

## BAB V

### PENUTUP

Bab ini berisi kesimpulan dari hasil penelitian mengenai faktor-faktor yang memengaruhi perilaku pembelian motor listrik. Selain itu, disampaikan saran untuk penelitian selanjutnya serta rekomendasi praktis bagi perusahaan, khususnya dalam meningkatkan strategi pemasaran yang ramah lingkungan, menghindari praktik greenwashing, dan meningkatkan edukasi konsumen terkait lingkungan.

#### 5.1. Kesimpulan

Berdasarkan hasil pengujian hipotesis menggunakan analisis *Partial Least Squares Structural Equation Modeling (PLS-SEM)* dengan data 296 responden pengguna motor listrik di Indonesia, diperoleh kesimpulan sebagai berikut:

1. Hipotesis 1 diterima. *Green Marketing* terbukti mampu meningkatkan *consumer trust*. Temuan ini menunjukkan bahwa semakin baik perusahaan motor listrik menerapkan strategi pemasaran yang berorientasi pada kelestarian lingkungan, maka semakin tinggi pula tingkat kepercayaan yang diberikan konsumen. Berbagai upaya perusahaan dalam mengedepankan aspek lingkungan, seperti penggunaan material yang lebih ramah lingkungan, pengembangan produk yang berkelanjutan, serta komunikasi pemasaran yang menonjolkan kepedulian terhadap lingkungan, mampu membentuk persepsi positif di benak konsumen. Kondisi tersebut mendorong munculnya keyakinan bahwa perusahaan memiliki komitmen yang nyata terhadap isu keberlanjutan, sehingga kepercayaan konsumen terhadap perusahaan menjadi semakin kuat.

2. Hipotesis 2 tidak diterima. *Greenwashing* tidak terbukti memengaruhi *consumer trust*. Hasil ini mengindikasikan bahwa persepsi konsumen terhadap adanya klaim lingkungan yang berlebihan ataupun informasi yang kurang transparan belum cukup kuat untuk menurunkan tingkat kepercayaan mereka terhadap perusahaan motor listrik. Fenomena tersebut dapat terjadi karena sebagian besar konsumen masih lebih berfokus pada manfaat yang dirasakan secara langsung dari penggunaan motor listrik, seperti efisiensi biaya operasional dan kontribusi terhadap pengurangan emisi. Selain itu, perkembangan pasar motor listrik di Indonesia yang masih relatif baru memungkinkan konsumen belum sepenuhnya memberikan perhatian khusus terhadap kemungkinan adanya praktik *greenwashing* yang dilakukan perusahaan.
3. Hipotesis 3 diterima. *Consumer Trust* terbukti berperan penting dalam mendorong *purchase behavior*. Semakin tinggi tingkat kepercayaan konsumen terhadap perusahaan motor listrik, semakin besar pula kecenderungan mereka untuk melakukan pembelian. Kepercayaan yang terbentuk membuat konsumen merasa lebih yakin terhadap kualitas produk, kemampuan perusahaan dalam memenuhi kebutuhan pelanggan, serta komitmen perusahaan dalam menjalankan aktivitas bisnis yang bertanggung jawab. Dengan adanya rasa percaya tersebut, konsumen menjadi lebih mantap dalam menjadikan motor listrik sebagai pilihan kendaraan yang sesuai dengan kebutuhan sekaligus mendukung upaya pelestarian lingkungan.
4. Hipotesis 4 diterima. *Environmental Knowledge* terbukti memoderasi hubungan antara *green marketing* dan *consumer trust* dengan arah yang memperlemah.

Hasil ini menunjukkan bahwa konsumen yang memiliki tingkat pengetahuan lingkungan yang lebih tinggi cenderung melakukan penilaian yang lebih kritis terhadap berbagai klaim pemasaran hijau yang disampaikan perusahaan. Mereka tidak hanya menerima informasi yang diberikan, tetapi juga berusaha menilai kesesuaian antara pesan yang dikomunikasikan dengan kondisi sebenarnya. Oleh karena itu, pengaruh *green marketing* dalam membangun kepercayaan menjadi relatif lebih rendah pada kelompok konsumen yang memiliki pemahaman lingkungan yang lebih baik dibandingkan konsumen dengan tingkat pengetahuan lingkungan yang lebih rendah.

5. Hipotesis 5 diterima. *Environmental Knowledge* juga terbukti memoderasi hubungan antara *consumer trust* dan *purchase behavior* dengan arah yang memperlemah. Temuan ini menunjukkan bahwa konsumen yang memiliki pengetahuan lingkungan yang tinggi tidak hanya mendasarkan keputusan pembelian pada tingkat kepercayaan terhadap perusahaan. Mereka juga mempertimbangkan berbagai aspek lain yang berkaitan dengan produk, seperti efisiensi penggunaan energi, kualitas baterai, ketersediaan fasilitas pendukung, serta dampak lingkungan yang ditimbulkan selama siklus penggunaan produk. Akibatnya, meskipun konsumen memiliki tingkat kepercayaan yang tinggi terhadap perusahaan motor listrik, keputusan pembelian tetap dipengaruhi oleh berbagai pertimbangan tambahan yang membuat proses pengambilan keputusan menjadi lebih kompleks dan rasional.

## 5.2. Implikasi Manajerial

Berdasarkan hipotesis yang diterima dalam penelitian ini (H1, H3, H4, dan H5), berikut disajikan implikasi manajerial yang dapat dijadikan panduan bagi perusahaan motor listrik di Indonesia dalam merancang dan mengeksekusi strategi pemasaran yang lebih efektif, berkelanjutan, dan berpusat pada kepercayaan konsumen:

1. Penguatan integrasi nilai lingkungan dalam seluruh aktivitas pemasaran. Penelitian ini menemukan bahwa *green marketing* berpengaruh positif dan signifikan terhadap *consumer trust* konsumen motor listrik. Indikator *GM2* memperoleh nilai *mean* tertinggi sebesar 4,223 (kategori Sangat Tinggi), yang mencerminkan bahwa konsumen sangat mengapresiasi perusahaan yang secara konsisten dan menyeluruh menjadikan aspek lingkungan sebagai dasar seluruh kegiatan pemasarannya. Oleh karena itu, perusahaan motor listrik di Indonesia seperti Polytron, GESITS, dan United E-Motor sangat disarankan untuk memperkuat integrasi nilai lingkungan dalam setiap aktivitas pemasaran secara menyeluruh, mulai dari iklan digital, konten media sosial, hingga komunikasi di titik penjualan. Secara konkret, hal ini dapat diwujudkan melalui penerbitan laporan transparansi emisi secara berkala, penonjolan teknologi baterai ramah lingkungan dalam materi pemasaran, serta perolehan sertifikasi lingkungan dari lembaga independen yang kredibel. Dengan melakukan hal-hal tersebut secara konsisten, perusahaan dapat membangun kepercayaan konsumen yang lebih kuat dan berkelanjutan, yang pada akhirnya akan mendorong peningkatan *purchase behavior* motor listrik.

2. Peningkatan responsivitas dan kompetensi teknis sebagai pilar kepercayaan.

Penelitian ini menemukan bahwa *consumer trust* berpengaruh positif dan signifikan terhadap *purchase behavior* konsumen motor listrik. Indikator CT4 (responsivitas perusahaan, *mean* = 4,142) dan CT2 (kompetensi perusahaan, *mean* = 4,132) merupakan dua dimensi kepercayaan yang paling kuat dinilai oleh konsumen. Hal ini bermakna bahwa konsumen yang merasakan layanan purna jual yang responsif dan kompetensi teknis yang baik dari produsen motor listrik akan lebih terdorong untuk melakukan pembelian. Perusahaan motor listrik disarankan untuk memprioritaskan peningkatan kualitas layanan pelanggan, seperti mempercepat respons terhadap keluhan teknis terkait baterai, meningkatkan ketersediaan teknisi terlatih di seluruh wilayah, serta membangun sistem *after-sales* yang proaktif. Secara strategis, program garansi baterai yang komprehensif, pusat layanan yang mudah diakses, dan platform penanganan keluhan pelanggan berbasis digital dapat menjadi investasi jangka panjang yang efektif dalam membangun kepercayaan konsumen, yang pada akhirnya mendorong perilaku pembelian aktual.

3. Diferensiasi strategi komunikasi berbasis literasi lingkungan konsumen.

Penelitian ini menemukan bahwa *environmental knowledge* memperlemah pengaruh *green marketing* terhadap *consumer trust*. Temuan ini mengandung implikasi penting bahwa segmen konsumen berpengetahuan lingkungan tinggi yang ditandai oleh pemahaman mendalam tentang isu lingkungan (EK1, *mean* = 4,007) dan kemampuan memilih motor listrik berdasarkan emisi karbon (EK3, *mean* = 3,997) membutuhkan pendekatan pemasaran yang berbeda dan lebih substantif dibandingkan konsumen umum. Konsumen yang berpengetahuan

tinggi akan lebih skeptis terhadap klaim *green marketing* yang bersifat umum atau sekadar slogan. Oleh karena itu, perusahaan motor listrik disarankan untuk menyediakan informasi teknis yang lebih rinci dan terverifikasi secara independen bagi segmen konsumen ini, misalnya melalui publikasi data emisi sepanjang siklus hidup produk, keterbukaan informasi tentang proses dan dampak daur ulang baterai, serta keterlibatan lembaga sertifikasi lingkungan pihak ketiga yang terpercaya. Strategi diferensiasi komunikasi berbasis literasi lingkungan konsumen ini akan memaksimalkan efektivitas *green marketing* dalam membangun kepercayaan di seluruh segmen pasar.

4. Pembangunan ekosistem pendukung untuk mengakselerasi konversi kepercayaan menjadi pembelian. Penelitian ini menemukan bahwa *environmental knowledge* memperlemah pengaruh *consumer trust* terhadap *purchase behavior*. Temuan ini mengindikasikan bahwa konsumen motor listrik berpengetahuan lingkungan tinggi menambahkan lapisan pertimbangan teknis yang kompleks sebelum mewujudkan kepercayaan menjadi tindakan pembelian, seperti pertimbangan efisiensi baterai, ketersediaan infrastruktur pengisian daya, dan dampak lingkungan siklus hidup produk. Perusahaan motor listrik disarankan untuk secara aktif mengatasi hambatan pertimbangan teknis ini melalui penyediaan ekosistem pendukung yang komprehensif, mencakup perluasan jaringan *charging station*, publikasi data perbandingan biaya kepemilikan total (*total cost of ownership*), program edukasi konsumen berbasis komunitas pengguna motor listrik, serta kemitraan dengan pemerintah dalam pengembangan infrastruktur kendaraan listrik yang merata. Dengan menyediakan informasi teknis yang memadai dan ekosistem pendukung yang

kuat, perusahaan dapat membantu konsumen berpengetahuan tinggi untuk mempercepat konversi kepercayaan menjadi keputusan pembelian aktual.

### **5.3. Keterbatasan Penelitian**

Penelitian ini memiliki beberapa keterbatasan yang perlu diperhatikan dalam menginterpretasikan hasil dan generalisasi temuannya, sebagai berikut:

1. Hasil pengujian validitas diskriminan menggunakan kriteria Fornell-Larcker menunjukkan bahwa beberapa konstruk memiliki korelasi yang relatif tinggi dengan konstruk lainnya sehingga perlu mendapatkan perhatian khusus. Kondisi tersebut mengindikasikan bahwa batas konseptual antar beberapa variabel belum sepenuhnya terpisah secara optimal dalam konteks penelitian ini. Oleh karena itu, interpretasi hubungan antar variabel perlu dilakukan dengan hati-hati dan hasil penelitian sebaiknya dipahami dengan mempertimbangkan keterbatasan tersebut. Penelitian selanjutnya diharapkan dapat menggunakan objek penelitian yang lebih spesifik atau pengembangan indikator pengukuran sehingga validitas diskriminan antar konstruk dapat ditingkatkan.
2. Penelitian ini menggunakan objek penelitian berupa pengguna motor listrik secara umum tanpa membatasi pada merek tertentu. Pendekatan tersebut memungkinkan penelitian memperoleh gambaran yang lebih luas mengenai perilaku konsumen motor listrik di Indonesia. Namun, setiap merek motor listrik memiliki karakteristik yang berbeda, baik dari segi kualitas produk, teknologi yang digunakan, layanan purna jual, reputasi merek, maupun strategi pemasaran yang diterapkan. Perbedaan tersebut dapat memengaruhi cara

konsumen membentuk kepercayaan, menilai aktivitas pemasaran ramah lingkungan, serta mengambil keputusan pembelian. Oleh karena itu, hasil penelitian ini belum sepenuhnya dapat menggambarkan perilaku konsumen pada masing-masing merek motor listrik secara spesifik. Penelitian selanjutnya diharapkan dapat memfokuskan objek penelitian pada merek tertentu agar diperoleh pemahaman yang lebih mendalam mengenai perilaku konsumen pada setiap merek motor listrik.

3. Penelitian ini melibatkan responden dengan karakteristik yang masih didominasi oleh kelompok usia muda serta kalangan pelajar dan mahasiswa. Kondisi tersebut memungkinkan hasil penelitian lebih banyak mencerminkan pandangan dan pengalaman kelompok responden tersebut dalam menilai motor listrik. Sementara itu, pengguna motor listrik di Indonesia memiliki latar belakang yang beragam, baik dari segi usia, pekerjaan, tingkat pendapatan, maupun wilayah tempat tinggal. Perbedaan karakteristik tersebut dapat memengaruhi cara konsumen memandang isu lingkungan, membangun kepercayaan terhadap perusahaan, dan mengambil keputusan pembelian. Oleh karena itu, hasil penelitian ini perlu dipahami sesuai dengan karakteristik responden yang menjadi sampel penelitian. Pada penelitian selanjutnya, disarankan untuk melibatkan responden yang lebih beragam sehingga hasil yang diperoleh dapat memberikan gambaran yang lebih representatif mengenai perilaku pengguna motor listrik di Indonesia.
4. Berdasarkan karakteristik responden pada Tabel 4.6, sebagian besar responden dalam penelitian ini memiliki tingkat pendapatan yang relatif rendah. Sebanyak 54,4% responden memiliki pendapatan di bawah Rp3.000.000 per bulan,

sedangkan responden dengan pendapatan di atas Rp5.000.000 per bulan hanya sebesar 22,6%. Kondisi tersebut sejalan dengan karakteristik responden yang didominasi oleh pelajar dan mahasiswa (68,6%). Mengingat motor listrik merupakan produk dengan harga yang relatif tinggi, keputusan pembelian pada kelompok responden dengan pendapatan rendah kemungkinan tidak hanya dipengaruhi oleh kemampuan finansial pribadi, tetapi juga oleh dukungan keluarga, fasilitas pembayaran secara cicilan, atau pilihan terhadap motor listrik dengan harga yang lebih terjangkau. Oleh karena itu, hubungan antara kepercayaan konsumen dan perilaku pembelian yang ditemukan dalam penelitian ini belum tentu mencerminkan kondisi pada konsumen yang memiliki tingkat pendapatan lebih tinggi dan kemampuan finansial yang lebih mandiri.

#### **5.4. Saran untuk Peneliti Selanjutnya**

Berdasarkan hasil, keterbatasan, dan implikasi penelitian ini, berikut disampaikan beberapa saran yang diharapkan dapat menjadi panduan bagi peneliti selanjutnya yang ingin mengembangkan topik ini:

1. Penelitian selanjutnya disarankan untuk melakukan pengujian validitas diskriminan yang lebih komprehensif dengan menggunakan pendekatan *Heterotrait-Monotrait Ratio (HTMT)* sebagai pelengkap maupun metode utama dalam mengevaluasi validitas diskriminan antar konstruk. Penggunaan metode tersebut dapat membantu memastikan bahwa setiap variabel yang digunakan dalam penelitian benar-benar memiliki karakteristik yang berbeda secara empiris. Selain itu, peneliti selanjutnya juga dapat melakukan penyempurnaan

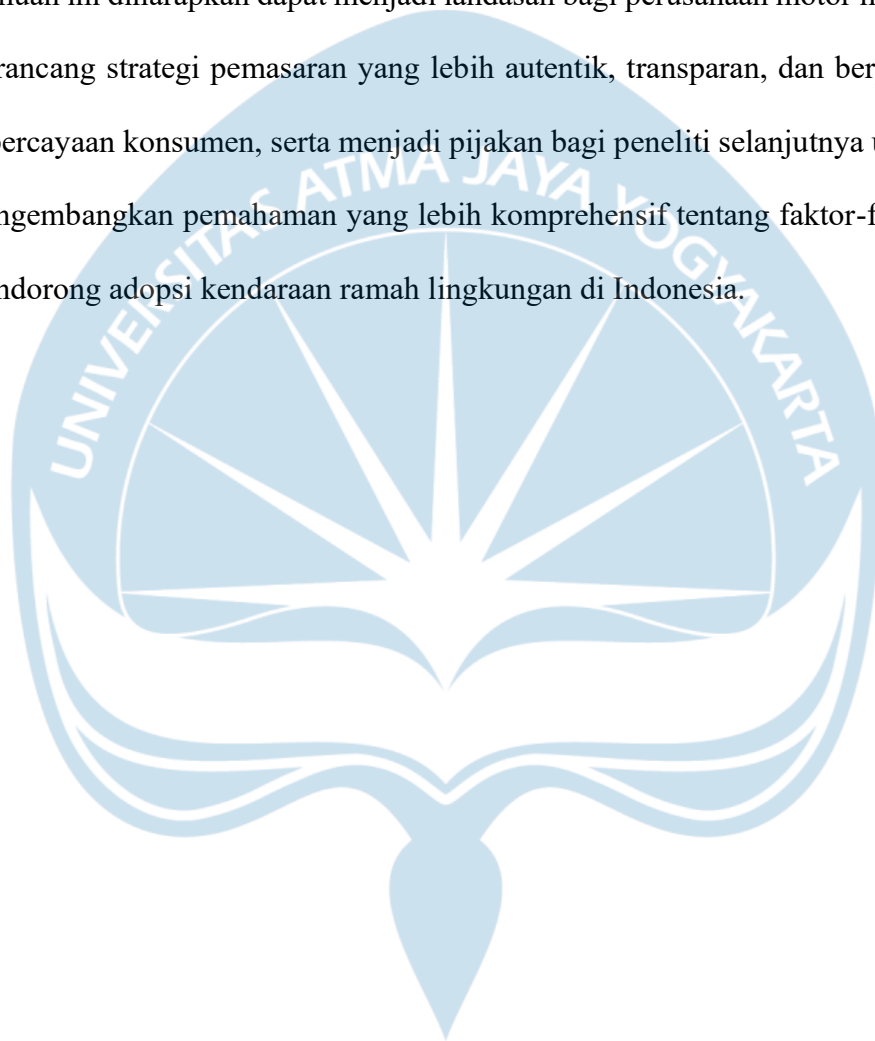
instrumen penelitian dengan mengembangkan indikator yang lebih spesifik dan mampu merepresentasikan masing-masing konstruk secara lebih jelas. Dengan demikian, perbedaan antara variabel *green marketing*, *consumer trust*, dan *environmental knowledge* dapat terlihat dengan lebih baik sehingga kualitas model pengukuran menjadi lebih kuat dan hasil penelitian yang diperoleh memiliki tingkat keandalan yang lebih tinggi.

2. Penelitian selanjutnya disarankan untuk mempersempit cakupan objek penelitian dengan berfokus pada merek motor listrik tertentu. Dalam penelitian ini, objek penelitian mencakup berbagai merek motor listrik yang digunakan oleh responden sehingga karakteristik dan pengalaman yang dimiliki setiap responden dapat berbeda-beda. Padahal, setiap merek motor listrik memiliki keunggulan, kualitas produk, strategi pemasaran, citra merek, serta layanan purna jual yang tidak sama. Perbedaan tersebut dapat memengaruhi cara konsumen menilai aktivitas *green marketing*, membangun kepercayaan terhadap perusahaan, maupun mengambil keputusan pembelian. Oleh karena itu, penelitian yang difokuskan pada satu merek tertentu diharapkan mampu memberikan gambaran yang lebih mendalam mengenai perilaku konsumen serta faktor-faktor yang memengaruhinya. Selain itu, penelitian selanjutnya juga dapat melakukan perbandingan antar merek motor listrik untuk mengetahui apakah terdapat perbedaan perilaku konsumen pada masing-masing merek yang beredar di Indonesia.
3. Penelitian selanjutnya disarankan untuk melibatkan responden yang lebih beragam dari sisi usia, pekerjaan, tingkat pendapatan, maupun wilayah domisili. Pada penelitian ini, sebagian besar responden berasal dari kelompok usia muda

serta kalangan pelajar dan mahasiswa, sehingga hasil penelitian cenderung merepresentasikan pandangan dan pengalaman kelompok tersebut. Sementara itu, pengguna motor listrik di Indonesia memiliki latar belakang yang sangat beragam dengan kebutuhan, preferensi, dan pertimbangan pembelian yang berbeda-beda. Konsumen yang telah bekerja atau memiliki tingkat pendapatan yang lebih tinggi, misalnya, dapat memiliki pertimbangan yang berbeda dalam menilai manfaat lingkungan, kualitas produk, maupun kepercayaan terhadap perusahaan. Oleh karena itu, penelitian selanjutnya diharapkan dapat menggunakan teknik pengambilan sampel yang mampu menjangkau kelompok responden yang lebih beragam serta mencakup wilayah yang lebih luas. Dengan demikian, hasil penelitian yang diperoleh dapat memberikan gambaran yang lebih representatif mengenai perilaku pengguna motor listrik di Indonesia dan memiliki tingkat generalisasi yang lebih baik.

4. Penelitian selanjutnya disarankan untuk mempertimbangkan kapasitas finansial responden dalam proses penentuan sampel. Hal tersebut dapat dilakukan dengan menetapkan kriteria minimum pendapatan atau memilih responden yang terlibat secara langsung dalam pembiayaan pembelian motor listrik. Selain itu, penggunaan teknik *quota sampling* berdasarkan kelompok pendapatan dapat dipertimbangkan agar jumlah responden pada setiap kelompok pendapatan lebih seimbang. Dengan demikian, hasil penelitian diharapkan dapat memberikan gambaran yang lebih akurat mengenai proses pengambilan keputusan pembelian motor listrik pada konsumen yang memiliki daya beli yang memadai.

Secara keseluruhan, penelitian ini memberikan kontribusi empiris penting bagi pemahaman tentang perilaku konsumen motor listrik di Indonesia, khususnya mengenai peran *green marketing* dalam membangun kepercayaan konsumen, serta bagaimana *environmental knowledge* memengaruhi dinamika hubungan tersebut. Temuan ini diharapkan dapat menjadi landasan bagi perusahaan motor listrik untuk merancang strategi pemasaran yang lebih autentik, transparan, dan berpusat pada kepercayaan konsumen, serta menjadi pijakan bagi peneliti selanjutnya untuk terus mengembangkan pemahaman yang lebih komprehensif tentang faktor-faktor yang mendorong adopsi kendaraan ramah lingkungan di Indonesia.



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## **LAMPIRAN**

### **LAMPIRAN 1**

#### **Kuesioner Asli**

##### **Pertanyaan Filter**

Pertanyaan ini digunakan untuk mendapatkan responden yang sesuai dengan kebutuhan penelitian.

1. Apakah anda pernah membeli dan menggunakan motor listrik?

- ☐ Ya
- ☐ Tidak

##### **Pertanyaan Demografi Responden**

1. Jenis Kelamin

- ☐ Laki-Laki
- ☐ Perempuan

2. Usia

- ☐ 17 – 25 Tahun
- ☐ 26 – 35 Tahun
- ☐ 36 – 45 Tahun
- ☐ > 45 Tahun

3. Pendidikan Terakhir

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

- S3
- 4. Profesi
  - Pelajar/Mahasiswa
  - Pegawai Negeri Sipil (PNS)
  - Pegawai Swasta
  - Wirausaha
  - *Freelance*
  - Lainnya
- 5. Rata-rata Pendapatan (per Bulan)
  - <Rp 1.000.000
  - Rp 1.000.000 – Rp 3.000.000
  - Rp 3.000.001 – Rp 5.000.000
  - Rp 5.000.001 – Rp 10.000.000
  - > Rp 10.000.000
- 6. Rata-rata Pengeluaran (per Bulan)
  - <Rp 1.000.000
  - Rp 1.000.000 – Rp 3.000.000
  - Rp 3.000.001 – Rp 5.000.000
  - Rp 5.000.001 – Rp 10.000.000
  - > Rp 10.000.000
- 7. Wilayah Domisili (berdasarkan ibu kota)
  - Aceh
  - Sumatera Utara
  - Sumatera Barat

- Riau
- Kepulauan Riau
- Jambi
- Bengkulu
- Sumatera Selatan
- Kepulauan Bangka Belitung
- Lampung
- DKI Jakarta
- Jawa Barat
- Banten
- Jawa Tengah
- Daerah Istimewa Yogyakarta
- Jawa Timur
- Kalimantan Barat
- Kalimantan Tengah
- Kalimantan Selatan
- Kalimantan Timur
- Kalimantan Utara
- Sulawesi Utara
- Gorontalo
- Sulawesi Tengah
- Sulawesi Barat
- Sulawesi Selatan
- Sulawesi Tenggara

- Bali
- Nusa Tenggara Barat (NTB)
- Nusa Tenggara Timur (NTT)
- Maluku
- Maluku Utara
- Papua Barat
- Papua Barat Daya
- Papua
- Papua Tengah
- Papua Pegunungan
- Papua Selatan

**Pertanyaan Penelitian**

Silakan pilih jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda.

Keterangan Poin Jawaban:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup Setuju

4 = Setuju

5 = Sangat Setuju

| <i>Green Marketing</i> |                                                                                                                                                       | <b>Skala</b> |          |          |          |          |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------|----------|----------|----------|
|                        |                                                                                                                                                       | <b>1</b>     | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <i>GM1</i>             | Saya menilai bahwa perusahaan motor listrik meningkatkan penjualan dengan menonjolkan aspek lingkungan dalam kegiatan pemasarannya.                   |              |          |          |          |          |
| <i>GM2</i>             | Saya melihat bahwa perusahaan motor listrik menjadikan aspek lingkungan sebagai dasar dalam setiap upaya pemasarannya.                                |              |          |          |          |          |
| <i>GM3</i>             | Saya menilai bahwa perusahaan motor listrik berupaya menggunakan bahan yang lebih ramah lingkungan secara efisien tanpa membuang energi dan material. |              |          |          |          |          |
| <i>GM4</i>             | Saya melihat bahwa perusahaan motor listrik menggunakan komponen yang dapat didaur ulang atau digunakan kembali.                                      |              |          |          |          |          |
| <i>GM5</i>             | Saya menilai bahwa perusahaan motor listrik mengutamakan produk yang memiliki dampak lingkungan seminimal mungkin.                                    |              |          |          |          |          |
| <i>Greenwashing</i>    |                                                                                                                                                       | <b>Skala</b> |          |          |          |          |
|                        |                                                                                                                                                       | <b>1</b>     | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <i>GW1</i>             | Saya merasa bahwa perusahaan motor listrik menyesatkan saya melalui kata-kata yang digunakan dalam klaim terkait lingkungan.                          |              |          |          |          |          |

|                       |                                                                                                                                                         |              |          |          |          |          |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------|----------|----------|----------|
| <i>GW2</i>            | Saya merasa bahwa perusahaan motor listrik menyesatkan saya melalui tampilan visual atau grafis terkait klaim lingkungannya.                            |              |          |          |          |          |
| <i>GW3</i>            | Saya merasa bahwa perusahaan motor listrik menyampaikan klaim ramah lingkungan yang kurang jelas atau membingungkan.                                    |              |          |          |          |          |
| <i>GW4</i>            | Saya menilai bahwa perusahaan motor listrik cenderung melebih-lebihkan manfaat ramah lingkungan dari produknya.                                         |              |          |          |          |          |
| <i>GW5</i>            | Saya merasa bahwa perusahaan motor listrik menyembunyikan informasi penting agar klaim ramah lingkungannya terlihat lebih baik dari kondisi sebenarnya. |              |          |          |          |          |
| <b>Consumer Trust</b> |                                                                                                                                                         | <b>Skala</b> |          |          |          |          |
|                       |                                                                                                                                                         | <b>1</b>     | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <i>CT1</i>            | Saya merasa bahwa perusahaan motor listrik dapat dipercaya.                                                                                             |              |          |          |          |          |
| <i>CT2</i>            | Saya menilai bahwa perusahaan motor listrik memiliki kompetensi yang baik dalam menjalankan usahanya.                                                   |              |          |          |          |          |
| <i>CT3</i>            | Saya merasa bahwa perusahaan motor listrik memiliki integritas yang tinggi.                                                                             |              |          |          |          |          |

|                                |                                                                                                                         |              |          |          |          |          |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------|----------|----------|----------|----------|
| CT4                            | Saya menilai bahwa perusahaan motor listrik responsif terhadap kebutuhan dan keluhan pelanggan.                         |              |          |          |          |          |
| <b>Environmental Knowledge</b> |                                                                                                                         | <b>Skala</b> |          |          |          |          |
|                                |                                                                                                                         | <b>1</b>     | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| EK1                            | Saya merasa memiliki pengetahuan yang baik mengenai isu-isu lingkungan.                                                 |              |          |          |          |          |
| EK2                            | Dibandingkan dengan kebanyakan orang, saya merasa lebih memahami isu-isu yang berkaitan dengan lingkungan.              |              |          |          |          |          |
| EK3                            | Saya mengetahui cara memilih motor listrik yang memiliki dampak emisi karbon yang rendah.                               |              |          |          |          |          |
| <b>Purchase Behavior</b>       |                                                                                                                         | <b>Skala</b> |          |          |          |          |
|                                |                                                                                                                         | <b>1</b>     | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| PB1                            | Saya pernah membeli motor listrik yang ramah lingkungan.                                                                |              |          |          |          |          |
| PB2                            | Saya membeli motor listrik yang ramah lingkungan dengan tujuan untuk mengurangi emisi CO <sub>2</sub> dan polusi udara. |              |          |          |          |          |
| PB3                            | Saya membeli motor listrik yang ramah lingkungan sebagai bentuk kepedulian terhadap lingkungan alam.                    |              |          |          |          |          |

|            |                                                                                                           |  |  |  |  |  |
|------------|-----------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| <i>PB4</i> | Sebelum membeli motor listrik, saya mempertimbangkan dampaknya terhadap lingkungan dan kesehatan manusia. |  |  |  |  |  |
|------------|-----------------------------------------------------------------------------------------------------------|--|--|--|--|--|



## LAMPIRAN 2

### Screenshot Kuesioner

**Pengaruh *Green Marketing* dan *Greenwashing* terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi**

Halo, Saya Christian Rafael, mahasiswa Program Studi Manajemen dari Universitas Atma Jaya Yogyakarta. Saat ini Saya sedang melakukan penelitian yang berjudul: **"Pengaruh *Green Marketing* dan *Greenwashing* terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi"**

Saya membutuhkan bantuan teman-teman untuk mengisi kuesioner ini. Setiap jawaban yang Anda berikan bersifat rahasia dan hanya akan saya gunakan untuk keperluan akademik. Saya sangat berharap Anda dapat mengisinya dengan jujur berdasarkan pengalaman Anda.

Terima kasih banyak atas waktu dan bantuannya. Jika ada yang ingin ditanyakan, silakan hubungi kontak di bawah ini :  
**WhatsApp : 08119203204**  
**Email : ch.rafael14@gmail.com**

**Christian Rafael**

ch.rafael03@gmail.com [Ganti akun](#)

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**Pertanyaan Filter**

Pertanyaan ini digunakan untuk mendapatkan responden yang sesuai dengan kebutuhan penelitian.

Apakah anda pernah membeli dan menggunakan motor listrik? \*

☐ Ya

☐ Tidak

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\* Menunjukkan pertanyaan yang wajib diisi

## Pertanyaan Demografi Responden

Jenis Kelamin \*

☐ Laki-Laki  
☐ Perempuan

Usia \*

☐ 17 - 25 Tahun  
☐ 26 - 35 Tahun  
☐ 36 - 45 Tahun  
☐ > 45 Tahun

Pendidikan Terakhir \*

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

Profesi \*

☐ Pelajar/Mahasiswa  
☐ Pegawai Negeri Sipil (PNS)  
☐ Pegawai Swasta  
☐ Wirausaha  
☐ Freelance  
☐ Lainnya

Rata-rata Pendapatan (per Bulan) \*

☐ <Rp 1.000.000  
☐ Rp 1.000.000 - Rp 3.000.000  
☐ Rp 3.000.001 - Rp 5.000.000  
☐ Rp 5.000.001 - Rp 10.000.000  
☐ > Rp 10.000.000

Rata-rata Pengeluaran (per Bulan) \*

☐ <Rp 1.000.000  
☐ Rp 1.000.000 - Rp 3.000.000  
☐ Rp 3.000.001 - Rp 5.000.000  
☐ Rp 5.000.001 - Rp 10.000.000  
☐ > Rp 10.000.000

Wilayah Domisili (berdasarkan ibu kota) \*

Pilih

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Tidak dibagikan

\* Menunjukkan pertanyaan yang wajib diisi

## Green Marketing

Silakan pilih jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda.

**Keterangan Poin Jawaban:**

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cukup Setuju
- 4 = Setuju
- 5 = Sangat Setuju

Saya menilai bahwa perusahaan motor listrik meningkatkan penjualan dengan menonjolkan aspek lingkungan dalam kegiatan pemasarannya. \*

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

Saya melihat bahwa perusahaan motor listrik menjadikan aspek lingkungan sebagai dasar dalam setiap upaya pemasarannya. \*

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

Saya menilai bahwa perusahaan motor listrik berupaya menggunakan bahan yang lebih ramah lingkungan secara efisien tanpa membuang energi dan material. \*

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

Saya melihat bahwa perusahaan motor listrik menggunakan komponen yang dapat didaur ulang atau digunakan kembali. \*

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

Saya menilai bahwa perusahaan motor listrik mengutamakan produk yang memiliki dampak lingkungan seminimal mungkin. \*

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

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# Pengaruh *Green Marketing* dan *Greenwashing* terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi

ch.rafael03@gmail.com [Ganti akun](#)

Tidak dibagikan

\* Menunjukkan pertanyaan yang wajib diisi

## Greenwashing

Silakan pilih jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda.

**Keterangan Poin Jawaban:**

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cukup Setuju
- 4 = Setuju
- 5 = Sangat Setuju

Saya merasa bahwa perusahaan motor listrik menyesatkan saya melalui kata-kata yang digunakan dalam klaim terkait lingkungan. \*

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

Saya merasa bahwa perusahaan motor listrik menyesatkan saya melalui tampilan visual atau grafis terkait klaim lingkungannya. \*

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

Saya merasa bahwa perusahaan motor listrik menyampaikan klaim ramah lingkungan yang kurang jelas atau membingungkan. \*

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

Saya menilai bahwa perusahaan motor listrik cenderung melebih-lebihkan manfaat ramah lingkungan dari produknya. \*

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

Saya merasa bahwa perusahaan motor listrik menyembunyikan informasi penting agar klaim ramah lingkungannya terlihat lebih baik dari kondisi sebenarnya. \*

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

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# Pengaruh *Green Marketing* dan *Greenwashing* terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi

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\* Menunjukkan pertanyaan yang wajib diisi

## Consumer Trust (Kepercayaan Konsumen)

Silakan pilih jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda.

**Keterangan Poin Jawaban:**

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cukup Setuju
- 4 = Setuju
- 5 = Sangat Setuju

Saya merasa bahwa perusahaan motor listrik dapat dipercaya. \*

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

Saya menilai bahwa perusahaan motor listrik memiliki kompetensi yang baik dalam menjalankan usahanya. \*

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

Saya merasa bahwa perusahaan motor listrik memiliki integritas yang tinggi. \*

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

Saya menilai bahwa perusahaan motor listrik responsif terhadap kebutuhan dan keluhan pelanggan. \*

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

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## Pengaruh *Green Marketing* dan *Greenwashing* terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi

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Tidak dibagikan

\* Menunjukkan pertanyaan yang wajib diisi

### Environmental Knowledge (Pengetahuan Lingkungan)

Silakan pilih jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda.

**Keterangan Poin Jawaban:**

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cukup Setuju
- 4 = Setuju
- 5 = Sangat Setuju

Saya merasa memiliki pengetahuan yang baik mengenai isu-isu lingkungan. \*

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

Dibandingkan dengan kebanyakan orang, saya merasa lebih memahami isu-isu yang berkaitan dengan lingkungan. \*

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

Saya mengetahui cara memilih motor listrik yang memiliki dampak emisi karbon yang rendah. \*

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

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# Pengaruh Green Marketing dan Greenwashing terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi

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\* Menunjukkan pertanyaan yang wajib diisi

## Purchase Behavior (Perilaku Pembelian)

Silakan pilih jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda.

**Keterangan Poin Jawaban:**

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup Setuju

4 = Setuju

5 = Sangat Setuju

Saya pernah membeli motor listrik yang ramah lingkungan. \*

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

Saya membeli motor listrik yang ramah lingkungan dengan tujuan untuk mengurangi emisi CO<sub>2</sub> dan polusi udara. \*

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

Saya membeli motor listrik yang ramah lingkungan sebagai bentuk kepedulian terhadap lingkungan alam. \*

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

Sebelum membeli motor listrik, saya mempertimbangkan dampaknya terhadap lingkungan dan kesehatan manusia. \*

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

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Pengaruh *Green Marketing* dan *Greenwashing* terhadap Perilaku Pembelian Motor Listrik oleh Konsumen dengan Pengetahuan Lingkungan sebagai Variabel Moderasi

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Bagian Akhir Survey

Terima kasih banyak teman-teman sudah meluangkan waktu untuk mengisi kuesioner ini! Jawaban kalian sangat berarti dan akan membantu penelitian saya ini menjadi lebih bermanfaat.

Christian Rafael.

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### LAMPIRAN 3

#### Hasil Download Spreadsheet Data Jawaban Responden

| Waktu dan Tanggal      | Filter 1 | Jenis Kelamin | Usia          | Pendidikan Terakhir | Profesi           | Rata-rata Pendapatan (per Bulan) | Rata-rata Pengeluaran (per Bulan) | Wilayah Domisili (berdasarkan ibu kota) |
|------------------------|----------|---------------|---------------|---------------------|-------------------|----------------------------------|-----------------------------------|-----------------------------------------|
| 22/04/2026<br>13:10:02 | Ya       | Perempuan     | 17 - 25 Tahun | SMA/SMK             | Pelajar/Mahasiswa | Rp 3.000.001 - Rp 5.000.000      | <Rp 1.000.000                     | Jawa Tengah                             |
| 22/04/2026<br>13:14:16 | Ya       | Perempuan     | 17 - 25 Tahun | SMA/SMK             | Pelajar/Mahasiswa | Rp 5.000.001 - Rp 10.000.000     | Rp 1.000.000 - Rp 3.000.000       | Jawa Tengah                             |
| 22/04/2026<br>13:15:42 | Ya       | Perempuan     | 17 - 25 Tahun | SMA/SMK             | Pelajar/Mahasiswa | Rp 1.000.000 - Rp 3.000.000      | Rp 1.000.000 - Rp 3.000.000       | Daerah Istimewa Yogyakarta              |
| 22/04/2026<br>13:15:58 | Ya       | Perempuan     | 17 - 25 Tahun | SMA/SMK             | Pelajar/Mahasiswa | Rp 3.000.001 - Rp 5.000.000      | Rp 3.000.001 - Rp 5.000.000       | Jawa Tengah                             |
| 22/04/2026<br>13:21:31 | Ya       | Perempuan     | 17 - 25 Tahun | S1                  | Pelajar/Mahasiswa | Rp 1.000.000 - Rp 3.000.000      | <Rp 1.000.000                     | Jawa Tengah                             |

|                        |       |           |                  |         |                   |                                   |                                   |                                  |
|------------------------|-------|-----------|------------------|---------|-------------------|-----------------------------------|-----------------------------------|----------------------------------|
| 22/04/2026<br>14:06:16 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 22/04/2026<br>15:09:29 | Ya    | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 22/04/2026<br>21:34:58 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 22/04/2026<br>22:32:21 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 22/04/2026<br>22:42:58 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Daerah<br>Istimewa<br>Yogyakarta |
| 22/04/2026<br>22:45:52 | Ya    | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 22/04/2026<br>23:05:01 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 22/04/2026<br>23:24:13 | Tidak |           |                  |         |                   |                                   |                                   |                                  |

|                        |       |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|-------|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 22/04/2026<br>23:46:24 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Nusa Tenggara<br>Barat (NTB)     |
| 23/04/2026<br>0:06:56  | Tidak |           |                  |         |                   |                                    |                                   |                                  |
| 23/04/2026<br>2:00:13  | Ya    | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 23/04/2026<br>11:00:08 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 23/04/2026<br>11:02:16 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Banten                           |
| 23/04/2026<br>11:11:37 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Barat                       |
| 23/04/2026<br>11:12:54 | Ya    | Perempuan | 17 - 25<br>Tahun | S1      | <i>Freelance</i>  | > Rp<br>10.000.000                 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta                      |
| 23/04/2026<br>11:18:39 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Kalimantan<br>Timur              |

|                        |    |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 23/04/2026<br>11:41:59 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta                      |
| 23/04/2026<br>12:03:06 | Ya | Perempuan | 26 - 35<br>Tahun | S1      | Wirausaha         | > Rp<br>10.000.000                 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah                      |
| 23/04/2026<br>12:04:46 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 23/04/2026<br>12:05:33 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 23/04/2026<br>12:12:18 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 23/04/2026<br>12:18:07 | Ya | Perempuan | > 45<br>Tahun    | S1      | Wirausaha         | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah                      |
| 23/04/2026<br>13:06:02 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Daerah<br>Istimewa<br>Yogyakarta |
| 23/04/2026<br>13:07:22 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Aceh                             |

|                        |    |           |                  |             |                               |                                    |                                   |                              |
|------------------------|----|-----------|------------------|-------------|-------------------------------|------------------------------------|-----------------------------------|------------------------------|
| 23/04/2026<br>13:18:51 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                   |
| 23/04/2026<br>13:55:19 | Ya | Laki-Laki | > 45<br>Tahun    | S1          | Wirausaha                     | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah                  |
| 23/04/2026<br>13:59:52 | Ya | Perempuan | > 45<br>Tahun    | S1          | Wirausaha                     | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah                  |
| 23/04/2026<br>14:06:45 | Ya | Laki-Laki | 17 - 25<br>Tahun | D1/D2/D3/D4 | Pegawai Negeri<br>Sipil (PNS) | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Nusa Tenggara<br>Timur (NTT) |
| 23/04/2026<br>14:15:20 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pegawai Negeri<br>Sipil (PNS) | Rp 3.000.001<br>- Rp<br>5.000.000  | <Rp<br>1.000.000                  | Sulawesi Utara               |
| 23/04/2026<br>14:20:11 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1          | Wirausaha                     | Rp 3.000.001<br>- Rp<br>5.000.000  | <Rp<br>1.000.000                  | Jawa Tengah                  |
| 23/04/2026<br>14:34:24 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                   |
| 23/04/2026<br>14:36:25 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Timur                   |

|                        |    |           |                  |         |                               |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------------------|------------------------------------|-----------------------------------|----------------------------------|
| 23/04/2026<br>14:37:40 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 23/04/2026<br>14:54:39 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | > Rp<br>10.000.000                 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta                      |
| 23/04/2026<br>14:55:27 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Swasta                | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Bengkulu                         |
| 23/04/2026<br>15:15:54 | Ya | Perempuan | 26 - 35<br>Tahun | S2      | Pegawai Negeri<br>Sipil (PNS) | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Lampung                          |
| 23/04/2026<br>16:05:29 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 23/04/2026<br>17:11:54 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 23/04/2026<br>17:14:01 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa             | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Jawa Timur                       |
| 23/04/2026<br>18:48:24 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Tengah                      |
| 23/04/2026<br>19:21:50 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa             | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Aceh                             |

|                        |    |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 23/04/2026<br>19:40:54 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 23/04/2026<br>21:04:49 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 23/04/2026<br>21:06:39 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta                      |
| 23/04/2026<br>22:02:36 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 24/04/2026<br>9:04:40  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 24/04/2026<br>10:30:29 | Ya | Perempuan | > 45<br>Tahun    | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 24/04/2026<br>10:43:18 | Ya | Laki-Laki | > 45<br>Tahun    | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah                      |
| 24/04/2026<br>12:24:08 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Jawa Barat                       |

|                        |    |           |                  |         |                   |                                    |                                    |                       |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|------------------------------------|-----------------------|
| 24/04/2026<br>19:55:38 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Wirausaha         | > Rp<br>10.000.000                 | Rp 5.000.001<br>- Rp<br>10.000.000 | Bengkulu              |
| 24/04/2026<br>21:58:26 | Ya | Laki-Laki | > 45<br>Tahun    | S1      | Wirausaha         | > Rp<br>10.000.000                 | > Rp<br>10.000.000                 | Jawa Tengah           |
| 25/04/2026<br>11:14:55 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | DKI Jakarta           |
| 25/04/2026<br>11:20:42 | Ya | Perempuan | > 45<br>Tahun    | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000  | Kalimantan<br>Selatan |
| 25/04/2026<br>13:17:45 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat            |
| 25/04/2026<br>13:42:23 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | DKI Jakarta           |
| 25/04/2026<br>13:44:28 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                   | Banten                |
| 25/04/2026<br>13:45:31 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat            |

|                        |    |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 25/04/2026<br>14:08:27 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Kalimantan<br>Timur              |
| 25/04/2026<br>14:24:58 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Aceh                             |
| 25/04/2026<br>15:19:23 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Barat                       |
| 25/04/2026<br>15:28:45 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | DKI Jakarta                      |
| 25/04/2026<br>15:57:04 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Timur                       |
| 25/04/2026<br>16:47:03 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jambi                            |
| 25/04/2026<br>20:17:00 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 25/04/2026<br>22:43:57 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Daerah<br>Istimewa<br>Yogyakarta |

|                        |    |           |                  |         |                   |                                    |                                   |                |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------|
| 26/04/2026<br>5:38:52  | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur     |
| 26/04/2026<br>9:51:10  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Jawa Barat     |
| 26/04/2026<br>23:27:57 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah    |
| 26/04/2026<br>23:38:32 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat     |
| 26/04/2026<br>23:42:46 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Sumatera Utara |
| 26/04/2026<br>23:54:36 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Lainnya           | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta    |
| 27/04/2026<br>0:00:40  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat     |
| 27/04/2026<br>1:40:15  | Ya | Perempuan | 17 - 25<br>Tahun | S1      | <i>Freelance</i>  | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Timur     |

|                       |    |           |                  |         |                   |                                    |                                   |                                  |
|-----------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 27/04/2026<br>2:22:12 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Sumatera Barat                   |
| 27/04/2026<br>5:54:18 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Barat                       |
| 27/04/2026<br>6:56:59 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | DKI Jakarta                      |
| 27/04/2026<br>7:14:54 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Riau                             |
| 27/04/2026<br>7:47:04 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 27/04/2026<br>8:02:17 | Ya | Perempuan | 26 - 35<br>Tahun | S1      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 27/04/2026<br>8:25:09 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | DKI Jakarta                      |
| 27/04/2026<br>8:31:03 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |

|                        |    |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 27/04/2026<br>8:42:56  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Lampung                          |
| 27/04/2026<br>9:01:05  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Tengah                      |
| 27/04/2026<br>9:54:45  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Barat                       |
| 27/04/2026<br>12:28:59 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 27/04/2026<br>16:23:46 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 28/04/2026<br>1:56:32  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 28/04/2026<br>9:40:31  | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta                      |
| 28/04/2026<br>9:43:52  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Wirausaha         | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |

|                        |    |           |                  |         |                   |                                   |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|-----------------------------------|-----------------------------------|----------------------------------|
| 28/04/2026<br>21:17:21 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 28/04/2026<br>22:37:43 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Barat                       |
| 29/04/2026<br>9:36:18  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 29/04/2026<br>13:18:47 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Bengkulu                         |
| 29/04/2026<br>20:32:57 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Sumatera Barat                   |
| 29/04/2026<br>21:00:31 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 29/04/2026<br>21:02:10 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | DKI Jakarta                      |
| 29/04/2026<br>21:02:21 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 29/04/2026<br>21:35:21 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |

|                        |    |           |                  |         |                               |                                    |                                   |                     |
|------------------------|----|-----------|------------------|---------|-------------------------------|------------------------------------|-----------------------------------|---------------------|
| 29/04/2026<br>22:31:17 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta         |
| 30/04/2026<br>6:09:28  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Kalimantan<br>Timur |
| 30/04/2026<br>10:03:42 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Negeri<br>Sipil (PNS) | > Rp<br>10.000.000                 | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta         |
| 30/04/2026<br>11:08:01 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Swasta                | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah         |
| 30/04/2026<br>11:08:41 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa             | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Jawa Timur          |
| 30/04/2026<br>11:17:13 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat          |
| 30/04/2026<br>11:34:46 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pegawai Swasta                | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat          |
| 30/04/2026<br>11:44:05 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pegawai Swasta                | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta         |

|                        |    |           |                  |         |                   |                                   |                                   |             |
|------------------------|----|-----------|------------------|---------|-------------------|-----------------------------------|-----------------------------------|-------------|
| 30/04/2026<br>11:47:15 | Ya | Laki-Laki | 17 - 25<br>Tahun | S2      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000 | <Rp<br>1.000.000                  | DKI Jakarta |
| 30/04/2026<br>12:09:01 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | DKI Jakarta |
| 30/04/2026<br>12:22:34 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Timur  |
| 30/04/2026<br>12:41:11 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Wirausaha         | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur  |
| 30/04/2026<br>13:33:54 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat  |
| 30/04/2026<br>14:41:18 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                  | Jawa Barat  |
| 30/04/2026<br>15:06:45 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Banten      |
| 30/04/2026<br>16:25:28 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Timur  |
| 30/04/2026<br>16:30:27 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | DKI Jakarta |
| 30/04/2026<br>16:34:27 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Tengah |

|                        |    |           |                  |             |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|-------------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 30/04/2026<br>16:38:10 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 30/04/2026<br>17:23:54 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 30/04/2026<br>18:21:50 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 30/04/2026<br>18:39:08 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Wirausaha         | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Bengkulu                         |
| 30/04/2026<br>22:02:44 | Ya | Laki-Laki | 17 - 25<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 30/04/2026<br>23:36:50 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 01/05/2026<br>7:06:14  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 01/05/2026<br>7:34:43  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |

|                        |    |           |                  |         |                   |                                    |                                   |                    |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|--------------------|
| 01/05/2026<br>8:49:42  | Ya | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | <Rp<br>1.000.000                  | Jawa Tengah        |
| 01/05/2026<br>8:51:10  | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Bali               |
| 01/05/2026<br>8:53:35  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta        |
| 01/05/2026<br>8:55:02  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Lainnya           | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah        |
| 01/05/2026<br>9:56:11  | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta        |
| 01/05/2026<br>11:50:48 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta        |
| 01/05/2026<br>11:57:17 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah        |
| 01/05/2026<br>13:10:54 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | Sulawesi<br>Tengah |

|                        |    |           |                  |         |                   |                                    |                                   |             |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|-------------|
| 01/05/2026<br>21:33:26 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta |
| 01/05/2026<br>21:36:14 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur  |
| 01/05/2026<br>21:38:32 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah |
| 01/05/2026<br>21:44:17 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | <i>Freelance</i>  | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta |
| 01/05/2026<br>22:45:04 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Tengah |
| 01/05/2026<br>23:17:50 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur  |
| 01/05/2026<br>23:21:25 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Wirausaha         | > Rp<br>10.000.000                 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur  |
| 01/05/2026<br>23:57:23 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | <i>Freelance</i>  | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah |

|                        |    |           |                  |             |                   |                                    |                                    |                                  |
|------------------------|----|-----------|------------------|-------------|-------------------|------------------------------------|------------------------------------|----------------------------------|
| 02/05/2026<br>6:00:08  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | DKI Jakarta                      |
| 02/05/2026<br>9:19:27  | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>9:30:07  | Ya | Laki-Laki | 26 - 35<br>Tahun | S1          | Wirausaha         | > Rp<br>10.000.000                 | Rp 5.000.001<br>- Rp<br>10.000.000 | Kalimantan<br>Timur              |
| 02/05/2026<br>10:35:32 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Timur                       |
| 02/05/2026<br>11:13:44 | Ya | Laki-Laki | 17 - 25<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>11:22:20 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                   | Jawa Timur                       |
| 02/05/2026<br>11:24:28 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>11:26:09 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                   | Jambi                            |
| 02/05/2026<br>11:26:29 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                   | DKI Jakarta                      |

|                        |    |           |                  |             |                   |                                    |                                   |                     |
|------------------------|----|-----------|------------------|-------------|-------------------|------------------------------------|-----------------------------------|---------------------|
| 02/05/2026<br>11:31:00 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1          | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Timur          |
| 02/05/2026<br>11:31:32 | Ya | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK     | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat          |
| 02/05/2026<br>11:52:42 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Lampung             |
| 02/05/2026<br>11:52:44 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Sulawesi<br>Selatan |
| 02/05/2026<br>12:04:07 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat          |
| 02/05/2026<br>12:09:12 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Aceh                |
| 02/05/2026<br>12:29:53 | Ya | Perempuan | 26 - 35<br>Tahun | D1/D2/D3/D4 | Pegawai Swasta    | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Lampung             |
| 02/05/2026<br>12:33:26 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1          | Wirausaha         | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah         |

|                        |    |           |                  |         |                   |                                   |                                    |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|-----------------------------------|------------------------------------|----------------------------------|
| 02/05/2026<br>12:38:46 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>13:18:25 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>13:26:09 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat                       |
| 02/05/2026<br>13:32:52 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | DKI Jakarta                      |
| 02/05/2026<br>13:33:34 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>14:51:33 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                   | Daerah<br>Istimewa<br>Yogyakarta |
| 02/05/2026<br>15:45:30 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Pegawai Swasta    | > Rp<br>10.000.000                | Rp 5.000.001<br>- Rp<br>10.000.000 | Kepulauan<br>Riau                |
| 02/05/2026<br>16:09:23 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                   | Aceh                             |

|                        |    |           |                  |         |                   |                                    |                                    |                              |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|------------------------------------|------------------------------|
| 02/05/2026<br>16:14:55 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1      | Wirausaha         | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat                   |
| 02/05/2026<br>16:16:50 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                   | Sumatera<br>Selatan          |
| 02/05/2026<br>20:32:03 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                   | Nusa Tenggara<br>Timur (NTT) |
| 02/05/2026<br>22:49:58 | Ya | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat                   |
| 02/05/2026<br>22:57:47 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Kepulauan<br>Riau            |
| 03/05/2026<br>8:46:56  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Freelance         | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Tengah                  |
| 03/05/2026<br>9:49:50  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Sulawesi<br>Selatan          |
| 03/05/2026<br>10:15:11 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | DKI Jakarta                  |
| 03/05/2026<br>10:20:19 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 5.000.001<br>- Rp<br>10.000.000 | Jawa Timur                   |

|                        |    |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 03/05/2026<br>10:26:35 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 03/05/2026<br>10:34:08 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 03/05/2026<br>10:35:49 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 03/05/2026<br>10:40:48 | Ya | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Lampung                          |
| 03/05/2026<br>10:44:50 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 03/05/2026<br>11:01:57 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Maluku Utara                     |
| 03/05/2026<br>11:30:13 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 03/05/2026<br>11:34:15 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |

|                        |       |           |                  |         |                               |                                    |                                   |                                  |
|------------------------|-------|-----------|------------------|---------|-------------------------------|------------------------------------|-----------------------------------|----------------------------------|
| 03/05/2026<br>13:00:38 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 03/05/2026<br>15:24:47 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Lampung                          |
| 03/05/2026<br>16:37:48 | Ya    | Perempuan | 17 - 25<br>Tahun | S1      | Pegawai Swasta                | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 03/05/2026<br>16:40:46 | Tidak |           |                  |         |                               |                                    |                                   |                                  |
| 03/05/2026<br>16:50:18 | Ya    | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK | Pegawai Swasta                | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Sumatera<br>Selatan              |
| 03/05/2026<br>18:12:48 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 03/05/2026<br>18:38:49 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Barat                       |
| 03/05/2026<br>18:44:10 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pegawai Negeri<br>Sipil (PNS) | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |

|                        |       |           |                  |             |                   |                                    |                                   |             |
|------------------------|-------|-----------|------------------|-------------|-------------------|------------------------------------|-----------------------------------|-------------|
| 03/05/2026<br>18:47:27 | Ya    | Laki-Laki | 36 - 45<br>Tahun | S1          | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah |
| 03/05/2026<br>18:54:15 | Ya    | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | > Rp<br>10.000.000                 | > Rp<br>10.000.000                | Jawa Barat  |
| 03/05/2026<br>18:56:53 | Ya    | Perempuan | 26 - 35<br>Tahun | S1          | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta |
| 03/05/2026<br>19:06:12 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat  |
| 03/05/2026<br>19:13:00 | Ya    | Laki-Laki | 17 - 25<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Bali        |
| 03/05/2026<br>19:19:56 | Ya    | Laki-Laki | 36 - 45<br>Tahun | S1          | Pegawai Swasta    | Rp 5.000.001<br>- Rp<br>10.000.000 | <Rp<br>1.000.000                  | Jawa Tengah |
| 03/05/2026<br>19:36:55 | Ya    | Perempuan | 26 - 35<br>Tahun | SMA/SMK     | Pegawai Swasta    | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah |
| 03/05/2026<br>19:45:42 | Tidak |           |                  |             |                   |                                    |                                   |             |
| 03/05/2026<br>19:47:27 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah |

|                        |    |           |                  |             |                               |                                    |                                   |                |
|------------------------|----|-----------|------------------|-------------|-------------------------------|------------------------------------|-----------------------------------|----------------|
| 03/05/2026<br>19:54:09 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Pegawai Negeri<br>Sipil (PNS) | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat     |
| 03/05/2026<br>20:03:16 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | <i>Freelance</i>              | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah    |
| 03/05/2026<br>20:21:09 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Wirausaha                     | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Sumatera Barat |
| 03/05/2026<br>20:37:27 | Ya | Perempuan | 26 - 35<br>Tahun | D1/D2/D3/D4 | Pegawai Negeri<br>Sipil (PNS) | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat     |
| 03/05/2026<br>20:43:17 | Ya | Perempuan | 26 - 35<br>Tahun | S1          | Pegawai Swasta                | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta    |
| 03/05/2026<br>21:25:10 | Ya | Perempuan | 36 - 45<br>Tahun | S1          | Lainnya                       | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Timur     |
| 03/05/2026<br>22:24:55 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Wirausaha                     | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah    |
| 03/05/2026<br>22:38:01 | Ya | Laki-Laki | > 45<br>Tahun    | S1          | Wirausaha                     | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah    |

|                        |       |           |                  |             |                               |                                    |                                   |                                  |
|------------------------|-------|-----------|------------------|-------------|-------------------------------|------------------------------------|-----------------------------------|----------------------------------|
| 04/05/2026<br>6:59:15  | Tidak |           |                  |             |                               |                                    |                                   |                                  |
| 04/05/2026<br>9:14:46  | Ya    | Laki-Laki | 36 - 45<br>Tahun | S1          | Wirausaha                     | > Rp<br>10.000.000                 | Rp 3.000.001<br>- Rp<br>5.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 04/05/2026<br>9:28:43  | Ya    | Laki-Laki | 26 - 35<br>Tahun | D1/D2/D3/D4 | Lainnya                       | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 04/05/2026<br>9:41:03  | Ya    | Laki-Laki | 26 - 35<br>Tahun | S1          | Pegawai Negeri<br>Sipil (PNS) | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Kepulauan<br>Bangka<br>Belitung  |
| 04/05/2026<br>10:05:22 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pegawai Swasta                | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Sulawesi<br>Selatan              |
| 04/05/2026<br>10:07:13 | Ya    | Perempuan | 17 - 25<br>Tahun | S1          | Pegawai Negeri<br>Sipil (PNS) | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Lampung                          |
| 04/05/2026<br>10:11:46 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 04/05/2026<br>10:15:53 | Ya    | Perempuan | 17 - 25<br>Tahun | D1/D2/D3/D4 | Freelance                     | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |

|                        |       |           |                  |         |                   |                                   |                                   |             |
|------------------------|-------|-----------|------------------|---------|-------------------|-----------------------------------|-----------------------------------|-------------|
| 04/05/2026<br>10:30:09 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat  |
| 04/05/2026<br>10:34:22 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat  |
| 04/05/2026<br>10:36:54 | Tidak |           |                  |         |                   |                                   |                                   |             |
| 04/05/2026<br>10:37:32 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Barat  |
| 04/05/2026<br>10:40:05 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Timur  |
| 04/05/2026<br>10:46:54 | Ya    | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Banten      |
| 04/05/2026<br>11:06:36 | Ya    | Perempuan | 26 - 35<br>Tahun | S2      | Pegawai Swasta    | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                  | DKI Jakarta |
| 04/05/2026<br>11:23:56 | Ya    | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat  |
| 04/05/2026<br>11:29:36 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | DKI Jakarta |

|                        |    |           |                  |             |                               |                                   |                                   |                |
|------------------------|----|-----------|------------------|-------------|-------------------------------|-----------------------------------|-----------------------------------|----------------|
| 04/05/2026<br>11:31:21 | Ya | Perempuan | 26 - 35<br>Tahun | S1          | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur     |
| 04/05/2026<br>11:44:32 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat     |
| 04/05/2026<br>12:10:24 | Ya | Perempuan | 26 - 35<br>Tahun | D1/D2/D3/D4 | Pegawai Swasta                | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta    |
| 04/05/2026<br>12:12:36 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                  | Sumatera Barat |
| 04/05/2026<br>12:12:49 | Ya | Perempuan | 26 - 35<br>Tahun | S1          | Pegawai Negeri<br>Sipil (PNS) | > Rp<br>10.000.000                | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta    |
| 04/05/2026<br>12:35:55 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa             | > Rp<br>10.000.000                | Rp 3.000.001<br>- Rp<br>5.000.000 | Banten         |
| 04/05/2026<br>13:07:52 | Ya | Perempuan | 26 - 35<br>Tahun | S1          | Pegawai Swasta                | Rp 3.000.001<br>- Rp<br>5.000.000 | <Rp<br>1.000.000                  | Jawa Tengah    |
| 04/05/2026<br>14:47:17 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pegawai Swasta                | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                  | DKI Jakarta    |

|                        |    |           |                  |             |                   |                                   |                                   |                                  |
|------------------------|----|-----------|------------------|-------------|-------------------|-----------------------------------|-----------------------------------|----------------------------------|
| 04/05/2026<br>14:56:12 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Jawa Timur                       |
| 04/05/2026<br>15:10:52 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 04/05/2026<br>15:27:41 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |
| 04/05/2026<br>15:32:46 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Banten                           |
| 04/05/2026<br>16:07:54 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Sumatera Utara                   |
| 04/05/2026<br>16:26:25 | Ya | Perempuan | 17 - 25<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa | <Rp<br>1.000.000                  | <Rp<br>1.000.000                  | Daerah<br>Istimewa<br>Yogyakarta |
| 04/05/2026<br>16:26:45 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 04/05/2026<br>16:30:06 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 04/05/2026<br>16:43:48 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |

|                        |    |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 04/05/2026<br>16:53:00 | Ya | Perempuan | 36 - 45<br>Tahun | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Sumatera<br>Selatan              |
| 04/05/2026<br>17:03:57 | Ya | Perempuan | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | DKI Jakarta                      |
| 04/05/2026<br>17:08:49 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Sulawesi<br>Selatan              |
| 04/05/2026<br>17:10:04 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Tengah                      |
| 04/05/2026<br>17:21:15 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Barat                       |
| 04/05/2026<br>17:35:09 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 04/05/2026<br>19:24:54 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 04/05/2026<br>20:02:55 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 04/05/2026<br>21:01:10 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Daerah<br>Istimewa<br>Yogyakarta |

|                        |    |           |                  |         |                   |                                    |                                   |                     |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|---------------------|
| 04/05/2026<br>21:57:19 | Ya | Laki-Laki | 26 - 35<br>Tahun | SMA/SMK | Lainnya           | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Sumatera<br>Selatan |
| 04/05/2026<br>22:33:02 | Ya | Perempuan | 26 - 35<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Timur          |
| 04/05/2026<br>23:03:01 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta         |
| 04/05/2026<br>23:03:14 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | DKI Jakarta         |
| 04/05/2026<br>23:06:23 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Sumatera<br>Selatan |
| 05/05/2026<br>0:59:48  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Riau                |
| 05/05/2026<br>1:28:50  | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Jawa Barat          |
| 05/05/2026<br>7:20:15  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur          |

|                        |    |           |                  |             |                   |                                    |                                   |                                  |
|------------------------|----|-----------|------------------|-------------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 05/05/2026<br>8:30:45  | Ya | Perempuan | 26 - 35<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Barat                       |
| 05/05/2026<br>9:12:48  | Ya | Perempuan | 26 - 35<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | DKI Jakarta                      |
| 05/05/2026<br>9:13:09  | Ya | Perempuan | 26 - 35<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Aceh                             |
| 05/05/2026<br>9:31:37  | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Timur                       |
| 05/05/2026<br>9:43:28  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Barat                       |
| 05/05/2026<br>9:59:19  | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Jawa Timur                       |
| 05/05/2026<br>9:59:37  | Ya | Perempuan | 26 - 35<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |
| 05/05/2026<br>10:01:33 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Daerah<br>Istimewa<br>Yogyakarta |
| 05/05/2026<br>10:09:05 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | DKI Jakarta                      |

|                        |       |           |                  |         |                   |                                    |                                   |                                  |
|------------------------|-------|-----------|------------------|---------|-------------------|------------------------------------|-----------------------------------|----------------------------------|
| 05/05/2026<br>10:09:40 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Jawa Barat                       |
| 05/05/2026<br>10:25:57 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Daerah<br>Istimewa<br>Yogyakarta |
| 05/05/2026<br>10:30:17 | Ya    | Laki-Laki | 26 - 35<br>Tahun | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000 | Jawa Tengah                      |
| 05/05/2026<br>10:32:51 | Tidak |           |                  |         |                   |                                    |                                   |                                  |
| 05/05/2026<br>10:42:59 | Ya    | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | Sumatera Utara                   |
| 05/05/2026<br>11:02:56 | Ya    | Perempuan | 17 - 25<br>Tahun | S1      | Pegawai Swasta    | Rp 1.000.000<br>- Rp<br>3.000.000  | <Rp<br>1.000.000                  | Sumatera<br>Selatan              |
| 05/05/2026<br>11:46:32 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Jawa Tengah                      |
| 05/05/2026<br>12:20:57 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | <Rp<br>1.000.000                   | <Rp<br>1.000.000                  | Sulawesi<br>Selatan              |
| 05/05/2026<br>12:45:24 | Ya    | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000 | DKI Jakarta                      |

|                        |    |           |                  |             |                               |                                    |                                    |                                  |
|------------------------|----|-----------|------------------|-------------|-------------------------------|------------------------------------|------------------------------------|----------------------------------|
| 05/05/2026<br>12:49:40 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa             | <Rp<br>1.000.000                   | <Rp<br>1.000.000                   | Jawa Barat                       |
| 05/05/2026<br>12:51:25 | Ya | Perempuan | 26 - 35<br>Tahun | S1          | Pegawai Negeri<br>Sipil (PNS) | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Timur                       |
| 05/05/2026<br>12:51:35 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 05/05/2026<br>13:20:34 | Ya | Perempuan | 26 - 35<br>Tahun | S2          | Pegawai Swasta                | > Rp<br>10.000.000                 | Rp 5.000.001<br>- Rp<br>10.000.000 | DKI Jakarta                      |
| 05/05/2026<br>14:43:59 | Ya | Perempuan | 26 - 35<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 5.000.001<br>- Rp<br>10.000.000 | Jawa Tengah                      |
| 05/05/2026<br>15:14:18 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 3.000.001<br>- Rp<br>5.000.000  | Jawa Barat                       |
| 05/05/2026<br>15:53:52 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Pelajar/Mahasiswa             | Rp 3.000.001<br>- Rp<br>5.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat                       |
| 05/05/2026<br>16:41:55 | Ya | Perempuan | 26 - 35<br>Tahun | S1          | Pegawai Swasta                | Rp 1.000.000<br>- Rp<br>3.000.000  | Rp 1.000.000<br>- Rp<br>3.000.000  | Kalimantan<br>Utara              |

|                        |    |           |                  |             |                   |                                   |                                    |             |
|------------------------|----|-----------|------------------|-------------|-------------------|-----------------------------------|------------------------------------|-------------|
| 05/05/2026<br>19:00:57 | Ya | Perempuan | 17 - 25<br>Tahun | D1/D2/D3/D4 | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Barat  |
| 05/05/2026<br>19:03:53 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Wirasaha          | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                   | Jawa Timur  |
| 05/05/2026<br>19:20:08 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | DKI Jakarta |
| 05/05/2026<br>19:26:18 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | <Rp<br>1.000.000                   | Banten      |
| 05/05/2026<br>19:39:47 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 1.000.000<br>- Rp<br>3.000.000 | Rp 1.000.000<br>- Rp<br>3.000.000  | Jawa Tengah |
| 05/05/2026<br>21:23:05 | Ya | Laki-Laki | 26 - 35<br>Tahun | S1          | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 5.000.001<br>- Rp<br>10.000.000 | DKI Jakarta |
| 05/05/2026<br>23:18:08 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK     | Pelajar/Mahasiswa | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000  | DKI Jakarta |
| 06/05/2026<br>10:41:29 | Ya | Perempuan | 17 - 25<br>Tahun | S1          | Pegawai Swasta    | Rp 3.000.001<br>- Rp<br>5.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000  | Bali        |

|                        |    |           |                  |         |                   |                                    |                                    |                                  |
|------------------------|----|-----------|------------------|---------|-------------------|------------------------------------|------------------------------------|----------------------------------|
| 06/05/2026<br>12:55:53 | Ya | Laki-Laki | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 5.000.001<br>- Rp<br>10.000.000 | Jawa Tengah                      |
| 06/05/2026<br>13:15:27 | Ya | Laki-Laki | 36 - 45<br>Tahun | S2      | Wirausaha         | > Rp<br>10.000.000                 | Rp 5.000.001<br>- Rp<br>10.000.000 | DKI Jakarta                      |
| 06/05/2026<br>13:20:04 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 5.000.001<br>- Rp<br>10.000.000 | DKI Jakarta                      |
| 06/05/2026<br>13:35:22 | Ya | Perempuan | 36 - 45<br>Tahun | S1      | Wirausaha         | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000  | Jawa Tengah                      |
| 06/05/2026<br>13:43:46 | Ya | Perempuan | 17 - 25<br>Tahun | SMA/SMK | Pelajar/Mahasiswa | Rp 5.000.001<br>- Rp<br>10.000.000 | Rp 3.000.001<br>- Rp<br>5.000.000  | Daerah<br>Istimewa<br>Yogyakarta |
| 06/05/2026<br>13:54:51 | Ya | Laki-Laki | 17 - 25<br>Tahun | S1      | Pelajar/Mahasiswa | > Rp<br>10.000.000                 | Rp 3.000.001<br>- Rp<br>5.000.000  | Banten                           |

| <i>GM</i><br>1 | <i>GM</i><br>2 | <i>GM</i><br>3 | <i>GM</i><br>4 | <i>GM</i><br>5 | <i>GW</i><br>1 | <i>GW</i><br>2 | <i>GW</i><br>3 | <i>GW</i><br>4 | <i>GW</i><br>5 | <i>CT</i><br>1 | <i>CT</i><br>2 | <i>CT</i><br>3 | <i>CT</i><br>4 | <i>EK</i><br>1 | <i>EK</i><br>2 | <i>EK</i><br>3 | <i>PB</i><br>1 | <i>PB</i><br>2 | <i>PB</i><br>3 | <i>PB</i><br>4 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 5              | 5              | 5              | 5              | 5              | 2              | 1              | 3              | 3              | 3              | 5              | 5              | 4              | 4              | 4              | 4              | 1              | 5              | 5              | 5              | 5              |
| 5              | 5              | 5              | 5              | 4              | 2              | 1              | 1              | 3              | 2              | 5              | 4              | 4              | 5              | 5              | 4              | 4              | 5              | 5              | 5              | 5              |
| 4              | 5              | 5              | 4              | 5              | 1              | 2              | 1              | 2              | 3              | 4              | 5              | 4              | 5              | 5              | 4              | 5              | 5              | 4              | 4              | 5              |
| 5              | 5              | 5              | 5              | 5              | 1              | 1              | 2              | 1              | 1              | 5              | 4              | 5              | 5              | 4              | 4              | 3              | 5              | 5              | 5              | 5              |
| 4              | 4              | 5              | 4              | 4              | 2              | 2              | 2              | 3              | 3              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 5              |
| 5              | 5              | 5              | 4              | 5              | 2              | 1              | 2              | 2              | 2              | 4              | 5              | 4              | 4              | 4              | 4              | 4              | 5              | 5              | 5              | 5              |
| 4              | 4              | 4              | 5              | 5              | 5              | 4              | 5              | 4              | 4              | 5              | 5              | 4              | 4              | 5              | 4              | 4              | 5              | 3              | 5              | 5              |
| 4              | 2              | 2              | 2              | 4              | 3              | 3              | 3              | 3              | 3              | 4              | 4              | 3              | 2              | 4              | 1              | 2              | 4              | 4              | 3              | 3              |
| 4              | 5              | 3              | 5              | 4              | 4              | 5              | 3              | 4              | 5              | 3              | 5              | 4              | 5              | 3              | 4              | 2              | 5              | 5              | 5              | 4              |
| 4              | 3              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              | 4              |
| 5              | 5              | 4              | 3              | 4              | 5              | 3              | 1              | 5              | 5              | 3              | 4              | 3              | 2              | 4              | 5              | 2              | 3              | 5              | 5              | 5              |
| 5              | 4              | 4              | 4              | 5              | 3              | 3              | 4              | 4              | 3              | 4              | 4              | 4              | 5              | 4              | 3              | 4              | 4              | 4              | 5              | 5              |
| 4              | 4              | 5              | 4              | 5              | 1              | 1              | 1              | 2              | 2              | 5              | 4              | 3              | 5              | 4              | 3              | 4              | 4              | 4              | 3              | 3              |
| 5              | 5              | 4              | 4              | 5              | 5              | 5              | 4              | 5              | 4              | 4              | 4              | 4              | 5              | 5              | 5              | 5              | 4              | 5              | 5              | 4              |
| 4              | 4              | 4              | 3              | 3              | 2              | 2              | 2              | 3              | 2              | 3              | 4              | 3              | 4              | 4              | 2              | 3              | 1              | 5              | 5              | 5              |
| 4              | 5              | 4              | 5              | 4              | 5              | 5              | 4              | 5              | 4              | 5              | 5              | 4              | 4              | 4              | 4              | 5              | 5              | 4              | 5              | 4              |

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| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
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| 4 | 5 | 4 | 4 | 5 | 2 | 1 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 |
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| 4 | 4 | 4 | 5 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 4 |
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| 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
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| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
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| 4 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 4 | 2 | 5 | 1 | 2 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
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| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
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| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
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| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
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| 5 | 5 | 5 | 4 | 4 | 2 | 2 | 1 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 2 | 1 | 4 | 3 | 4 | 3 |
| 4 | 5 | 4 | 5 | 3 | 2 | 1 | 2 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 2 | 4 | 2 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 1 | 2 | 2 | 2 | 1 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
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| 5 | 5 | 4 | 5 | 4 | 1 | 2 | 1 | 2 | 2 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
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| 4 | 5 | 5 | 4 | 4 | 2 | 1 | 2 | 1 | 2 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 |
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| 4 | 5 | 5 | 5 | 5 | 2 | 2 | 2 | 2 | 2 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
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| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
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| 2 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | 4 |
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| 5 | 4 | 4 | 5 | 4 | 2 | 1 | 2 | 2 | 1 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
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| 1 | 2 | 1 | 1 | 2 | 5 | 4 | 4 | 5 | 5 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 3 | 2 |
| 2 | 1 | 1 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 2 | 1 | 1 | 2 | 3 | 1 | 1 | 2 | 3 | 2 |
| 2 | 3 | 2 | 1 | 2 | 5 | 4 | 5 | 5 | 4 | 2 | 1 | 1 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 1 |
| 1 | 2 | 3 | 2 | 1 | 4 | 5 | 4 | 4 | 5 | 1 | 2 | 3 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 |
| 3 | 1 | 1 | 2 | 3 | 5 | 4 | 5 | 5 | 4 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 |

## LAMPIRAN 4

### Olahan Data Statistic Deskriptif

|      | No. | Missing | Mean  | Median | Min   | Max   | Standard Deviation | Excess Kurtosis | Skewness |
|------|-----|---------|-------|--------|-------|-------|--------------------|-----------------|----------|
| GM1  | 1   | 0       | 4.101 | 4.000  | 1.000 | 5.000 | 0.910              | 2.595           | -1.474   |
| GM 2 | 2   | 0       | 4.223 | 4.000  | 1.000 | 5.000 | 0.989              | 1.981           | -1.514   |
| GM 3 | 3   | 0       | 4.132 | 4.000  | 1.000 | 5.000 | 0.962              | 1.814           | -1.366   |
| GM 4 | 4   | 0       | 3.946 | 4.000  | 1.000 | 5.000 | 0.985              | 0.877           | -1.064   |
| GM 5 | 5   | 0       | 4.091 | 4.000  | 1.000 | 5.000 | 1.028              | 1.117           | -1.254   |
| GW 1 | 6   | 0       | 3.378 | 4.000  | 1.000 | 5.000 | 1.327              | -1.102          | -0.450   |
| GW 2 | 7   | 0       | 3.564 | 4.000  | 1.000 | 5.000 | 1.303              | -0.912          | -0.588   |
| GW 3 | 8   | 0       | 3.561 | 4.000  | 1.000 | 5.000 | 1.329              | -0.965          | -0.570   |
| GW 4 | 9   | 0       | 3.764 | 4.000  | 1.000 | 5.000 | 1.179              | -0.480          | -0.750   |
| GW 5 | 10  | 0       | 3.811 | 4.000  | 1.000 | 5.000 | 1.229              | -0.400          | -0.852   |
| CT 1 | 11  | 0       | 3.939 | 4.000  | 1.000 | 5.000 | 1.005              | 0.928           | -1.082   |
| CT 2 | 12  | 0       | 4.132 | 4.000  | 1.000 | 5.000 | 0.976              | 1.955           | -1.429   |
| CT 3 | 13  | 0       | 3.990 | 4.000  | 1.000 | 5.000 | 0.988              | 1.079           | -1.120   |
| CT 4 | 14  | 0       | 4.142 | 4.000  | 1.000 | 5.000 | 1.007              | 1.671           | -1.386   |
| EK 1 | 15  | 0       | 4.007 | 4.000  | 1.000 | 5.000 | 0.948              | 1.506           | -1.209   |
| EK 2 | 16  | 0       | 3.912 | 4.000  | 1.000 | 5.000 | 1.062              | 0.561           | -1.066   |
| EK 3 | 17  | 0       | 3.997 | 4.000  | 1.000 | 5.000 | 1.129              | 0.347           | -1.099   |
| PB 1 | 18  | 0       | 3.973 | 4.000  | 1.000 | 5.000 | 1.049              | 1.264           | -1.269   |
| PB 2 | 19  | 0       | 4.182 | 4.000  | 1.000 | 5.000 | 0.993              | 1.528           | -1.391   |
| PB 3 | 20  | 0       | 4.206 | 4.000  | 1.000 | 5.000 | 0.952              | 1.730           | -1.390   |
| PB 4 | 21  | 0       | 4.166 | 4.000  | 1.000 | 5.000 | 0.935              | 2.057           | -1.407   |

## LAMPIRAN 5

### Olahan Data Mentah

#### *Loading Factor / Outer Loading*

|         | CT    | EK    | GM    | GW    | Moderating Effect 1 | Moderating Effect 2 | PB    |
|---------|-------|-------|-------|-------|---------------------|---------------------|-------|
| CT * EK |       |       |       |       |                     | 1.830               |       |
| CT 1    | 0.815 |       |       |       |                     |                     |       |
| CT 2    | 0.797 |       |       |       |                     |                     |       |
| CT 3    | 0.767 |       |       |       |                     |                     |       |
| CT 4    | 0.714 |       |       |       |                     |                     |       |
| EK 1    |       | 0.804 |       |       |                     |                     |       |
| EK 2    |       | 0.803 |       |       |                     |                     |       |
| EK 3    |       | 0.794 |       |       |                     |                     |       |
| GM * EK |       |       |       |       | 1.804               |                     |       |
| GM 2    |       |       | 0.794 |       |                     |                     |       |
| GM 3    |       |       | 0.773 |       |                     |                     |       |
| GM 4    |       |       | 0.752 |       |                     |                     |       |
| GM 5    |       |       | 0.783 |       |                     |                     |       |
| GM1     |       |       | 0.771 |       |                     |                     |       |
| GW 1    |       |       |       | 0.843 |                     |                     |       |
| GW 2    |       |       |       | 0.894 |                     |                     |       |
| GW 3    |       |       |       | 0.791 |                     |                     |       |
| GW 4    |       |       |       | 0.866 |                     |                     |       |
| GW 5    |       |       |       | 0.820 |                     |                     |       |
| PB 1    |       |       |       |       |                     |                     | 0.809 |
| PB 2    |       |       |       |       |                     |                     | 0.808 |
| PB 3    |       |       |       |       |                     |                     | 0.791 |
| PB 4    |       |       |       |       |                     |                     | 0.703 |

### *Cross Loading*

|         | CT     | EK     | GM     | GW     | Moderating Effect 1 | Moderating Effect 2 | PB     |
|---------|--------|--------|--------|--------|---------------------|---------------------|--------|
| CT * EK | -0.828 | -0.724 | -0.761 | 0.170  | 0.918               | 1.000               | -0.781 |
| CT 1    | 0.815  | 0.672  | 0.681  | -0.058 | -0.583              | -0.625              | 0.621  |
| CT 2    | 0.797  | 0.652  | 0.682  | -0.029 | -0.640              | -0.711              | 0.697  |
| CT 3    | 0.767  | 0.633  | 0.679  | -0.083 | -0.594              | -0.606              | 0.693  |
| CT 4    | 0.714  | 0.563  | 0.582  | -0.058 | -0.573              | -0.622              | 0.574  |
| EK 1    | 0.645  | 0.804  | 0.620  | 0.010  | -0.579              | -0.599              | 0.602  |
| EK 2    | 0.640  | 0.803  | 0.588  | 0.102  | -0.527              | -0.552              | 0.607  |
| EK 3    | 0.673  | 0.794  | 0.607  | 0.034  | -0.564              | -0.585              | 0.627  |
| GM * EK | -0.772 | -0.696 | -0.813 | 0.171  | 1.000               | 0.918               | -0.742 |
| GM 2    | 0.710  | 0.604  | 0.794  | -0.076 | -0.683              | -0.668              | 0.648  |
| GM 3    | 0.639  | 0.597  | 0.773  | -0.101 | -0.630              | -0.555              | 0.598  |
| GM 4    | 0.648  | 0.592  | 0.752  | 0.030  | -0.560              | -0.512              | 0.625  |
| GM 5    | 0.653  | 0.576  | 0.783  | -0.113 | -0.597              | -0.556              | 0.611  |
| GM1     | 0.637  | 0.557  | 0.771  | -0.097 | -0.677              | -0.654              | 0.572  |
| GW 1    | -0.022 | 0.124  | -0.054 | 0.843  | 0.108               | 0.109               | -0.025 |
| GW 2    | -0.084 | 0.036  | -0.093 | 0.894  | 0.185               | 0.197               | -0.108 |
| GW 3    | -0.032 | 0.096  | -0.047 | 0.791  | 0.152               | 0.151               | -0.064 |
| GW 4    | -0.072 | 0.068  | -0.074 | 0.866  | 0.109               | 0.120               | -0.058 |
| GW 5    | -0.053 | -0.003 | -0.089 | 0.820  | 0.146               | 0.110               | -0.094 |
| PB 1    | 0.681  | 0.625  | 0.641  | 0.014  | -0.576              | -0.609              | 0.809  |
| PB 2    | 0.671  | 0.603  | 0.595  | -0.105 | -0.587              | -0.646              | 0.808  |
| PB 3    | 0.648  | 0.605  | 0.625  | -0.057 | -0.567              | -0.550              | 0.791  |
| PB 4    | 0.605  | 0.548  | 0.598  | -0.151 | -0.586              | -0.633              | 0.703  |

*Construc Reliability dan Validity*

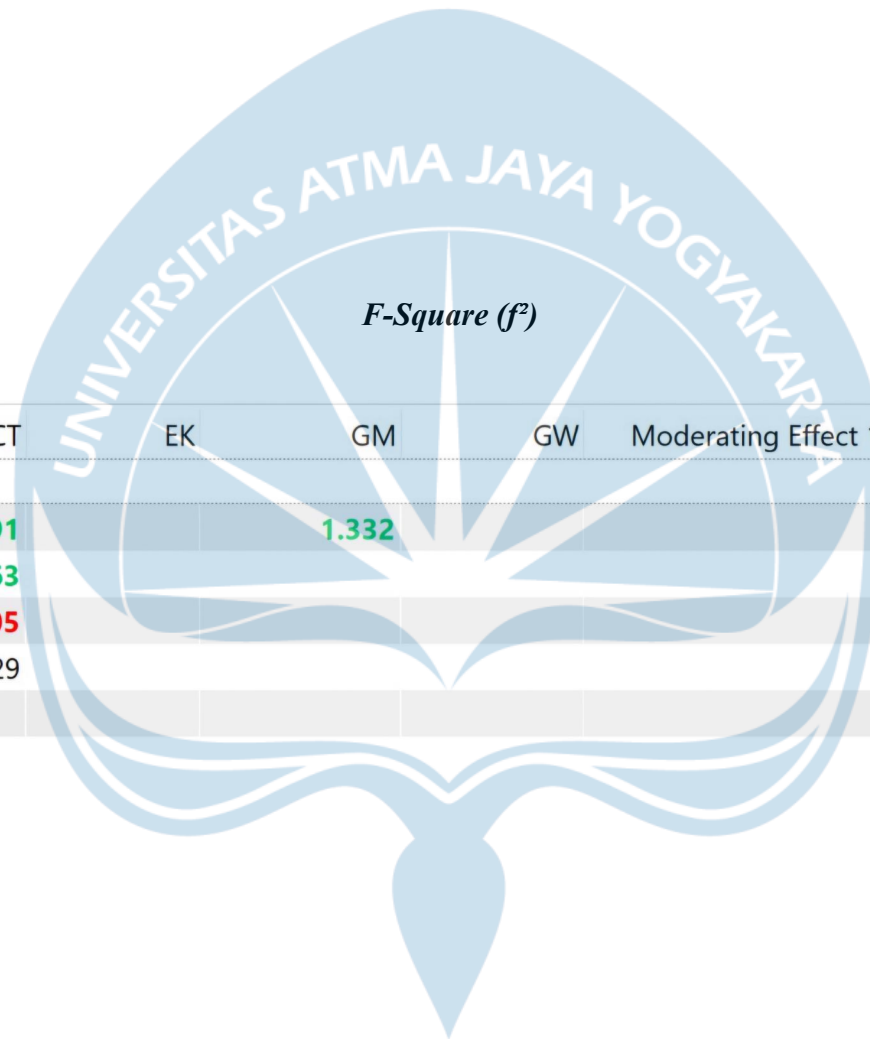
|                     | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---------------------|------------------|-------|-----------------------|----------------------------------|
| Moderating Effect 1 | 1.000            | 1.000 | 1.000                 | 1.000                            |
| Moderating Effect 2 | 1.000            | 1.000 | 1.000                 | 1.000                            |
| GW                  | 0.904            | 0.980 | 0.925                 | 0.712                            |
| EK                  | 0.720            | 0.720 | 0.843                 | 0.641                            |
| PB                  | 0.783            | 0.786 | 0.860                 | 0.607                            |
| GM                  | 0.833            | 0.834 | 0.882                 | 0.600                            |
| CT                  | 0.777            | 0.781 | 0.857                 | 0.600                            |

***Fornell-Larcker Criterion***

|                     | ✓ CT   | EK     | GM     | GW     | Moderating Effect 1 | Moderating Effect 2 | PB    |
|---------------------|--------|--------|--------|--------|---------------------|---------------------|-------|
| GM                  | 0.850  | 0.756  | 0.775  |        |                     |                     |       |
| PB                  | 0.837  | 0.765  | 0.789  | -0.093 | -0.742              | -0.781              | 0.779 |
| EK                  | 0.816  | 0.800  |        |        |                     |                     |       |
| CT                  | 0.774  |        |        |        |                     |                     |       |
| GW                  | -0.074 | 0.060  | -0.092 | 0.844  |                     |                     |       |
| Moderating Effect 1 | -0.772 | -0.696 | -0.813 | 0.171  | 1.000               |                     |       |
| Moderating Effect 2 | -0.828 | -0.724 | -0.761 | 0.170  | 0.918               | 1.000               |       |

***Adjusted R-Square ( $R^2$ )***

|    | R Square | R Square Adjusted |
|----|----------|-------------------|
| CT | 0.800    | 0.798             |
| GM | 0.571    | 0.570             |
| PB | 0.740    | 0.737             |



*F-Square ( $f^2$ )*

|                     | CT           | EK | GM           | GW | Moderating Effect 1 | Moderating Effect 2 | PB           |
|---------------------|--------------|----|--------------|----|---------------------|---------------------|--------------|
| CT                  |              |    |              |    |                     |                     | <b>0.176</b> |
| EK                  | <b>0.291</b> |    | <b>1.332</b> |    |                     |                     | 0.055        |
| GM                  | <b>0.263</b> |    |              |    |                     |                     |              |
| GW                  | <b>0.005</b> |    |              |    |                     |                     |              |
| Moderating Effect 1 | 0.029        |    |              |    |                     |                     |              |
| Moderating Effect 2 |              |    |              |    |                     |                     | 0.073        |
| PB                  |              |    |              |    |                     |                     |              |

### *Q-Square (Q²)*

|                     | SSO      | SSE      | Q² (=1-SSE/SSO) |
|---------------------|----------|----------|-----------------|
| CT                  | 1184.000 | 630.204  | 0.468           |
| EK                  | 888.000  | 888.000  |                 |
| GM                  | 1480.000 | 981.759  | 0.337           |
| GW                  | 1480.000 | 1480.000 |                 |
| Moderating Effect 1 | 296.000  | 296.000  |                 |
| Moderating Effect 2 | 296.000  | 296.000  |                 |
| PB                  | 1184.000 | 664.336  | 0.439           |

### *Path Coefficient*

|                           | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|---------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| CT -> PB                  | 0.461               | 0.461           | 0.072                      | 6.423                    | 0.000    |
| EK -> CT                  | 0.389               | 0.389           | 0.075                      | 5.159                    | 0.000    |
| EK -> GM                  | 0.756               | 0.755           | 0.041                      | 18.589                   | 0.000    |
| EK -> PB                  | 0.209               | 0.205           | 0.061                      | 3.425                    | 0.001    |
| GM -> CT                  | 0.442               | 0.445           | 0.071                      | 6.203                    | 0.000    |
| GW -> CT                  | -0.033              | -0.039          | 0.034                      | 0.975                    | 0.330    |
| Moderating Effect 1 -> CT | -0.076              | -0.073          | 0.035                      | 2.160                    | 0.031    |
| Moderating Effect 2 -> PB | -0.136              | -0.137          | 0.033                      | 4.086                    | 0.000    |

## LAMPIRAN 6

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## LAMPIRAN 7

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# Green Marketing and Greenwashing Effects on Consumer Purchase of Electric Cars: The Moderating Role of Environmental Knowledge

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## ABSTRACT

China promotes electric cars as an effective solution to environmental problems. In this context, green marketing and greenwashing are considered to be important factors that influence consumers to purchase electric cars. Based on the signalling theory, this study analyses the role of consumer trust in the influence of green marketing and greenwashing on consumers' purchase of electric cars and examines the moderating effect of environmental knowledge. 440 electric car owners from Beijing, China participated in a survey, whose results were analysed by the Partial Least Squares Structural Equation Modelling (PLS-SEM). The results show that although green marketing demonstrated a positive impact, greenwashing negatively affected Beijing consumers' trust in electric cars. However, environmental knowledge moderates the relationship between consumer trust and purchasing behaviour of electric car.

## KEYWORDS

China, Consumer, Electric Car, Environmental Knowledge, Green Marketing, Greenwashing, Purchasing Behaviour, Trust

## INTRODUCTION

The recent surge in population growth has inevitably increased the demand for natural resources, instigating various environmental issues and lowering consumers' quality of life (CCICED, 2023; Ouyang et al., 2019). Green products are considered effective ways to solve environmental problems and improve people's quality of life (Setyawan et al., 2018). The Chinese public eagerly anticipates innovation and green development, with carbon emission reduction at its core, brought about by green technological innovation (Huang et al., 2023).

According to Huang and Ge (2019), car ownership in China increased from 108.38 million to 208.16 million between 2012 and 2017. The subsequent rise in petrol and diesel product consumption has generated large quantities of exhaust gases, deteriorating the environment (Belkhole et al., 2022).

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Hence, the significant increase in car ownership is a key determinant of energy consumption and environmental pollution (Huang & Ge, 2019; Wang & Dong, 2016).

The environmental performance of automobiles and the automotive industry, a vital catalyst of the national economy, has garnered significant attention (Tu & Yang, 2019). Electric vehicles (EVs) play an essential role in reducing greenhouse gas emissions compared to conventional fuel vehicles (Shui et al., 2024; Ravi & Surendra, 2021). Consumers who purchase energy-saving EVs prioritize the environmental performance of these vehicles, making it a pivotal factor in their purchase decisions (Lin & Shi, 2022). From a scholarly perspective, continued non-green consumption could increase environmental and ecological degradation (Yue et al., 2020).

Beijing, the largest city in China with the highest number of cars, recorded a total of 5.64 million vehicles by the end of 2017. Given the steady rise in urban dwellers, car ownership, energy consumption, and carbon emissions, Beijing must identify workable strategies to save energy and reduce harmful emissions (Fu et al., 2023; Huang & Ge, 2019; Ge et al., 2014). Introducing EVs substantially reduces fuel supply-demand conflicts and toxic emissions while improving the environment (Pan et al., 2019).

The government of China has adopted the compelling slogan, "Green water and green mountains are the silver mountains of gold," to restructure the ecological civilization system and develop a sustainable nation (Ferguson, 2021). This profound maxim encapsulates green development as an overarching principle integrated into all dimensions of national economic and social progress (Huang et al., 2021).

The emergence of green marketing corresponds to the fundamentals of sustainable development strategies while addressing consumers' growing environmental concerns and fostering sustainable organizational development (Bathmathan & Rajadurai, 2019). Specifically, green marketing approaches build customer trust in a product brand to foster community and brand engagement (Saleh et al., 2021).

Companies operating in China's expansive consumer market, known for its rich history and cultural heritage, must induce consumers' interest in EVs via green marketing and greenwashing while considering novel consumer perceptions in a traditional Chinese society. Hence, this study examined how automotive companies can influence consumer behavior to purchase EVs by implementing green marketing and greenwashing strategies (Gionfriddo et al., 2023).

At this critical moment in China's electric car development transformation, the factors influencing consumers to purchase electric cars must be studied in depth (Yang et al., 2020). Previous studies on electric car green marketing mechanisms have shown mixed results (Yeğın & Ikram, 2022). Since the greenwashing behaviors of Chinese electric car companies are intentional and destructive, identifying and eliminating them requires further research and improvement (Liu et al., 2023). In addition, the factors influencing consumers' intention to purchase electric cars and pro-environmental behaviors, such as environmental and eco-labeling knowledge, have been less studied (Fang et al., 2023).

Despite the efforts of administrative departments, private companies, and stakeholders, especially environmental researchers, the process of popularizing electric cars in most countries remains slow, which means that studies on the implementation of electric car consumption have not yet shown substantial results (Higuera-Castillo et al., 2024). Although previous researchers have focused on the causal relationship of consumer trust (Bashir et al., 2020; De Jong et al., 2019), insufficient research has examined its impact on green marketing and electric car purchasing behavior (Lavuri et al., 2022; Paço et al., 2019). In addition, although previous studies have pointed out the harm of greenwashing to the low-carbon economy, the academic community has yet to provide effective management plans for greenwashing (Liu et al., 2023). Moreover, the emergence of corporate environmentalism around greenwashing has led to diverse marketing strategies, which has become a new research area (Augustine & Javvaji, 2022).

## LITERATURE REVIEW

To further understand the impact of consumer trust on electric car purchasing behavior in Beijing, China, and the role of greenwashing, this study examines how automotive companies can effectively sway Chinese consumers to embrace electric vehicles by employing green marketing tactics and greenwashing strategies, with the ultimate goal of promoting environmentally conscious consumption.

### Green Marketing

Despite being introduced in 1980 (Peattie & Crane, 2005), green marketing only gained traction in the industry in the early 1990s. The concept involves product improvement, production process and packaging changes, and advertising modifications (Polonsky, 1994). Similarly, Mahmoud (2019) depicts green marketing as a management process that profitably identifies, forecasts, and fulfills consumer and social requirements. Environmental knowledge, concerns, prices, advertising, and products have gradually emerged as green marketing dimensions in the relevant literature (Sharma et al., 2021).

Green marketing aims to promote pro-environmental products, making them especially attractive to consumers with environmental awareness (Alkhatib et al., 2023). In the context of electric cars, green marketing emphasizes the environmental attributes of the vehicles. It requires active participation from governments, organizations, and the public, along with the necessary resources, expertise, financial support, and infrastructure (Alkhatib et al., 2023). This approach enhances electric car companies' brand image, promotes customer engagement, and increases purchase intention (Gong et al., 2023). Consistency in green marketing is critical to strategic success, as companies that engage in greenwashing risk reputational damage (Nygaard, 2024).

Greenwashing refers to misleading stakeholders about environmental achievements (Glavas et al., 2023). When car manufacturers use renewable energy instead of traditional energy, the line between true green marketing and greenwashing becomes debatable, but raising public awareness can help turn greenwashing into a more pro-environmental trajectory (Glavas et al., 2023). Nonetheless, some companies exaggerate their products' environmental attributes to gain market appeal, government support, consumer trust, and a competitive edge to increase product demand (Wang et al., 2020). Many companies engage in greenwashing to meet the demand for green purchasing and expand their market share. For example, profit-maximizing companies perform greenwashing when market information transparency is low, attracting socially responsible companies to invest in relevant products and consumers to purchase them (Liu et al., 2023; Wu et al., 2020).

Some companies engage in greenwashing by using vague or controversial language in advertisements to entice consumers and stimulate their purchasing behavior (Rahman & Nguyen-Viet, 2022; Siano et al., 2017). Although this may yield short-term organizational benefits as the green market develops, greenwashing can ultimately lead to a decline in the entire market. False advertising negatively affects consumers' trust in a company's green claims, purchase intentions, and word-of-mouth testimonials (Tarabieh, 2021). In summary, greenwashing makes consumers wary of green products and negatively influences their perceptions and behaviors (Guerreiro & Pacheco, 2021).

### Environmental Knowledge

Environmental knowledge encompasses concepts and understanding of the natural environment and ecosystems, influencing consumer preference and purchasing behavior (Shanmugavel & Balakrishnan, 2023; Indriani et al., 2019). Previous research results have confirmed a positive correlation between consumers' environmental knowledge and their attitudes toward electric cars (Gautam, 2023).

From a scholarly viewpoint, general environmental knowledge positively influences consumer beliefs and attitudes about eco-friendly products (Hamzah & Tanwir, 2021). This positive change transcends beliefs and attitudes to include concerted action. Following Ding et al. (2018), an individual

with sufficient environmental knowledge can consciously save household energy by influencing and changing their family's lifestyle habits. Similarly, Hamzah and Tanwir (2021) claim that people with high environmental awareness demonstrate pro-environmental behaviors by eating less meat, frequently using public transportation, and buying products with minimal packaging. Li et al. (2022) found that consumer knowledge and intentions significantly predict their environmental behavior. Hybrid car scholars have also acknowledged the significance of consumers' ecological knowledge in fostering their pro-environmental behavior (Hamzah & Tanwir, 2021; Hossain et al., 2022).

### **Consumer Trust**

Consumer trust is described as an individual's willingness to endorse a brand following positive expectations of its quality, behavioral intentions, and ability to deliver on its promises (Firman et al., 2021), consumers' trust in a product influences their purchasing behaviors and decisions (Yu et al., 2021). A company that gains consumer trust through brand marketing obtains a competitive edge, which enables the brand to penetrate the market (Yu et al., 2021).

Recent research has highlighted the importance of consumer trust in promoting purchasing behavior (Chun et al., 2023). Against the backdrop of declining subsidies and saturation of leading consumers in China's electric car market, recommendations from leading consumers to following consumers positively affect purchase intentions, with consumer trust and perceived value playing important mediating roles (Xiong & Li, 2023). Moreover, consumers' confidence in the in-car equipment while using electric cars greatly enhances their intention to continue using them (Liu et al., 2023).

### **Purchasing Behavior**

Consumers who apply a specific behavior when buying a product demonstrate purchasing behavior (Luneva et al., 2023; Wiederhold & Martinez, 2018). Arora et al. (2020) defined purchasing behavior (a key determinant of consumer behavior) as an individual's attitude towards a product or brand based on intrinsic and extrinsic factors. This complex process is inextricably linked to individual consumer characteristics (gender, age, income, education, and occupation), product quality, and product use value (Zhang & Dong, 2020).

## **RESEARCH OBJECTIVE**

Based on the literature review, the main objective of this research is to analyze the impact of green marketing and greenwashing on consumers' purchase behavior and to further understand the role of consumer trust and environmental knowledge in these processes.

## **THEORETICAL FOUNDATION**

This study is underpinned by signaling theory to explain how information influences individuals' decision-making (Spence, 1978). First proposed by American economist Spence in the 1970s, this theory is now used in organizational management to explain how organizations can reduce information asymmetry between information-superior and information-inferior parties through signaling (Williams, 2019). In this context, "signaling" can help individuals, firms, or governments communicate their preferences or intentions when direct communication is difficult (Unai et al., 2023; Spence, 1978).

As evidenced by Stiglitz (2000), information asymmetry significantly influences the quality and intent of information transmission in a company and (to some extent) consumer purchasing behavior. Waites et al. (2020) revealed that signaling theory allows green marketers to re-establish the balance of communication messages with effective signals for potential customers to stimulate consumers' buying desire. Numerous companies use signaling theory, which has gained prominence following

the increase in online and new fashion consumption (Bafera & Kleinert, 2022). Specifically, this theory facilitates the integration of corporate policies, customer loyalty, attitudes toward sustainable development, and green purchase intentions and behaviors (Komara et al., 2020; Liao et al., 2020; Boateng, 2019; Li et al., 2019).

Given the significant interconnection between green marketing, consumer trust, and purchasing behavior based on the theoretical foundation and reviewed literature, this study proposes the theoretical framework illustrated in Figure 1.

Figure 1.



## HYPOTHESES DEVELOPMENT

Green marketing focuses on sustainable environmental concepts in corporate marketing, catalyzes marketing plans to attain sustainable marketing outcomes, and creates value for the business (Amoako et al., 2022). Following Troudi and Bouyoucef (2020), organizational green marketing affects consumers' trust in green food, which induces purchasing behavior. Meanwhile, Martins (2021) discovered the influence of small and medium enterprises on consumers' green purchasing behavior via different green marketing dimensions to gain profit. As such, we developed the following hypothesis:

**Hypothesis 1 (H1):** Green marketing by electric car companies positively influences consumer trust in electric cars.

Companies that market products with uncertain or debatable terms and exaggerate them to attract consumers to purchase them engage in greenwashing. This deceptive activity undermines the overall green marketing campaign and causes consumers to be wary of organizational green claims (Bladt et al., 2023). As a company's "greenwashing" behavior tends to have a negative word-of-mouth effect, Ramus and Montiel (2005) revealed that "greenwashing" reduces consumer trust in the company. Furthermore, Chen and Chang (2012) claimed that greenwashing campaigns initiated by companies that market electronic products adversely affect the trust of consumers who intend to purchase the products. Self et al. (2010) added that some merchants market eco-tourism via greenwashing. Exaggerated promotional efforts also negatively affected consumer trust. Hence, we proposed the following hypothesis:

**Hypothesis 2 (H2):** Greenwashing by electric car companies negatively influences consumer trust in electric cars.

Consumer trust denotes an individual's willingness to endorse a brand based on positive expectations of its quality, behavioral intentions, and the ability to deliver on its promises (Yulianingsih et al., 2023; Rouibah et al., 2016). Past research has demonstrated a positive correlation between consumer trust and purchase intention. Curvelo et al. (2019) found that trust is a crucial factor influencing consumers' willingness to purchase food products. Pappas (2016) found that consumers'

level of trust in products and online vendors influences their purchasing behaviors when making online purchases. Thus, we developed the following hypothesis:

**Hypothesis 3 (H3):** Consumer trust in electric cars positively influences consumer-purchasing behavior towards these vehicles.

Environmental knowledge encompasses concepts and understanding of the natural environment and ecosystems that influence consumer product preferences and purchasing behaviors (Chaihanachai & Anantachart, 2022; Suki, 2016). Following past pro-environmental studies, consumers' behavior amidst a merchant's green marketing campaign often depends on their level of environmental knowledge (Chaihanachai & Anantachart, 2022; Paço & Lavrador, 2017). In other words, environmental knowledge moderates the relationship between consumer value, customer satisfaction, trust, and loyalty in green markets (Asif et al., 2018; Suki, 2015). Environmental knowledge was used in this study to moderate the relationship between consumer trust and green marketing, which indirectly influenced purchasing behavior. Thus, we developed the following hypothesis:

**Hypothesis 4 (H4):** Environmental knowledge positively moderates the relationship between green marketing and consumer trust in electric car purchasing behavior.

Environmental knowledge constitutes consumers' understanding of how eco-friendly products are produced, their ecological footprint, and strategies to engage in eco-friendly behaviors (Asif et al., 2022; Issock et al., 2019). Consumers with little knowledge about the environmental attributes of a product or service are less inclined to adopt eco-friendly behaviors (Issock et al., 2019; Suki, 2015). In line with Juan et al. (2017), consumers who feel more accountable for protecting the environment tend to purchase hybrid cars. Jayaraman et al. (2017) similarly asserted that consumers with a strong sense of responsibility toward environmental protection would buy eco-friendly vehicles. As such, we developed the following hypothesis:

**Hypothesis 5 (H5):** Environmental knowledge positively moderates the relationship between consumer trust in electric cars and purchasing behavior.

## RESEARCH METHODOLOGY

### Research Design

This study surveyed consumers who own electric cars in Beijing, China. All the questionnaires were presented and answered in Chinese and disseminated through online public platforms in China, such as WeChat and Weibo (Wang & Yao, 2020). As one of the most widely used social apps, WeChat is installed on 86.9% of smartphones in China (Wang et al., 2022).

A large sample size potentially generates greater accuracy in quantitative research results (Bauer et al., 2021). As such, we chose 440 Beijing users who own electric cars to complete a questionnaire using a 5-point Likert scale ranging from 1 to 5, with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Additional filtering and control conditions were set in the Wenjuanxing platform to automatically remove invalid sample data, strengthen the scientific nature of the research results, and yield more precise outcomes.

Table 1 presents the respondents' demographic information, including gender, age, education level, household income, and the number of cars the household owns. Overall, the electric car consumer groups exhibited a similar ratio of men to women (nearly 1:1). Most consumers (63.2%) were between

18 and 30 years old, while 25.4% were between 31 and 55. Notably, 62.5% of the consumers chose electric cars as their first car.

Table 1. Demography of the respondents (N = 440)

| Demographic variables                    | Categories                   | Frequency | Percentage (%) |
|------------------------------------------|------------------------------|-----------|----------------|
| Gender                                   | Male                         | 219       | 49.8           |
|                                          | Female                       | 221       | 50.2           |
| Age (years)                              | Under 18                     | 38        | 8.6            |
|                                          | 18–30                        | 278       | 63.2           |
|                                          | 31–55                        | 112       | 25.4           |
|                                          | 56–70                        | 7         | 1.6            |
|                                          | Over 70                      | 5         | 1.2            |
| Education                                | High school and below        | 121       | 27.5           |
|                                          | Junior college               | 105       | 23.5           |
|                                          | Undergraduate                | 145       | 33             |
|                                          | Master                       | 55        | 12.5           |
|                                          | PhD. and above               | 14        | 3.5            |
| Annual household disposable income (CNY) | Under \$100,000              | 238       | 54             |
|                                          | \$100,000 to under \$200,000 | 149       | 33.5           |
|                                          | \$200,000 to under \$300,000 | 33        | 7.5            |
|                                          | \$300,000 to under \$400,000 | 2         | 0.5            |
|                                          | \$400,000 or more            | 18        | 4              |
| Number of cars owned by the household    | 0                            | 86        | 19.5           |
|                                          | 1                            | 275       | 62.5           |
|                                          | 2                            | 60        | 13.8           |
|                                          | More than 2                  | 19        | 4.2            |

### Questionnaire Design and Measures

The study questionnaire comprised six sections (labeled A to F), encompassing the demographic variables identified in the research framework (see Table 2): green marketing, greenwashing, environmental knowledge, consumer trust, and purchasing behavior.

Table 2. Summary of the construct items and sources

| Section | Construct                    | Questionnaire items                                                                                                          | Source                            |
|---------|------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| A       | Demographics                 | Presented in Table 1                                                                                                         | Huang and Ge (2019)               |
| B       | Green marketing (GM)         | 1. The electric car company increases turnover and profits through the use of environmental aspects in marketing activities. | Zhang and Berhe (2022)            |
|         |                              | 2. The electric car company takes the environment as a premise for all marketing efforts.                                    |                                   |
|         |                              | 3. The electric car company uses as many natural products as possible without wasting energy and materials.                  |                                   |
|         |                              | 4. The electric car company uses recyclable and reusable packaging materials.                                                |                                   |
|         |                              | 5. The electric car company uses as many natural products as possible without wasting energy and materials.                  |                                   |
| C       | Greenwashing (GW)            | 1. The electric car company deceives me through words in its environmental features.                                         | Chen and Chang (2012)             |
|         |                              | 2. The electric car company deceives me through visuals or graphics in its environmental features.                           |                                   |
|         |                              | 3. The electric car company deceives me through unclear green claims.                                                        |                                   |
|         |                              | 4. The electric car company exaggerates or overstates its green functionality.                                               |                                   |
|         |                              | 5. The electric car company hides important information to make the green claim sound better than it is.                     |                                   |
| D       | Environmental knowledge (EK) | 1. I am very knowledgeable about environmental issues.                                                                       | Hamzah and Tanwir (2021)          |
|         |                              | 2. Compared to the average person, I am more familiar with issues related to the environment.                                |                                   |
|         |                              | 3. I know how to select an electric car that produces minimal carbon emissions.                                              |                                   |
| E       | Consumer trust (CT)          | 1. I feel that this electric car company is very dependable.                                                                 | Da Silva Terres and Santos (2013) |
|         |                              | 2. I feel that this electric car company is very competent.                                                                  |                                   |
|         |                              | 3. I feel that this electric car company has high integrity.                                                                 |                                   |
|         |                              | 4. I feel that this electric car company is very responsive to customers.                                                    |                                   |
| F       | Purchasing behavior (PB)     | 1. I have bought an environmentally friendly electric car.                                                                   | Afroz (2015)                      |
|         |                              | 2. I have bought an environmentally friendly electric car to reduce CO <sub>2</sub> emissions and air pollution.             |                                   |
|         |                              | 3. I have bought an environmentally friendly electric car to protect the natural environment.                                |                                   |
|         |                              | 4. I have thought about the environment and human health before purchasing an electric car.                                  |                                   |

## DATA ANALYSIS AND RESULTS

The study model's measurement and structural components were evaluated with SmartPLS version 4.0. For hypothesis testing, we analyzed the empirical data using partial least squares structural equation modeling.

### Internal Consistency Reliability

Internal consistency primarily investigates the reliability of the relationships between questions within a test, while convergent validity and construct reliability are crucial for validating measurement models (Guenther et al., 2023). This study established convergent validity by examining the values of outer loadings, composite reliability (CR), and average variance extraction.

The outer loadings for each study item in Table 3 ranged from 0.723 to 0.922, all exceeding 0.7 and reflecting good convergence (Nasution et al., 2020). Furthermore, construct reliability demonstrated significant effects of particular constructs and confirmed the data's suitability in representing population scores. The CR loading thresholds must exceed 0.70 to be deemed adequate (Avkiran et al., 2018). This study's computed CR values ranged from 0.867 to 0.934 ( $> 0.7$ ). As depicted in Table 3, the CR hypothesis was supported.

Cronbach's alpha (CA) evaluates a construct's internal reliability and the consistency of a group of items assessing the construct. A CA coefficient of 0.8 or above is considered excellent, while a coefficient of 0.7 or higher is deemed satisfactory (Nasution et al., 2020). In this study, the CA values for the constructs or variables in Table 3 ranged from 0.868 to 0.934. The survey data met the internal reliability requirements of CA and were deemed trustworthy.

Table 3. Measurement model

| Variables           | Items | Loadings | CA    | CR    | AVE   |
|---------------------|-------|----------|-------|-------|-------|
| Green marketing     | GM1   | 0.723    | 0.868 | 0.867 | 0.656 |
|                     | GM2   | 0.833    |       |       |       |
|                     | GM3   | 0.848    |       |       |       |
|                     | GM4   | 0.802    |       |       |       |
|                     | GM5   | 0.838    |       |       |       |
| Greenwashing        | GW1   | 0.851    | 0.934 | 0.934 | 0.792 |
|                     | GW2   | 0.916    |       |       |       |
|                     | GW3   | 0.918    |       |       |       |
|                     | GW4   | 0.897    |       |       |       |
|                     | GW5   | 0.865    |       |       |       |
| Consumer trust      | CT1   | 0.922    | 0.925 | 0.939 | 0.814 |
|                     | CT2   | 0.896    |       |       |       |
|                     | CT3   | 0.891    |       |       |       |
|                     | CT4   | 0.901    |       |       |       |
| Purchasing behavior | PB1   | 0.814    | 0.864 | 0.869 | 0.708 |
|                     | PB2   | 0.839    |       |       |       |
|                     | PB3   | 0.841    |       |       |       |
|                     | PB4   | 0.871    |       |       |       |

*continued on following page*

Table 3. Continued

| Variables               | Items | Loadings | CA    | CR    | AVE   |
|-------------------------|-------|----------|-------|-------|-------|
| Environmental knowledge | EK1   | 0.871    | 0.869 | 0.870 | 0.793 |
|                         | EK2   | 0.895    |       |       |       |
|                         | EK3   | 0.905    |       |       |       |

Note. AVE = average variance extraction.

### Discriminant Validity

Discriminant validity determines the degree of correlation between structures, while convergent validity mainly assesses the presence or absence of a low correlation or significant difference between aspects of the same underlying feature (Afthanorhan et al., 2021; see Table 4).

Table 4. Discriminant validity (Fornell–Larcker criterion)

|    | 1            | 2            | 3            | 4            | 5            |
|----|--------------|--------------|--------------|--------------|--------------|
| CT | <b>0.902</b> |              |              |              |              |
| EK | 0.460        | <b>0.890</b> |              |              |              |
| GM | 0.468        | 0.529        | <b>0.810</b> |              |              |
| GW | –0.530       | –0.111       | –0.225       | <b>0.890</b> |              |
| PB | 0.512        | 0.608        | 0.657        | –0.246       | <b>0.842</b> |

We used three different methodologies to assess discriminant validity: Fornell–Larcker’s criterion, heterotrait–monotrait criterion, and cross-loadings (Afthanorhan et al., 2021). Essentially, the loadings of each structure should exceed the variance caused by that structure compared to other counterparts (Afthanorhan et al., 2021). Fornell–Larcker’s criterion generated diagonal values above 0.70, including the related rows and columns (see Table 5).

Table 5. Discriminant validity (heterotrait–monotrait criterion)

|       | 1     | 2     | 3     | 4     | 5     | 6     | 7 |
|-------|-------|-------|-------|-------|-------|-------|---|
| CT    |       |       |       |       |       |       |   |
| EK    | 0.500 |       |       |       |       |       |   |
| GM    | 0.515 | 0.604 |       |       |       |       |   |
| GW    | 0.561 | 0.123 | 0.251 |       |       |       |   |
| PB    | 0.558 | 0.692 | 0.746 | 0.280 |       |       |   |
| EK×GM | 0.067 | 0.119 | 0.082 | 0.089 | 0.053 |       |   |
| EK×CT | 0.087 | 0.109 | 0.065 | 0.143 | 0.044 | 0.357 |   |

### Hypothesis Testing

The five study hypotheses were analyzed using bootstrapping in the SmartPLS algorithm (Sarstedt et al., 2021). First, we used the SmartPLS software to model the relationships between variables by

connecting the numbers on the arrows in the internal model. The direct effects in the model examined the link between an independent construct and a dependent construct. Specifically, the relationships between constructs were assessed through significance levels (1% and 5%) and t-statistics (t-values). We tested five direct effect relationships and the study's proposed hypotheses (see Table 6, Figure 2).

Table 6. Analysis summary of hypotheses

|                            | Beta ( $\beta$ ) | Sample mean | Standard deviation | t-value | p-value | Decision    |
|----------------------------|------------------|-------------|--------------------|---------|---------|-------------|
| H1: GM $\rightarrow$ CT    | 0.202            | 0.204       | 0.046              | 4.350   | 0.000   | Supported   |
| H2: GW $\rightarrow$ CT    | -0.446           | -0.441      | 0.059              | 7.522   | 0.000   | Supported   |
| H3: CT $\rightarrow$ PB    | 0.291            | 0.293       | 0.052              | 5.609   | 0.000   | Supported   |
| H4: EK*GM $\rightarrow$ CT | 0.057            | 0.057       | 0.053              | 1.069   | 0.285   | Unsupported |
| H5: EK*CT $\rightarrow$ PB | 0.087            | 0.089       | 0.044              | 1.972   | 0.000   | Supported   |

Figure 2.



### Coefficient of Determination ( $R^2$ ) and Predictive Relevance ( $Q^2$ )

The  $R^2$  value, which denotes the percentage of variation in the dependent variable explained by the predictor variable or construct, is a significant indicator of prediction accuracy and model quality (Schuberth et al., 2022). In this study, the  $R^2$  values ranged from 0.01 to 1.000. A higher  $R^2$  value indicates greater predictive accuracy (Schuberth et al., 2022).

The study included two endogenous variables: consumer trust and buying behavior. The  $R^2$  score for consumer trust was 0.476, indicating a moderate level of predictive accuracy. Similarly, the  $R^2$  score for purchasing behavior was 0.445, reflecting moderate predictive accuracy.

The  $Q^2$  value plays a crucial role in evaluating predictive relevance by cross-validating the study model (Irfan & Ramlie, 2021). As shown in Table 7, consumer trust ( $Q^2 = 0.243$ ) and purchasing behavior ( $Q^2 = 0.300$ ) demonstrated predictive correlations with values significantly higher than zero (Irfan & Ramlie, 2021). This indicates that the current study model has predictive relevance for the variables tested.

Table 7. Model results for  $R^2$  and  $Q^2$

| Dependent variables | $R^2$ | $Q^2$ |
|---------------------|-------|-------|
| Consumer trust      | 0.476 | 0.243 |
| Purchasing behavior | 0.445 | 0.300 |

### Effect Size of Hypotheses

Known as effect magnitude, the  $f^2$  value is empirically used to reveal the effect of each independent or predictor variable on endogenous variables (Messner, 2023). According to Purwanto and Sudargini (2021),  $f^2$  values of 0.02, 0.15, and 0.35 or higher indicate weak, moderate, and strong effects, respectively.

Table 8 depicts the overall  $f^2$  values between the two variables of interest. Out of the seven effect sizes measured in this study, only two demonstrated significant effects: environmental knowledge and purchasing behavior ( $f^2 = 0.327$ ) and greenwash and consumer trust ( $f^2 = 0.358$ ). Three pairs of relationships showed small effects: (1) consumer trust and purchasing behavior ( $f^2 = 0.120$ ), (2) environment knowledge and consumer trust ( $f^2 = 0.127$ ), and (3) green marketing and consumer trust ( $f^2 = 0.053$ ). The relationships between environmental knowledge and green marketing ( $f^2 = 0.004$ ) and environmental knowledge and consumer trust ( $f^2 = 0.012$ ) showed no significant impact.

Table 8. Summary of  $f^2$

| Structural model                                | $f^2$ | Effect |
|-------------------------------------------------|-------|--------|
| Consumer trust and purchasing behavior          | 0.120 | Small  |
| Environmental knowledge and consumer trust      | 0.127 | Small  |
| Environmental knowledge and purchasing behavior | 0.327 | Large  |
| Green marketing and consumer trust              | 0.053 | Small  |
| Greenwashing and consumer trust                 | 0.358 | Large  |
| Environmental knowledge and green marketing     | 0.004 | No     |
| Environmental knowledge and consumer trust      | 0.012 | No     |

### DISCUSSION

The results of this study confirmed all the direct effects based on signaling theory: green marketing, as a positive signal, positively affects consumer trust, while greenwashing, as a negative signal, negatively affects consumer trust with a large effect. In addition, consumer trust positively influences purchasing behavior, and environmental knowledge plays a positive moderating role in this process.

Based on the empirical outcomes, green marketing by electric car companies positively influenced consumers' trust in electric cars. This finding aligns with past research, which showed that companies engaging in green marketing gained consumer trust in their products, leading to increased purchase behavior (Martins, 2021; Shabbir et al., 2020). Conversely, greenwashing by electric car companies negatively influenced consumer trust in electric cars. This is consistent with previous studies that found companies engaging in greenwashing with exaggerated claims undermined consumer trust and negatively affected purchasing behavior (Self et al., 2010; Ramus & Montiel, 2005). In line with past research, this study also identified a positive correlation between consumer trust and purchasing behavior (Curvelo et al., 2019).

This study examined how the moderating variable of environmental knowledge affected the relationships between (1) green marketing and customer trust and (2) consumer trust and purchasing behavior. Analysis using SmartPLS software revealed that environmental knowledge positively moderated the relationship between consumer trust in electric cars and purchasing behavior. This finding is consistent with past research, which showed that consumers' environmental knowledge influences their purchasing behavior and moderates the relationship between consumer trust and

purchasing behavior (Jayaraman et al., 2017; Saeed et al., 2018). However, the moderating effect of environmental knowledge on the association between green marketing and consumer trust was not supported in this study.

## CONCLUSION

Overall, signaling theory enabled green marketers to rebalance communication messages and provide potential customers with effective cues and information to aid consumer judgment and purchase behavior (Williams, 2019). This study extended the theoretical foundation by developing a more applicable model for electric car promotion and incorporating environmental knowledge as a moderating variable. As parties with information advantages, electric car manufacturers can leverage enhanced green marketing and minimized greenwashing to effectively convey green information, ultimately influencing consumer purchasing behavior through increased trust. In addition, the moderating effect of environmental knowledge should be emphasized, as it highlights that the sales information of electric cars has positively affected consumer trust.

Electric cars have emerged as a pivotal trajectory for the automotive industry to conserve global energy and reduce carbon emissions. This study substantiated the causal connection between companies' green marketing and greenwashing strategies and consumer behavior toward purchasing electric cars. Companies can leverage these findings to capitalize on their strengths and address weaknesses, thereby enhancing their effectiveness in promoting their products, influencing purchasing behavior, and fostering sustainable development across the economy, society, and the natural environment. Additionally, these measures will improve China's technological level and energy efficiency in the automobile market segment, promoting the development of China's macroeconomy (Wei & Zheng, 2020).

## LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

The current study, which examined the factors influencing companies' green marketing activities on consumer behavior toward purchasing electric cars, has several limitations. For example, this study only surveyed consumers in Beijing, a city with a predominantly industrial structure and frequent environmental concerns, which may not be representative of other regions in China. Future research could expand the sample to include consumers from various regions to capture a broader range of geographical and environmental contexts. Additionally, while this study used a survey method, future research might benefit from incorporating qualitative methods, such as in-depth interviews, to gain a deeper understanding of car owners' perceptions of how green marketing and greenwashing affect their purchasing behavior.

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