

BAB V

PENUTUP

5.1 Kesimpulan

Penelitian ini bertujuan menguji pengaruh *entertainment*, *informativeness*, *irritation*, dan *credibility* terhadap *advertising value*, serta pengaruh *advertising value*, *attitude toward advertising*, dan *brand attitude* terhadap purchase intention produk Skintific dalam konteks konten promosi *influencer* Fuji. Analisis dilakukan menggunakan PLS-SEM terhadap 216 responden yang belum pernah membeli dan menggunakan produk Skintific, tetapi pernah melihat konten promosi Fuji mengenai Skintific di media sosial. Berdasarkan hasil pengujian, sembilan hipotesis memperoleh dukungan empiris, sedangkan satu hipotesis tidak memperoleh dukungan. Berikut adalah kesimpulan yang dapat ditarik:

1. *Entertainment* berpengaruh positif dan signifikan terhadap *advertising value* ($\beta = 0,210$; $p = 0,002$). Dengan demikian, H1 didukung. Konten promosi Fuji yang dikemas secara menghibur, kreatif, dan menyenangkan terbukti mampu meningkatkan persepsi nilai iklan calon konsumen Skintific. Temuan ini mengonfirmasi bahwa unsur hiburan merupakan salah satu komponen penting dalam pembentukan *advertising value* iklan *influencer* di media sosial.
2. *Informativeness* berpengaruh positif dan signifikan terhadap *advertising value* ($\beta = 0,148$; $p = 0,035$). Dengan demikian, H2 didukung. Konten promosi Fuji yang informatif dan relevan terbukti berkontribusi pada peningkatan nilai iklan

yang dipersepsikan konsumen, meskipun pengaruhnya lebih kecil dibandingkan *credibility* dan *entertainment*.

3. *Irritation* tidak berpengaruh signifikan terhadap *advertising value* ($\beta = 0,104$; $p = 0,159$). Arah koefisien yang dihasilkan positif sehingga juga berlawanan dengan hipotesis yang memprediksi arah negatif. Dengan demikian, H3 tidak didukung. Rendahnya tingkat *irritation* responden menunjukkan bahwa perasaan terganggu terhadap konten promosi Fuji belum menjadi faktor yang mampu menjelaskan *advertising value* secara signifikan dalam penelitian ini.
4. *Credibility* berpengaruh positif dan signifikan terhadap *advertising value* ($\beta = 0,373$; $p < 0,001$). Dengan demikian, H4 didukung. *Credibility* merupakan prediktor terkuat *advertising value* dalam penelitian ini, menegaskan bahwa kepercayaan konsumen terhadap Fuji sebagai sumber informasi yang jujur, akurat, dan dapat diandalkan merupakan faktor paling kritis dalam efektivitas iklan *influencer* untuk produk Skintific.
5. *Advertising value* berpengaruh positif dan signifikan terhadap *attitude toward advertising* ($\beta = 0,527$; $p < 0,001$). Dengan demikian, H5 didukung. Semakin tinggi nilai yang dipersepsikan konsumen dari konten promosi Fuji, semakin positif pula sikap mereka terhadap konten iklan tersebut. *Advertising value* terbukti berperan penting dalam membentuk respons afektif calon konsumen terhadap konten iklan *influencer* Fuji.
6. *Advertising value* berpengaruh positif dan signifikan terhadap *brand attitude* ($\beta = 0,172$; $p < 0,001$). Dengan demikian, H6 didukung. Konten promosi Fuji yang bernilai tinggi tidak hanya membentuk sikap positif terhadap iklan, tetapi juga

secara langsung berkontribusi pada pembentukan evaluasi yang lebih positif terhadap merek *Skintific*.

7. *Advertising value* berpengaruh positif dan signifikan terhadap *purchase intention* ($\beta = 0,109$; $p = 0,039$). Dengan demikian, H7 didukung. Iklan *influencer* Fuji yang dipersepsikan bernilai tinggi terbukti secara langsung mendorong niat beli calon konsumen produk *Skintific*.
8. *Attitude toward advertising* berpengaruh positif dan signifikan terhadap *brand attitude* ($\beta = 0,638$; $p < 0,001$). Dengan demikian, H8 didukung. Jalur ini memiliki ukuran efek terbesar berdasarkan nilai f^2 , sehingga menunjukkan bahwa sikap positif konsumen terhadap konten promosi Fuji berperan penting dalam membentuk evaluasi positif terhadap merek *Skintific*.
9. *Attitude toward advertising* berpengaruh positif dan signifikan terhadap *purchase intention* ($\beta = 0,223$; $p = 0,003$). Dengan demikian, H9 didukung. Sikap positif konsumen terhadap konten promosi Fuji terbukti secara langsung mendorong niat beli produk *Skintific*.
10. *Brand attitude* berpengaruh positif dan signifikan terhadap *purchase intention* ($\beta = 0,563$; $p < 0,001$). Dengan demikian, H10 didukung. *Brand attitude* merupakan prediktor terkuat *purchase intention* dalam penelitian ini, menegaskan bahwa evaluasi positif calon konsumen terhadap merek *Skintific* setelah melihat konten promosi Fuji merupakan determinan utama niat beli.

Secara keseluruhan, *credibility* merupakan prediktor terkuat *advertising value*, sedangkan *brand attitude* merupakan prediktor langsung terkuat *purchase intention*.

Attitude toward advertising juga memiliki peran penting karena menjadi prediktor terkuat *brand attitude*. Model penelitian mampu menjelaskan 65,0% variasi *purchase intention* dengan nilai R^2 sebesar 0,650. Hasil tersebut menunjukkan bahwa pembentukan niat beli calon konsumen tidak hanya dipengaruhi oleh penilaian terhadap nilai iklan, tetapi terutama oleh sikap positif terhadap iklan dan evaluasi positif terhadap merek Skintific.

5.2 Implikasi

Berdasarkan hasil penelitian, implikasi penelitian ini dibedakan menjadi implikasi teoritis dan implikasi praktis.

5.2.1 Implikasi Teoritis

Penelitian ini memberikan beberapa implikasi teoritis bagi pengembangan kajian *advertising value* dan *influencer marketing*. Pertama, hasil penelitian memperkuat penerapan *Extended Ducoffe Advertising Value Model* dalam konteks iklan *influencer* pada produk skincare di Indonesia. *Entertainment*, *informativeness*, dan *credibility* terbukti berpengaruh positif dan signifikan terhadap *advertising value*. Temuan tersebut menunjukkan bahwa nilai suatu iklan *influencer* tidak hanya terbentuk dari kemampuan konten dalam memberikan hiburan dan informasi, tetapi juga dari tingkat kredibilitas sumber yang menyampaikan pesan promosi.

Kedua, *credibility* ditemukan sebagai prediktor terkuat *advertising value* dibandingkan *entertainment* dan *informativeness*. Temuan ini memperluas penerapan *Advertising Value Theory* dengan menunjukkan bahwa dalam konteks *influencer marketing*, kepercayaan terhadap sumber pesan memiliki peran yang sangat penting

dalam membentuk penilaian konsumen terhadap kegunaan dan nilai suatu iklan. Berbeda dengan iklan konvensional yang lebih berpusat pada isi pesan, iklan *influencer* juga sangat bergantung pada persepsi audiens terhadap keandalan dan kredibilitas individu yang menyampaikan pesan tersebut.

Ketiga, *irritation* tidak terbukti berpengaruh signifikan terhadap *advertising value*. Selain itu, arah koefisien yang diperoleh positif dan berlawanan dengan hipotesis yang memprediksi pengaruh negatif. Hasil ini menunjukkan bahwa pengaruh *irritation* dalam *Advertising Value Theory* dapat bersifat kontekstual dan tidak selalu muncul pada setiap bentuk iklan digital. Rendahnya tingkat *irritation* yang dirasakan responden mengindikasikan bahwa variabel tersebut mungkin tidak memiliki variasi yang cukup untuk menurunkan *advertising value* secara signifikan dalam konteks konten promosi Fuji. Temuan ini sekaligus mendukung hasil penelitian terdahulu yang menunjukkan bahwa *irritation* tidak selalu menjadi prediktor signifikan dalam iklan media sosial.

Keempat, penelitian ini memperkuat hubungan antara *advertising value*, *attitude toward advertising*, *brand attitude*, dan *purchase intention*. *Advertising value* terbukti berpengaruh positif terhadap *attitude toward advertising*, *brand attitude*, dan *purchase intention*. Temuan tersebut menunjukkan bahwa penilaian konsumen terhadap kegunaan dan nilai iklan dapat menghasilkan respons kognitif, afektif, dan perilaku secara bersamaan. Iklan yang dianggap bernilai tidak hanya meningkatkan kesukaan terhadap iklan, tetapi juga memperbaiki evaluasi terhadap merek dan mendorong niat beli.

Kelima, *attitude toward advertising* terbukti menjadi prediktor terkuat *brand attitude*. Temuan ini mendukung gagasan bahwa evaluasi positif terhadap iklan dapat ditransfer kepada merek yang diiklankan. Dalam konteks penelitian ini, sikap positif terhadap konten promosi Fuji berperan penting dalam membentuk evaluasi positif calon konsumen terhadap merek Skintific, meskipun responden belum memiliki pengalaman pembelian dan penggunaan produk secara langsung.

Keenam, *brand attitude* menjadi prediktor langsung terkuat *purchase intention*. Hasil ini memperkuat *Brand Attitude Theory* yang menjelaskan bahwa evaluasi menyeluruh terhadap suatu merek merupakan faktor penting dalam pembentukan kecenderungan perilaku konsumen. Temuan penelitian menunjukkan bahwa pada calon konsumen yang belum pernah membeli dan menggunakan produk, niat beli lebih kuat dipengaruhi oleh evaluasi positif terhadap merek dibandingkan oleh nilai iklan atau sikap terhadap iklan secara langsung.

Secara keseluruhan, hasil penelitian menunjukkan pola hubungan bertahap dalam pembentukan *purchase intention*, yaitu karakteristik konten dan kredibilitas berhubungan dengan *advertising value*, yang selanjutnya berkaitan dengan *attitude toward advertising*, *brand attitude*, dan *purchase intention*. Dengan demikian, penelitian ini memberikan dukungan empiris terhadap integrasi *Advertising Value Theory*, *Attitude Toward Advertising Theory*, *Brand Attitude Theory*, dan *Purchase Intention Theory* dalam konteks *influencer marketing* pada calon konsumen produk skincare di Indonesia.

5.2.2 Implikasi Praktis

Pertama, *credibility* merupakan prediktor terkuat *advertising value* dalam penelitian ini dengan koefisien sebesar 0,373. Oleh karena itu, Skintific dan perusahaan skincare lainnya perlu menjadikan kredibilitas sebagai salah satu pertimbangan utama dalam memilih *influencer*. Pemilihan *influencer* sebaiknya tidak hanya didasarkan pada jumlah pengikut atau luasnya jangkauan audiens, tetapi juga pada persepsi konsumen mengenai keakuratan informasi dan kemampuan *influencer* untuk menjadi sumber informasi yang dapat dijadikan acuan. *Influencer* yang dinilai mampu menyampaikan informasi secara akurat dan dapat dijadikan acuan akan membuat konten promosi dipersepsikan lebih berguna dan bernilai oleh calon konsumen.

Kedua, *brand attitude* merupakan prediktor langsung terkuat *purchase intention* dengan koefisien sebesar 0,563. Temuan ini menunjukkan bahwa strategi iklan *influencer* tidak cukup hanya diarahkan untuk menghasilkan paparan atau menarik perhatian dalam jangka pendek, tetapi juga perlu membentuk evaluasi yang positif terhadap merek. Skintific disarankan merancang konten yang secara konsisten memperkuat kesan positif, ketertarikan, dan kesukaan calon konsumen terhadap merek. Evaluasi keberhasilan kampanye *influencer* juga dapat dilengkapi dengan pengukuran perubahan sikap konsumen terhadap merek, selain menggunakan indikator respons terhadap konten dan penjualan.

Ketiga, *attitude toward advertising* memiliki pengaruh terbesar terhadap *brand attitude* dengan koefisien sebesar 0,638 dan ukuran efek sebesar 0,658. Oleh karena itu, konten promosi perlu dirancang agar mampu menimbulkan respons positif terhadap

iklan. Pemasar dapat memberikan ruang kepada *influencer* untuk menyampaikan pesan menggunakan gaya komunikasi yang sesuai dengan karakter *influencer* dan konteks produk yang dipromosikan, selama informasi utama mengenai produk tetap tersampaikan secara jelas dan akurat. Konten yang menarik, menyenangkan, dan tidak terasa terlalu memaksa akan lebih berpotensi membentuk sikap positif terhadap iklan, yang selanjutnya dapat meningkatkan evaluasi calon konsumen terhadap merek.

Keempat, meskipun *entertainment* dan *informativeness* memiliki pengaruh yang lebih kecil dibandingkan *credibility*, kedua variabel tersebut tetap terbukti berpengaruh signifikan terhadap *advertising value*. Oleh karena itu, konten promosi sebaiknya menggabungkan unsur hiburan dan informasi secara seimbang. Unsur hiburan diperlukan untuk menarik dan mempertahankan perhatian audiens, sedangkan unsur informasi diperlukan untuk membantu calon konsumen memahami manfaat, kandungan, cara penggunaan, dan relevansi produk dengan kebutuhan mereka. Konten yang hanya menghibur tanpa memberikan informasi produk yang memadai dapat kehilangan nilai praktisnya, sedangkan konten yang terlalu informatif tetapi kurang menarik dapat lebih mudah diabaikan.

Kelima, *advertising value* terbukti berpengaruh positif terhadap *attitude toward advertising*, *brand attitude*, dan *purchase intention*. Hal ini menunjukkan bahwa setiap konten *influencer* perlu memberikan manfaat yang dapat dirasakan oleh audiens. Skintific disarankan memastikan bahwa konten promosi tidak hanya menampilkan produk, tetapi juga memberikan informasi yang berguna dan membantu calon konsumen dalam mengevaluasi produk. Semakin tinggi kegunaan konten yang

dirasakan, semakin besar kemungkinan calon konsumen membentuk sikap positif terhadap iklan dan merek.

Keenam, irritation tidak terbukti berpengaruh signifikan terhadap *advertising value* dalam penelitian ini. Namun, hasil tersebut tidak berarti bahwa *irritation* dapat diabaikan karena tingkat irritation responden berada dalam kategori rendah. Skintific tetap perlu menjaga agar frekuensi promosi tidak berlebihan, pesan tidak terlalu repetitif, dan gaya komunikasi tidak terasa memaksa atau menyesatkan. Upaya tersebut penting untuk mempertahankan rendahnya tingkat gangguan yang dirasakan audiens.

Ketujuh, karena penelitian ini dilakukan terhadap calon konsumen yang belum pernah membeli dan menggunakan produk Skintific, implikasi praktis penelitian terutama relevan untuk strategi akuisisi konsumen baru. Konten *influencer* dapat digunakan untuk memperkenalkan merek, membentuk kesan awal yang positif, mengurangi keraguan terhadap informasi produk, dan mendorong calon konsumen untuk mulai mempertimbangkan pembelian. Strategi bagi konsumen yang sudah pernah membeli dan menggunakan produk dapat memerlukan pendekatan yang berbeda karena sikap dan niat beli mereka juga dipengaruhi oleh pengalaman pembelian dan penggunaan aktual.

5.3 Keterbatasan Penelitian

Penelitian ini memiliki beberapa keterbatasan yang perlu diperhatikan dalam menginterpretasikan hasil dan menggunakannya sebagai acuan penelitian selanjutnya.

Pertama, penelitian ini hanya berfokus pada satu *influencer*, yaitu Fujianti Utami Putri (Fuji), sebagai objek penelitian. Oleh karena itu, hasil penelitian tidak dapat digeneralisasikan pada efektivitas iklan *influencer* lain secara umum, karena karakteristik, gaya konten, dan basis penggemar setiap *influencer* berbeda-beda dan dapat menghasilkan efek yang berbeda pula terhadap *advertising value* maupun *purchase intention*.

Kedua, meskipun penelitian ini berhasil mengumpulkan 216 responden yang memenuhi kriteria, teknik *purposive sampling* yang digunakan membatasi representativitas sampel secara statistik. Penyebaran kuesioner melalui *Instagram* dan *WhatsApp* cenderung menjangkau responden dari lingkaran sosial tertentu, sehingga dapat menimbulkan bias seleksi yang memengaruhi generalisasi temuan.

Ketiga, penelitian ini menggunakan desain *cross-sectional*, yaitu data dikumpulkan pada satu titik waktu tertentu. Hal ini berarti hasil penelitian mencerminkan kondisi pasar dan perilaku konsumen pada periode pengumpulan data saja dan tidak dapat menangkap perubahan sikap maupun niat beli konsumen dari waktu ke waktu. Relevansi temuan dapat berubah seiring perubahan posisi Fuji sebagai *influencer* atau perubahan strategi pemasaran Skintific.

Keempat, keterbatasan berikutnya berkaitan dengan proses eliminasi indikator pada model pengukuran. Pada tahap awal, penelitian ini menggunakan 39 indikator, tetapi setelah evaluasi *outer loading* melalui SmartPLS, sebanyak 15 indikator dieliminasi sehingga model akhir menggunakan 24 indikator. Eliminasi indikator dilakukan untuk meningkatkan validitas konvergen dan reliabilitas konstruk. Namun,

pengurangan jumlah indikator tersebut berpotensi membatasi keluasan representasi beberapa konstruk, terutama pada konstruk *advertising value*, *credibility*, *entertainment*, dan *informativeness* yang pada model akhir hanya diwakili oleh dua indikator. Oleh karena itu, hasil penelitian ini perlu diinterpretasikan dengan mempertimbangkan bahwa beberapa konstruk tidak lagi diukur menggunakan seluruh indikator awal yang diadaptasi dari penelitian acuan.

Kelima, salah satu indikator *brand attitude* mengukur perasaan puas terhadap merek, sedangkan seluruh responden penelitian merupakan calon konsumen yang belum pernah membeli dan menggunakan produk Skintific. Oleh karena itu, respons terhadap indikator tersebut lebih mencerminkan evaluasi atau kepuasan berbasis persepsi setelah melihat konten promosi, bukan kepuasan yang terbentuk dari pengalaman penggunaan produk secara langsung. Kondisi ini perlu dipertimbangkan dalam menginterpretasikan konstruk *brand attitude*.

Keenam, penelitian ini tidak membedakan *platform* media sosial (*Instagram* dan *TikTok*) yang digunakan responden saat mengonsumsi konten promosi Fuji. Mengingat karakteristik konten dan perilaku audiens di kedua platform tersebut berbeda, analisis berbasis *platform* dapat memberikan wawasan yang lebih granular mengenai efektivitas iklan *influencer* di masing-masing platform.

Ketujuh, penelitian ini hanya melibatkan responden yang belum pernah membeli dan menggunakan produk Skintific. Oleh karena itu, hasil penelitian lebih tepat digeneralisasikan pada calon konsumen atau non-user, bukan pada konsumen yang sudah memiliki pengalaman pembelian dan penggunaan langsung terhadap

produk Skintific. Pengalaman penggunaan aktual dapat menghasilkan evaluasi merek dan niat beli yang berbeda.

Kedelapan, pengujian validitas diskriminan dalam penelitian ini hanya menggunakan kriteria *Fornell–Larcker* dan belum dilengkapi dengan pengujian *Heterotrait-Monotrait Ratio* (HTMT). Meskipun hasil kriteria *Fornell–Larcker* menunjukkan bahwa validitas diskriminan telah terpenuhi, penggunaan HTMT dapat memberikan evaluasi tambahan yang lebih sensitif dalam mendeteksi potensi kemiripan antarkonstruksi. Oleh karena itu, hasil validitas diskriminan dalam penelitian ini perlu diinterpretasikan dengan mempertimbangkan keterbatasan tersebut.

Kesembilan, keterbatasan kesembilan terletak pada mekanisme penyaringan responden terkait paparan konten promosi Fuji mengenai Skintific. Penelitian ini hanya menggunakan pertanyaan filter untuk memastikan bahwa responden pernah melihat konten promosi Fuji mengenai produk Skintific di media sosial, tetapi tidak memberikan satu contoh konten promosi yang spesifik dan seragam kepada seluruh responden sebelum mengisi kuesioner. Akibatnya, responden kemungkinan menilai konten promosi Fuji yang berbeda-beda, baik dari segi *platform*, format, waktu penayangan, maupun isi pesan. Kondisi ini dapat menyebabkan variasi persepsi responden terhadap *entertainment*, *informativeness*, *irritation*, *credibility*, dan *advertising value*. Oleh karena itu, hasil penelitian ini perlu dipahami sebagai penilaian umum terhadap konten promosi Fuji mengenai Skintific, bukan sebagai evaluasi terhadap satu iklan atau satu konten promosi tertentu.

Kesepuluh, pada landasan teori *influencer credibility* dijelaskan sebagai konstruk yang dapat mencakup tiga dimensi utama, yaitu *trustworthiness*, *attractiveness*, dan *expertise*. Namun, indikator *credibility* dalam kuesioner penelitian ini belum secara menyeluruh merepresentasikan ketiga dimensi tersebut. *Item credibility* yang digunakan lebih banyak menekankan pada persepsi terhadap keakuratan informasi, kepercayaan terhadap informasi, persepsi bahwa informasi tidak menipu, dan kemampuan informasi menjadi acuan. Dengan demikian, aspek *attractiveness* atau daya tarik *influencer* serta *expertise* atau keahlian *influencer* dalam konteks *skincare* belum diukur secara eksplisit. Hal ini menjadi keterbatasan karena hasil pengaruh *credibility* terhadap *advertising value* dalam penelitian ini lebih tepat ditafsirkan sebagai kredibilitas informasi dan kepercayaan terhadap penyampaian promosi Fuji, bukan sebagai ukuran komprehensif dari seluruh dimensi *influencer credibility*.

Kesebelas, walaupun penelitian ini telah membedakan *attitude toward advertising* dan *brand attitude* berdasarkan objek evaluasi, kedua konstruk tersebut sama-sama mengukur sikap konsumen dan dapat memiliki kedekatan konseptual. Oleh karena itu, potensi tumpang tindih persepsi responden tetap mungkin terjadi, terutama karena keduanya diukur melalui kuesioner dalam satu waktu yang sama setelah responden mengingat paparan konten promosi Fuji. Penelitian selanjutnya dapat memperjelas pemisahan kedua konstruk melalui desain eksperimen atau pengukuran bertahap antara evaluasi terhadap iklan dan evaluasi terhadap merek.

Kedua belas, penelitian ini hanya berfokus pada konteks promosi Fuji terhadap produk Skintific. Padahal, Fuji merupakan *influencer* yang juga melakukan *endorsement* terhadap berbagai merek dan kategori produk lain. Penelitian ini belum mengontrol kemungkinan bahwa persepsi responden terhadap Fuji dipengaruhi oleh paparan *endorsement* Fuji pada produk lain di luar Skintific. Oleh karena itu, hasil penelitian ini perlu ditafsirkan secara spesifik pada konteks konten promosi Fuji mengenai Skintific, dan belum dapat digeneralisasikan pada seluruh *endorsement* Fuji maupun pada *brand* lain yang dipromosikan oleh Fuji.

5.4 Saran bagi Penelitian Selanjutnya

Pertama, penelitian selanjutnya disarankan untuk memperluas cakupan objek penelitian dengan melibatkan lebih dari satu *influencer*, misalnya membandingkan efektivitas iklan antara *mega-influencer* (seperti Fuji) dengan *macro-influencer* atau *micro-influencer* untuk produk yang sama. Perbandingan semacam ini akan memberikan wawasan yang lebih komprehensif mengenai peran tingkatan *influencer* dalam efektivitas iklan *skincare*.

Kedua, penelitian selanjutnya dapat menggunakan teknik *probability sampling* yang lebih ketat, seperti *stratified random sampling* berdasarkan kelompok usia atau platform media sosial, untuk meningkatkan representativitas sampel dan kemampuan generalisasi temuan.

Ketiga, mengingat penelitian ini menggunakan desain *cross-sectional*, penelitian selanjutnya disarankan menggunakan desain longitudinal untuk menguji

kestabilan pengaruh iklan *influencer* terhadap *brand attitude* dan *purchase intention* dari waktu ke waktu, terutama mengingat siklus kampanye *influencer* yang dinamis.

Keempat, penelitian selanjutnya dapat menambahkan variabel moderasi seperti platform media sosial (*Instagram* dan *TikTok*), tingkat keterlibatan audiens (*engagement rate*), atau frekuensi paparan konten (*exposure frequency*) untuk menghasilkan model yang lebih komprehensif dan mampu menjelaskan kondisi-kondisi di mana iklan *influencer* lebih atau kurang efektif.

Kelima, penelitian selanjutnya dapat mengembangkan model ini dengan menambahkan variabel perilaku pembelian aktual (pembelian nyata) sebagai variabel terikat di *sampling purchase intention*, sehingga dapat menguji sejauh mana niat beli yang terbentuk dari iklan *influencer* benar-benar terwujud menjadi tindakan pembelian. Hal ini akan memberikan kontribusi praktis yang lebih langsung bagi para pemasar dalam mengevaluasi ROI kampanye *influencer*.

Keenam, penelitian selanjutnya disarankan untuk membandingkan kelompok calon konsumen yang belum pernah membeli dan menggunakan Skintific dengan konsumen yang sudah pernah membeli dan menggunakan produk Skintific. Perbandingan ini penting untuk mengetahui apakah pengaruh iklan *influencer* terhadap *brand attitude* dan *purchase intention* berbeda antara calon konsumen dan pengguna aktual.

Ketujuh, penelitian selanjutnya disarankan untuk melengkapi pengujian validitas diskriminan menggunakan *Heterotrait-Monotrait Ratio* (HTMT), selain kriteria *Fornell-Larcker*. Penggunaan kedua pendekatan tersebut dapat memberikan

penilaian yang lebih komprehensif mengenai kemampuan setiap konstruk dalam membedakan dirinya dari konstruk lain di dalam model penelitian.

Kedepalan, penelitian selanjutnya disarankan untuk menggunakan stimulus konten promosi yang lebih spesifik, misalnya dengan menampilkan satu video, unggahan, atau materi promosi Fuji mengenai Skintific yang sama kepada seluruh responden sebelum pengisian kuesioner. Dengan demikian, persepsi responden terhadap karakteristik iklan dapat diukur secara lebih terkontrol dan tidak dipengaruhi oleh perbedaan konten promosi yang pernah mereka lihat sebelumnya.

Kesembilan, penelitian selanjutnya disarankan untuk mengukur *influencer credibility* secara lebih komprehensif dengan memasukkan dimensi *trustworthiness*, *attractiveness*, dan *expertise* sebagai indikator atau subdimensi yang terpisah. Hal ini penting agar penelitian dapat menjelaskan apakah niat beli lebih banyak dipengaruhi oleh kepercayaan terhadap *influencer*, daya tarik *influencer*, atau keahlian *influencer* dalam kategori produk *skincare*.

Kesepuluh, penelitian selanjutnya dapat membandingkan pengaruh Fuji pada beberapa merek atau kategori produk yang berbeda, misalnya *skincare*, *fashion*, dan FMCG. Selain itu, penelitian berikutnya dapat menambahkan variabel kontrol seperti frekuensi melihat *endorsement* Fuji pada merek lain, tingkat kesukaan terhadap Fuji, dan *familiarity* terhadap produk yang dipromosikan.

Kesebelas, penelitian selanjutnya disarankan untuk mengembangkan dan menguji kembali indikator pada konstruk yang mengalami banyak eliminasi, terutama *entertainment*, *informativeness*, *credibility*, dan *advertising value*. Peneliti berikutnya

dapat melakukan *pretest* instrumen dengan jumlah responden yang lebih besar atau melakukan penyempurnaan redaksi item sebelum penyebaran kuesioner utama, sehingga indikator yang digunakan lebih mampu merepresentasikan konstruk secara komprehensif dan mengurangi kemungkinan eliminasi indikator pada tahap analisis SmartPLS.



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LAMPIRAN

Lampiran 1 Formulir Survei

Section 1 of 13

Pengaruh Iklan *Influencer* Fuji terhadap Niat Beli *Skintific* di Indonesia

B **I** **U**  

Halo teman-teman!

Perkenalkan, saya Beatrice Christabella Satriyo, mahasiswi Program Studi Manajemen dari Universitas Atma Jaya Yogyakarta. Saat ini saya membutuhkan teman-teman untuk mengisi kuesioner ini dengan judul:

"Pengaruh Iklan *Influencer* Fuji terhadap Niat Beli *Skintific* di Indonesia."

Sehubungan dengan hal tersebut, saya memohon kesediaan Anda untuk meluangkan waktu mengisi kuesioner ini. Kuesioner ini berkaitan dengan pandangan anda terhadap iklan produk *Skintific* yang dipromosikan oleh *influencer* Fujianti Utami Putri di media sosial.

Seluruh jawaban yang anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian akademik.

Saya sangat mengharapkan kesediaan anda untuk mengisi kuesioner ini secara jujur sesuai pendapat pribadi. Tidak ada jawaban benar atau salah, sehingga mohon untuk menjawab sesuai dengan pendapat dan pengalaman anda secara jujur.

Atas waktu dan partisipasi Anda, saya ucapkan terima kasih 🙏

Section 2 of 13

Pertanyaan Filter 1

Description (optional)

Apakah anda pernah melihat Fuji mempromosikan produk *Skintific* di media sosial (seperti Instagram, TikTok, atau platform lainnya)? *

☐ Ya

☐ Tidak

Section 3 of 14

Pertanyaan Filter 2



Description (optional)



Apakah anda pernah membeli dan menggunakan produk Skintific? *

☐ Ya

☐ Tidak

Section 4 of 14

Pertanyaan Demografi



Description (optional)

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Usia (tahun) *

Short answer text

⋮

Pendidikan Terakhir *

☐ SMA / Sederajat

☐ Diploma

☐ S1

☐ S2

☐ S3

☐ Other: _____

Pekerjaan *

☐ Pelajar

☐ Mahasiswa

☐ Karyawan

☐ Wirausaha

☐ Pegawai Negeri Sipil

☐ Lainnya

Pengeluaran untuk kosmetik per bulan *

- ☐ < Rp299.999
- ☐ Rp300.000 – Rp499.000
- ☐ Rp500.000 – Rp699.000
- ☐ Rp700.000 – Rp999.000
- ☐ Rp1.000.000

Pendapatan per bulan *

- ☐ < Rp1.499.999
- ☐ Rp1.500.000 - Rp2.999.999
- ☐ Rp3.000.000 - Rp4.499.999
- ☐ > Rp4.500.000

Status Anda terkait penggunaan produk Skintific adalah: *

- ☐ Ya, saya masih menggunakan saat ini
- ☐ Pernah menggunakan, tetapi sudah tidak menggunakan lagi
- ☐ Belum pernah menggunakan

Section 5 of 14

Petunjuk Pengisian



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut mengenai iklan produk Skintific yang dipromosikan oleh Fuji di media sosial.

Tidak ada jawaban benar atau salah. Mohon menjawab sesuai dengan pendapat pribadi Anda.

Section 6 of 14

ENTERTAINMENT



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

Konten promosi produk Skintific yang disampaikan oleh Fuji : *

	Sangat Tidak S...	Tidak Setuju	Netral	Setuju	Sangat Setuju
Menghibur	☐	☐	☐	☐	☐
Inovatif	☐	☐	☐	☐	☐
Kreatif	☐	☐	☐	☐	☐
Menyenangkan	☐	☐	☐	☐	☐
Menarik Perhat...	☐	☐	☐	☐	☐

Section 7 of 14

INFORMATIVENESS



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

Saya percaya konten promosi produk Skintific oleh Fuji memberikan informasi produk yang : *

	Sangat Tidak S...	Tidak Setuju	Netral	Setuju	Sangat Setuju
Baik	☐	☐	☐	☐	☐
Relevan	☐	☐	☐	☐	☐
Sesuai Tren	☐	☐	☐	☐	☐
Terbaru	☐	☐	☐	☐	☐
Mudah dipahami	☐	☐	☐	☐	☐
Lengkap	☐	☐	☐	☐	☐

Section 8 of 14

IRRITATION



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

Saya percaya bahwa informasi mengenai produk Skintific yang disampaikan oleh Fuji terasa: *

	Sangat Tidak S...	Tidak Setuju	Netral	Setuju	Sangat Setuju
Menyinggung	☐	☐	☐	☐	☐
Mengganggu	☐	☐	☐	☐	☐
Menipu	☐	☐	☐	☐	☐
Membingungkan	☐	☐	☐	☐	☐
Menjengkelkan	☐	☐	☐	☐	☐

Section 9 of 14

CREDIBILITY



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

Saya percaya bahwa informasi mengenai produk Skintific yang disampaikan oleh Fuji : *

	Sangat Tidak S...	Tidak Setuju	Netral	Setuju	Sangat Setuju
Akurat	☐	☐	☐	☐	☐
Dapat Dipercaya	☐	☐	☐	☐	☐
Tidak Menipu	☐	☐	☐	☐	☐
Dapat menjadi ...	☐	☐	☐	☐	☐

Section 10 of 14

ADVERTISING VALUE



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

Menurut saya konten promosi produk Skintific oleh Fuji : *

Sangat Tidak S... Tidak Setuju Netral Setuju Sangat Setuju

Berguna	☐	☐	☐	☐	☐
Bernilai	☐	☐	☐	☐	☐
Penting	☐	☐	☐	☐	☐
Membantu Me...	☐	☐	☐	☐	☐

Section 11 of 14

ATTITUDE TOWARD ADS



Silahkan berikan penilaian Anda terhadap setiap pernyataan berikut.

Melihat konten promosi Skintific oleh Fuji membuat saya merasa senang. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Menurut saya konten promosi Skintific oleh Fuji menarik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya menyukai konten promosi Skintific oleh Fuji. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Secara keseluruhan saya menilai konten promosi Skintific oleh Fuji sebagai konten yang baik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya memiliki sikap positif terhadap konten promosi Skintific oleh Fuji. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 12 of 14

BRAND ATTITUDE



Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

Saya menyukai merek Skintific setelah melihat konten promosi oleh Fuji. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Konten promosi Skintific oleh Fuji membuat saya tertarik pada merek Skintific. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya memiliki kesan positif terhadap merek Skintific setelah melihat konten promosi tersebut. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Konten promosi Skintific oleh Fuji membuat saya merasa senang terhadap merek Skintific. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

...

Saya merasa puas terhadap merek Skintific setelah melihat konten promosi tersebut. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 13 of 14

PURCHASE INTENTION

Silakan berikan penilaian Anda terhadap setiap pernyataan berikut.

...

Saya berniat membeli produk Skintific setelah melihat konten promosi oleh Fuji. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

...

Saya berencana membeli produk Skintific di masa depan. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Ada kemungkinan saya akan membeli produk Skintific setelah melihat konten promosi tersebut. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Konten promosi Skintific oleh Fuji membuat saya ingin membeli produk Skintific. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya memiliki minat yang tinggi untuk membeli produk Skintific setelah melihat konten promosi tersebut. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

After section 13 Continue to next section

Section 14 of 14

Section title (optional)

Terima kasih atas kesediaan anda dalam meluangkan waktu untuk mengisi kuesioner ini. Partisipasi anda sangat berarti dan membantu dalam penyelesaian penelitian ini.

Terimakasih! 🌸

Lampiran 2 Data Hasil Kuesioner

No.	Pertanyaan Filter		Entertainment (EN)					Informativeness (IN)					Irritation (IR)					Credibility (CR)				Advertising Value (VA)				Attitude Toward Advertising (ATA)					Brand Attitude (BA)					Purchase Intention (PI)					
	F1	F2	ENT1	ENT2	ENT3	ENT4	ENT5	INF1	INF2	INF3	INF4	INF5	INF6	IRR1	IRR2	IRR3	IRR4	IRR5	CRD1	CRD2	CRD3	CRD4	AV1	AV2	AV3	AV4	ATA1	ATA2	ATA3	ATA4	ATA5	BA1	BA2	BA3	BA4	BA5	PI1	PI2	PI3	PI4	PI5
1	Ya	Tidak	4	5	5	4	4	5	4	5	5	4	4	1	2	1	2	1	5	4	5	5	4	5	5	4	5	4	4	5	4	5	4	4	5	5	4	5	4	5	
2	Ya	Tidak	4	4	4	4	3	4	3	4	4	4	4	2	2	2	2	2	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	3	3	4	4	4	4
3	Ya	Tidak	3	3	3	3	3	4	4	4	4	4	4	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3
4	Ya	Tidak	3	3	4	3	3	3	3	3	3	4	4	2	2	2	2	2	3	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	3	3	2	3	3
5	Ya	Tidak	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
6	Ya	Tidak	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3
7	Ya	Ya	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
8	Ya	Ya	4	4	5	4	5	5	4	5	5	5	5	2	2	2	2	2	4	5	4	4	5	5	5	5	4	5	5	5	5	3	3	4	3	3	3	3	3	3	3
9	Ya	Tidak	4	4	5	4	4	4	4	3	4	4	4	2	2	2	2	1	3	4	3	4	4	4	4	3	4	4	4	4	4	3	4	3	4	4	4	4	4	4	3
10	Ya	Ya	4	4	4	4	4	4	4	4	4	4	3	3	2	2	3	2	3	3	4	3	3	3	3	3	3	4	4	3	3	3	4	4	4	4	3	4	4	4	3
11	Ya	Tidak	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	2	3	3	4	3	4	4	3	4	4	4	4	4	4	3	3	4	3	4	3	3	4	4	3
12	Ya	Tidak	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	2	3	3	4	3	4	3	3	3	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3
13	Ya	Tidak	4	5	4	4	4	5	4	5	5	4	5	4	5	5	4	4	4	4	5	4	5	4	4	5	4	5	5	4	5	4	5	5	4	4	5	5	5	4	5
14	Ya	Tidak	4	4	4	4	4	4	5	4	5	5	5	1	2	2	2	2	4	3	3	4	3	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
15	Ya	Tidak	3	3	3	3	3	4	3	4	4	4	3	3	3	1	2	1	3	4	4	3	3	3	1	4	3	3	3	3	4	3	4	3	3	3	3	2	3	3	3
16	Ya	Tidak	4	5	5	5	5	4	4	5	5	5	5	1	1	1	1	1	5	5	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
17	Ya	Tidak	3	2	2	3	5	3	4	4	4	4	3	1	2	2	2	2	3	3	4	4	4	3	2	4	2	3	2	4	3	2	3	3	2	3	2	2	2	2	2
18	Ya	Tidak	4	4	4	4	5	4	4	5	5	4	4	2	2	1	1	2	4	4	4	4	4	4	5	4	4	5	5	4	5	4	4	5	5	4	4	5	5	5	5

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42	Ya	Tidak	4	3	5	4	5	4	4	4	4	4	5	5	2	2	2	2	2	2	4	5	4	5	5	4	4	4	4	5	4	4	4	3	4	5	4	5	3	4	4	
43	Ya	Tidak	4	5	5	4	4	5	5	5	4	5	5	1	1	1	1	1	3	4	3	5	4	4	3	3	3	5	5	5	4	3	3	3	3	3	3	3	4	4	3	
44	Ya	Tidak	3	4	4	5	3	4	3	4	3	4	3	2	2	2	3	3	4	4	4	3	3	2	2	3	3	4	4	3	4	4	3	4	4	5	3	5	4	4		
45	Ya	Tidak	5	5	3	4	5	4	4	5	3	4	3	1	1	2	2	2	3	4	5	3	4	4	4	3	4	3	5	4	4	3	4	4	4	3	4	4	3	3	4	
46	Ya	Tidak	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3		
47	Ya	Tidak	4	5	5	4	5	4	4	5	5	4	4	1	1	1	2	1	3	4	4	5	4	4	3	4	4	4	4	4	5	4	3	4	4	3	3	4	3	4	5	5
48	Ya	Tidak	5	4	4	5	5	4	5	3	4	5	5	1	2	2	3	2	4	5	4	4	4	5	5	3	5	4	5	5	4	3	5	4	4	5	4	5	5	4	4	
49	Ya	Tidak	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	2	4	4	4	4	4	3	3	3	4	4	3	4	4	3	3	3	3	3	3	3	3	3	3	
50	Ya	Tidak	4	3	4	4	4	4	4	3	4	4	4	2	1	1	1	1	4	4	4	4	4	4	3	3	4	4	3	4	3	4	4	4	3	3	3	4	3	4	4	
51	Ya	Tidak	4	4	4	4	4	5	5	5	5	5	5	1	1	1	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
52	Ya	Tidak	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	2	2	2	2	2	1	1	2	2	2	
53	Ya	Tidak	4	5	5	4	4	4	5	4	5	4	5	2	2	1	2	2	4	5	4	5	5	4	3	5	4	5	5	4	5	4	5	4	5	4	5	4	4	4	4	
54	Ya	Tidak	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
55	Ya	Ya	4	4	4	4	4	5	5	4	5	5	5	3	3	3	3	3	5	4	4	4	3	3	3	4	2	3	3	4	3	2	3	3	3	3	2	3	4	3	3	
56	Ya	Ya	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	
57	Ya	Tidak	4	4	3	4	4	5	4	5	5	4	5	2	2	2	2	2	4	4	4	4	4	4	4	4	4	5	5	5	5	4	5	5	5	4	4	4	5	4	5	
58	Ya	Tidak	3	3	4	3	3	4	4	4	4	4	4	3	3	3	3	3	4	4	4	3	3	3	4	4	3	4	3	4	4	3	3	4	3	3	4	3	3	4	3	
59	Ya	Ya	4	3	4	4	4	3	2	4	4	3	4	1	2	2	1	1	4	3	3	4	4	3	2	4	3	3	4	4	4	2	2	2	3	2	2	4	2	3	3	
60	Ya	Tidak	3	4	4	3	4	4	3	5	4	3	4	3	3	2	2	3	3	4	4	3	3	3	4	4	4	4	3	3	4	3	3	3	4	3	3	4	4	3	4	4
61	Ya	Tidak	5	5	5	5	5	4	3	4	4	3	3	4	5	4	4	4	4	4	3	3	4	5	4	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	
62	Ya	Tidak	4	4	4	5	5	5	5	5	4	4	4	2	1	1	1	1	5	4	4	4	4	4	5	4	5	3	3	3	2	4	3	3	4	4	3	2	4	3	3	
63	Ya	Tidak	3	4	4	3	4	3	4	4	3	4	4	1	2	2	2	2	3	4	4	3	4	3	4	3	3	4	4	5	4	2	3	3	1	3	3	5	4	5	4	

64	Ya	Tidak	4	4	4	3	4	4	4	4	4	4	5	5	1	1	1	2	1	4	4	5	5	4	4	3	4	4	4	4	4	5	4	4	4	4	4	3	4	4	3				
65	Ya	Tidak	4	4	4	4	4	3	3	3	3	3	3	3	2	2	2	2	2	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
66	Ya	Tidak	4	5	5	5	4	4	4	5	5	3	4	4	5	5	4	4	5	5	5	5	4	5	5	4	4	4	5	5	5	5	4	5	4	5	4	5	5	5	5	5			
67	Ya	Tidak	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	4	4	5	4	5	5	4	5	5	4	3	
68	Ya	Tidak	5	3	4	5	3	4	5	4	4	3	5	1	3	2	2	1	5	3	4	5	5	3	5	4	3	4	5	4	4	4	4	5	4	4	4	5	4	3	4	4	4		
69	Ya	Tidak	5	3	4	5	4	5	4	3	4	5	4	5	5	4	5	3	5	3	4	5	5	4	3	4	3	5	4	5	4	4	5	4	4	5	4	3	5	4	5	4	3	5	
70	Ya	Tidak	5	3	5	5	4	5	5	4	4	3	5	1	2	2	1	2	5	4	5	5	3	5	3	4	4	5	5	4	4	3	5	3	4	5	4	5	4	3	5	4	3	5	
71	Ya	Tidak	5	4	5	3	4	5	4	5	3	4	5	1	2	3	1	2	5	3	4	5	5	3	4	5	4	5	3	3	5	4	5	4	3	5	4	5	4	4	4	4	5		
72	Ya	Tidak	5	3	4	5	5	5	3	4	4	5	4	5	3	4	5	4	4	4	2	3	5	3	4	5	4	5	4	3	5	4	4	5	3	4	5	4	4	5	4	4	5	4	
73	Ya	Tidak	5	4	5	3	4	5	3	4	5	3	5	4	5	3	5	4	4	3	4	5	5	3	4	5	4	4	5	3	4	4	5	3	4	4	5	4	3	4	5	4	3		
74	Ya	Tidak	5	4	5	3	4	5	4	3	5	4	5	1	2	1	3	2	5	3	4	5	5	4	5	3	3	4	5	4	4	5	4	4	5	4	3	4	4	5	4	4	4	4	
75	Ya	Tidak	5	3	4	5	4	4	5	3	4	4	5	1	2	3	1	2	5	3	4	5	4	4	5	3	4	5	5	4	3	4	5	4	3	4	5	4	3	4	4	5	3	5	
76	Ya	Tidak	5	3	4	5	4	5	4	4	5	3	5	1	3	2	2	1	5	3	4	5	5	3	4	5	5	4	3	4	4	4	5	5	3	4	4	5	5	3	4	4	5	4	
77	Ya	Tidak	5	4	5	3	4	5	4	5	4	3	5	2	2	3	2	1	5	3	5	4	4	5	3	4	3	4	5	3	4	4	5	4	4	5	4	3	3	4	5	3	4	5	
78	Ya	Tidak	5	3	4	5	4	5	5	4	5	3	4	1	3	1	3	2	4	3	5	4	5	3	4	5	5	4	3	4	5	3	4	4	5	3	4	4	5	3	4	4	3	4	4
79	Ya	Tidak	5	4	4	5	4	5	4	3	5	4	3	1	3	2	1	3	5	3	4	5	5	3	5	4	4	5	3	3	4	5	3	3	4	5	3	4	4	5	3	4	5	3	4
80	Ya	Tidak	5	3	4	5	4	5	3	5	4	5	3	1	2	3	1	2	4	3	5	4	4	3	4	5	4	5	3	4	5	5	4	3	3	5	4	5	4	3	5	4	3	5	
81	Ya	Tidak	4	3	3	3	3	4	3	4	4	4	4	2	2	2	2	2	3	4	3	4	4	3	4	4	3	4	3	4	3	3	2	2	2	2	2	2	4	3	2	3	4	3	4
82	Ya	Tidak	4	5	3	4	5	5	3	4	5	4	4	1	2	1	3	2	4	4	3	5	5	3	4	5	4	4	3	4	5	3	5	4	4	5	3	5	4	5	4	5	4	4	
83	Ya	Tidak	5	3	4	5	4	5	3	4	5	4	3	5	5	5	4	4	5	3	4	5	5	3	5	4	4	3	4	5	3	4	5	5	3	4	5	5	3	4	4	5	4	3	4
84	Ya	Tidak	4	5	5	4	4	5	3	5	4	5	3	5	4	5	3	4	5	3	5	4	5	3	5	4	5	4	3	3	4	4	5	3	4	4	5	3	4	4	4	5	4	3	4

105	Ya	Tidak	4	5	4	4	4	5	4	3	4	3	4	2	2	1	2	1	4	5	4	3	4	5	4	5	5	3	5	4	4	5	3	5	4	4	5	5	5	4	5					
106	Ya	Tidak	4	5	3	4	5	4	5	3	4	5	4	2	1	2	3	2	4	5	3	4	4	5	3	4	3	4	5	4	4	4	5	4	4	4	5	4	5	3	4	5	3			
107	Ya	Tidak	5	5	5	4	4	4	3	5	4	4	3	1	3	1	2	2	4	5	5	4	4	4	5	3	5	4	5	5	4	5	5	4	5	5	4	4	5	3	5	5	3	4		
108	Ya	Tidak	5	3	4	4	5	5	5	4	5	3	5	3	2	1	2	2	5	4	5	3	5	4	3	4	4	5	3	4	4	4	5	3	4	4	4	5	3	4	5	5	4	3	4	5
109	Ya	Tidak	5	5	4	5	4	5	4	4	3	5	4	2	2	2	1	2	5	4	5	4	4	4	3	5	5	5	4	5	3	5	5	4	5	5	4	5	4	5	5	3				
110	Ya	Tidak	4	5	4	3	4	4	5	3	4	5	4	1	2	3	2	1	4	5	3	4	4	5	3	4	5	4	3	4	5	4	4	5	3	4	4	5	3	4	5	5	3	4	5	
111	Ya	Tidak	4	4	5	3	4	4	3	5	4	5	4	2	2	1	2	1	4	4	5	4	5	5	4	5	5	4	4	5	4	4	5	4	5	5	4	5	3	5	5	4	5	4		
112	Ya	Tidak	5	5	3	5	4	4	4	5	4	4	4	2	3	1	2	1	4	5	5	3	4	4	4	4	5	4	5	5	3	5	4	5	5	4	5	5	4	5	4	5	4	3		
113	Ya	Tidak	5	4	5	5	5	4	4	4	5	4	3	3	2	1	2	1	4	4	5	4	4	4	5	4	5	5	4	5	4	5	5	3	5	4	5	5	3	5	4	5	5	4		
114	Ya	Tidak	5	3	4	5	4	4	5	3	5	4	5	2	1	2	1	3	4	5	3	4	4	5	3	4	4	5	4	3	4	4	5	4	3	4	4	5	4	5	4	5	3			
115	Ya	Tidak	5	5	5	4	4	4	4	5	5	4	3	2	2	1	1	1	4	5	4	4	4	5	4	4	4	4	4	5	3	4	5	5	5	4	3	4	5	5	4					
116	Ya	Tidak	4	4	5	3	4	5	4	4	3	4	5	1	1	2	1	1	4	5	4	3	3	5	4	4	4	4	5	5	4	5	5	4	5	5	4	5	5	3	5	4				
117	Ya	Tidak	5	5	5	3	4	5	5	5	5	4	4	1	2	2	2	1	4	4	5	4	5	5	4	4	5	5	4	5	5	5	4	5	5	5	4	5	5	4	5	3				
118	Ya	Tidak	5	5	4	5	4	4	5	4	4	4	4	2	2	1	2	1	5	4	3	5	5	4	5	4	5	5	5	3	5	4	4	4	5	3	5	4	4	5	3	5				
119	Ya	Tidak	5	4	5	5	4	4	5	5	4	4	4	2	2	1	1	1	4	5	5	4	5	5	4	4	5	5	5	3	5	5	5	3	5	5	5	3	5	4	5	3	5	5		
120	Ya	Tidak	4	5	4	5	5	5	5	5	4	5	4	2	2	1	1	1	5	5	3	5	4	4	5	4	5	5	5	5	4	5	5	5	4	5	5	3	5	4	5	5	4	4		
121	Ya	Tidak	5	5	5	5	5	5	3	5	4	4	3	2	1	2	2	1	4	4	5	4	5	5	4	5	5	5	3	5	4	5	4	4	5	4	4	5	4	4	5	5	3	5		
122	Ya	Tidak	5	5	5	4	3	4	5	5	4	5	4	2	3	3	2	2	5	5	4	4	4	5	4	4	5	5	5	5	4	4	4	4	5	4	4	4	5	5	5	4	5			
123	Ya	Tidak	5	4	5	4	4	5	5	4	5	5	4	2	1	2	1	3	5	5	4	5	4	4	5	4	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	5	4	
124	Ya	Tidak	4	5	3	4	5	4	5	3	5	4	5	1	3	1	2	3	4	5	3	4	5	3	5	4	3	5	4	3	5	4	5	3	4	4	5	3	4	5	4	5	4			
125	Ya	Tidak	5	4	4	3	5	4	4	5	4	5	4	2	2	1	1	1	4	5	5	4	5	5	4	4	5	4	4	5	5	5	4	4	5	5	5	4	4	5	5	3	5	5	4	5

[illegible]

146	Ya	Tidak	5	3	5	4	3	4	5	3	5	3	4	3	1	2	1	2	5	3	5	4	4	5	3	4	5	3	4	5	3	4	5	3	3	4	5							
147	Ya	Tidak	3	4	3	4	4	4	5	3	4	4	5	3	4	4	5	4	3	4	3	4	4	5	4	5	4	4	3	3	4	4	4	5	3	3	3	4	5	3	3			
148	Ya	Tidak	5	3	5	4	3	5	3	5	4	3	4	2	1	3	1	2	5	3	5	4	5	4	3	4	5	3	4	5	3	5	3	4	5	3	5	3	4	4	5			
149	Ya	Tidak	5	3	5	4	3	5	4	3	4	5	4	2	1	3	1	2	4	5	3	4	5	3	5	4	5	3	4	3	4	5	3	4	5	3	4	5	3	5	4	3	3	4
150	Ya	Tidak	5	3	5	4	3	5	3	5	3	4	5	2	3	1	2	3	4	5	3	4	5	3	5	4	5	4	3	5	4	5	3	4	5	5	4	5	3	4	5			
151	Ya	Tidak	3	4	4	3	5	3	4	4	3	4	5	4	5	3	4	5	4	3	4	4	5	3	5	4	3	3	3	3	2	3	4	4	3	4	4	4	3	3	3			
152	Ya	Tidak	5	3	5	4	3	5	3	5	3	4	5	1	2	1	3	2	5	3	5	4	4	5	3	4	5	3	4	5	3	5	3	4	3	4	5	3	4	5	3			
153	Ya	Tidak	3	4	3	5	4	4	3	5	4	5	4	4	3	5	4	4	4	3	5	4	4	3	4	5	4	4	4	3	4	4	4	4	4	4	2	5	3	4	4			
154	Ya	Tidak	5	4	3	4	5	5	4	3	5	4	3	1	3	1	2	3	5	3	5	4	5	3	5	4	5	3	3	4	5	5	3	4	5	4	5	3	4	5	4			
155	Ya	Tidak	5	3	5	4	3	5	3	5	3	4	5	2	1	3	1	2	5	3	5	4	5	3	5	4	5	3	3	5	3	5	3	4	5	3	4	4	5	3	5			
156	Ya	Tidak	5	3	5	4	3	5	3	5	3	4	5	2	1	3	1	2	4	5	3	4	4	5	3	4	5	3	4	5	4	4	5	3	4	5	4	5	3	4	5			
157	Ya	Tidak	5	3	5	4	3	5	3	5	3	4	5	1	3	1	2	3	4	5	3	4	4	5	3	4	5	3	4	5	4	4	5	3	4	5	5	3	4	5	4			
158	Ya	Tidak	3	4	4	3	4	4	5	4	5	3	4	3	4	4	3	4	3	4	4	3	4	3	4	4	5	3	3	4	3	3	4	4	4	3	4	4	4	4	3			
159	Ya	Tidak	3	4	3	4	5	4	3	4	5	3	4	4	3	4	4	5	4	4	3	4	3	4	3	4	3	5	3	4	2	3	3	4	3	4	4	3	4	5	3	3	3	
160	Ya	Tidak	4	3	5	4	5	4	3	4	4	5	4	4	3	4	5	3	4	3	5	4	4	3	4	5	4	3	4	4	3	3	3	4	5	2	3	4	2	3	3			
161	Ya	Tidak	2	4	3	4	5	4	3	4	5	3	4	4	4	3	5	4	4	5	3	4	4	3	5	4	4	4	3	5	4	3	4	4	4	3	4	3	5	4	4			
162	Ya	Tidak	4	3	4	5	3	5	3	4	5	4	4	4	4	3	5	4	4	3	5	4	4	3	4	5	4	4	4	4	4	5	4	4	3	3	5	5	3	4	2			
163	Ya	Tidak	5	5	4	3	4	4	5	3	4	5	4	1	3	1	2	2	5	3	4	5	5	4	4	4	5	3	4	5	5	4	4	3	5	4	4	5	4	3	5	5		
164	Ya	Tidak	5	3	4	5	3	5	3	4	4	4	4	1	3	2	2	1	5	3	5	5	4	5	3	4	4	5	4	3	5	4	3	5	4	5	3	5	4	4	5			
165	Ya	Tidak	5	5	4	3	5	5	4	3	5	4	3	3	2	1	2	4	5	4	5	5	3	4	5	5	3	4	4	5	5	5	3	4	5	5	3	4	4	3	4	5		
166	Ya	Tidak	5	3	5	5	3	5	4	3	4	4	5	1	2	1	3	1	5	3	4	5	5	3	4	5	5	5	3	4	5	4	3	5	4	3	4	4	5	3	5			

[illegible]

2008	Ya	Tidak	5	4	4	5	3	4	4	3	3	4	5	5	4	3	5	4	4	4	5	3	5	4	4	5	5	4	5	3	5	4	5	3	5	4					
2009	Ya	Tidak	5	5	4	3	3	3	4	3	4	3	5	4	3	5	4	4	4	3	4	4	5	4	3	3	4	3	5	4	3	5	3	3	5	4	5	4	3	4	4
2110	Ya	Tidak	5	4	4	4	5	3	4	5	4	5	3	4	3	4	5	4	5	5	4	3	3	5	4	5	4	5	4	5	3	4	5	5	3	5	5	4	5	5	3
2111	Ya	Tidak	4	5	4	3	3	5	3	5	4	4	5	3	4	4	3	3	4	3	5	4	4	3	5	4	3	5	5	4	4	5	4	5	4	5	4	5	3	5	3
2112	Ya	Tidak	5	4	3	4	4	5	5	4	5	3	4	3	4	4	5	4	5	4	5	4	4	4	5	5	4	5	5	4	4	5	3	4	5	4	5	5	4	3	4
2113	Ya	Tidak	1	2	2	1	1	2	1	2	2	1	2	1	1	2	2	1	2	1	2	2	1	1	2	2	2	2	1	1	2	1	2	2	2	1	2	1	1	2	
2114	Ya	Tidak	4	3	4	3	5	5	5	4	4	3	3	3	3	3	4	5	5	5	4	5	3	4	3	5	4	5	5	4	4	3	5	4	5	3	5	5	5	4	4
2115	Ya	Tidak	5	4	5	3	3	4	5	4	5	3	4	4	3	5	4	4	3	4	5	4	4	3	4	5	4	5	4	5	3	5	4	5	3	3	5	4	4	5	3
2116	Ya	Tidak	4	4	5	3	4	5	3	4	4	5	5	4	3	4	3	5	5	5	4	4	3	3	4	4	4	4	5	4	4	5	3	5	4	5	4	5	3	4	5

No.	Jenis Kelamin	Usia (Tahun)	Pendidikan Terakhir	Pekerjaan	Pengeluaran Kosmetik/Bulan	Pendapatan/Bulan
1	Perempuan	21.00	SMA / Sederajat	Mahasiswa	Rp500.000 – Rp699.000	> Rp4.500.000
2	Perempuan	49.00.00	S1	Lainnya	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
3	Perempuan	55.00.00	Diploma	Lainnya	Rp1.000.000	> Rp4.500.000
4	Perempuan	42.00.00	S1	Lainnya	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
5	Perempuan	35.00.00	S1	Lainnya	Rp1.000.000	> Rp4.500.000
6	Perempuan	37.00.00	S1	Lainnya	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
7	Perempuan	35.00.00	S1	Karyawan	< Rp299.999	> Rp4.500.000
8	Perempuan	46.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
9	Perempuan	39.00.00	S1	Lainnya	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
10	Perempuan	50.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000
11	Perempuan	47.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
12	Perempuan	41.00.00	S1	Wirausaha	< Rp299.999	> Rp4.500.000
13	Perempuan	19.00	SMA / Sederajat	Mahasiswa	< Rp299.999	> Rp4.500.000
14	Laki-laki	23.00	S1	Wirausaha	Rp1.000.000	> Rp4.500.000

15	Perempuan	47.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
16	Perempuan	49.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
17	Laki-laki	22.00	S1	Mahasiswa	< Rp299.999	Rp3.000.000 - Rp4.499.999
18	Perempuan	45.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
19	Perempuan	39.00.00	S1	Lainnya	Rp500.000 – Rp699.000	> Rp4.500.000
20	Perempuan	45.00.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
21	Perempuan	50.00.00	Diploma	Lainnya	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
22	Perempuan	18.00	SMA / Sederajat	Pelajar	< Rp299.999	< Rp1.499.999
23	Perempuan	23.00	S1	Lainnya	< Rp299.999	< Rp1.499.999
24	Perempuan	22.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
25	Perempuan	22.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp3.000.000 - Rp4.499.999
26	Laki-laki	18.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp3.000.000 - Rp4.499.999
27	Perempuan	13.00	Smp	Pelajar	< Rp299.999	< Rp1.499.999
28	Laki-laki	22.00	S1	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
29	Laki-laki	22.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
30	Perempuan	19.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
31	Perempuan	21.00	S1	Mahasiswa	< Rp299.999	< Rp1.499.999
32	Laki-laki	21.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
33	Perempuan	21.00	SMA / Sederajat	Mahasiswa	Rp1.000.000	> Rp4.500.000
34	Laki-laki	18.00	SMA / Sederajat	Pelajar	< Rp299.999	< Rp1.499.999
35	Laki-laki	21.00	S1	Mahasiswa	< Rp299.999	Rp3.000.000 - Rp4.499.999
36	Laki-laki	21.00	S1	Mahasiswa	< Rp299.999	Rp1.500.000 - Rp2.999.999
37	Perempuan	22.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
38	Perempuan	22.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp1.500.000 - Rp2.999.999
39	Perempuan	23.00	S1	Lainnya	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
40	Laki-laki	21.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
41	Laki-laki	23.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999

42	Laki-laki	22.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
43	Laki-laki	25.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
44	Laki-laki	22.00	SMA / Sederajat	Mahasiswa	Rp1.000.000	Rp1.500.000 - Rp2.999.999
45	Perempuan	30.00.00	Diploma	Lainnya	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
46	Perempuan	45.00.00	S3	Wirausaha	Rp1.000.000	> Rp4.500.000
47	Perempuan	48.00.00	Diploma	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
48	Perempuan	21.00	SMA / Sederajat	Mahasiswa	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
49	Perempuan	37.00.00	S1	Lainnya	< Rp299.999	> Rp4.500.000
50	Laki-laki	26.00.00	baik	Lainnya	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
51	Perempuan	24.00.00	SMA / Sederajat	Lainnya	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
52	Perempuan	40.00.00	S1	Wirausaha	< Rp299.999	> Rp4.500.000
53	Perempuan	21.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
54	Perempuan	45.00.00	S1	Lainnya	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
55	Laki-laki	21.00	S1	Mahasiswa	< Rp299.999	< Rp1.499.999
56	Perempuan	47.00.00	SMA / Sederajat	Lainnya	< Rp299.999	> Rp4.500.000
57	Perempuan	34.00.00	S1	Karyawan	Rp1.000.000	> Rp4.500.000
58	Perempuan	21.00	S1	Karyawan	Rp300.000 – Rp499.000	> Rp4.500.000
59	Perempuan	26.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
60	Perempuan	49.00.00	S1	Lainnya	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
61	Perempuan	23.00	SMA / Sederajat	Mahasiswa	Rp500.000 – Rp699.000	> Rp4.500.000
62	Perempuan	21.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp3.000.000 - Rp4.499.999
63	Perempuan	23.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
64	Laki-laki	22.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
65	Perempuan	32.00.00	S1	Lainnya	Rp300.000 – Rp499.000	> Rp4.500.000
66	Laki-laki	25.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000
67	Perempuan	25.00.00	S1	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
68	Perempuan	21.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999

69	Perempuan	25.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
70	Perempuan	26.00.00	SMA / Sederajat	Karyawan	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
71	Perempuan	27.00.00	S2	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
72	Perempuan	23.00	SMA / Sederajat	Karyawan	< Rp299.999	Rp3.000.000 - Rp4.499.999
73	Laki-laki	27.00.00	S2	Karyawan	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
74	Perempuan	24.00.00	S2	Wirausaha	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
75	Laki-laki	25.00.00	Diploma	Wirausaha	Rp700.000 – Rp999.000	Rp1.500.000 - Rp2.999.999
76	Perempuan	28.00.00	SMA / Sederajat	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
77	Laki-laki	25.00.00	S2	Mahasiswa	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
78	Perempuan	27.00.00	S1	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
79	Laki-laki	29.00.00	S1	Karyawan	Rp300.000 – Rp499.000	> Rp4.500.000
80	Perempuan	27.00.00	S2	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
81	Perempuan	28.00.00	S1	Karyawan	Rp500.000 – Rp699.000	> Rp4.500.000
82	Perempuan	22.00	SMA / Sederajat	Karyawan	< Rp299.999	Rp1.500.000 - Rp2.999.999
83	Perempuan	26.00.00	Diploma	Pegawai Negeri Sipil	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
84	Laki-laki	29.00.00	29	Wirausaha	Rp1.000.000	> Rp4.500.000
85	Perempuan	27.00.00	SMA / Sederajat	Wirausaha	Rp700.000 – Rp999.000	> Rp4.500.000
86	Perempuan	25.00.00	Diploma	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
87	Perempuan	27.00.00	S2	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
88	Perempuan	28.00.00	S2	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
89	Laki-laki	25.00.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
90	Perempuan	23.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
91	Perempuan	22.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
92	Perempuan	22.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	< Rp1.499.999
93	Perempuan	24.00.00	SMA / Sederajat	Mahasiswa	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
94	Laki-laki	23.00	SMA / Sederajat	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000

95	Perempuan	25.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
96	Perempuan	21.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
97	Perempuan	23.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
98	Perempuan	26.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
99	Perempuan	30.00.00	S1	Mahasiswa	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
100	Perempuan	30.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
101	Laki-laki	20.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
102	Perempuan	27.00.00	S1	Pegawai Negeri Sipil	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
103	Perempuan	24.00.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
104	Perempuan	28.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000
105	Perempuan	21.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp1.500.000 - Rp2.999.999
106	Perempuan	22.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
107	Laki-laki	22.00	Diploma	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000
108	Perempuan	22.00	S1	Wirausaha	Rp700.000 – Rp999.000	> Rp4.500.000
109	Perempuan	27.00.00	S1	Pegawai Negeri Sipil	Rp500.000 – Rp699.000	> Rp4.500.000
110	Perempuan	27.00.00	S2	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
111	Perempuan	31.00.00	SMA / Sederajat	Lainnya	< Rp299.999	Rp1.500.000 - Rp2.999.999
112	Perempuan	20.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
113	Laki-laki	18.00	SMA / Sederajat	Pelajar	< Rp299.999	< Rp1.499.999
114	Perempuan	24.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
115	Perempuan	21.00	SMA / Sederajat	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
116	Perempuan	25.00.00	S1	Wirausaha	< Rp299.999	> Rp4.500.000
117	Laki-laki	28.00.00	S1	Karyawan	Rp300.000 – Rp499.000	> Rp4.500.000
118	Perempuan	29.00.00	S1	Karyawan	Rp700.000 – Rp999.000	Rp3.000.000 - Rp4.499.999
119	Perempuan	20.00	SMA / Sederajat	Wirausaha	< Rp299.999	Rp1.500.000 - Rp2.999.999
120	Laki-laki	21.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999

121	Laki-laki	24.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
122	Perempuan	25.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
123	Perempuan	19.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	< Rp1.499.999
124	Perempuan	20.00	S1	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
125	Laki-laki	22.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
126	Perempuan	28.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
127	Laki-laki	23.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
128	Laki-laki	19.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	< Rp1.499.999
129	Perempuan	29.00.00	S1	Pegawai Negeri Sipil	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
130	Perempuan	26.00.00	S1	Pegawai Negeri Sipil	< Rp299.999	> Rp4.500.000
131	Perempuan	30.00.00	S1	Karyawan	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
132	Perempuan	20.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
133	Perempuan	23.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
134	Laki-laki	28.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
135	Perempuan	26.00.00	S1	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	> Rp4.500.000
136	Perempuan	28.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000
137	Laki-laki	25.00.00	Diploma	Karyawan	< Rp299.999	Rp1.500.000 - Rp2.999.999
138	Laki-laki	21.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
139	Perempuan	36.00.00	Diploma	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
140	Perempuan	17.00	SMA / Sederajat	Pelajar	< Rp299.999	< Rp1.499.999
141	Perempuan	31.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
142	Laki-laki	17.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	< Rp1.499.999
143	Perempuan	29.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
144	Perempuan	27.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
145	Perempuan	21.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
146	Perempuan	25.00.00	S1	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999

147	Perempuan	26.00.00	S1	Karyawan	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
148	Perempuan	19.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp1.500.000 - Rp2.999.999
149	Laki-laki	23.00	Diploma	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
150	Perempuan	27.00.00	S2	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
151	Perempuan	27.00.00	Diploma	Karyawan	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
152	Laki-laki	28.00.00	S2	Wirausaha	Rp300.000 – Rp499.000	> Rp4.500.000
153	Perempuan	18.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	< Rp1.499.999
154	Perempuan	27.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
155	Laki-laki	24.00.00	S1	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
156	Perempuan	28.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
157	Perempuan	20.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	< Rp1.499.999
158	Perempuan	35.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
159	Perempuan	26.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
160	Perempuan	34.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
161	Perempuan	21.00	Diploma	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
162	Perempuan	19.00	Diploma	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
163	Perempuan	22.00	Diploma	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
164	Perempuan	25.00.00	SMA / Sederajat	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
165	Perempuan	25.00.00	SMA / Sederajat	Karyawan	Rp700.000 – Rp999.000	> Rp4.500.000
166	Perempuan	27.00.00	Diploma	Wirausaha	Rp700.000 – Rp999.000	Rp3.000.000 - Rp4.499.999
167	Perempuan	58.00.00	S1	Wirausaha	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
168	Perempuan	20.00	Diploma	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
169	Perempuan	18.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
170	Perempuan	25.00.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
171	Laki-laki	20.00	SMA / Sederajat	Karyawan	< Rp299.999	Rp3.000.000 - Rp4.499.999
172	Perempuan	27.00.00	Diploma	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	> Rp4.500.000

173	Perempuan	18.00	SMA / Sederajat	Karyawan	< Rp299.999	Rp3.000.000 - Rp4.499.999
174	Perempuan	21.00	SMA / Sederajat	Karyawan	< Rp299.999	> Rp4.500.000
175	Perempuan	26.00.00	Diploma	Wirausaha	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
176	Laki-laki	22.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
177	Laki-laki	29.00.00	S1	Pegawai Negeri Sipil	Rp500.000 – Rp699.000	> Rp4.500.000
178	Perempuan	23.00	SMA / Sederajat	Wirausaha	< Rp299.999	Rp3.000.000 - Rp4.499.999
179	Laki-laki	19.00	SMA / Sederajat	Mahasiswa	< Rp299.999	Rp1.500.000 - Rp2.999.999
180	Perempuan	26.00.00	Diploma	Karyawan	Rp300.000 – Rp499.000	> Rp4.500.000
181	Perempuan	18.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
182	Perempuan	20.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
183	Laki-laki	18.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
184	Perempuan	25.00.00	Diploma	Wirausaha	Rp500.000 – Rp699.000	> Rp4.500.000
185	Perempuan	22.00	SMA / Sederajat	Mahasiswa	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
186	Perempuan	21.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
187	Perempuan	27.00.00	Diploma	Pegawai Negeri Sipil	Rp500.000 – Rp699.000	> Rp4.500.000
188	Perempuan	17.00	SMA / Sederajat	Pelajar	< Rp299.999	< Rp1.499.999
189	Perempuan	23.00	SMA / Sederajat	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
190	Laki-laki	25.00.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	> Rp4.500.000
191	Perempuan	20.00	SMA / Sederajat	Karyawan	< Rp299.999	Rp3.000.000 - Rp4.499.999
192	Perempuan	19.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
193	Perempuan	22.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	> Rp4.500.000
194	Perempuan	19.00	SMA / Sederajat	Karyawan	< Rp299.999	Rp1.500.000 - Rp2.999.999
195	Laki-laki	20.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
196	Perempuan	19.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
197	Perempuan	24.00.00	SMA / Sederajat	Wirausaha	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
198	Laki-laki	20.00	SMA / Sederajat	Mahasiswa	< Rp299.999	< Rp1.499.999
199	Perempuan	25.00.00	S1	Karyawan	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999

200	Perempuan	26.00.00	SMA / Sederajat	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
201	Perempuan	24.00.00	Diploma	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
202	Perempuan	25.00.00	S1	Pegawai Negeri Sipil	Rp700.000 – Rp999.000	> Rp4.500.000
203	Perempuan	26.00.00	SMA / Sederajat	Karyawan	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
204	Perempuan	24.00.00	S1	Karyawan	Rp700.000 – Rp999.000	Rp1.500.000 - Rp2.999.999
205	Perempuan	26.00.00	SMA / Sederajat	Karyawan	Rp700.000 – Rp999.000	Rp1.500.000 - Rp2.999.999
206	Perempuan	29.00.00	S1	Mahasiswa	Rp300.000 – Rp499.000	Rp1.500.000 - Rp2.999.999
207	Laki-laki	27.00.00	S2	Wirausaha	Rp700.000 – Rp999.000	> Rp4.500.000
208	Perempuan	23.00	SMA / Sederajat	Mahasiswa	Rp700.000 – Rp999.000	Rp3.000.000 - Rp4.499.999
209	Laki-laki	23.00	SMA / Sederajat	Karyawan	Rp700.000 – Rp999.000	Rp1.500.000 - Rp2.999.999
210	Perempuan	24.00.00	SMA / Sederajat	Wirausaha	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
211	Perempuan	22.00	SMA / Sederajat	Mahasiswa	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
212	Perempuan	25.00.00	SMA / Sederajat	Karyawan	Rp700.000 – Rp999.000	Rp1.500.000 - Rp2.999.999
213	Laki-laki	22.00	SMA / Sederajat	Mahasiswa	Rp500.000 – Rp699.000	Rp1.500.000 - Rp2.999.999
214	Perempuan	27.00.00	Diploma	Pegawai Negeri Sipil	Rp300.000 – Rp499.000	Rp3.000.000 - Rp4.499.999
215	Perempuan	21.00	SMA / Sederajat	Karyawan	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999
216	Perempuan	26.00.00	S1	Wirausaha	Rp500.000 – Rp699.000	Rp3.000.000 - Rp4.499.999

Lampiran 3 Screenshot Hasil SmartPLS

Outer loadings - Matrix								
	ATA	AV	BA	CR	EN	IN	IR	PI
ATA1	0.759							
ATA3	0.731							
ATA5	0.716							
AV1		0.878						
AV3		0.819						
BA1			0.809					
BA2			0.676					
BA4			0.744					
BA5			0.749					
CR1				0.838				
CR4				0.883				
EN1					0.885			
EN4					0.833			
IN1						0.897		
IN4						0.709		
IR1							0.817	
IR2							0.942	
IR3							0.765	
IR4							0.846	
IR5							0.898	
PI1								0.825
PI3								0.709
PI4								0.807
PI5								0.733

Construct reliability and validity - Overview					Copy to Excel/Word	Co
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)		
ATA	0.764	0.756	0.779	0.541		
AV	0.812	0.834	0.837	0.721		
BA	0.733	0.742	0.833	0.556		
CR	0.798	0.817	0.851	0.741		
EN	0.756	0.798	0.849	0.738		
IN	0.821	0.761	0.788	0.654		
IR	0.923	1.352	0.932	0.732		
PI	0.770	0.776	0.853	0.593		

Discriminant validity – Fornell-Larcker criterion

	ATA	AV	BA	CR	EN	IN	IR	PI
ATA	0.735							
AV	0.528	0.849						
BA	0.729	0.508	0.746					
CR	0.446	0.561	0.553	0.861				
EN	0.510	0.477	0.550	0.501	0.859			
IN	0.489	0.452	0.507	0.499	0.536	0.808		
IR	-0.123	0.136	0.013	0.082	-0.009	0.040	0.856	
PI	0.691	0.511	0.731	0.566	0.513	0.444	0.040	0.770

R-square - Overview

	R-square	R-square adjusted
ATA	0.279	0.276
AV	0.391	0.380
BA	0.552	0.548
PI	0.642	0.639

f-square - Matrix

	ATA	AV	BA	CR	EN	IN	IR	PI
ATA			0.658					0.062
AV	0.384		0.048					0.023
BA								0.405
CR		0.153						
EN		0.046						
IN		0.023						
IR		0.017						
PI								

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	Q ² predict
AV	0.317
ATA	0.211
BA	0.276
PI	0.240

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

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATA -> BA	0.638	0.639	0.047	13.465	0.000
ATA -> PI	0.223	0.224	0.074	3.004	0.003
AV -> ATA	0.527	0.523	0.072	7.274	0.000
AV -> BA	0.172	0.170	0.047	3.666	0.000
AV -> PI	0.109	0.107	0.053	2.069	0.039
BA -> PI	0.563	0.565	0.064	8.805	0.000
CR -> AV	0.373	0.362	0.064	5.806	0.000
EN -> AV	0.210	0.212	0.067	3.125	0.002
IN -> AV	0.148	0.154	0.070	2.106	0.035
IR -> AV	0.104	0.117	0.074	1.409	0.159

Lampiran 4 Jurnal Acuan

"The effect of influencer advertising on the intention to buy Wardah cosmetics in Indonesia"

AUTHORS	Cheery Pur Damayanti Dara Ninggar Catur Sugiarto
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THE EFFECT OF INFLUENCER ADVERTISING ON THE INTENTION TO BUY WARDAH COSMETICS IN INDONESIA

Abstract

Brands use influencers to approach their target market and promote their products. When influencers advertise and recommend cosmetic products, their followers are more likely to believe they are high-quality and safe. This study aims to determine whether advertising value affects purchase intention through attitude toward ads and brand attitude as mediator variables. Respondents in this study were Instagram users in Indonesia who had seen Ayana Jihye Moon's advertising posts for Wardah products on Instagram. Data were collected through an online questionnaire from 312 respondents. This study uses a quantitative method and SEM-PLS. The results indicate a significant relationship between advertising value, purchase intention, attitude toward ads, and brand image. The findings also show that attitude toward ads and brand attitude significantly influence each other and purchase intention. The mediation test shows that the attitude toward the ad and brand attitude variables partially mediate. It means that the higher advertising value can increase favorable consumer attitudes toward ads, products, or brands. The more elevated the attitude of Instagram users toward influencer advertisements that appear on ads, the higher the attitude of Instagram users toward the brand.

Keywords

advertising value, brand attitude, attitude toward ads,
credibility, entertainment, informativeness, irritation,
purchase intention

JEL Classification

M30, M31, M37

INTRODUCTION

Social media has become part of the daily routine of its users as a channel that provides unlimited access to vast amounts of global information (Pentina et al., 2018). Social media usage is on the rise, which is influencing marketing trends and strategies. Marketers consider social media platforms the most important channel for customer communication and interaction. A few years ago, businesses utilized celebrities' popularity and social standing to market their brands, but social media network advertising has increased the visibility of influencers (Xu & Pratt, 2018; Chetioui et al., 2020). Influencers on social media frequently give information on everyday tasks, abilities, viewpoints, and suggestions based on their knowledge or experiences (Freberg et al., 2011).

One of the most downloaded apps is Instagram, which has over one billion active users (Statista, n.d.). Influencer marketing's expected growth from \$9.7 billion in 2020 to \$15 billion in 2022 is based on data from Statista (n.d.). Influencer marketing is a form of communication where influencers use social media for advertising brand offerings (Geyser, 2021). Customers find influencer marketing more appealing than conventional celebrity-based mass media advertising

because they sense a deep connection to their preferred influencers (Sokolova & Kefi, 2020). This makes influencer marketing an essential part of the digital marketing strategy as a center for reaching audiences or target consumers.

Brands can benefit by asking influencers to market to consumers who have seen or heard these influencers' opinions or images (Rakuten Marketing, 2019). As consumers get more accustomed to and wary of inauthentic influencer marketing campaigns, there are challenges to their effectiveness (Bobila, 2019). The trend of the halal lifestyle is in demand due to the public's need for halal guarantees from various products, including cosmetics. In addition, the halal industry in Indonesia has quite promising potential. This is evidenced by Wardah's great success in identifying with the halal label. In 2014, Wardah controlled the cosmetic market share from 5% to 16% in urban areas (Global Business Guide, 2018). Until now, Wardah has still actively carried out various programs to maintain its position in the market.

1. LITERATURE REVIEW

Influencer marketing is a form of communication in which social media influencers promote brand offerings. Generally, influencers come from opinion leaders (Casaló et al., 2020). These are people who are believed to possess these characteristics: (1) their opinions are highly respected in any of the following topics; (2) they are active community members; (3) they frequently contribute significantly to society; and (4) other users believe them to have attractive taste in community themes (Leal et al., 2014; Ibáñez-Sánchez et al., 2022). Influencer marketing objectives may include enhanced brand recognition, awareness, social buzz about the company, and increased brand value and revenue.

Purchase intention measures the likelihood that consumers purchase a specific product, namely, consumer tendencies for a product (Halder et al., 2016). It is the potential of consumers considering buying a particular brand; consumers with higher approval and brand sensory value are more motivated to purchase a product (Trivedi & Sama, 2020). Purchase intention is a natural tendency for people to act toward a brand. A higher purchase intention indicates a higher probability of a customer buying a product (Wang & Sun, 2010).

Another term used for the subjective measure of a product's usefulness or satisfaction is advertising value. Advertising value determines consumer perceptions of advertising (Ducoffe, 1995; Liu et al., 2012; Martins et al., 2019; Mustafi & Hosain, 2020). Advertising value is the subjective appraisal of advertising's relative worth or

utility to customers, a helpful tool for measuring advertising effectiveness (Mustafi & Hosain, 2020). It can be seen as a representation and overall assessment of advertising value. Advertising value influences attitudes toward ads through cognitive changes (Lou & Yuan, 2019). Because branding is one of the primary objectives of advertising, cognitive transformation affects both attitudes toward ads and brand attitude. In other words, a high advertising value will favorably affect the brand attitude of a product or service. Effective advertising can enhance consumer value. It is proven that purchase intention has increased the value and experience of ad flow (Wang & Wen, 2017). Liu et al. (2012) and Mustafi and Hosain (2020) discussed the relationship between online ads, which has been divided into five dimensions: credibility, irritation, informativeness, incentives, entertainment to flow experience, and advertising value. Data were collected to determine the role of online advertising in the smartphone purchase intention of Bangladesh customers. The results showed that purchase intention is strongly influenced by credibility, irritation, informativeness, incentives, and entertainment.

Entertainment from advertising involves the consumer's experience of pleasure when exposed to advertising (Wang & Sun, 2010; Mahatmavidya & Yasa, 2020). Advertising entertainment represents the liking of advertising and the pleasure and enjoyment consumers get from advertising (Zhou et al., 2021). One of the most critical variables that can affect the success of advertising in developing an emotional connection between brand messaging and customers is its ability to entertain (Wang

& Sun, 2010). Entertainment forms a positive consumer attitude toward advertising (K. H. Kim & E. Y. Kim, 2020). As a result, entertaining advertising can enable consumers to form a positive attitude toward the advertisement itself and the advertised brand (Feng & Xie, 2018).

Informativeness is the capacity of advertising to convey current, fast, and readily available information as well as accurate and helpful information (Feng & Xie, 2018; Wang & Sun, 2010). Informativeness is a personal belief factor that forms consumer opinion about an advertisement's instructive, educational, and informative character (Wang & Sun, 2010). It emphasizes the role of advertising as a reflector of information and an essential measure in describing market efficiency (Wang & Sun, 2010) and influences consumers' perceived value from social media advertising (Argyris et al., 2021).

Irritation is the ability to influence consumers negatively through advertisements by being offensive, annoying, and manipulative (Liu et al., 2012). In advertising, irritation can be defined as how the advertisement irritates consumers (Liu et al., 2012; Arora & Agarwal, 2019). The most common reason for advertising criticism is that the content is bothersome (Ducoffe, 1995; Liu et al., 2012). When a consumer receives excessive advertising from a provider, it is not delightful. Irritation is one of the primary reasons consumers criticize advertising, which decreases its efficacy (Ducoffe, 1995; Arora & Agarwal, 2019).

Credibility is an essential factor in advertising effectiveness and a means of developing long-term connections between customers and advertisers (Liu et al., 2012; Yang et al., 2013; Martins et al., 2019; Mustafi & Hosain, 2020). Credibility is the most critical factor for advertising if it succeeds in conveying trust. Therefore, trust and credibility must be prioritized to build a positive attitude toward advertising (Liu et al., 2012). Customers increasingly value social media advertising as a credible source of information about the product (Belanche et al., 2021). Credibility positively affects the website and advertising value (Liu et al., 2012). Positive credibility leads to a positive perception of the advertising value of social media. When people feel their colleagues are knowledgeable and

trustworthy, they are more likely to accept, trust, and purchase from their recommendations (Hu et al., 2019).

Attitude toward an ad is the tendency of viewers to react favorably or unfavorably to stimuli under certain advertising exposure conditions (Mackenzie, 1986). Attitude toward ads is a crucial variable that can predict brand attitude and purchase intention (Mackenzie, 1986). Brand attitude is heavily influenced by attitude toward ads (Spears & Singh, 2004). Consumer evaluation of certain advertisements is a relatively enduring assessment of the brands featured in the advertisements. In addition, consumers tend to have stronger intentions to buy products when consumers react positively to product advertisements.

A brand is a name, shape, sign, design, symbol, or some mix thereof that is used to differentiate the services or products of one seller or group of sellers from those of their competing brands (Kotler & Keller, 2016). Brand attitude also means the overall consumer evaluation of a brand related to trust regarding attributes related to products and features related to non-products and benefits symbolically (Kotler & Keller, 2016). Brand attitude significantly affects purchase intention because it is the most essential determinant of purchase intention (Abzari et al., 2014). Consumer purchase intentions develop due to attitudes toward certain brands (De Veirman et al., 2017).

2. AIM AND HYPOTHESES

The paper aims to examine the relationship between advertising value and purchase intention through attitude toward ads and brand attitude (Figure 1). This paper differs from previous research by adding purchase intention as a dependent variable and attitude toward ads as a mediating variable. Variables were identified through journal replication and confirmed through previous research (Liu et al., 2012). Thus, the model is expected to have a high predictive effectiveness of influencer advertising on Instagram for Wardah cosmetics.

The hypotheses were established in line with the literature review:

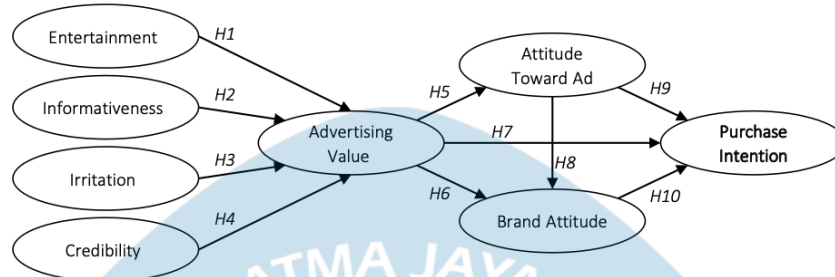


Figure 1. Research framework

- H1: Entertainment affects advertising value.*
- H2: Informativeness affects advertising value.*
- H3: Irritation affects advertising value.*
- H4: Credibility affects advertising value.*
- H5: Advertising value affects attitude toward ads.*
- H6: Advertising value affects brand attitude.*
- H7: Advertising value affects purchase intention.*
- H8: Attitude toward ads affects brand attitude.*
- H9: Attitude toward ads affects purchase intention.*
- H10: Brand attitude affects purchase intention.*

The sampling technique was purposive sampling. This technique uses specific criteria to obtain respondents corresponding to the studied phenomenon. The criteria used to obtain samples were individuals who saw or knew Ayana Jihye Moon's advertising posts on Wardah products. Primary data are information collected directly through research participants utilizing techniques for measuring or gathering data while actively participating (Sekaran & Bougie, 2016). A survey was conducted in this study. The Google Form application was used to distribute the research questionnaire online. Respondents were then sent links to the survey via social media following pre-established sample criteria. The survey collects data using a Likert scale, with an interval score ranging from 1 to 5.

The applicability of the measurement scale is confirmed using reliability and validity testing. In SmartPLS, the validity test is seen in the outer loading value. Questionnaire question items are said to be valid if the outer loading value is more than 0.05 (Hair et al., 2017). The next stage is reliability testing after testing the validity and the research instruments are declared valid. Reliability tests include Cronbach's alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). If the construct reliability value is more than 0.70, this indicates a good reliability value. That demonstrates how indicators and variables are related. The route coefficient in this study exhibits the hypothesis test. For the results test, viewing the t-statistic and probability values is possible.

3. METHODOLOGY

The population in this study was all individuals who saw Wardah's influencer advertising posts, namely Ayana Jihye Moon. This population was selected to determine the effectiveness of Wardah cosmetic advertisements. The sample is followers of Ayana Jihye Moon; the basic rule in determining sample size is 5-10 times the total indicator of the variable studied (Hair et al., 2017). There are 40 indicators in this study. In that case, the number of samples is 40 indicators $\times 5 = 200$. The sample size between 30 and 500 meets the requirements (Sekaran & Bougie, 2016).

4. RESULTS

Descriptive analysis is used to characterize the respondents' characteristics, such as gender, level of education, age, status, final educational attainment, occupation, income, and place of residence (Table 1). The research questionnaire was distributed online by Google Forms via WhatsApp, Instagram, Telegram, Facebook, and Twitter applications. 372 respondents filled out the questionnaire, but only 312 had seen Ayana Jihye Moon's advertising posts on Wardah products on Instagram. So, only 312 respondents met the criteria.

Table 1 shows that 100 respondents (26.88%) were male and 272 (73.12%) female. Table 1 also shows 49 (13.17%) respondents aged less than 18 years, 229 (61.56%) respondents aged 18-25 years, 69 (18.55%) respondents were between the ages of 26-35 (18.55%), and respondents aged more than 36

years amounted to 25 (6.72%). Regarding education, Senior High School/Equivalent levels has 139 respondents (37.37%), followed by Diploma level with 51 respondents (13.71%), S1/Equivalent level with 174 (46.77%) of respondents, and S2/S3 level with 8 (2.15%) respondents.

Regarding income/pocket money level, the majority earns < IDR 500,000 with 180 (48.39%) respondents, then IDR 500,000-1,500,000 with 59 (15.86%) respondents, IDR 1,500,000-2,500,000 with 36 (9.68%) respondents, and > IDR 2,500,000 with 97 (26.07%). Domicile distribution was dominated by respondents from Central Java, 298 (80.11%), East Java amounted to 31 (8.33%), DI Yogyakarta – 22 (5.91%), West Java – 11 (2.96%), DKI Jakarta – 9 (2.42%), and West Kalimantan – 1 (0.27%). 203 respondents (54.57%) were followers of Ayana Jihye Moon, while 169 (45.43%) were not followers of Ayana Jihye Moon.

Table 1. Respondent characteristics

Characteristics of Respondents	Group	Amount	Percentage
Gender	Female	272	73.12%
	Male	100	26.88%
Age	<18 years	49	13.17%
	18-25 years	229	61.56%
	26-35 years	69	18.55%
	>36 years	25	6.72%
Education	High School/Equivalent	139	37.37%
	Diploma	51	13.71%
	S1/D4	174	46.77%
	S2/S3	8	2.15%
	Student	226	60.75%
Work	Private employee	64	17.20%
	Businessman	32	8.60%
	Civil servant	19	5.11%
	Lecturer/Teacher	10	2.69%
	BUMD employee	8	2.15%
	Nurse	5	1.35%
	Other: Housewife, Freelancer, Unemployed, and Laborer	8	2.15%
Income/Pocket Money	< IDR 500,000	180	48.39%
	IDR 500,000 – IDR 1,500,000	59	15.86%
	IDR 1,500,000 – IDR 2,500,000	36	9.68%
	> IDR 2,500,000	97	26.07%
Domicile	Central Java	298	80.11%
	East Java	31	8.33%
	DI Yogyakarta	22	5.91%
	West Java	11	2.96%
	DKI Jakarta	9	2.42%
	West Kalimantan	1	0.27%
Follower of Ayana Jihye Moon	Yes	203	54.57%
	No	169	45.43%

The validity test calculates the correlation between each question or statement's scores and the total score. A validity test aims to determine whether the instrument is feasible as a valid measuring instrument. The reliability test in this study aims to measure the internal consistency of measuring instruments. Reliability shows an instrument's accuracy, consistency, and precision in making measurements. The relationship between each indicator and variable is depicted in Table 2.

Table 2. Validity and reliability test

Variable	Question Items	Factor Loading	Cronbach's α	CR	AVE
Entertainment			0.820	0.874	0.582
EN1	Entertain	0.796			
EN2	Innovative	0.779			
EN3	Creative	0.781			
EN4	Pleasant	0.718			
EN5	Draw attention	0.736			
Informativeness			0.761	0.848	0.583
IN1	Good	0.774			
IN2	Relevant	0.701			
IN3	On-time	0.617			
IN4	Good latest product	0.705			
IN5	Immediately accessible	0.688			
IN6	Comfortable	0.741			
IN7	Complete	0.692			
Irritation			0.940	0.954	0.806
IR1	Insult	0.922			
IR2	Bother	0.894			
IR3	Cheat	0.879			
IR4	Confusing	0.883			
IR5	Annoying	0.911			
Credibility			0.775	0.855	0.597
CR1	Accurate	0.797			
CR2	Reliable	0.794			
CR3	Do not cheat	0.746			
CR4	Good product reference	0.751			
Advertising Value			0.827	0.885	0.659
AD1	Useful	0.799			
AD2	Worth	0.838			
AD3	Important	0.750			
AD4	Help make a choice	0.856			
Attitude toward Ads			0.848	0.891	0.621
ATA1	Happy	0.764			
ATA2	Attractive	0.779			
ATA3	Like	0.807			
ATA4	Good	0.792			
ATA5	Positive Attitude	0.799			

Variable	Question Items	Factor Loading	Cronbach's α	CR	AVE
Brand Attitude			0.799	0.862	0.556
BA1	Love	0.725			
BA2	Interested	0.748			
BA3	Positive	0.727			
BA4	Delight	0.803			
BA5	Happiness	0.721			
Purchase Intention			0.880	0.912	0.675
PI1	Will buy	0.829			
PI2	Intend to buy	0.836			
PI3	Possibility of buying	0.802			
PI4	Want to buy	0.826			
PI5	High buying interest	0.814			

Note: EN = Entertainment; IN = Informativeness; IR = Irritation; CR = Credibility; AV = Advertising Value; ATA = Attitude toward Ads; BA = Brand Attitude; PI = Purchase Intention; AVE = Average Variance Extracted.

Based on Table 2, the validity test results show that three items have an outer loading value below 0.70, namely IN3 (On time) with a value of 0.617, I5 (Immediately accessible), and IN7 (Complete). These items should be able to measure advertising data, but the value on the validity test does not meet the minimum threshold and must be removed. All the variable values from Cronbach's Alpha have met the minimum requirement of 0.60. The composite reliability score has also been fulfilled because the value has been more than 0.70, and the average variance extracted (AVE) value has been fulfilled to 0.50. Therefore, all the variables in this study can be used and have reliable instruments.

Based on Table 3, discriminant validity results show that the square root of each AVE value in each construct is greater than the squared value of AVE compared to other constructs. The discriminant validity results follow the criteria that are said to be valid. Based on Hair et al. (2017), the data in this study are valid because the square root of AVE to each construct is greater than the highest correlation with other constructs.

The structural model in this study is used to explain the relationship between latent variables. The test uses the R-square (R^2), which assesses the percentage value of the amount of data of the independent variable (latent exogenous) on the dependent variable (latent endogenous); the second uses the Q-square test (Q^2), which explains the power

Table 3. Discriminant validity

	ATA	AV	BA	CR	EN	IN	IR	PI
Attitude toward Ads	0.788							
Advertising Value	0.658	0.812						
Brand Attitude	0.694	0.642	0.745					
Credibility	0.632	0.71	0.612	0.773				
Entertainment	0.683	0.702	0.716	0.671	0.763			
Informativeness	0.7	0.678	0.647	0.646	0.665	0.764		
Irritation	0.567	0.634	0.554	0.511	0.572	0.544	0.898	
Purchase Intentions	0.657	0.596	0.697	0.498	0.569	0.534	0.483	0.822

Note: ATA = Attitude toward Ads; AV = Advertising Value; BA = Brand Attitude; CR = Credibility; EN = Entertainment; IN = Informativeness; IR = Irritation; PI = Purchase Intention.

of predictive relevance in this study. The Q^2 value is stated to contain predictive relevance if the Q^2 value > 0 ; the third uses the goodness of fit (GoF), measured through the average AVE and R^2 .

Table 4. Structural model (Inner model)

Variables	R Square (R^2)	Q Square (Q^2)	AVE
Entertainment			0.582
Informativeness			0.583
Irritation			0.806
Credibility			0.597
Advertising Value	0.663	0.424	0.659
Attitude toward Ads	0.433	0.261	0.621
Brand Attitude	0.542	0.286	0.556
Purchase Intentions	0.556	0.368	0.675

Note: AVE = Average Variance Extracted. Q Square, R-Square, and AVE are used to determine the connection between latent variables.

R-square is used to explain the percentage value of the amount of data from the independent variables that affect the dependent variable. As seen in Table 4, the R-square value for the advertising value variable is 0.663, the brand attitude variable is 0.542, and the purchase intention variable is 0.556 included in the moderate category, which means that the R-square value is greater than or equal to 0.50. Meanwhile, the attitude toward ads variable has an R-square value of 0.433, which means it is included in the weak category because it is less than 0.50. The advertising value variable has an R-square value of 0.663, indicating that entertainment, informativeness, irritation, and credibility affect advertising value by 66.3%. Then, the attitude toward ads variable has an R-square value of 0.433, meaning that the advertising value affects the attitude toward ads by 43.3%. The brand attitude variable has an R-square value of 0.542, indicating that advertising value and attitude toward

ads affect brand attitude by 54.2%. In comparison, the R-square value of the purchase intention variable is 0.556, which means that the advertising value, attitude toward ads, and brand attitude affect purchase intention by 55.6%.

The Q-square test is declared to contain predictive relevance if the Q^2 value > 0 . It can be seen in Table 4 that the Q^2 predictive relevance value for the advertising value variable is 0.424, attitude toward ads is 0.261, brand attitude is 0.286, and purchase intention is 0.368. The Q^2 value of the predictive relevance of the four variables is > 0 , so it can be concluded that the model already has predictive relevance. The GoF (Goodness of Fit) test was measured using the calculated result of multiplying the mean root AVE and average R^2 (Tenenhaus et al., 2005). The GoF value obtained based on the calculation results determines the number 0.589, which means that this value has exceeded the minimum cut-off value of 0.36, which is included in the large category. It can be concluded that the model in this study has a structural model following the research.

The mediation test aims to determine the indirect effect of the mediating variable. This study has two mediating variables, attitude toward ads and brand attitude, which mediate the advertising value and purchase intention variables. The mediation test was carried out by comparing the specific indirect effects of bootstrapping on SmartPLS. Fully mediated indicates that the mediating variable fully mediates the relationship between the dependent and independent variables. Fully mediated looks at the original sample (O) and P-values and then compares the value of the direct and indirect effects; it is said to be fully mediated if the indirect effect is more significant. Meanwhile, partially

Table 5. Mediation test results

Variables	T Statistics	Std. Error	P-Values
Advertising Value → Attitude toward Ads → Purchase Intentions	2.982	0.059	0.002
Advertising Value → Brand Attitude → Purchase Intentions	3.399	0.039	0.000
Attitude toward Ads → Brand Attitude → Purchase Intentions	4.098	0.047	0.000
Advertising Value → Attitude toward Ads → Brand Attitude	6.112	0.051	0.000
Advertising Value → Attitude toward Ads → Brand Attitude → Purchase Intentions	4.800	0.056	0.000

mediated means that the mediating variable only partially mediates the relationship between the independent and dependent variables. It is declared partially mediated if the direct effect comparison value exceeds the indirect (Hair et al., 2017).

The results of the mediation test using the Sobel Test in Table 5 explain that the indirect relationship between advertising value and purchase intention through attitude toward ad is positive and significant, with the result T stat = 2.982 and P-value = 0.002. It can be interpreted that attitude toward ads provides a partially mediated mediating effect on advertising value and purchase intention. The indirect association between advertising value and purchase intention is further discussed as positively and significantly mediated by brand attitude (T stat = 3.399, P-value = 0.000). This suggests that brand attitude partially mediates the relationship between advertising value and purchase intention. The test results further indicate, with T stat = 4.098 and P-value = 0.000, that brand attitude mediates a favorable and significant indirect relationship between attitude toward ad and purchase intention. The result indicates that brand attitude provides a partially mediated effect on attitude toward ads and purchase intention.

Furthermore, it is explained that attitude toward ads mediates an indirect relationship between ad-

vertising value and brand attitude in a positive and significant manner with the results of T stat = 6.112 and P-value = 0.000. This shows that attitude toward ads provides a partially mediated effect on advertising value and brand attitude. The results of other tests explain that attitude toward ads and brand attitude mediate an indirect relationship between advertising value and purchase intention in a positive and significant manner with a T stat = 4.800 and a P-value = 0.000. This means that attitude toward ads and brand attitude partially mediate the relationship between advertising value and purchase intention.

Hypotheses testing was carried out regarding bootstrapping and using the SmartPLS application. In determining the relationship between variables, this study refers to the results of the Original Sample test, T-Statistics, and P-values for each variable relationship.

In Table 6, the relationship between entertainment and advertising value has a value of $\beta = 0.227$, SE = 0.073, Tstat = 3.128, P-value = 0.002, which means it has a positive and significant effect. Therefore, entertainment positively impacts advertising value, so H1 is accepted. Informativeness and advertising value relationships have a value of $\beta = 0.198$, SE = 0.061, Tstat = 3.249, P-value = 0.001, which means it has a positive and significant effect.

Table 6. Hypotheses testing results

Hypothesis	Original sample (β)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Advertising Value → Attitude Toward Ads	0.658	0.659	0.048	13.796	0.000
Advertising Value → Brand Attitude	0.372	0.324	0.072	4.562	0.001
Advertising Value → Purchase Intentions	0.154	0.152	0.064	2.410	0.016
Attitude Toward Ads → Brand Attitude	0.478	0.483	0.070	6.810	0.000
Attitude Toward Ads → Purchase Intentions	0.272	0.266	0.085	3.194	0.000
Brand Attitude → Purchase Intentions	0.410	0.417	0.078	5.277	0.000
Credibility → Advertising Value	0.307	0.309	0.063	4.854	0.000
Entertainment → Advertising Value	0.227	0.221	0.073	3.128	0.002
Informativeness → Advertising Value	0.198	0.207	0.061	3.249	0.001
Irritation → Advertising Value	-0.239	-0.231	0.058	4.136	0.000

Therefore, informativeness positively impacts advertising value so that H2 is accepted. The relationship between irritation and advertising value has a value of $\beta = -0.239$, $SE = 0.058$, $Tstat = 4.136$, $P\text{-value} = 0.000$, which means it has a negative and significant effect. Therefore, irritation negatively impacts advertising value, so H3 is accepted.

Furthermore, the relationship between credibility and advertising value has a value of $\beta = 0.307$, $SE = 0.063$, $Tstat = 4.854$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, credibility positively impacts advertising value, so H4 is accepted. The relationship between advertising value and brand attitude has a value of $\beta = 0.327$, $SE = 0.072$, $Tstat = 4.562$, $P\text{-value} = 0.001$, which means it has a positive and significant effect. Therefore, advertising value positively impacts brand attitude, so H5 is accepted. The relationship between advertising value and attitude toward ads has a value of $\beta = 0.658$, $SE = 0.048$, $Tstat = 13.796$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, advertising value positively impacts attitude toward ads, so H6 is accepted.

Then, the relationship between advertising value and purchase intention has a value of $\beta = 0.154$, $SE = 0.064$, $Tstat = 2.410$, $P\text{-value} = 0.016$, meaning it has a positive and significant effect. Therefore, advertising value positively impacts purchase intention, so H7 is accepted. The relationship between attitude toward ads and brand attitude has a value of $\beta = 0.478$, $SE = 0.070$, $Tstat = 6.810$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, attitude toward ads positively impacts brand attitude, so H8 is accepted. The relationship between attitude toward ad and purchase intention has a value of $\beta = 0.272$, $SE = 0.085$, $Tstat = 3.194$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, attitude toward ads positively impacts purchase intention, so H9 is accepted. Testing the last hypothesis, namely, the relationship between brand attitude and purchase intention, shows a value of $\beta = 0.410$, $SE = 0.078$, $Tstat = 5.277$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, brand attitude positively impacts purchase intention, so H10 is accepted.

5. DISCUSSION

This study proved that entertainment has a positive effect on advertisement value. These results are in line with previous research, which states that entertainment has a positive and significant relationship with advertising value (Ducoffe, 1995; Arora & Agarwal, 2019). So, marketers must focus on the values conveyed by influencers and their ability to entertain consumers through advertisements. Informativeness impacts advertising value positively. These results align with Ducoffe (1995), who states that informativeness positively influences advertising value. In addition, Wang and Sun (2010) explained how complete information about the product or service in the advertisement and the way it is delivered is a crucial criterion. The level of informativeness becomes an essential variable in determining the value of an advertisement. So informative influencer ads are a valuable source of information about features of the product and promotions consumers seek. Irritation negatively impacts advertising value. These results align with Ducoffe and Curlo (2000), Kim and Han (2014), and Lee et al. (2017), who state that irritation negatively affects advertising value. The irritation negatively affects advertising value, so consumers avoid annoying ads (Kim & Han, 2014).

Furthermore, credibility has a positive impact on advertising value. These results are consistent with Liu et al. (2012). Instagram users who consider a post credible will develop an attitude toward advertising (Djafarova & Bowes, 2021; Sokolova & Kefi, 2020). Thus, a marketer's influencer advertising credibility determines consumer perceptions of the truthfulness and reliability of advertisements. Advertising value positively affects brand attitude. These results align with Lee et al. (2017). When customers positively evaluate the value of advertising, their attitude toward the product or service will be positive. Advertising value has a positive impact on attitudes toward ads, and these results are in line with Chu (2011), Logan et al. (2012), Schulze et al. (2014), and Shareef et al. (2019), who confirmed that a higher value from an advertisement could increase favorable consumer attitudes toward advertising. This means that the higher the advertising value, the more favorable consumer attitudes toward advertising. Advertising value impacts purchase intention

positively. These results align with Mustafi and Hosain (2020). Customers will have a favorable attitude toward the advertised product or service when they perceive advertising value favorably. This means that the higher the advertising value, the higher the ad will influence Instagram users to buy products. Attitude toward ads has a positive impact on brand attitude. Judging from the results of this study, marketers of Wardah need to pay attention to the attitude of Instagram users toward advertising to create positive value for the Wardah brand through influencers. Instagram users who feel happy, excited, and have positive thoughts about ads that appear on feeds and stories will give a good impression of the brand.

Attitude toward ads positively impacts purchase intention (Feng & Xie, 2018; Sokolova & Kefi, 2020; Trivedi & Sama, 2020), where the attitude

toward ads positively and significantly affects purchase intention. The better or more positive the attitude of Instagram users toward advertising, the higher the assessment of the brand. Instagram users who rate influencer ads that appear on feeds and stories have a positive value, which will influence purchase intention. Purchase intention is positively impacted by brand attitude. These results are consistent with preliminary studies showing a positive and significant connection between brand attitude and purchase intention (De Veirman et al., 2017; Farivar & Wang, 2022). These results indicate that brand attitude positively impacts purchase intention, which means the better or more positive the brand assessment, the higher the level of purchase intention of Instagram users. The higher the attitude toward the brand, the stronger the attitude of Instagram users to be encouraged to buy products.

CONCLUSION

The study provides views and input to inspire marketers regarding the factors influencing purchase intention for Wardah cosmetic products in Indonesia. Wardah product marketers are expected to pay more attention to the advertising value of influencers. The attitudes of Instagram users/consumers toward advertisements and those of Instagram users toward brands influence the decision to buy a product. Informativeness is another factor that positively influences advertising value, as it provides complete information about the product or service and its delivery. Irritation negatively affects advertising value, as consumers avoid annoying ads. Credibility also plays a role in determining advertising value, as Instagram users who perceive a post as credible develop an attitude towards advertising. Advertising value positively affects brand attitude, as customers' positive evaluation of the value of advertising leads to a positive attitude towards the product or service. Higher advertising value increases favorable consumer attitudes toward advertising, leading to higher purchase intention. Attitude toward ads also positively impacts brand attitude, with users who rate influencer ads positively influencing purchase intention.

This study highlights the importance of understanding the relationship between advertising value, brand attitude, and purchase intention on Instagram. Marketers should focus on delivering entertaining and informative content to enhance consumer engagement and satisfaction. Users who feel happy, excited, and have positive thoughts about ads on feeds and stories give a good impression of the brand. Consumers criticizing ads can result in a decrease in ad effectiveness. It is necessary to schedule advertisements, so that ads do not cause spam that invades consumer privacy.

Based on the research results, several limitations were found in this study, which are explained as follows. In the respondents' characteristics category, the sample was dominated by women, so this study is not representative of all genders. In addition, the age category was dominated by responses from individuals aged 18-25 years, so this study was not representative of all age categories. The distribution of respondents in the domicile category in the study needed to be more comprehensive throughout Indonesia. However, the research results have gone through appropriate procedures so that the results can be accounted for scientifically. Even though there are limitations, this study can provide new insights regard-

ing the relationship between advertising value. Future studies are suggested to include other factors that may affect advertising value, which in turn affects consumers' attitudes towards online advertising and the use of this type of advertising to purchase. Researchers can find out if there are other variables with moderating effects on advertising value and consumer attitudes towards online advertising.

AUTHOR CONTRIBUTIONS

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