

Lampiran
Lampiran 1 Kuisiener *Google Foom*
List Pertanyaan Kuisiener

Halo, Perkenalkan saya Nicolaus Ivan Adrianata,

Mahasiswa S1 Program Studi Manajemen, Fakultas Bisnis dan Ekonomika,
 Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian untuk penyusunan skripsi dengan judul **“Analisis Pengaruh Pemasaran Digital, Citra Merek, dan Persepsi Harga pada Niat beli dan Loyalitas Merek Produk Starcross”**. Berkaitan dengan hal tersebut, saya memohon kesediaan saudara/saudari untuk mengisi kuisiener di bawah ini dengan jujur dan objektif. Seluruh informasi yang dibagikan akan digunakan untuk kebutuhan penelitian dan akan dirahasiakan.

Terima kasih atas ketersediaan dan partisipasi Anda dalam mengisi kuisiener ini. Jika anda memiliki pertanyaan, silakan hubungi saya :

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Hormat saya, Nicolaus Ivan Adrianata

Semua jawaban akan dijaga kerahasiaannya

Terimakasih atas partisipasi teman – teman!!

Pertanyaan Filter 1

Apakah Anda Generasi Z Kelahiran (1995 - 2010)

1. Ya
2. Tidak

Pertanyaan Filter 2

Apakah Anda Pernah Mendengar Produk Starcross?

1. Ya
2. Tidak

Pertanyaan Filter 3

Apakah Anda Berdomisili Di Yogyakarta?

1. Ya
2. Tidak

Pertanyaan Filter 4

Apakah Anda Pernah Melihat Sosial Media Starcross?

1. Ya
2. Tidak

Pertanyaan Filter 5

Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross?

1. Ya
2. Tidak

Profil Responden**Jenis Kelamin**

1. Laki – laki
2. Perempuan

Usia

1. < 18 tahun
2. 18 – 20 tahun
3. 21 – 23 tahun
4. > 23 tahun

Pendidikan Terakhir

1. SMA / SMK
2. D3
3. S1
4. Pasca Sarjana

Jenis Pekerjaan

1. Pelajar / Mahasiswa
2. Freelance
3. Pegawai Swata
4. Wirausaha
5. Lainnya

Pendapatan Perbulan

1. < Rp 500.000
2. Rp 1.000.000 – 2.000.000
3. Rp 2.000.000 – 3.000.000
4. Rp 3.000.000 – 4.000.000
5. > Rp 4.000.000



Variabel Pemasaran Digital						
No	Pertanyaan	STS	TS	KS	S	SS
1.	Konsumen mudah dalam menyampaikan keluhan					
2	Pemasaran Digital memberi saya informasi berkualitas tentang produk Starcross					
3	Tampilan website Starcross mudah dipahami dan digunakan baik di akses melalui smartphome maupun PC/Laptop					
4	Tahap - tahap transaksi pembelian secara online shop lebih efektif dan efisien					
5	Proses transaksi melalui website Starcross lebih terjamin aman					
6	Melakukan transaksi online dapat lebih menghemat waktu dalam pembelian produk Starcross					
7	Melakukan pembelian online produk Starcross dapat lebih menghemat biaya					

Variabel Citra Merek						
No	Pertanyaan	STS	TS	KS	S	SS
1	Merek Starcross mudah diingat dan mudah dikenali					
2	Produk Starcross memiliki desain yang menarik					
3	Merek Starcross terkenal memiliki kualitas produk yang baik					
4	Produk Starcross memiliki desain produk yang Casual dan Simple					
5	Anda merasa percaya diri saat menggunakan produk Starcross					

Variabel Persepsi Harga						
No	Pertanyaan	STS	TS	KS	S	SS
1.	Harga produk Starcross sesuai dengan kualitas yang diberikan					
2	Harga produk Starcross dapat bersaing dengan merek produk <i>Fashion</i> lainnya yang setara					
3	Harga produk Starcross sesuai dengan manfaat yang Anda dapatkan					
4	Harga produk Starcross terjangkau,sesuai dengan daya beli anda					

Variabel Niat beli						
No	Pertanyaan	STS	TS	KS	S	SS
1.	Saya bermaksud membeli produk Starcross					
2	Saya memikirkan produk Starcross sebagai pilihan ketika membeli pakaian					
3	Jika di saat ini Anda ingin membeli pakaian dan aksesoris (tas,topi,dll), Anda mungkin membeli di Starcross					
4	Jika di masa mendatang Anda ingin membeli pakaian dan aksesoris (tas,topi,dll), Anda pasti membeli di Starcross					

Variabel Loyalitas Merek						
No	Pertanyaan	STS	TS	KS	S	SS
1.	Saya akan berbelanja kembali ke Starcross					
2	Saya suka memakai produk Starcross					
3	Saya akan selalu merekomendasikan produk Starcross kepada orang lain					
4	Saya lebih menyukai produk Starcross dibandingkan merek lainnya					

Bagian Akhir

Terimakasih saya ucapkan atas kesediaan saudara/saudari yang telah berkenan mengisi kuesioner ini, Tuhan Memberkati.

Lampiran 2 Screen Shoot Kuisioner Google Form

STARCROSS

Bagian 1 dari 13

ANALISIS PENGARUH PEMASARAN DIGITAL, CITRA MEREK, DAN PERSEPSI HARGA TERHADAP MINAT BELI DAN LOYALITAS MEREK PADA PRODUK STARCROSS

B *I* U  

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Hormat saya, Nicolaus Ivan Adrianata

Judul gambar



STARCROSS 2025 Collections Looks
Discover More Collections

Bagian 2 dari 13

Pertanyaan Filter 1

Deskripsi (opsional)

Apakah Anda Generasi Z Kelahiran (1995 - 2010) *

☐ Ya

☐ Tidak

Setelah bagian 2 Lanjutkan ke bagian berikut

Bagian 3 dari 13

Pertanyaan Filter 2

Deskripsi (opsional)

Apakah Anda Pernah Mendengar Produk Starcross? *

☐ Ya

☐ Tidak

Setelah bagian 3 Lanjutkan ke bagian berikut

Bagian 4 dari 13

Pertanyaan Filter 3

Deskripsi (opsional)

Apakah Anda Berdomisili Di Yogyakarta? *

☐ Ya

☐ Tidak

Bagian 5 dari 13

Pertanyaan Filter 4



Deskripsi (opsional)

Apakah Anda Pernah Melihat Sosial Media Starcross? *

☐ Ya☐ Tidak

Setelah bagian 5 Lanjutkan ke bagian berikut

**Bagian 6 dari 13**

Pertanyaan Filter 5



Deskripsi (opsional)

Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross? *

☐ Ya☐ Tidak

Setelah bagian 6 Lanjutkan ke bagian berikut

**Bagian 7 dari 13**

Profil Responden



Deskripsi (opsional)

Jenis Kelamin *

☐ Pria☐ Wanita

Usia *

☐ < 18 tahun☐ 18 - 20 tahun☐ 21 - 23 tahun☐ > 23 tahun

111

Pendidikan Terakhir *

- ☐ SMA / SMK
- ☐ D3
- ☐ S1
- ☐ Pasca Sarjana

Jenis Pekerjaan *

- ☐ Pelajar / Mahasiswa
- ☐ Freelance
- ☐ Pegawai Swasta
- ☐ Wirausaha
- ☐ Lainnya

Pendapatan perbulan *

- ☐ < Rp 500.000
- ☐ Rp 1.000.000 - 2.000.000
- ☐ Rp 2.000.000 - 3.000.000
- ☐ Rp 3.000.000 - Rp 4.000.000
- ☐ > Rp 4.000.000

Bagian B dari 12

Pemasaran Digital

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasi menjadi beberapa pilihan, yaitu :

(1) Sangat Tidak Setuju (STS)
 (2) Tidak Setuju (TS)
 (3) Netral (N)
 (4) Setuju (S)
 (5) Sangat Setuju (SS)

Konsumen mudah dalam menyampaikan keluhan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Pemasaran Digital memberi saya informasi berkualitas tentang produk Starcross *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Tampilan website Starcross mudah dipahami dan digunakan baik di akses melalui smartphone maupun PC/Laptop *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Tahap - tahap transaksi pembelian secara online shop lebih efektif dan efisien *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Proses transaksi melalui website Starcross lebih terjamin aman *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Melakukan transaksi online dapat lebih menghemat waktu dalam pembelian produk Starcross *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Melakukan pembelian online produk Starcross dapat lebih menghemat biaya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Bagian 9 dari 13

Citra Merek

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu :

- (1) Sangat Tidak Setuju (STS)
(2) Tidak Setuju (TS)
(3) Netral (N)
(4) Setuju (S)
(5) Sangat Setuju (SS)

Merek Starcross mudah diingat dan mudah dikenali *

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

Produk Starcross memiliki desain yang menarik *

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

Merek Starcross terkenal memiliki kualitas produk yang baik *

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

Produk Starcross memiliki desain produk yang *Casual* dan *Simple*

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

Anda merasa percaya diri saat menggunakan produk Starcross *

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

Bagian 10 dari 13

Persepsi Harga

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu :

- (1) Sangat Tidak Setuju (STS)
- (2) Tidak Setuju (TS)
- (3) Netral (N)
- (4) Setuju (S)
- (5) Sangat Setuju (SS)

Harga produk Starcross sesuai dengan kualitas yang diberikan *

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

Harga produk Starcross dapat bersaing dengan merek produk *Fashion* lainnya yang setara *

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

Harga produk Starcross sesuai dengan manfaat yang Anda dapatkan *

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

Harga produk Starcross terjangkau,sesuai dengan daya beli anda *

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

Beglen 11 dari 13

Minat Beli

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu :

- (1) Sangat Tidak Setuju (STS)
(2) Tidak Setuju (TS)
(3) Netral (N)
(4) Setuju (S)
(5) Sangat Setuju (SS)

Saya bermaksud membeli produk Starcross *

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

Saya memikirkan produk Starcross sebagai pilihan ketika membeli pakaian *

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

Jika di saat ini Anda ingin membeli pakaian dan aksesoris (tas,topi,dll), Anda **memungkinkan** membeli di Starcross

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

Jika di masa mendatang Anda ingin membeli pakaian dan aksesoris (tas, topi, dll), Anda **pasti** membeli di Starcross

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

Bagian 12 dari 13

Loyalitas Merek

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⋮

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu :

- (1) Sangat Tidak Setuju (STS)
- (2) Tidak Setuju (TS)
- (3) Netral (N)
- (4) Setuju (S)
- (5) Sangat Setuju (SS)

Saya akan berbelanja kembali ke Starcross *

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

Saya suka memakai produk Starcross *

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

Saya akan selalu merekomendasikan produk Starcross kepada orang lain *

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

Saya lebih menyukai produk Starcross dibandingkan merek lainnya *

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

Setelah bagian 12 Lanjutkan ke bagian berikut

Bagian 13 dari 13

Judul bagian (opsional)

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⋮

Terimakasih saya ucapkan atas kesediaan saudara/saudari yang telah berkenan mengisi kuesioner ini, Tuhan Memberkati.

Lampiran 3 Data Mentah Kuesioner

PD 1	PD 2	PD 3	PD 4	PD 5	PD 6	PD 7	M B1	M B2	M B3	M B4	M B5	P H1	P H2	P H3	P H4	M B1	M B2	M B3	MB 4	LM 1	LM 2	LM 3	LM 4
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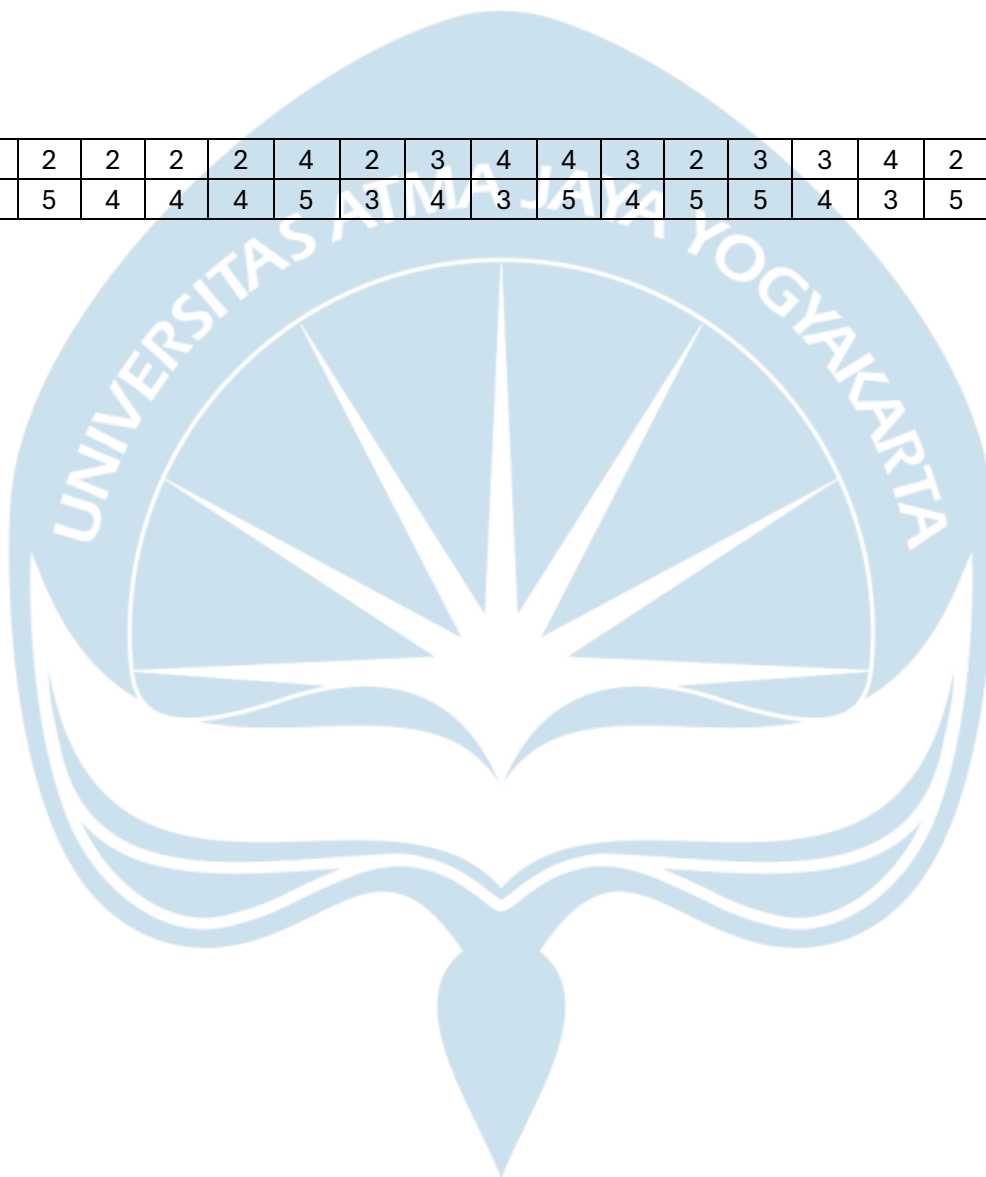
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Lampiran 4 Data dan Jawaban Kuisioner

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdo misili Di Yogya karta	Apakah Anda Pernah Melih at Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggu nakan Produk Starcross ?	Jenis Kela min	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
19/05/2025 16:58:18	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 11:12:40	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 11:14:26	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	> Rp 4.000.000
20/05/2025 11:32:48	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000
20/05/2025 12:12:36	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 12:17:15	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 12:31:50	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 13:01:30	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	Pasca Sarjana	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 13:49:19	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross ?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
20/05/2025 14:58:56	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 14:59:07	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	Pasca Sarjana	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 17:24:41	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000
20/05/2025 17:28:40	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	> Rp 4.000.000
20/05/2025 17:30:15	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 17:31:04	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 17:31:38	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 17:36:23	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 17:38:36	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 17:42:31	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	> Rp 4.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross ?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
20/05/2025 17:45:40	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	> Rp 4.000.000
20/05/2025 17:49:08	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 17:51:09	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 17:57:13	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 17:59:30	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 18:04:18	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 18:08:50	Ya	Ya	Ya	Ya	Ya	Wanita	> 23 tahun	SMA / SMK	Pelajar / Mahasiswa	> Rp 4.000.000
20/05/2025 18:11:11	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
20/05/2025 18:11:55	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 18:21:44	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross ?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
20/05/2025 18:25:19	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 18:38:08	Ya	Ya	Ya	Ya	Ya	Wanita	> 23 tahun	S1	Freelance	Rp 1.000.000 - 2.000.000
20/05/2025 18:39:49	Ya	Ya	Ya	Ya	Ya	Wanita	> 23 tahun	S1	Freelance	Rp 1.000.000 - 2.000.000
20/05/2025 18:40:06	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	> Rp 4.000.000
20/05/2025 18:44:55	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 18:52:00	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000
20/05/2025 18:52:41	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 18:52:44	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	Pasca Sarjana	Freelance	Rp 1.000.000 - 2.000.000
20/05/2025 18:54:29	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 19:11:12	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross ?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
20/05/2025 20:20:06	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Lainnya	> Rp 4.000.000
20/05/2025 20:20:09	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 20:27:18	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Lainnya	> Rp 4.000.000
20/05/2025 20:27:21	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Freelance	< Rp 500.000
20/05/2025 20:44:27	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 21:10:02	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Freelance	Rp 2.000.000 - 3.000.000
20/05/2025 21:59:52	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
20/05/2025 22:56:06	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
20/05/2025 23:18:22	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
21/05/2025 10:02:26	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Lainnya	Rp 2.000.000 - 3.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross ?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
21/05/2025 10:55:24	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000
21/05/2025 11:45:51	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000
21/05/2025 11:57:34	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Wirausaha	< Rp 500.000
21/05/2025 16:04:42	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	SMA / SMK	Lainnya	Rp 1.000.000 - 2.000.000
21/05/2025 18:43:42	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	S1	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
21/05/2025 19:28:19	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Wirausaha	> Rp 4.000.000
21/05/2025 19:30:16	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Lainnya	> Rp 4.000.000
21/05/2025 19:30:17	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Wirausaha	> Rp 4.000.000
22/05/2025 9:30:20	Ya	Ya	Ya	Ya	Ya	Wanita	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000
22/05/2025 14:23:02	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mendingar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
26/05/2025 17:14:45	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	D3	Freelance	Rp 1.000.000 - 2.000.000
26/05/2025 17:55:11	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
26/05/2025 21:07:44	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
1/6/2025 21:33	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	S1	Pelajar / Mahasiswa	< Rp 500.000
1/6/2025 21:34	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
2/6/2025 20:24	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Lainnya	> Rp 4.000.000
4/6/2025 22:18	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	S1	Freelance	Rp 2.000.000 - 3.000.000
4/6/2025 22:27	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
4/6/2025 22:28	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
4/6/2025 22:30	Ya	Ya	Ya	Ya	Ya	Wanita	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdo misili Di Yogya karta	Apakah Anda Pernah Melih at Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggu nakan Produk Starcross ?	Jenis Kela min	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
4/6/2025 22:31	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Freelance	Rp 2.000.000 - 3.000.000
4/6/2025 22:32	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000
4/6/2025 22:33	Ya	Ya	Ya	Ya	Ya	Wani ta	> 23 tahun	S1	Lainnya	> Rp 4.000.000
4/6/2025 22:34	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	D3	Pegawai Swasta	> Rp 4.000.000
4/6/2025 22:35	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	Pasca Sarjana	Lainnya	> Rp 4.000.000
4/6/2025 22:36	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Freelance	Rp 2.000.000 - 3.000.000
4/6/2025 22:37	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
4/6/2025 22:37	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
4/6/2025 22:39	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
4/6/2025 22:40	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdo misili Di Yogya karta	Apakah Anda Pernah Melih at Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggu nakan Produk Starcross ?	Jenis Kela min	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
4/6/2025 22:41	Ya	Ya	Ya	Ya	Ya	Wani ta	< 18 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
4/6/2025 22:41	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	SMA / SMK	Pegawai Swasta	> Rp 4.000.000
4/6/2025 22:42	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	SMA / SMK	Pegawai Swasta	> Rp 4.000.000
4/6/2025 22:43	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Wirausaha	Rp 3.000.000 - Rp 4.000.000
4/6/2025 22:43	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000
4/6/2025 22:44	Ya	Ya	Ya	Ya	Ya	Wani ta	> 23 tahun	S1	Wirausaha	> Rp 4.000.000
4/6/2025 22:54	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	S1	Pegawai Swasta	Rp 3.000.000 - Rp 4.000.000
4/6/2025 22:56	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Wirausaha	> Rp 4.000.000
4/6/2025 22:56	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	SMA / SMK	Freelance	> Rp 4.000.000
4/6/2025 22:57	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	Pasca Sarjana	Pegawai Swasta	> Rp 4.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdo misili Di Yogya karta	Apakah Anda Pernah Melih at Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggu nakan Produk Starcross ?	Jenis Kela min	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
4/6/2025 22:58	Ya	Ya	Ya	Ya	Ya	Wani ta	< 18 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
4/6/2025 22:59	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Wirausaha	Rp 3.000.000 - Rp 4.000.000
4/6/2025 23:00	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Wirausaha	> Rp 4.000.000
4/6/2025 23:00	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	SMA / SMK	Freelance	Rp 2.000.000 - 3.000.000
4/6/2025 23:01	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	S1	Pegawai Swasta	Rp 2.000.000 - 3.000.000
4/6/2025 23:03	Ya	Ya	Ya	Ya	Ya	Wani ta	> 23 tahun	Pasca Sarjana	Wirausaha	> Rp 4.000.000
4/6/2025 23:04	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
4/6/2025 23:06	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	D3	Freelance	Rp 1.000.000 - 2.000.000
4/6/2025 23:07	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Lainnya	Rp 3.000.000 - Rp 4.000.000
4/6/2025 23:10	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdo misili Di Yogya karta	Apakah Anda Pernah Melih at Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggu nakan Produk Starcross ?	Jenis Kela min	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
4/6/2025 23:11	Ya	Ya	Ya	Ya	Ya	Pria	< 18 tahun	SMA / SMK	Pelajar / Mahasiswa	< Rp 500.000
4/6/2025 23:12	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Pegawai Swasta	Rp 3.000.000 - Rp 4.000.000
4/6/2025 23:13	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	D3	Wirausaha	> Rp 4.000.000
4/6/2025 23:14	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	S1	Freelance	Rp 2.000.000 - 3.000.000
4/6/2025 23:18	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	D3	Pegawai Swasta	Rp 3.000.000 - Rp 4.000.000
4/6/2025 23:19	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 2.000.000 - 3.000.000
4/6/2025 23:22	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
4/6/2025 23:26	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000
4/6/2025 23:30	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Lainnya	Rp 3.000.000 - Rp 4.000.000
4/6/2025 23:33	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	D3	Freelance	Rp 2.000.000 - 3.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdo misili Di Yogya karta	Apakah Anda Pernah Melih at Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggu nakan Produk Starcross ?	Jenis Kela min	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
4/6/2025 23:34	Ya	Ya	Ya	Ya	Ya	Wani ta	> 23 tahun	S1	Wirausaha	> Rp 4.000.000
4/6/2025 23:36	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
5/6/2025 4:02	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 3.000.000 - Rp 4.000.000
5/6/2025 4:05	Ya	Ya	Ya	Ya	Ya	Wani ta	18 - 20 tahun	SMA / SMK	Pegawai Swasta	Rp 2.000.000 - 3.000.000
5/6/2025 4:07	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	D3	Pegawai Swasta	Rp 3.000.000 - Rp 4.000.000
5/6/2025 4:09	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	D3	Wirausaha	Rp 3.000.000 - Rp 4.000.000
5/6/2025 4:11	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000
5/6/2025 4:12	Ya	Ya	Ya	Ya	Ya	Pria	18 - 20 tahun	D3	Lainnya	Rp 3.000.000 - Rp 4.000.000
5/6/2025 4:14	Ya	Ya	Ya	Ya	Ya	Wani ta	21 - 23 tahun	SMA / SMK	Pegawai Swasta	Rp 2.000.000 - 3.000.000
5/6/2025 4:16	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	D3	Wirausaha	Rp 3.000.000 - Rp 4.000.000

Timestamp	Apakah Anda Generasi Z Kelahiran (1995 - 2010)	Apakah Anda Pernah Mende ngar Produk Starcross	Apakah Anda Berdomisili Di Yogyakarta	Apakah Anda Pernah Melihat Sosial Media Starcross?	Apakah Anda Pernah Membeli Atau Menggunakan Produk Starcross ?	Jenis Kelamin	Usia	Pendidikan Terakhir	Jenis Pekerjaan	Pendapatan perbulan
5/6/2025 6:01	Ya	Ya	Ya	Ya	Ya	Wanita	< 18 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
5/6/2025 6:02	Ya	Ya	Ya	Ya	Ya	Wanita	< 18 tahun	SMA / SMK	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
5/6/2025 6:21	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
5/6/2025 6:22	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000
5/6/2025 6:23	Ya	Ya	Ya	Ya	Ya	Wanita	> 23 tahun	S1	Pegawai Swasta	> Rp 4.000.000
5/6/2025 6:25	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	D3	Pelajar / Mahasiswa	Rp 1.000.000 - 2.000.000
5/6/2025 6:26	Ya	Ya	Ya	Ya	Ya	Pria	21 - 23 tahun	D3	Freelance	Rp 1.000.000 - 2.000.000
5/6/2025 6:27	Ya	Ya	Ya	Ya	Ya	Pria	> 23 tahun	SMA / SMK	Wirausaha	Rp 3.000.000 - Rp 4.000.000
5/6/2025 6:28	Ya	Ya	Ya	Ya	Ya	Wanita	18 - 20 tahun	SMA / SMK	Freelance	< Rp 500.000
5/6/2025 6:30	Ya	Ya	Ya	Ya	Ya	Wanita	21 - 23 tahun	S1	Freelance	Rp 1.000.000 - 2.000.000

Lampiran 5 *Screen Shoot* Hasil Olah Data

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

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
CM -> MB	0.283	0.282	0.094	2.998	0.003	
MB -> LM	0.751	0.755	0.030	24.929	0.000	
PD -> MB	0.343	0.353	0.109	3.156	0.002	
PH -> MB	0.287	0.280	0.088	3.263	0.001	

R-square - Overview

	R-square	R-square adjusted	
LM	0.564	0.560	
MB	0.697	0.690	

Discriminant validity - Cross loadings

	CM	LM	MB	PD	PH	
CM1	0.705	0.526	0.536	0.582	0.495	
CM2	0.719	0.598	0.576	0.513	0.574	
CM3	0.692	0.521	0.545	0.640	0.473	
CM4	0.721	0.558	0.492	0.559	0.520	
CM5	0.751	0.584	0.588	0.525	0.599	
LM1	0.593	0.796	0.675	0.614	0.607	
LM2	0.614	0.741	0.524	0.588	0.587	
LM3	0.574	0.706	0.504	0.537	0.512	
LM4	0.587	0.790	0.554	0.525	0.530	
MB1	0.588	0.616	0.790	0.603	0.627	
MB2	0.572	0.600	0.729	0.610	0.545	
MB3	0.542	0.509	0.679	0.538	0.530	
MB4	0.597	0.525	0.807	0.577	0.547	
PD1	0.585	0.476	0.527	0.732	0.533	
PD2	0.487	0.460	0.537	0.672	0.432	
PD3	0.631	0.568	0.572	0.812	0.576	
PD4	0.538	0.482	0.548	0.634	0.496	
PD5	0.481	0.538	0.487	0.717	0.457	
PD6	0.513	0.533	0.561	0.664	0.565	
PD7	0.611	0.616	0.580	0.697	0.550	
PH1	0.553	0.572	0.541	0.563	0.779	
PH2	0.558	0.582	0.619	0.588	0.768	
PH3	0.613	0.531	0.628	0.590	0.798	
PH4	0.564	0.598	0.504	0.513	0.731	

f-square - Matrix

	CM	LM	MB	PD	PH
CM			0.086		
LM					
MB		1.293			
PD			0.130		
PH			0.106		

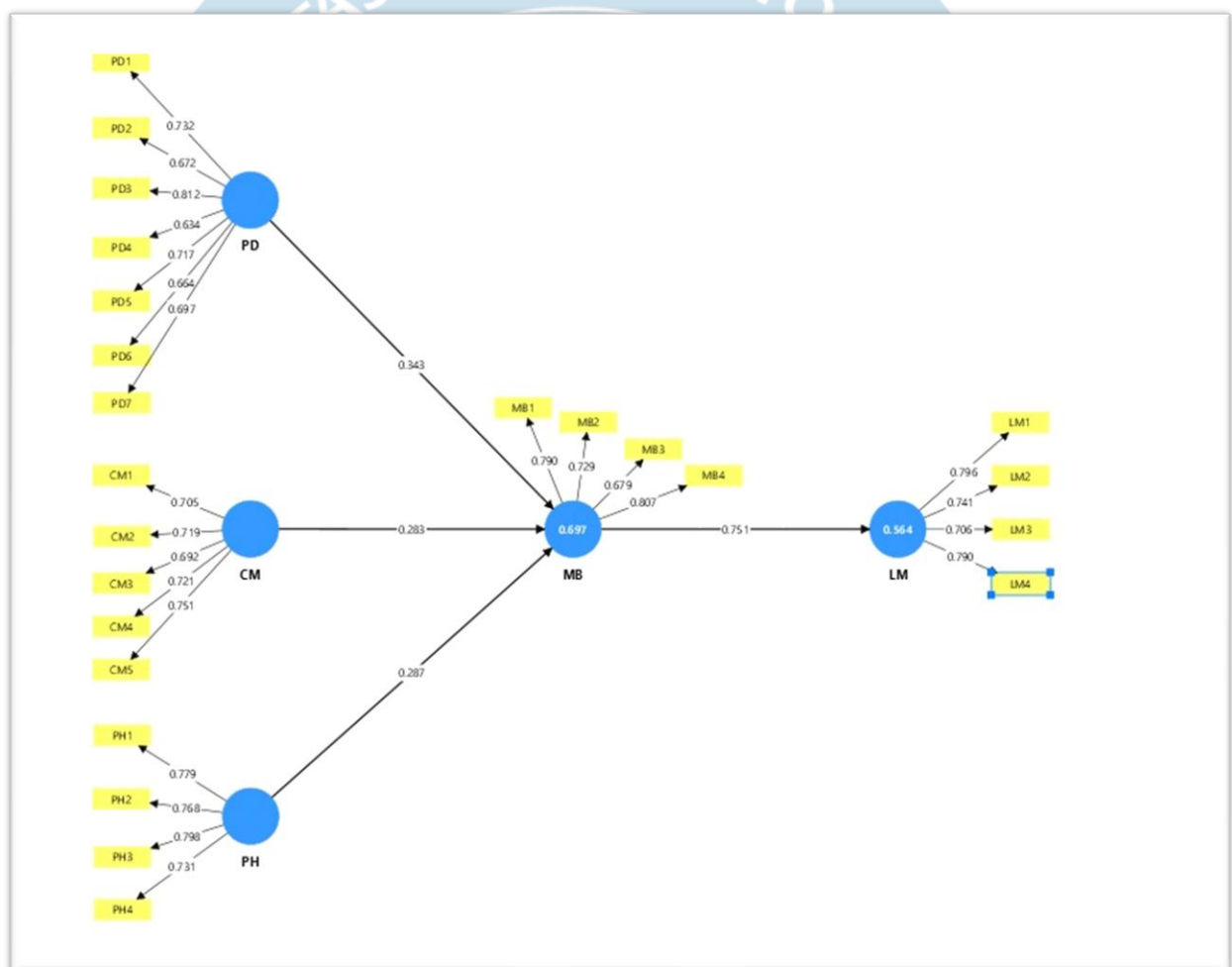
Outer loadings - Matrix

	CM	LM	MB	PD	PH
CM1	0.705				
CM2	0.719				
CM3	0.692				
CM4	0.721				
CM5	0.751				
LM1		0.796			
LM2		0.741			
LM3		0.706			
LM4		0.790			
MB1			0.790		
MB2			0.729		
MB3			0.679		
MB4			0.807		
PD1				0.732	
PD2				0.672	
PD3				0.812	
PD4				0.634	
PD5				0.717	
PD6				0.664	
PD7				0.697	
PH1					0.779
PH2					0.768
PH3					0.798
PH4					0.731

Construct reliability and validity - Overview

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	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (A...
CM	0.765	0.766	0.842	0.516
LM	0.756	0.766	0.844	0.576
MB	0.743	0.746	0.839	0.567
PD	0.831	0.831	0.874	0.499
PH	0.771	0.776	0.853	0.592



Lampiran 6 Jurnal Acuan Utama

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Analysis of the influence of digital marketing, brand image, and price perception on purchase intention and brand loyalty in Uniqlo apparel products

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ABSTRACT

Nowadays online shopping industry is growing rapidly, and social media platforms are a major part of promotional activities for many companies in Indonesia. The research aims to examine the relationship between price perception, brand image and digital marketing variables and purchase intention and brand loyalty. Design research is a quantitative research using a survey method with a questionnaire; the sampling technique is purposive random sampling. Using a structural equation modeling approach with AMOS software and 303 respondents, results show that price perception corporate image, and digital marketing promotion activities have significant and positive effects on purchase intention, while brand image does not directly have a significant effect on purchase intention. Furthermore, purchase intention has a significant effect on brand loyalty.

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Introduction

Nowadays social media marketing is important whether companies want to be a success in the modern business world or want to be famous. Thus managers should use social media programs and websites or landing pages to promote the company, product and services. The rapid development of digital technology has affected the business world, especially the marketing activities (Agrawal & Gupta, 2023). Many promotional activities have been carried out online, including in Indonesia, where more than half of the population owns a smartphone and a good internet connection. The online shopping industry is growing rapidly, along with the behavior of consumers from generation Y and generation Z who prefer to interact via virtual (Agrawal, 2022). Digital Marketing itself is one of the marketing media that is currently in great demand by the public to support valoupiacxrious business activities because it is felt to have (Loupac & Goudey, 2020) many benefits for their business development. With digital marketing, communication and transactions can be done easily, are not limited in time and can be worldwide. Digital marketing allows sellers and buyers to make transactions without having to meet face to face.

On the other side, current retail business is changing rapidly owing to advances in the Internet and mobile technology. The emergence of e-commerce and mobile commerce has revolutionized customer purchasing habits, from affecting product and information searching to variety seeking and customer channel selection (Mishra et al., 2021). Nowadays many customers are increasingly technology-dependent and engage with brands through smartphones, tablet and social media platforms (Zhu et al., 2020). Many prior studies on online shopping demonstrated that consumers shop online to fulfil specifically explained utilitarian motives such as low prices, product information, right assortment, convenience atmosphere, etc., as well as hedonic motives like fun and entertainment (Dorie & Loranger, 2020; Loupiac & Goudey, 2020). However, consumers also seek many hedonic benefits such as emotions and

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mental refreshment, while shopping for physical products like apparel. Customers who purchase through both digital and physical channels are an important segment of marketers (Viejo-Fernández et al., 2020). Customers' conventional purchasing behavior involves looking for a variety of higher-quality items at the greatest feasible price.

Over the last decade, social media has become increasingly popular in digital marketing, such as engaging consumers (Cao et al., 2021) and promoting brands and influencing the purchase intention among individual consumers (Delbaere et al., 2020). Research that examines consumer behavior in online shopping for a variety of products shows that only review length and special shipping have no significant impact on product sales, while product category has a valid and specific impact on sales (K. L. Li et al., 2020). Beside digital marketing as an independent variable, brand image and price are another variables that is thought to have an effect on consumers' purchasing intentions in Indonesia for apparel products. In Indonesia, in line with population growth and income levels, the demand for branded clothing products continues to increase. With the end of the Covid-19 pandemic and the freedom to visit modern retail, in the future more consumers in Indonesia will buy clothing products that are perceived as good and trendy.

With the background above, the author wants to examine whether consumers in Indonesia have often used social media in making purchases, and during the post-pandemic consumers still consider price and brand image factors to be important factors when buying hedonic goods such as branded clothing. Because there are quite a lot of Uniqlo buyers in Indonesia, quantitative research was carried out with survey methods and relevant sampling techniques, namely purposive random sampling

Literature Review

Theoretical and Conceptual Background

Digital Marketing

Nowadays, interest in social media for marketing activities domain has gained increased attention due to the development its technologies on customer behavior. (Almohaimmed, 2019) defined electronic social media marketing as web technologies utilized to interact with public communities. Companies' interest in social media activities is derived by many benefits organizations, such as reducing cost, increasing profitability, increasing brand awareness and brand building. The important thing about digital marketing activities through social media is the influence of social media company promotional content on consumers. The concept of social media influencer has been discussed in many literatures. The latest definition is proposed as individuals who gained popularity on the social media platform and a position of influence on their audience in the marketing context (Delbaere et al., 2020). In practice, social media influencer and their online interactivities can influence purchase behaviour (Duffett, 2017; Wang & Qiao, 2020) Also, leaders and their engagement on social media have been noted as an influential force on consumer behaviour (Sun et al., 2022).

Brand Image

Brand image depicts consumers' thoughts about the brand consumers' and overall mental image of the brand; in many cases, it would largely determine worthiness assessments in purchasing decision-making (Mitchell & Balabanis, 2021), because a brand with a good reputation will be considered and can be translated into best performance (Balmer et al., 2020). Once consumers identify with a particular brand, and highly identify with brands, tend to want to consume their favorite brand (Coelho et al., 2018). Brands carries symbolic meaning and do not only have functional value, but also emotional value. At the social level, a fashion brand can act as consumers' aspirations and self-status (Buyukdag & Kitapci, 2021). Brand image also refers to how customer connects to certain products or service of the brand and plays a crucial role in marketing (Zhang, 2015) and is a key component that helps enhance the relationship between brand and customer (Mabkhot et al., 2017). In the digital era where many promotional activities are carried out online, consumers' perspective on social media activities will affect how they perceive the brand image (Plitookpai & Yoopetch, 2021). Brand image importantly participated in the decision to purchase or not to purchase that brand; In high-level fashion field, the best goods image is, that will more helpful to would be to support consumers' willingness to buy (Nguyen & Tran, 2013).

Brand image refers to a consumer's mental picture of a brand in consumers' mind that is associated with an offering, and consists of a functional and symbolic brand; consumers purchase products in addition to the image associated with sophistication, wealth, connection and identification with other customers of the brand, and acts as an important cue for consumers to distinguish a brand from its competitors (Ali et al., 2020). Interestingly, their research results show that brand image influence purchase intention directly or indirectly, through brand trust, brand satisfaction and brand perceived quality. Other researcher stated that brand image is consumer's impression of the trademark and in consumers mind (Nguyen & Tran, 2013); and brand image importantly participated in the decision to purchase or not to purchase that brand Specifically (Qaderi, 2019).

Price perception

price perception can be defined as general belief about the overall level of prices that consumers associate with a particular retailer, but as a multidimensional can be defined as a measure comprising various dimensions, like perceived price level, price perceptibility, perceived price savings, perceived price fairness, perceived value, price reward and so on (Graciola et al., 2018). In his research, (Rai & Narwal, 2022) stated that price perception have positive impact on purchase intention. Another research in retailer fields found that a store's price image dimensions influence customers' purchase intentions either directly or indirectly (Cheah et al., 2020). (Lee & Lee, 2018) conducts research that aims to see the impact of the discount strategy on consumer buying intentions; results show that

the discount size increases customers' perceived risks, and that these perceived risks mediate the relationship between price discount and purchase intentions.

Price perceptions will be dissimilar to any rational consumer. In their experience with product or services, consumers reach a price evaluation regarding the low or high price level of market. Some consumers assess the sacrifices made with the benefits obtained. While price perceived as high causes consumers don't want to purchase a product. Thus, consumers' price level perception can influence their purchase intention (Cakici & Tekeli, 2022). Consumers' emotions can affect evaluation of consumption experiences; negative emotions will process information in more detail and make more accurate judgments, while positive emotions can distract individuals and give subliminal reactions (Forgas, 2013).

Purchase intention

Purchase intention is the attitude of customers' interest and the possibility of purchasing towards certain products or brands; it can be an important index to predict consumer behavior (Plidtookpai & Yoopetch, 2021). Purchase intention is also a personal tendency correlating to a brand with an intention of implementing buying behavior, and an individual's conscious plan to make an effort to purchase a brand (Kim & Ko, 2012). (Jansom & Pongsakornrungsilp, 2021) investigate how Instagram influencers impact consumer parasocial interaction (PSI) in the relationship between value perception and purchase intention, while (Qaderi, 2019) stated that brand image influence purchase intention, other scholar stated purchase intention is defined as willingness of a customer to buy a product or service in a certain condition and as a consumer reactions that occurred as a result of the consumer decision-making process (Pirachi, 2019; Usman & Okafor, 2019).

Brand Loyalty

Loyalty is a customer's intention to purchase from the same brand again and an outcome of the conviction that brand value is higher than other alternatives; loyalty also is an important factor in managing product and services and can be measured by using some items, such as the intention to buy again more products (Abror et al., 2020; El-Adly, 2019). (Shankar & Jebarajakirthy, 2019) explains that from behavioral perspective, brand loyalty can be understood as a customer's propensity to continue a relationship with sellers or companies. Loyalty has been studied as attitudinal loyalty and behavioural loyalty by measuring buying frequency (Romaniuk & Nenycz-Thiel, 2013), which attitudinal loyalty concentrates on consumers' commitment to the brand. Purchase intention is positively associated to make the customer loyal to the brand, because consumer involvement to a product type has a positive significant impact on attitudinal loyalty toward a focal brand (Panda et al., 2020).

From the various studies above, the research model is presented as follows in Figure 1.

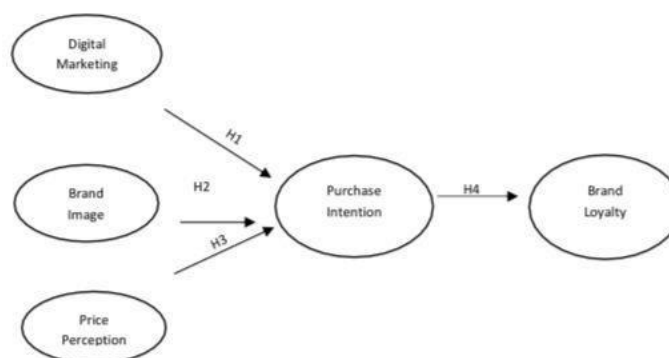


Figure 1: Research Framework; *Source:* Authors

From the research model in figure 1, several research hypotheses were developed:

- H1: Digital Marketing has a positive and significant effect on Purchase Intention
- H2: Brand Image has a positive and significant effect on Purchase Intention
- H3: Price Perception has a positive and significant effect on Purchase Intention
- H4: Purchase Intention has a positive and significant effect on Brand Loyalty

Research and Methodology

The design used in this study is a quantitative study using survey methods to collect existing data. The sampling method used was purposive sampling based on the criteria determined by the researcher; respondent criteria are respondents who have purchased Uniqlo products. The research also uses questionnaire as a tool to collect data. Data collection was conducted from October 2021 to December 2021. Respondents are given a questionnaire consisting two parts. The first one is the general information including their profile such as gender, age, education, spending per month. The second part is a questionnaire consisting of questions to test the research model mentioned. The data was analyzed using Structural Equation Models (SEM) using AMOS software. Several tests of goodness of fit were done using the data and some criteria for the goodness of fit in SEM is shown in Table 1.

Table 1: Goodness of Fit Criteria

Criteria	Value
CMIN / df	2 – 5
GFI (Goodness of fit index)	> 0,9
AGFI (Adjusted Goodness of fit index)	> 0,9
RMSEA (root mean square error of approximation)	< 0,08

Sources: (Hair et al., 2014)

Findings and Discussions

Respondent Profile

Below are the results of profiling 303 respondents who completed questionnaire using Google Forms format.

Table 2: Respondent Profile

Description	Classification	Frequency	Percentage (%)
Gender	Male	143	47.2
	Female	160	52.8
Age	< 20 years old	76	25.1
	20-30 years old	185	61.1
	31-40 years old	24	7.9
	> 40 years old	18	5.9
Education	Student	133	43.9
	Private Employees	86	28.4
	Government Employees	11	3.6
	Entrepreneur	48	15.8
	Professional Worker	11	3.6
	Others	14	4.6
Income	Up to IDR 1.5 million /month	93	30.7
	> IDR 1.5 – 2.5 million /month	64	21.1
	> IDR 2.5 – 3.5 million /month	51	16.8
	> IDR 3.5 – 4.5 million /month	31	10.2
	> IDR 4.5 million /month	64	21.1
types of fashion products purchased	T-shirts	136	44.9
	Shirt	68	22.4
	Trousers	56	18.5
	Jacket	31	10.2
	Bag	2	0.7
	HatOthers	3	1
promotional media		7	2.3
	Instagram	150	49.5
	Uniqlo Store	139	45.9
	Other	14	4.6

From the table above, it can be seen that the most respondents were women, aged between 20 up to 30 years old. Most of the respondents had income Up to IDR 1.5 million /month, mostly buy T-shirts and shirts, and most often access Instagram to see uniqlo promotions.

Hypothesis Testing Result

Using AMOS software, the research model is presented as follows:

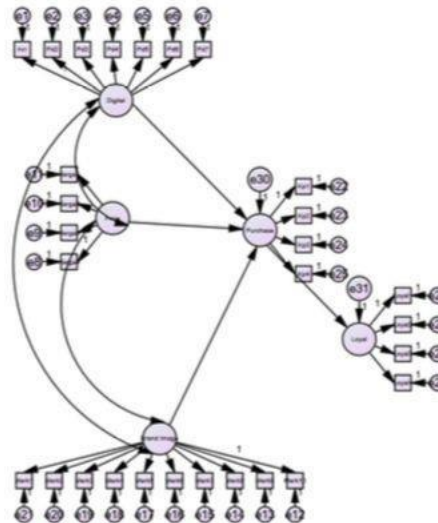


Figure 2: The research model

The results of the goodness of fits are shown in Table 1, as follows:

Table 3: Goodness of Fit results

Criteria	Value	Note
CMIN/DF	2.365	Fit
GFI	0.832	Marginal
AGFI	0.800	Fit
RMSEA	0.067	Fit

The results shown in the table were the results analyzed using AMOS application. The results show that the value of CMIN/DF is 2.365, RMSEA 0.067, GFI 0.832, and AGFI 0.800. From the results, it can be concluded that research model was acceptable to further treatment. Therefore, hypothesis process can continue to the interpretation of the structural relationships between variables.

The method used to determine the results of the hypothesis testing was by comparing the probability value (P) with 0.05. There are four hypotheses namely hypothesis one (H1), hypothesis two (H2), hypothesis three (H3), and hypothesis four (H4). If a hypothesis had probability value less than 0.05, it is said that the hypothesis was supported by the truth, if the probability value was greater than 0.05, then the hypothesis in the study was not supported by the truth (sample data).

Table 4: The Probability Value Among the Variables

Hypothesis	Probability	Note
Digital Marketing → Purchase Intention	0.026	Significant
Brand Image → Purchase Intention	0.693	Not Significant
Price Perception → Purchase Intention	0.005	Significant
Purchase Intention → Brand Loyalty	0.000	Significant

From the table above, it can be concluded there are three hypotheses that were supported by the sample data and there is one hypotheses that were not supported by the sample data.

Hypothesis 1 (H1) was accepted, because the relationship between digital marketing activities and purchase intention had a probability value of 0.026 which was a value lower than 0.05 so that digital marketing affect purchajibrilse intention positively and significantly. Currently, the development of promotional activities through innovative and vigorous digital marketing activities is popular in Indonesia; This is because consumers in Indonesia will be more interested in fashion products as hedonic products introduced through digital channels, which are considered to show the quality of design and follow existing trends. This result is in line with several studies that state that using online marketing on social media can increase brand awareness and sales in various products, such as online based brand community product (Jibril et al., 2019), green products (Sun & Wang, 2020), handicraft products (Guha et al., 2021), and airline product and services (Moslehpour et al., 2021).

Hypothesis 2 (H2) was not accepted, because the relationship between brand image and purchase intention had a probability value of 0.693 which was a value greater than 0.05 so that brand image did not affect purchase intention. This is not in line with many researches from states that good brand image will affect purchase intention, such as research (Y. Li et al., 2020; Shi & Jiang, 2022). Although it has long existed in Japan, the Uniqlo brand has not long been introduced and sold in Indonesia. The Uniqlo brand is sold through traditional marketing channels that seem luxurious, such as in malls; there are also intensive digital marketing activities to promote the Uniqlo brand. Because it is sold in malls, consumers in Indonesia think the quality of the product is good, so even though the Uniqlo brand has not been perceived as having a good reputation, consumers are still interested in buying it.

Hypothesis 3 (H3) was accepted, because the relationship between price perception activities and purchase intention had a probability value of 0.005 which was a value lower than 0.05 so that price perception affect purchase intention positively and significantly. In Indonesia, the price of Uniqlo products is relatively expensive; In addition to perceived good quality products, product placement in malls requires prices to be quite expensive so that consumers perceive Uniqlo products as quality products. This is in line with the research from (Rai & Narwal, 2022) which states that Perceived price fairness positively impact customers' purchase intentions through seller price image dimensions.

But hypothesis 4 (H4) was accepted, because the relationship between purchase intention and brand loyalty had a probability value of 0.000 which was a value much lower than 0.05 so that purchase intention affect customer loyalty. The willingness Indonesia's consumers to buy fashion products at high prices usually shows consumer loyalty to the brand. Moreover, Uniqlo continues to innovate its product design in order to continue to follow the development of fashion trends in Indonesia, especially among the younger generation. This is in line with the research from (Omorieg et al., 2019) which states that satisfaction after purchase, service quality and trust had significant effect on loyalty, with satisfaction having the most significant effect.

Conclusions

Based on the research, from the respondent profiles, the ratio of women is higher than men. Most of the respondents possess bachelor's degree and have income less than IDR 1.5 million per month, mostly buy T-shirts and shirts, and most often access Instagram to see Uniqlo fashion promotions.

From hypotheses testing results, it shows that price perception corporate image and digital marketing promotion activities have significant and positive effects on purchase intention, while brand image do not directly have significant effect on purchase intention. Furthermore, purchase intention has significant effect on customer loyalty.

The suggestions for further research: (i) Uniqlo's promotional activities through digital marketing should be managed properly and their quality improved, considering that many Indonesian consumers access digital media, digital marketing platforms can be expanded, for example via tick tock, twitter and others; (ii) Uniqlo must manage its product pricing policy carefully, and always pay attention to the price movements of competitors. customer reviews regarding price perceptions must be monitored periodically to ensure Uniqlo product prices remain affordable and perceived quality is appropriate; (iii) in future research, researchers are expected to be able to find and analyze new independent variables that can influence purchasing decisions and also customer loyalty, such as product quality and marketing channel. Also, questionnaire should be short, concise and clear and easy to understand.

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