	4	4	5	5	3
78	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	5	5	4	5	5	5	5	5	5	5	4	4	5	4	5	4	5	5	5	5	5	5	4
79	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Pelajar / Mahasiswa	Alyssa Daguiase	4	2	2	4	5	4	4	5	4	5	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4
80	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	4	5	4	4	5	5	5	4	5	5	4	5	5	4	5	5	4	5	5	3	3	4	5
81	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	3	3	2	3	2	3	4	5	3	5	5	5	5	3	4	4	4	4	3	5	4	3	5	4	3
82	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	3	4	5	4	3	3	4	4	4	5	4	5	5	4	4	3	4	5	3	5	4	4	3	5	4
83	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Alyssa Daguiase	3	2	1	3	3	1	3	1	4	4	5	5	5	5	5	4	4	5	5	3	2	4	3	2	4
84	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Pelajar / Mahasiswa	Nicholas Saputra	4	3	5	4	4	4	5	4	4	5	5	5	5	5	4	4	4	4	3	4	3	3	4	4	4
85	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	> Rp 5.000.000	Sarjana	Karyawan Negeri	Nicholas Saputra	4	3	4	4	4	4	4	4	4	5	5	4	5	5	4	4	3	4	5	5	5	5	5	4	4
86	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	3	4	4	4	4	4	4	4	5	5	4	4	5	5	5	4	4	4	4	4	4	4	4
87	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMP	Pelajar / Mahasiswa	Nicholas Saputra	2	2	2	2	2	2	2	2	2	5	5	5	5	5	4	4	4	3	3	3	3	3	4	4	
88	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	5	4	4	4	4	5	4	5	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4
89	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Alyssa Daguiase	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4
90	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	3	3	4	4	4	4	3	4	3	5	5	5	5	5	5	5	5	5	4	4	4	3	4	4
91	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	5	4	5	5	5	4	4	5	5	5	5	5	4	5	4	4	4	5	5	5	5	5	4
92	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	3	3	3	3	3	3	3	3	3	5	5	5	5	5	5	4	3	4	4	5	4	4	5	4	4
93	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	3	3	4	4	4	4	4	4	4	4
94	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguiase	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	5	5	5	4	4	5	5	5	4	4
95	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
96	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	3	3	3	3	4	3	4	4	4	4	4	3	3	4	5	4	5	3	3	3	3	3	4	4	4
97	Ya	Ya	Ya	Perempuan	> 40 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	5	4	4	5	5	5	5	4	4	4	4	4	4	4	5	5	5	3	4	3	4	3	4	5	4
98	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	4	4	4	4	3	4	3	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4
99	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	3	3	3	3	3	3	3	3	3	4	3	3	4	4	3	4	4	5	5	4	4	5	3	3
100	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Alyssa Daguiase	4	4	4	4	4	4	4	4	4	4	5	5	4	5	4	4	5	4	4	5	4	4	4	4	4
101	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	3	4	4	3	4	3	4	5	4	4	5	4	4	5	5	5	5	5	4	4	5	4	5
102	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	4	3	4	3	4	4	4	3	4	4	4	4	5	4	4	4	4	4	4	3	3	4	4	4
103	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Negeri	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	5	4	4	4
104	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	4	4	4	5	4	4	5	5	4	4	4	4	4	4	5	4	4	3	3	3	3	3	3	3
105	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	3	3	4	3	5	4	5	5	5	4
106	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Pelajar / Mahasiswa	Alyssa Daguiase	4	4	4	4	4	5	4	4	4	3	3	4	3	3	4	4	4	3	3	3	2	3	3	5	4
107	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Alyssa Daguiase	4	4	3	3	4	3	3	4	4	4	5	4	4	4	4	4	4	4	4	4	5	4	5	4	4
108	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguiase	5	5	5	5	5	5	5	5	5	5	3	4	3	3	4	3	4	3	4	3	3	3	3	3	3
109	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguiase)	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	5	5	5	5	5					

125	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	3				
126	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	3	3	4	4	4	3	4	3	5	5	5	5	5	5	5	5	4	4	4	4	3	4	4	4	4	3			
127	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	4	4	5	4	5	5	5	4	5	5	5	5	5	5	4	5	4	4	4	5	5	5	5	5	5	4	4			
128	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	3	3	3	3	3	3	3	3	3	5	5	5	5	5	5	4	3	4	5	4	4	5	4	4	4	4	4			
129	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	3	3	3	4	4	4	4	5	4	4	4			
130	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	5	5	5	5	4	4	5	5	5	4	4	3		
131	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	4			
132	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Wiraswasta	Nicholas Saputra	3	3	3	4	3	4	3	4	4	4	4	3	4	3	4	5	4	4	5	3	3	3	4	3	3	4	4	3		
133	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	4	4	5	5	4	5	5	4	4	4	4	4	4	4	4	5	5	5	5	3	4	3	4	3	4	4	3		
134	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	3	4	4	4	3	4	3	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3		
135	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	4	3	4	4	5	5	5	4	5	4	4	3	3		
136	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	4	4	4	4	4	4	4	4	4	5	4	5	4	4	5	4	4	5	4	4	5	5	4	4	4	4	4	4		
137	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	4	4	3	4	4	3	4	3	4	5	4	4	5	4	4	5	5	5	4	5	4	4	5	5	4	4	4		
138	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	3	4	3	4	3	4	4	4	3	4	4	4	4	4	4	4	5	4	4	4	4	3	3	4	3	4	4	3		
139	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Alyssa Daguisse	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	5	5	4	4	4	
140	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	4	4	4	5	4	4	5	5	4	4	4	4	4	4	4	5	4	5	4	3	3	3	3	3	4	4	4		
141	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Wiraswasta	Nicholas Saputra	5	5	5	5	5	5	5	5	5	5	5	4	5	3	4	3	5	4	5	4	5	4	5	4	4	4	4	4		
142	Ya	Ya	Ya	Laki-laki	> 40 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Wiraswasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	4	4	4	4	5	4	4	4	3	3	4	3	3	3	4	4	4	3	3	3	2	3	3	5	5	4	4	
143	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	> Rp 5.000.000	Sarjana	Karyawan Negeri	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	3	3	4	3	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	5	5	4	4	4	4	4	4	
144	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	5	5	5	5	5	5	5	5	3	4	3	3	4	3	4	3	3	3	3	3	3	3	4	4	4	4	3		
145	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	4	5	5	5	5	4	4	
146	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	5	4	5	4	4	4	
147	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	> Rp 5.000.000	Sarjana	Karyawan Negeri	Nicholas Saputra	4	4	4	4	3	3	4	3	4	5	5	5	5	5	5	5	5	5	5	4	3	3	3	3	3	4	3	3		
148	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	5	4	5	5	4	5	4	5	4	3	3	4	4	4	5	3	3	3	3	3	3	3	4	4	4	3	3		
149	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMP	Petajar / Mahasiswa	Nicholas Saputra	4	4	4	4	5	4	5	4	4	5	4	4	5	5	4	4	4	3	3	3	4	3	3	4	4	4	3	3		
150	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	2	3	2	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
151	Ya	Ya	Ya	Laki-laki	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Alyssa Daguisse	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
152	Ya	Ya	Ya	Laki-laki	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	5	5	5	5	5	4	5	5	4	4	4	4	4	4	5	4	4	4	5	4	5	5	5	5	5	4	4	4	
153	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
154	Ya	Ya	Ya	Perempuan	31 - 40 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	3	4	4	5	5	5	5	5	5	5	4	4	4	
155	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	5	4	4	5	4	4	5	5	4	3	3	3	3	3	3	3	3	4	3	4	4	5	4	5	4	4	3	3	
156	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	5	5	5	5	5	5	5	5	5	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	
157	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Karyawan Swasta	Nicholas Saputra	4	5	4	4	5	4	4	5	5	3	3	3	3	3	3	3	3	3	3	4	4	5	5	4	4	4	4	3		
158	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	5	5	5	5	5	5	5	5	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
159	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	4	2	5	4	2	4	5	5	5	5	5	5	5	5	5	4	4	3	4	4	5	4	5	5	5	4	5	5	
160	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	4	3	4	4	2	4	4	4	5	4	4	5	4	4	5	4	4	4	5	4	2	5	4	4	5	4	4	4		
161	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	3	3	3	4	2	2	3	3	5	5	5	5	5	5	5	5	5	4	4	3	4	5	3	3	4	5	5	5	4	
162	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Alyssa Daguisse	4	2	2	4	3	3	4	4	5	4	4	5	4	4	5	4	4	5	4	5	4	5	4	3	4	4	3	4	4	
163	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 1.000.000 - Rp 2.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	4	4	5	5	3	4	5	4	5	5	5	4	4	5	4	4	5	4	5	4	3	4	5	5	4	5	4	4	
164	Ya	Ya	Ya	Perempuan	< 18 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	5	5	5	5	5	4	4	5	5	5	5	5	4	4	5	5	5	5	5	4	4	5	5	5	4	4	4	4	5	
165	Tidak																																						
166	Ya	Ya	Ya	Laki-laki	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	4	5	3	4	4	5	5	4	5	5	5	4	5	5	4	5	4	5	5	4	5	5	4	5	5	4	4	5	5	
167	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	> Rp 5.000.000	SMA/SMK	Karyawan Swasta	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
168	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Keduanya (Nicholas Saputra dan Alyssa Daguisse)	4	3	3	4	5	4	4	3	4	4	5	5	4	5	4	4	4	5	5	4	4	5	4	3	4	5	4	4	5	4
169	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	< Rp 1.000.000	SMA/SMK	Pelajar / Mahasiswa	Nicholas Saputra	4	5	4	5	4	3	4	4	5	5	5	4	5	5	5	4	4	5	5	4	5	4	5	5	5	5	5	5	5	5
170	Ya	Ya	Ya	Perempuan	18 - 30 Tahun	Rp 2.000.001 - Rp 5.000.000	Sarjana	Karyawan Swasta	Nicholas Saputra	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4	4		

Lampiran 4

Screenshot SEM-PLS Hasil Olah Data

1. Outer Loadings

	DTF	HOM	IP	KRD	NP	IP x HOM	IP x DTF	IP x KR
DTF1	0.863							
DTF2	0.814							
DTF3	0.858							
DTF4	0.859							
DTF5	0.793							
HOM1		0.860						
HOM10		0.816						
HOM2		0.817						
HOM3		0.835						
HOM4		0.828						
HOM5		0.876						
HOM6		0.826						
HOM7		0.843						
HOM8		0.767						
HOM9		0.738						
IP1			0.766					
IP2			0.774					
IP3			0.829					
IP4			0.790					
IP5			0.821					
IP6			0.776					
KRD1				0.787				
KRD2				0.773				
KRD3				0.839				
KRD4				0.754				
NP1					0.702			
NP2					0.710			
NP3					0.825			
NP4					0.755			
IP x HOM						1.000		
IP x KR								1.000
IP x DTF							1.000	

2. Cross Loadings

	DTF	HOM	IP	KRD	NP	IP x HOM	IP x DTF	IP x KRD
DTF1	0.863	-0.220	0.151	0.167	0.333	0.416	-0.228	-0.098
DTF2	0.814	-0.178	0.195	0.231	0.283	0.346	-0.228	-0.101
DTF3	0.858	-0.158	0.133	0.206	0.368	0.420	-0.207	-0.020
DTF4	0.859	-0.112	0.129	0.310	0.407	0.335	-0.234	0.002
DTF5	0.793	-0.151	0.168	0.288	0.338	0.242	-0.167	-0.164
HOM1	-0.106	0.860	0.242	0.142	0.256	-0.289	0.341	0.050
HOM10	-0.114	0.816	0.309	0.120	0.357	-0.197	0.283	-0.003
HOM2	-0.300	0.817	0.294	-0.049	0.193	-0.246	0.318	0.117
HOM3	-0.200	0.835	0.349	0.005	0.288	-0.225	0.294	0.125
HOM4	-0.107	0.828	0.265	0.145	0.302	-0.194	0.384	0.061
HOM5	-0.188	0.876	0.357	0.017	0.244	-0.215	0.354	0.111
HOM6	-0.251	0.826	0.347	0.029	0.236	-0.233	0.374	0.145
HOM7	-0.141	0.843	0.243	-0.022	0.231	-0.260	0.406	0.166
HOM8	-0.133	0.767	0.372	0.046	0.272	-0.267	0.398	0.087
HOM9	-0.089	0.738	0.208	0.046	0.213	-0.168	0.318	0.022
IP1	0.193	0.233	0.766	0.206	0.316	0.020	-0.113	-0.137
IP2	0.124	0.381	0.774	0.198	0.288	-0.173	-0.008	-0.107
IP3	0.222	0.230	0.829	0.125	0.329	0.017	-0.120	-0.027
IP4	0.121	0.276	0.790	0.181	0.294	-0.006	-0.040	-0.087
IP5	0.019	0.437	0.821	0.034	0.346	0.028	-0.017	-0.055
IP6	0.184	0.198	0.776	0.016	0.371	0.066	-0.222	-0.085
KRD1	0.339	0.019	0.210	0.787	0.364	0.138	-0.158	-0.097
KRD2	0.162	0.107	-0.004	0.773	0.287	0.034	-0.024	0.002
KRD3	0.278	0.042	0.165	0.839	0.432	0.102	-0.095	-0.092
KRD4	0.065	0.061	0.057	0.754	0.247	-0.024	0.096	-0.048
NP1	0.303	0.232	0.267	0.285	0.702	0.179	0.105	0.121
NP2	0.134	0.303	0.341	0.283	0.710	0.131	0.096	0.001
NP3	0.386	0.246	0.357	0.402	0.825	0.188	0.058	0.097
NP4	0.394	0.207	0.271	0.326	0.755	0.193	0.008	0.027
IP x HOM	0.420	-0.277	-0.004	0.093	0.232	1.000	-0.341	0.116
IP x KRD	-0.085	0.102	-0.103	-0.082	0.085	0.116	0.322	1.000
IP x DTF	-0.254	0.420	-0.115	-0.077	0.085	-0.341	1.000	0.322

3. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
DTF	0.702
HOM	0.675
IP	0.629
KRD	0.622
NP	0.562

4. Cronbach's Alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
DTF	0.894	0.902	0.922
HOM	0.946	0.955	0.954
IP	0.882	0.885	0.910
KRD	0.802	0.830	0.868
NP	0.740	0.753	0.836

5. Fornell-Larcker Criterion

	DTF	HOM	IP	KRD	NP
DTF	0.838				
HOM	-0.192	0.822			
IP	0.182	0.366	0.793		
KRD	0.290	0.067	0.152	0.789	
NP	0.418	0.325	0.412	0.437	0.750

6. Adjusted R-Square

	R-square adjusted
NP	0.481

7. F-Square

	NP
DTF	0.127
HOM	0.083
IP	0.086
KRD	0.156
NP	
IP x HOM	0.053
IP x DTF	0.028
IP x KRD	0.006

8. Q-Square

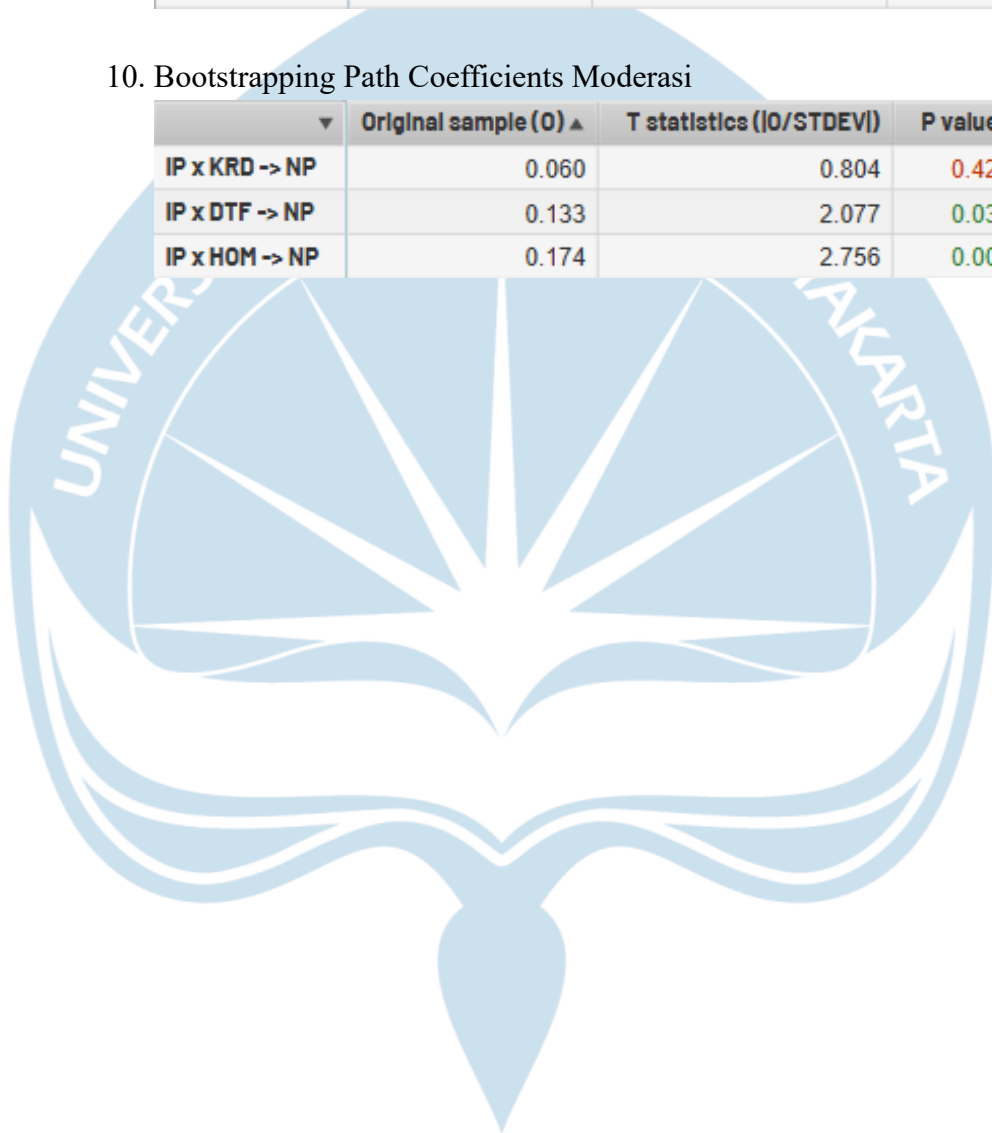
	Q ² predict
NP	0.425

9. Bootstrapping Path Coefficients

	Original sample (O)	T statistics (O/STDEV)	P values
DTF -> NP	0.299	5.235	0.000
KRD -> NP	0.295	5.163	0.000
HOM -> NP	0.259	3.418	0.001

10. Bootstrapping Path Coefficients Moderasi

▼	Original sample (O) ▲	T statistics (O/STDEV)	P values
IP x KRD -> NP	0.060	0.804	0.422
IP x DTF -> NP	0.133	2.077	0.038
IP x HOM -> NP	0.174	2.756	0.006



Lampiran 5

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Exploring the Influence of Vlogger Attributes on Followers Purchase Intentions: The Moderating Effect of Parasocial Interaction

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ABSTRACT

In contemporary era, the indulgence of vloggers across the industry is increasing to engage the customers with certain brands. Based on previous literature, this research study investigated the moderation of parasocial interaction between vloggers characteristics and consumer purchase intention in context of Pakistan cosmetics sector. The nature of study is deductive and uses a deductive approach. The data was collected from 387 females' followers of vlogs which is used for analysis. The hypothesis was tested with advanced statistical techniques using SmartPLS and SPSS. The results revealed that endogenous variables (*homophily, physical attractiveness and credibility*) significantly and positively influence the exogenous variable (*purchase intention*). The PSI moderates the association among endogenous and exogenous variables. Contrary to expectation, parasocial interaction does not moderate the relationship of vloggers credibility and purchase intention. The study findings are purposeful, and implications provide direction to marketers to make these social media influencers a part of their marketing strategies as it helps them to reach consumers in short span.

Keywords: Homophily, Physical Attractiveness, Credibility, Parasocial Interaction, Purchase Intention

JEL Classifications: M1, M3

1. INTRODUCTION

In contemporary era, huge change has been noticed in consumer's behavior, attitude and their communication with others due to social networking sites (Tiago and Verassimo, 2014). In this understanding, consumers are used influential social networks for information and purchase (Waheed et al., 2017). On the other hand, enterprises are using social networks to keep their businesses relevant with consumers' expectations (Colliander et al., 2015). In social networking platform like YouTube, Facebook and Instagram vloggers have large fans and marketers are using these vloggers for their products endorsement and promotion (De Veirman et al., 2017). Knoll (2016) found in their study that vloggers have significant impact on consumers purchase intention. Within

literature of purchase intention, many studies found that consumer attitude towards brands and purchase intention relies on public figure (Hameed et al., 2023; Tsend and Wang, 2023; Liang et al., 2022). In marketing perspective, social networks sites vloggers are proved one of the important and reliable social media figures which, other than share information about products also assist consumers in purchasing (Hsu et al., 2013; Chu and Kamal, 2008; Ho et al., 2015). Till to date least work has been done on vloggers attributes with purchase intention. Past studies have examined the vloggers' attributes in different perspectives (Lu et al., 2024; Garg and Bakshi, 2024; Dewantara et al., 2023; Sokolova and Kefi, 2020; Lee and Watkins, 2016; Le Ha and Ha, 2022). Sokolova and Kefi (2020) recommended in their study that future studies should be conducted on cosmetics with female target audience.

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Therefore, the current study aims to fulfill the gap in literature and check the vloggers attributes with purchase intention under the moderating role of parasocial interaction in cosmetic sector in Pakistan. Based on literature in vloggers attributes, purchase intention and parasocial interaction current study proposes the conceptual model to explain how vloggers attributes influence the consumers purchase intention in cosmetics sector in Pakistan. It is predicted that vloggers' attributes on social network sites like YouTube, Facebook and Instagram may govern customers likelihood of engaging with social network sites as reflected in their purchase intention tendency. On the other hand, parasocial interaction cannot be ignored because parasocial interaction helps in maintain strong relationship with vloggers on social network sites. Therefore, a current study used parasocial interaction as moderator to check impact of parasocial interaction between vloggers attributes and purchase intention.

Theoretically, this study intends to further improve existing literature by underlining the earlier uninvestigated relationship among vloggers attributes and viewers purchase intention, with parasocial interaction serving as a moderating factor. Practically, this research may offer important insights that cosmetic sector account for in its efforts to understand and enhance consumers purchase intention.

2. CONCEPTUAL FRAMEWORK, LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The study has been developed conceptual framework as shown in below Figure 1. The independent variables are homophily, physical attractiveness and credibility whereas dependent variable is purchasing intention along with moderator parasocial interaction.

Digital influencers are used to raise awareness on social media, and they affect the followers' buying behavior only if the promoted product is related to their domain; otherwise, the campaign will have no effect (Lim et al., 2017). The relationship between variables is explained one after another and launched hypothesis.

2.1. Relationship between Homophily, Physical Attractiveness, Credibility and Purchase Intention

Eyal and Rubin (2003) said that homophily is the level at which individuals interact with others having similar beliefs, qualifications, social rank and the same as. Brown and Reingen (1987) found their study that homophilous sources just change the consumer's attitude towards information and not change consumers buying decisions. Previous studies in literature found

the negative relationship between homophily and consumer purchase intention (Barzily and Ackerman, 2015; Simpson et al., 2000). In the fashion sector, there is a positive effect of homophily on consumer purchase intention on digital media (Saleem and Ellahi, 2017). Perceived homophily of YouTube influencers change the consumer purchase intention (Lee and Watkins, 2016). Based on prior literature, the paper focused on exploring the impact of homophily on purchase intention of cosmetics consumers in Pakistan. So, to find this relationship the following hypothesis are developed.

H₁: Homophily has a positive effect on purchase intention.

Past literature on physical attractiveness and purchase intention concluded that attractive endorsers positively change consumers purchase intention (Kahle and Homer, 1985; Reinhard et al., 2006; Shavitt et al., 1994). Within literature of purchase intention, there are many studies demonstrated that attractive endorsers have positive influence on customers attitude and behavioral intention towards brand (Bunnk and Dijkstra, 2011; Hoffner and Bachanan 2005; Molelekeng and Dondolo, 2021; Kim and Park, 2023; Trampe et al., 2010). In contrast, Baker and Churchill (1977) revealed their study attractive endorsers' just help in products promotion but it is not effective in creating strong purchase intention among individuals. Additionally, previous studies have also recognized a well-built correlation among physical attractive and purchase intention in the context of scrutinizing these factors (Liu and Brock 2011; Pornpitakpan, 2004; Malik et al., 2013; Lim et al., 2017). This concept is still unknown in the cosmetic sector and needs more understanding. Therefore, the following hypothesis was proposed to determine this relation in cosmetic sector in Pakistan.

H₂: Physical attractiveness has a positive effect on purchase intentions.

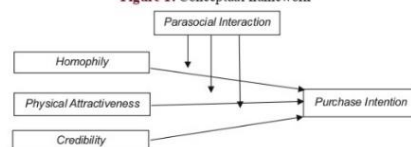
Consumers' perceived credibility of endorsers might be changing consumer purchase intention. Many literatures have examined the impact of endorsers' credibility on purchase intention and substantiated positive effect of endorsers' credibility on purchase intention (Hendrayati et al., 2016; Kaptan and Silvera, 2016). Muda et al., (2014) indicated that credible ads encourage both customers and non-customers to purchase products. Glover (2009) showed that when endorsers have high-level credibility, consumers tend to evaluate products positively. Similarly, the credibility of endorsers enhances corporate image and consumer buying intention (Goldsmith et al., 2000). In another study conducted by Hung (2014) found that credible sources help in maintain long relation with consumers. The credibility of endorsers has favorable influence on consumers buying behavior (Ananda and Wandebori, 2016). Based on literature, credibility has positive impact on purchase attention. The study hypothesized that sources credibility positively changes purchase intention of consumer in cosmetic sector in Pakistan. In this understanding, relevant hypothesis is summarized as follow:

H₃: Credibility has a positive effect on purchase intentions.

2.2. Contribution of Parasocial Interaction

Previous studies highlighted the positive relationship between homophily, parasocial interaction and the resulting purchase

Figure 1: Conceptual framework



intention of consumers (Ghasemi et al., 2024; Huet et al., 2023). A study conducted in Singapore show the favorable influence of parasocial interaction between vloggers personality characteristic homophily and consumer purchase intention (Wen, 2017). Another study conducted in France by Sokolava and Kefi (2020) found that the connection amongst homophily and purchase intention was stronger in the presence of parasocial interaction. Sakib et al., (2020) study found that homophily intensifies parasocial interaction among vloggers and followers. Recent study carried out on Malaysia female users purchase intention on Instagram found that parasocial interaction somewhat mediates the link connecting homophily and purchase intention of followers (Manaf and Shariffadeen, 2020). Now, there are still limited studies exploring the effect of PSI as moderation between these two. Therefore, following hypothesis developed to check the relationship of homophily and followers purchase intention with the involvement of parasocial interaction in Pakistan cosmetic sector.

H₂: The effect of homophily on purchase intention is moderated by parasocial interaction

Lo (2020) said that consumers form parasocial relationships with those celebrities who are physically attractive. According to Sokolova and Kefi (2020) study, there is no significant relationship between influencer's physical attractiveness and parasocial interaction but the relationship between parasocial interaction (PSI) and purchase intention is stronger. Gong and Li (2017) said that PSI partially mediates the linkage amongst source attractiveness and endorser effectiveness. Past studies revealed that media celebrity attractiveness increases follower's parasocial interaction relationship with the celebrity (Hartmann and Goldhoorn, 2011; Rubin and McHugh, 1987). If viewers perceive social media celebrities to be attractive, they pay more attention to their endorsements and engage in PSI with these celebrities (Schiappa et al., 2007). Earlier studies have shown that PSI partially or fully strengthens the bond involving an attractive media personality and their viewers. But this relation is needed to investigate in cosmetics sector of Pakistan to check purchase intention of followers. Therefore, the following hypothesis was proposed for the study:

H₃: The effect of physical attractiveness on purchase intention is moderated by parasocial interaction.

Chung and Cho (2017) study proved that parasocial interaction is affect through interactions on social media networks which increases the credibility of source and consumers purchase intentions. Wang and Cortese (2016) study results revealed that there is positively relationship between credibility of user generated content and parasocial interaction and parasocial is also positively associated with purchase intention of product reviewed. Hence, PSI strengthens the association of credibility of source and purchase intention. Vlogs yield high level of parasocial interaction relationship between social media influencers and followers, thus, driving purchase intention of followers (Colliander and Dahlen, 2011). The study carried out by Kim et al., (2015) found that credibility of media persona favorably impacts the expansion of parasocial interactions between social media users and these communications, in turn, positively affect their fashion products purchase intention. With the help of above discussion, the

following hypothesis investigated in cosmetics products endorse by influencers in Pakistan:

H₄: The effect of credibility on purchase intention is moderated by parasocial interaction.

3. METHODOLOGY AND ANALYSIS TECHNIQUES

3.1. Research Methodology

In this study, we used purposive sampling technique under non-probability sampling to have access to target population. Commonly we selected Nishoo Khan, Glossips, YarRamish and Kashif Aslam who endorse different cosmetics brands in their vlogs and frequently upload videos on their channels. Total 450 female followers list was generated through approaching admins of fan accounts on Facebook and Instagram. According to Pallant (2016), the smallest sample size must be greater than 150. Therefore, 450 sample size is used in this study. The research approach used was quantitative. In the current paper, primary data was gathered through survey strategy to determine buying decisions as recommended by Sekaran and Bougie (2016). A structured questionnaire was circulated online with the help of Google Forms. A pilot test was also conducted before the actual survey took place. The process of data collection took place in a two-month period (June-July). A total of 387 were collected questionnaires out of 450 were collected for statistical analysis and hypothesis testing. The response rate is 86%. The instruments used in this research were adopted from previous studies and assessed on 5-point Likert scale ranging from 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree to 5=Strongly Agree. All items of five latent variables (*homophily, physical attractiveness, credibility, parasocial interaction and purchase intention*) are given in Table 1 along with their sources.

3.2. Analysis Techniques

In this study, partial least square structural equation modeling has been used to analyze the data gathered. It has been utilized for two reasons; it is possible to get good solutions with smaller sample size and it can handle multiple exogenous and endogenous variables. The demographic information of a total of 387 respondents is shown in Table 2. Both measurement and structural models were used to check the latent variables validity and test established hypotheses. The tests performed in this study were confirmatory factor analysis, convergent validity, reliability and discriminant validity. For allowing accurate measurement, the bootstrapping process was also used in terms of bias correctness, confidence interval, variance and prediction errors to estimate population sample. At last, structural equation modeling was applied to test hypotheses.

4. RESULTS

4.1. Confirmatory Factor Analysis

The CFA is used to examine items loadings on latent constructs. In Table 1, a total of 29 items were loaded ranging from 0.632 to 0.924, which exceeds the standard value 0.6 as recommend by Hair et al., (2011). Whereas one item of credibility and two items

Table 1: Measurement framework

Constructs/Sources	Factor loading	Cronbach alpha	rho_A	Composite reliability	Average variance extracted
Homophily (McCroskey et al., 2006)		0.936	0.833	0.946	0.641
Vloggers think like me.	0.897				
Vloggers is similar to me.	0.913				
Vloggers is like me.	0.900				
Vloggers share my values.	0.772				
Vloggers have a lot in common with me.	0.840				
Vloggers behave like me.	0.752				
Vloggers have thoughts and ideas that are similar to me.	0.762				
I think vloggers could be a friend of mine.	0.781				
I would like to have a friendly chat with vloggers.	0.709				
Vloggers treat people like I do.	0.632				
Physical Attractiveness (Utz, S., 2010)		0.888	0.920	0.915	0.684
I think vloggers are quite handsome/pretty.	0.883				
I like the way he or she looks.	0.899				
He or she wear neat clothes.	0.766				
He or she is very good looking.	0.809				
He or she is very attractive to me.	0.768				
Credibility (McCroskey et al., 2006)		0.883	0.867	0.920	0.741
I find vloggers expert in her domain.	0.837				
I find vloggers efficient in his or her job.	0.878				
I find vloggers trustworthy.	0.893				
I think vloggers care about his or her followers.	0.834				
Parasocial Interaction (Rubin et al., 1987)		0.894	0.895	0.919	0.657
I look forward to watching the vloggers on his or her YouTube channel.	0.835				
When I'm watching the vloggers, I feel as if I am part of his/her group.	0.807				
I would like to meet the vloggers in person.	0.828				
If there were a story about the vloggers in newspaper or magazine, I would read it.	0.801				
The vloggers makes me feel comfortable, as if I am with friends.	0.668				
When the vloggers shows me how she/he feels about the brand, it helps me make up my own mind about the brand.	0.844				
Purchase Intention (Choi and Lee, 2019)		0.921	0.906	0.944	0.809
I would like to use the products that have been exposed on the video.	0.913				
I am willing to purchase the exposed products on video.	0.924				
This video will help you make a purchase decision.	0.914				
If the price is similar, I will buy the product exposed on the video.	0.844				

FL: Factor loading. CA: Cronbach's alpha. CR: Composite reliability. AVE: Average variance extracted

of parasocial interaction have values less than threshold 0.6 were excluded from model.

4.2. Evaluating Measurement Framework

The measurement model was used to assess reliability and convergent validity of constructs. To evaluate reliability, the values of cronbach's alpha and composite reliability are considered and there values should be greater than threshold of 0.7 consecutively as recommended by (Hair et al., 2014; Nunnally, 1978). The average variance extracted (AVE) was used to assess convergent validity. Hair et al., (2014) recommend that the value of AVE should be higher than minimum threshold 0.5. Based on PLS-SEM, rho_A is the most important inner reliability measurement, and the standard value of rho_A is greater than 0.7 (Hair et al., 2019). Table 1 depicts that all the values of factor loading, CA, rho_A, CR and AVE are acceptable.

4.3. Discriminant Validity

The discriminant validity was measured in two ways: First is Fornell-Larcker criterion and second is Heterotrait-monotrait ratio (HTMT). In Fornell-Larcker criterion, bold diagonal square root

of the average variance extracted for each construct should be greater than its non-diagonal correlations with other constructs (Fornell and Larcker, 1981). The Heterotrait-monotrait ratio value between two latent variables should be lower than 0.85 (Henseler et al., 2015). So, Table 3 depicts that all the values of Fornell-Larcker and HTMT meet the criteria and confirm discriminant validity.

4.4. Model Fitness

The two model fitting indicators were used to test the fitness of model. The first one is standard root mean square residual and the second one is normed fit index. Table 4 depicts that the standard root mean square residual estimated value obtained is 0.07 which shows excellent model fitness as recommended by (Hu and Bentler, 1998). The NFI value obtained is 0.928, which is higher than 0.90 show a good model fit as suggested by (Bentler and Bonett, 1980) as seen in the following Table 4.

4.5. Testing Structural Model

The structural model displays the relationship between all constructs and test hypotheses. Hair et al. (2014) stated that

Table 2: Demographic profile

Variables	Description	No. of respondents	% age
Gender	Female	387	86%
Age	<25 years	199	51.4%
	26–35 years	123	31.7%
	36–45 years	49	12.6%
	46–55 years	10	2.5%
	>56 years	6	1.5%
Income	>30,000	59	15.2%
	30,000–60,000	173	44.7%
	60,000–120,000	88	22.7%
	>120,000	27	6.9%
	Can't tell	41	10.5%
Do you have knowledge about vloggers?	Yes	355	91.7%
Followers of Pakistani Vloggers respond	No	32	8.2%
	Nishoo Khan (998K)	91	23.5%
	Glossips (633K)	77	19.8%
	YarRamish (227K)	97	25.0%
	Kashif Aslam-Kashee beauty parlor (1M)	122	31.5%
Do you watch their vlogs?	Regular	297	76.7%
	One time in a week	63	16.2%
	One time in a month	27	6.9%

Table 3: Discriminant validity

Fornell-Larcker criterion					
Constructs	1	2	3	4	5
1. Homophily	0.801				
2. Credibility	0.389	0.861			
3. Parasocial Interaction	0.262	0.454	0.810		
4. Physical Attractiveness	0.256	0.452	0.501	0.827	
5. Purchase Intention	0.330	0.311	0.413	0.400	0.899
Heterotrait-monotrait ratio					
Constructs	1	2	3	4	5
1. Homophily					
2. Credibility	0.808				
3. Parasocial Interaction	0.615	0.711			
4. Physical Attractiveness	0.532	0.645	0.709		
5. Purchase Intention	0.613	0.631	0.673	0.614	

Note: This table shows the discriminant validity by two criteria

Table 4: Model fit parameter

Parameters	Threshold value	Obtained value
SRMR	<0.08	0.072
NFI	>0.90	0.928

Note: This table shows the model fitness

structural model evaluated by beta, t-value, effect size (F^2), coefficient of determination (R^2), and predictive relevance (Q^2) values. To get p and t values bootstrapping procedure with 5000 resample was employed. Below Figure 2 shows both causal relationship (direct) and moderation effect (indirect). The beta is unit change in endogenous variable caused by all the exogenous constructs individually i-e; homophily, physical attractiveness, credibility and parasocial interaction were 0.229, 0.198, 0.158 and 0.320 respectively. In Figure 2, the overall coefficient of determination (R^2) is found to be strong because standard value

for weak, medium and strong coefficient of determination is 0.25, 0.5 and 0.7 successively to each (Hair et al., 2019). Current study suggests that four constructs AH, PA, C and PSI can collectively explain 73.9% of the change of the endogenous construct purchase intention (PI).

In the structural model, collinearity is a potential problem and the value 5 or greater than 5 of variance inflation factor (VIF) usually shows such problem as suggested by (Hair et al., 2011). Results of collinearity assessment are presented in Table 5. All the variance inflation factor (VIF) values are less than 5, suggesting that there is no problem of collinearity between each established sets of constructs. Cross-validated redundancy (Q^2) was measured through SmartPLS blindfolding process. To check model satisfactory predictive power the standard value of Q^2 should be higher than zero (Hair et al., 2014). As presented in Table 5, the model has satisfactory predictive power based on Q^2 value (i.e.; 0.453). In the meantime, in Table 5 the results for effect sizes (F^2) depict that exogenous variables i-e; homophily, physical attractiveness and credibility have large effect sizes on the PI with corresponding values of 0.341, 0.299 and 0.330. The standard value of effect size 0.02, 0.15 and 0.35 are considered small, medium and larger respectively. Last step is to test the path coefficient of the structural model of the study. The results of the bootstrapping method in Table 5 show that AH ($\beta=0.229***$, $P=0.000$), PA ($\beta=0.198**$, $P<0.05$) and C ($\beta=0.158***$, $P=0.000$), were having positive and significant impact on purchase intention. Therefore, H_1 , H_2 and H_3 were accepted.

To examine the significance of the indirect effect of moderator, the bootstrapping process bias-corrected was employed (Preacher and Hayes, 2008). Table 5 results depicted that the moderation effect of parasocial interaction (PSI) has a significant impact on the relationship between homophily and purchase intention ($\beta=0.400***$, t-value = 2.024, P value = 0.000). Similarly, PSI also significantly moderates between PA and PI having beta value equal to 0.370**, t value is 2.253, $P<0.05$ and confidence interval has no non-zero value. Hence, Hypotheses 4 and 5 is accepted. On the other hand, PSI did not moderate the relationship between credibility and purchase intention ($\beta=0.01$, t-value = 0.042, $P>0.05$). Therefore, H_6 is not supported.

Graphical representation of the effect of parasocial interaction between homophily and purchase intention (H_4), physical attractiveness and purchase intention (H_5), and credibility and purchase intention (H_6) have been shown through Figures 3-5. In the graph, dotted lines show the high level of moderation. Whereas, bold line depicts low level of moderation effect. The graphical plot in Figure 3 depicts that both lines (dotted and bold) intersect each other and the level of parasocial interaction high because dotted line is above. This result demonstrated that parasocial interaction strengthened the positive impact of homophily on purchase intention. The second graphical representation shows that lines cross each other, and dotted line is above which means higher level of parasocial interaction exist. Therefore, in Figure 4 parasocial interaction increases the positive effect of physical attractiveness on purchase intention. Whereas the third graph shows that two lines are parallel to each other

Table 5: Hypothesis testing

Predictors	Direct Effect	Hypo.	B	S.E	f ²	VIF	Q ²	Purchase Intention		T Stats.	P value
								5%	95%		
AH		H ₁	0.229***	0.052	0.341	2.822	0.453	0.183	0.351	3.501	0.000
PA		H ₂	0.198**	0.053	0.299	1.880		0.071	0.264	2.455	0.02
C		H ₃	0.158***	0.046	0.330	3.198		0.162	0.318	4.824	0.000
Indirect Effect (Interaction term)								BCCI		T Stats.	P value
								2.50%	97.5%		
PSI* AH → PI		H ₄	0.400***	0.051				0.017	0.097	2.024	0.000
PSI* PA → PI		H ₅	0.370**	0.019				0.011	0.087	2.253	0.02
PSI* C → PI		H ₆	0.01	0.031				0.000	0.000	0.042	0.07

Note: AH= Homophily, PA= Physical Attractiveness, C= Credibility, PSI= Parasocial Interaction, PI= Purchase Intention, β = Beta, S.E = Standard Error, f² = Effect size, VIF = Variance inflation factor, Q² = Cross-validated redundancy, BCCI = Bias correctness confidence interval. *p<0.05, **p<0.01, ***p<0.000.

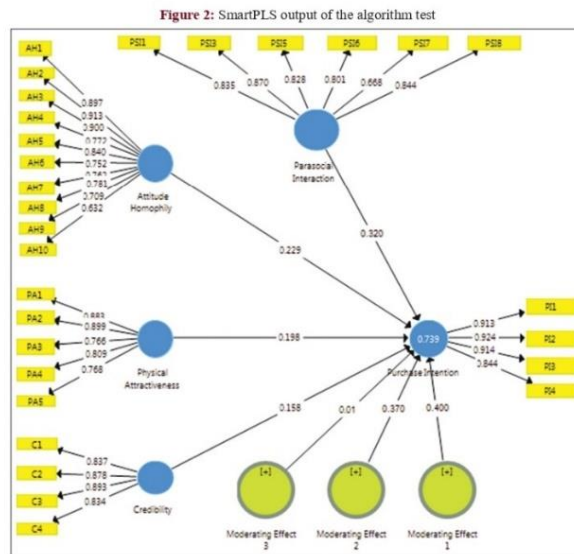
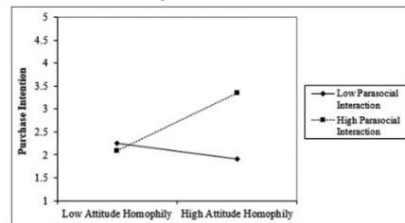


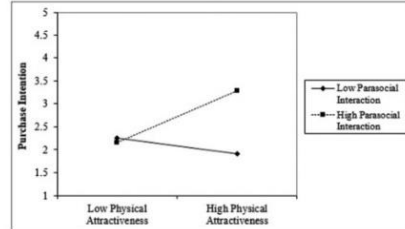
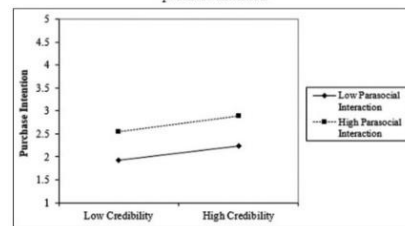
Figure 3: Effect of parasocial interaction between homophily and purchase intention



which means no moderation exists. So, in Figure 5 moderator parasocial interaction do not strengthen the connection among influencers credibility and purchase intention

5. DISCUSSION

The present study aim was to find out the influence of vloggers attributes on viewers purchase behavior with involvement of PSI. Findings of the study show that "*H₁: homophily is positively influence purchase intention*" statistically and significantly influence followers purchase intention. These findings suggest that homophily has positive effects on consumers purchase behavior. In the literature many studies identified a constructive interrelation

Figure 4: Effect of parasocial interaction between physical attractiveness and purchase intention**Figure 5:** Effect of parasocial interaction between credibility and purchase intention

between homophily and purchase intention, although from different perspective (Miranda et al., 2019; Saleem and Ellahi's, 2017; Lee and Watkins, 2016). On the other hand, Barzily and Ackerman (2015) find a negative relationship between homophily and consumer purchase intention. Hence, findings of the current study add in literature by concluding that homophily positively influence followers purchase intention in cosmetics sector in Pakistan. Furthermore, " H_2 : Physical attractiveness positively influencing purchase intention" and " H_3 : Credibility is positively influencing purchase intention" are also supported. Findings of these hypotheses depict that physical attractiveness and credibility positively associated with purchase intention.

As previous studies, for instance; Hikmawati (2019); Sertoglu et al., (2014) and Onu et al., (2019) positive relationship found between physical attractiveness and consumer purchase intention in different context. In the previous literature like Kim et al. (2015) and Yuksel (2016) noteworthy linkage was recognized between the endorser credibility and users purchase intention within the fashion industry. The credibility used as a mediator between endorser characteristics and purchase intention and also have direct relation with viewers purchase intention which was found significant (Sokolova and Kefi, 2020). In contrast, comparative study conducted by Jamil and Rameez (2014) did not find a positive relationship of celebrity attractiveness and credibility with purchase intention. So, current study findings depict that physical attractiveness and celebrity reliability effects on purchase

intention of cosmetics products in Pakistan. In Table 5 indirect relationship shows that parasocial interaction as moderator have significant effect between vloggers attributes (such as homophily, physical attractiveness and purchase intention). The study findings supported " H_4 : Parasocial interaction positively moderates the relationship between Homophily and Purchase Intention".

In prior research, Sokolova and Kefi (2020) found that parasocial interaction, acting as a mediator, intensifies the impact of homophily on clients purchase intention in fashion sector. But in current study PSI act as a moderator and strong the association of attitude homophily and purchase intention. While " H_4 : Parasocial interaction positively moderates the relationship between Physical Attractiveness and Purchase Intention" is also supported. In previous literature parasocial interaction does not strengthen the connection amongst attractiveness and consumer purchase intention (Sokolova and Kefi, 2020). The current study findings are different as they contradict the previous mentioned study results. The finding of this study shows that a physical attractive celebrity has a positive impact on purchase intention by leveraging parasocial engagement of viewers, specifically targeting cosmetics consumers. Additionally, in Table 5 indirect relationship shows that parasocial interaction as moderator does not have significant and positive effect between credibility and purchase intention which is H_5 . As in Xiang et al., (2016) study, PSI mediate between dimensions of credibility (such as expertise, similarities and likeability) and impulsive buying tendency on social commerce platform. Contrary to the findings of the previously mentioned study, this study found that PSI does not moderate the connection in the middle of cosmetics influencer credibility and their consumers purchase behavior.

6. CONCLUSION

In today's world, brands are progressively moving to digital platform to advertise goods and also services, making social media influencers a vital part of any marketing tactics. This paper explores the association among PSI and followers purchase intention in the cosmetics sector in Pakistan. Additionally, we investigate the effect of vloggers attributes on consumer purchase intention in the presence of PSI. The outcomes of this study could be valuable for both cosmetics industry and fashion industry in shaping to collaborate with prominent vloggers for brand and product endorsements. In other words, result of this study suggests that consumer purchase intention for cosmetics products in Pakistan would change, if cosmetic industry used credible and attractive endorsers. Conclude, this paper shows the importance of vlogger's characteristic in retaining and gaining the customers within cosmetics sector in Pakistan.

6.1. Theoretical Implications

Our research contributes to the current body of knowledge on influencers marketing by investigating how the personality characteristics of vloggers influence social media users, purchase intention. This paper is amongst the few that have explored this subject, collecting data from followers of four well-known influencers in Pakistan's cosmetics sector. In past studies,

conducted in developed and underdeveloped countries to get better and contrast results.

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This study has few limitations that provide new direction to future researchers. Firstly, it is specific focus on female follower's reside in Pakistan in cosmetic sector only. This may limit the capability to generalize the research findings to distinct audiences and industries. The social media influencers analyzed in this research are prominent and engaged on YouTube. Hence, our participants could be exposed to the content from one platform. So, future studies could explore the influence of vloggers personality characteristics on viewers purchase behavior for other social media platform as well. Other platforms also specializing in more permanent interactions, like Instagram, could be further investigated to compare the outcomes. This work may also be limited by adopted hypothetic-deductive research design. We used a survey-based questionnaires approach adopted from previous literature to measure variables. To get more insight, future research could address the topic using qualitative methods or mixed research design. As in Pakistan, there is cultural diversity so, the cultural aspects of participants are missing. Therefore, future studies in Pakistan could consider audience cultural backgrounds as well. In terms of future direction, this work opens up new possibilities for future research in Pakistan. Additionally, this paper gathered quantitative data from small number of respondents cannot be taken as whole population of developing country Pakistan. So, future studies should be

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