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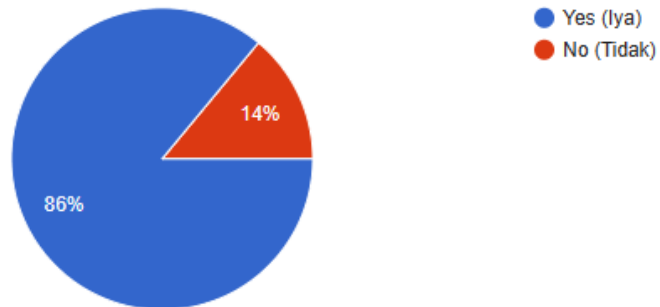
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APPENDICE

Screening

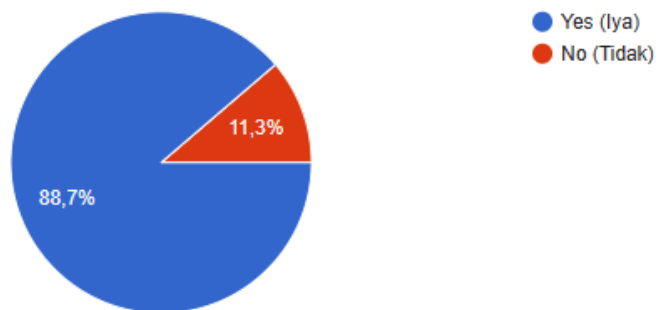
Do you live in Jabodetabek? (Apakah anda tinggal di Jabodetabek?)

222 jawaban



Have you ever bought or used local brand cosmetic products? (Apakah Anda pernah membeli atau menggunakan produk kosmetik merek lokal?)

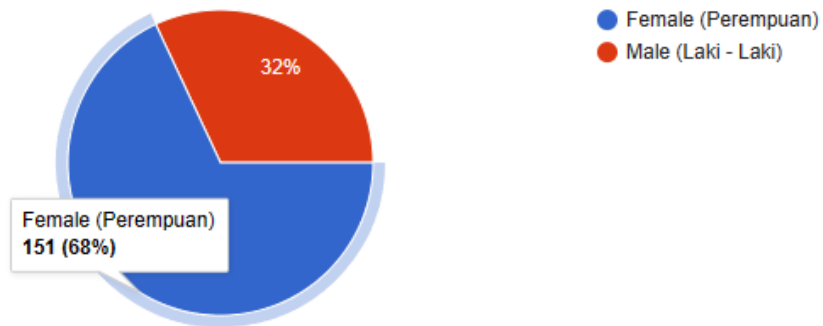
222 jawaban



Profile Respondent

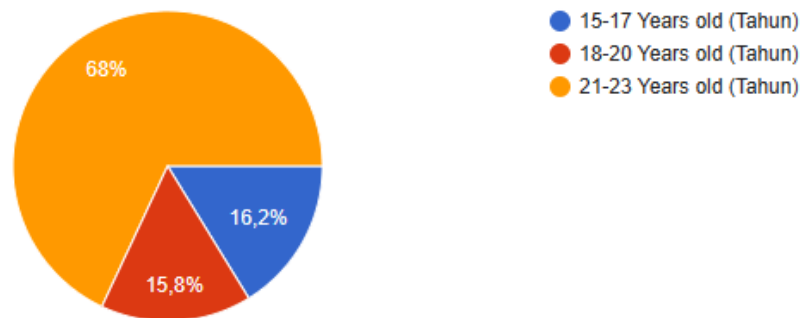
Gender (Jenis Kelamin)

222 jawaban



Age (Umur)

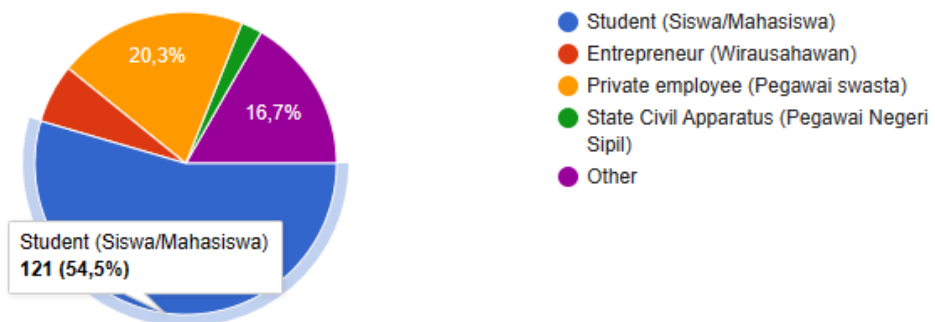
222 jawaban



What is your current occupation? (Apa pekerjaan Anda saat ini?)

Sa

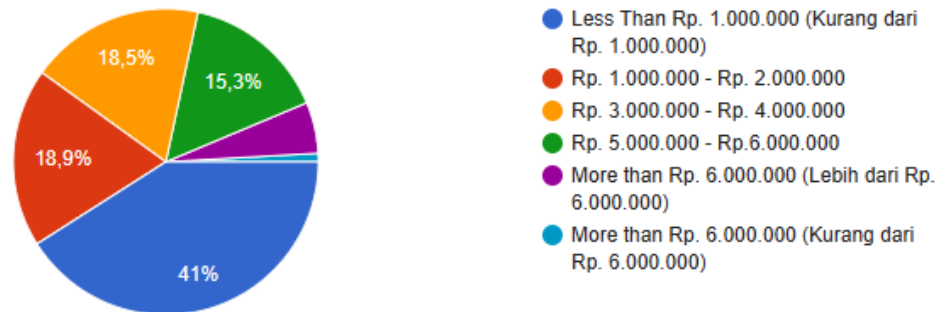
222 jawaban



How much is your monthly income? (Berapa penghasilan bulanan Anda?)

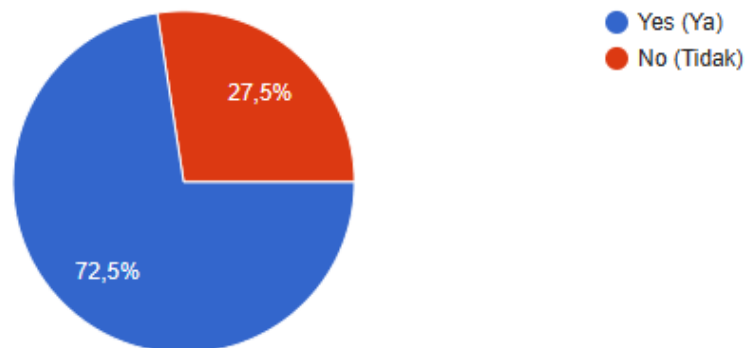
Sa

222 jawaban



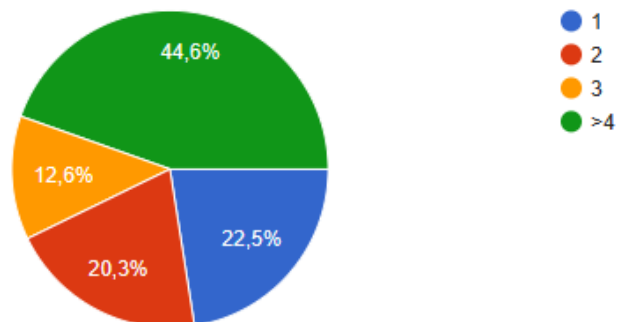
Do you know the brand of madame gie beauty products? (Apakah anda mengetahui merek produk kecantikan Madame Gie?)

222 jawaban



How many times a year do you buy beauty products? (Berapa kali dalam setahun anda membeli produk kecantikan?)

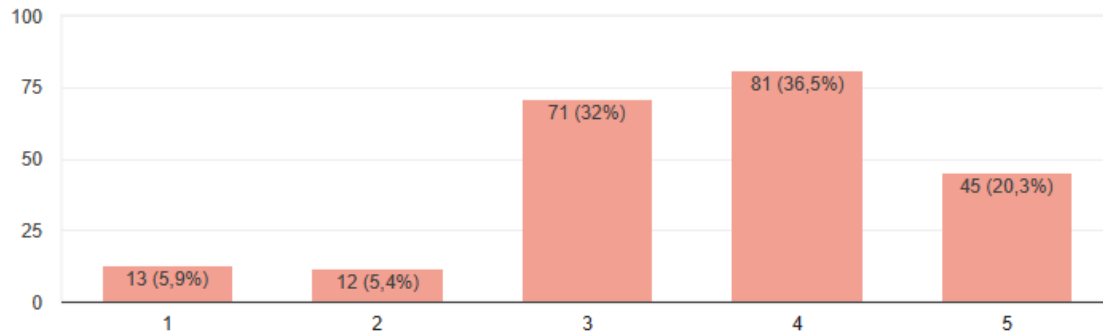
222 jawaban



Product Quality

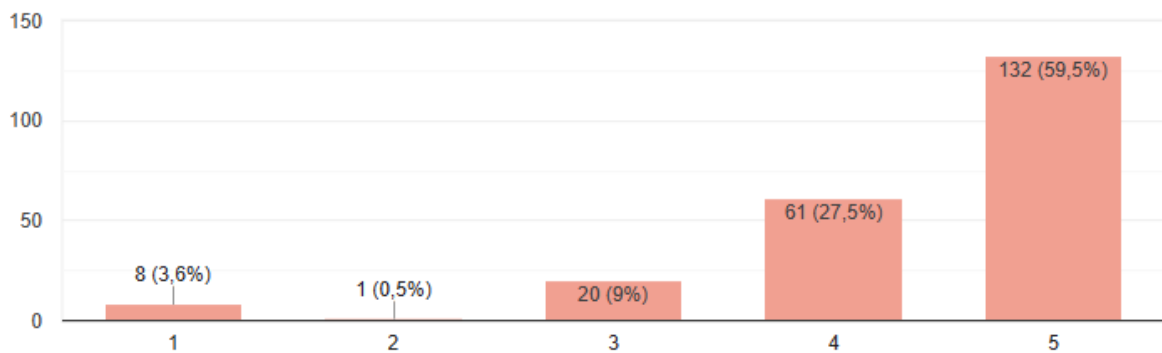
I can easily recognize products that have good product quality. (Saya dapat mengenali dengan mudah produk yang memiliki kualitas bagus). [Salin](#)

222 jawaban



Ingredients in a beauty product are important and a person shouldn't be careless about it. (Bahan pada produk kecantikan penting, karenanya seseorang tidak boleh sembarangan) [Salin](#)

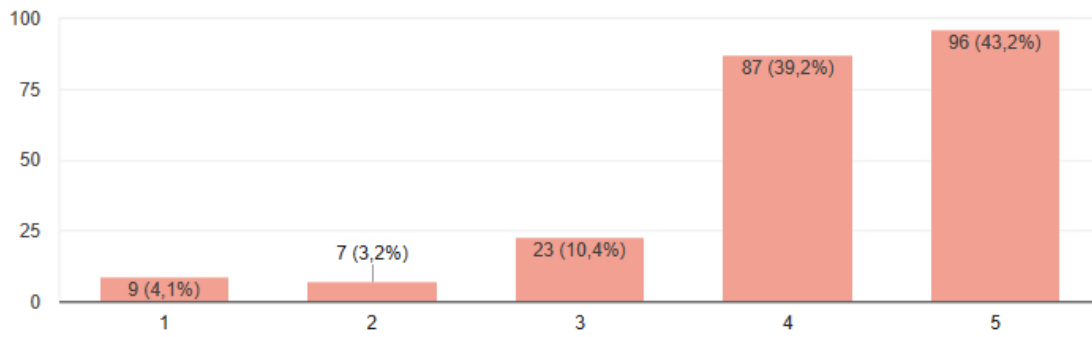
222 jawaban



Checking the ingredients of cosmetic products is a must for me before buying them.
(Memeriksa bahan produk kosmetik adalah suatu keharusan bagi saya sebelum membelinya)

 Salin

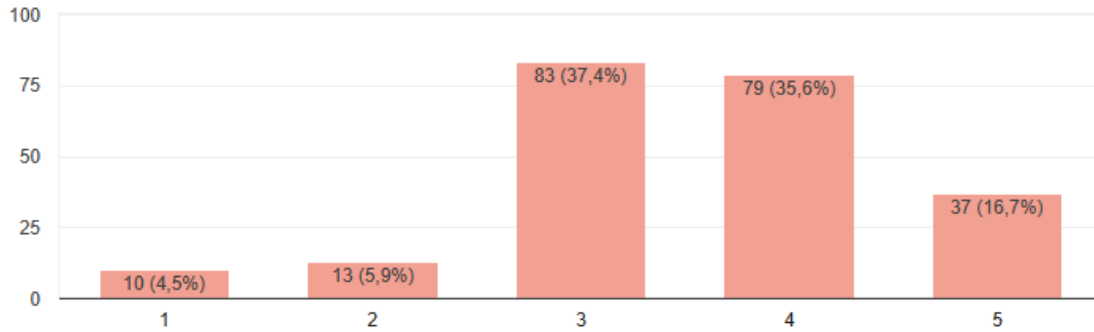
222 jawaban



I buy local cosmetic products because I know with the ingredients of the product.
(Saya membeli produk kosmetik lokal karena saya tahu bahan baku produk)

 Salin

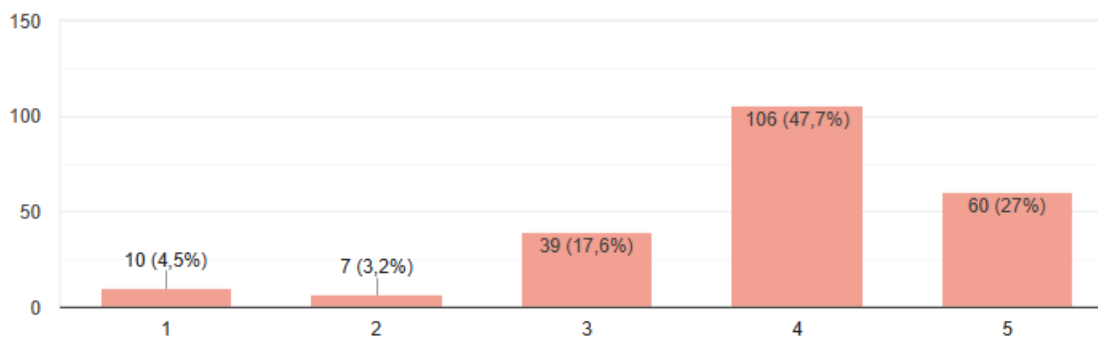
222 jawaban



I buy local cosmetic products because I know the brand of the product. (Saya membeli
produk kosmetik lokal karena saya tahu merek dari produk tersebut)

 Salin

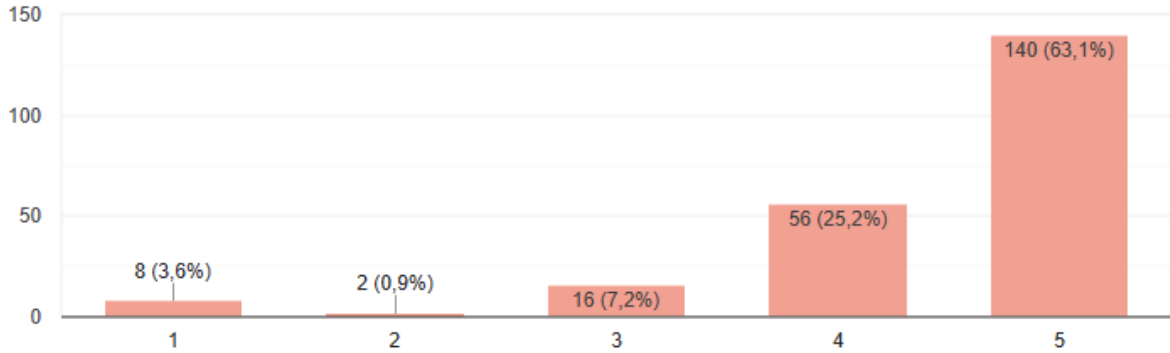
222 jawaban



I want to buy local cosmetic products that have been registered with BPOM. (Saya ingin membeli produk kosmetik lokal yang sudah terdaftar di BPOM)

[Salin](#)

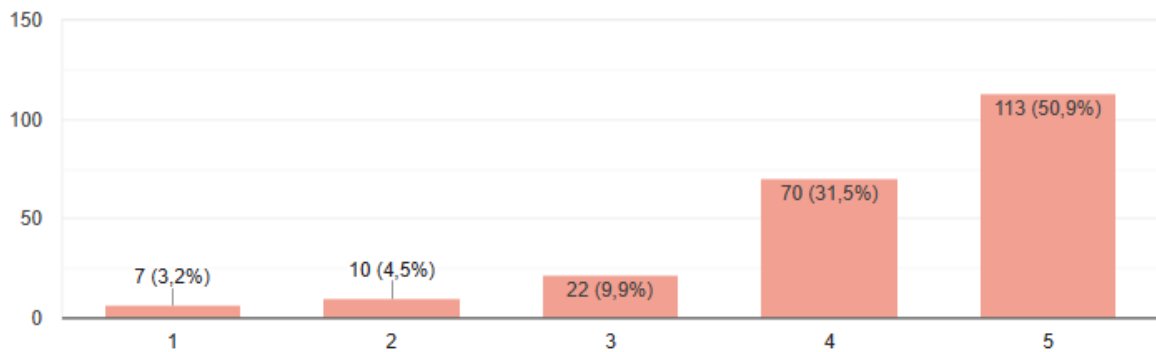
222 jawaban



Cosmetic products that have been BPOM are very safe for consumption. (Produk kosmetik yang sudah terdaftar di BPOM sudah aman untuk digunakan)

[Salin](#)

222 jawaban

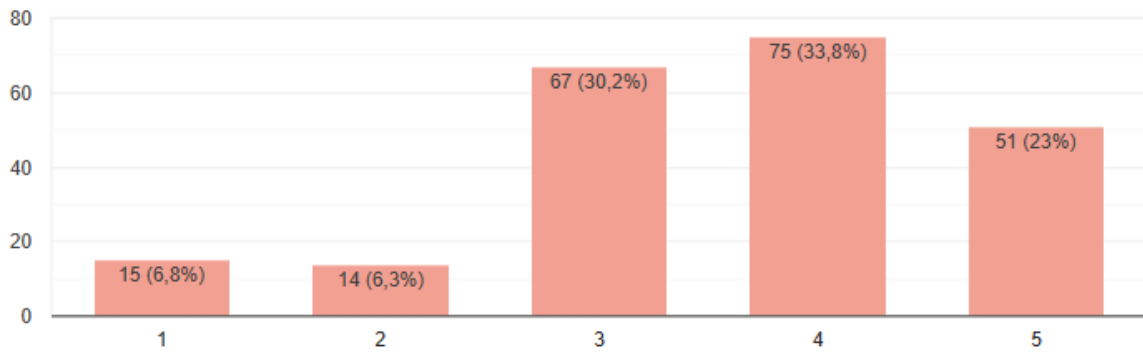


Affordable Price

I love buying Madame Gie cosmetic products because they are affordable. (Saya senang membeli produk kosmetik Madame Gie karena harganya terjangkau)

 Salin

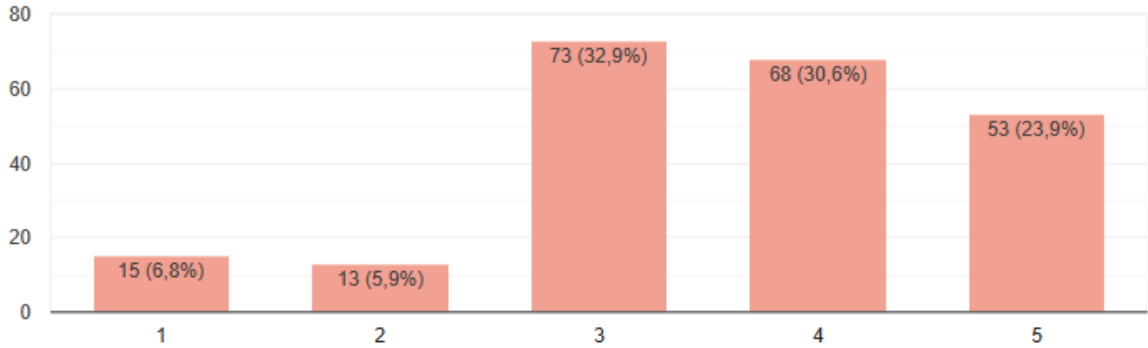
222 jawaban



I chose Madame Gie cosmetic products because they are affordable. (Saya memilih produk kosmetik Madame Gie karena harganya terjangkau)

 Salin

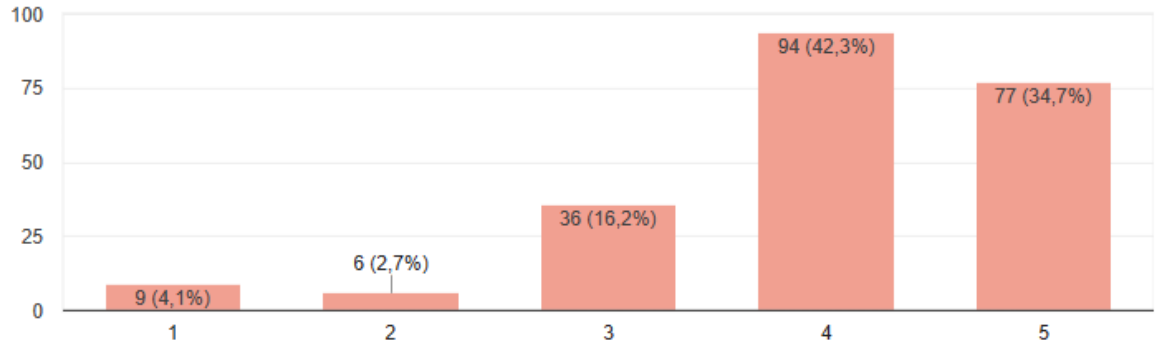
222 jawaban



I always compare the price and quality of the cosmetic products I want to buy. (saya selalu membandingkan harga dan kualitas produk kosmetik yang ingin saya beli)

[Salin](#)

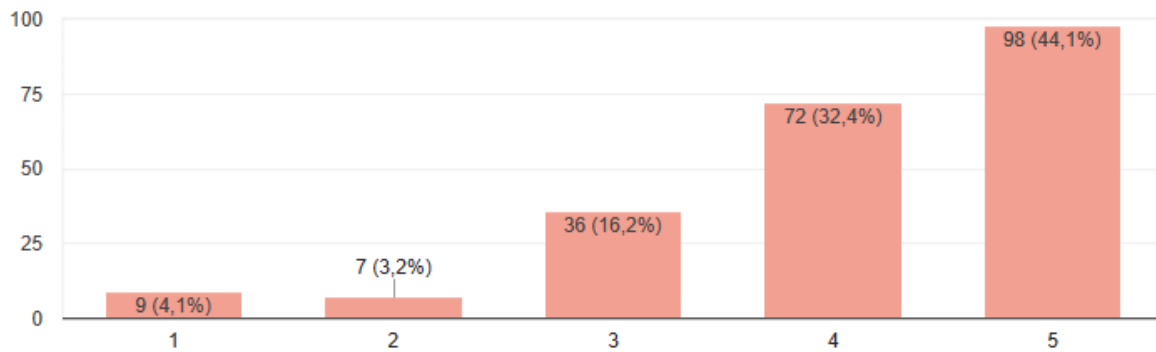
222 jawaban



I will be happier if the product I want to buy has an affordable price and discounts. (saya lebih senang produk yang ingin saya beli harganya terjangkau dan ada diskon)

[Salin](#)

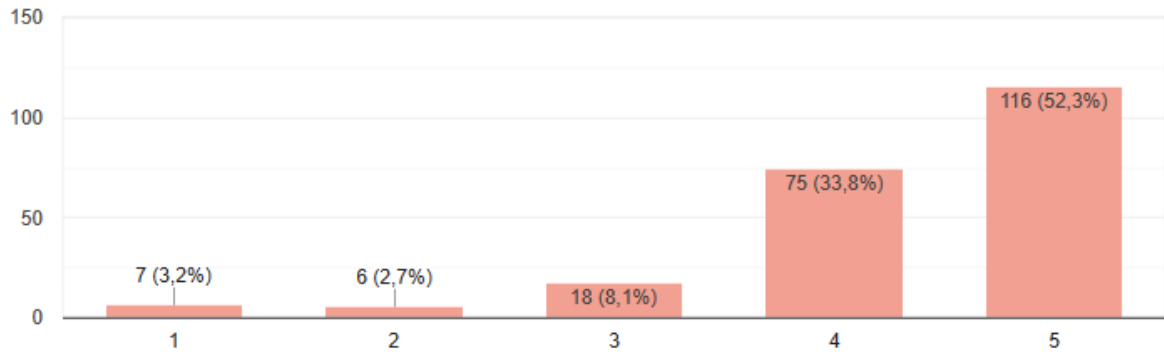
222 jawaban



I'll repurchase if the product I bought is of good quality and affordable price. (Saya akan membeli ulang jika produk yang saya beli memiliki kualitas yang bagus dengan harga terjangkau)

[Salin](#)

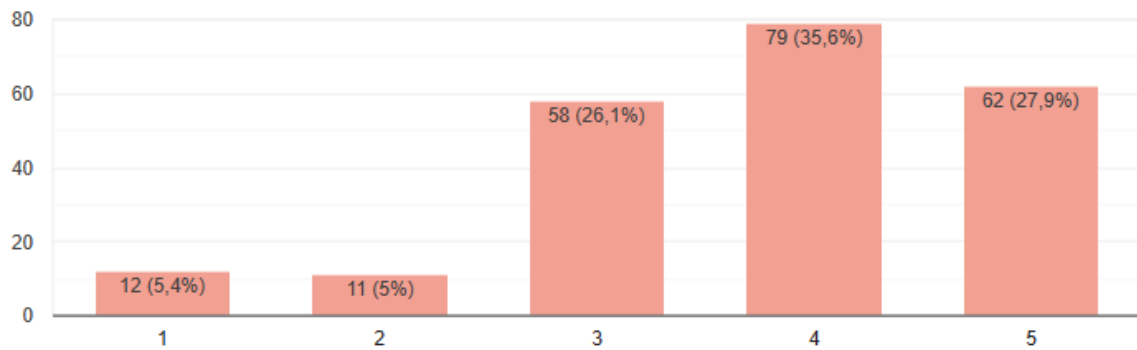
222 jawaban



I prefer to buy cosmetic products that are affordable than those that have high prices. (saya lebih suka membeli produk kosmetik yang harganya terjangkau daripada yang memiliki harga mahal)

[Salin](#)

222 jawaban

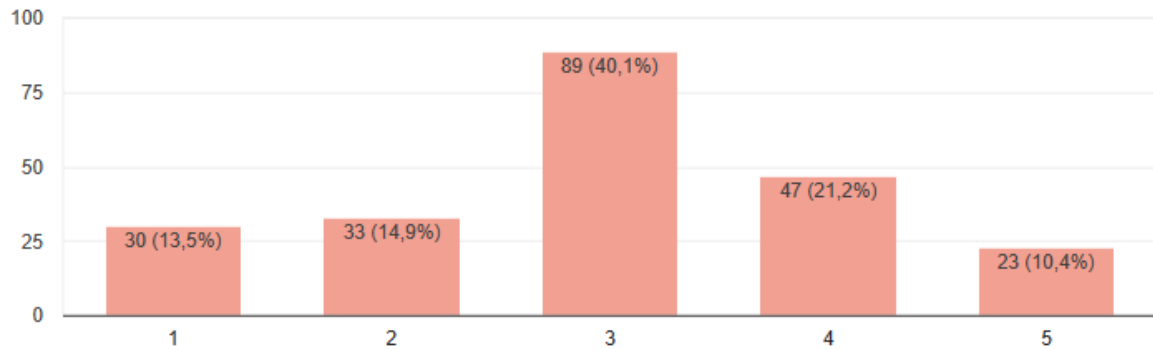


Social Influence

I chose Madame Gie because my friend uses Madame Gie.
(Saya memilih Madame Gie karena teman saya menggunakan Madame Gie)

[Salin](#)

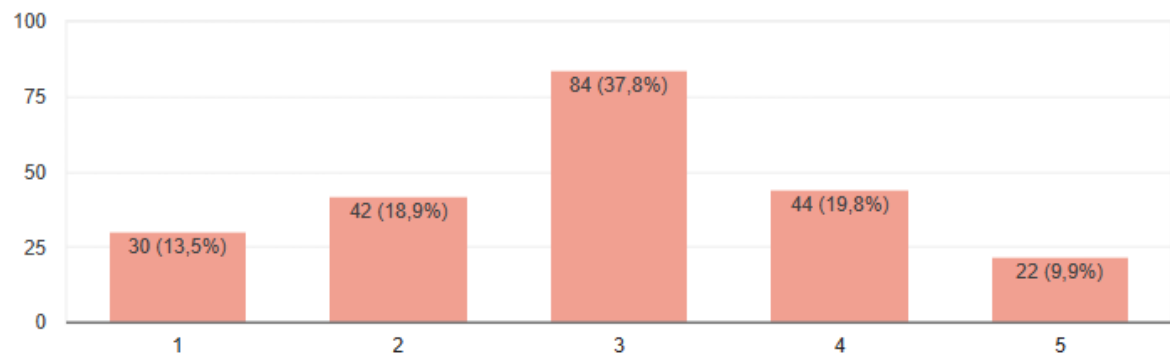
222 jawaban



I bought Madame Gie because my friend asked me to buy it.
(Saya membeli Madame Gie karena teman saya mengajak untuk membelinya)

[Salin](#)

222 jawaban

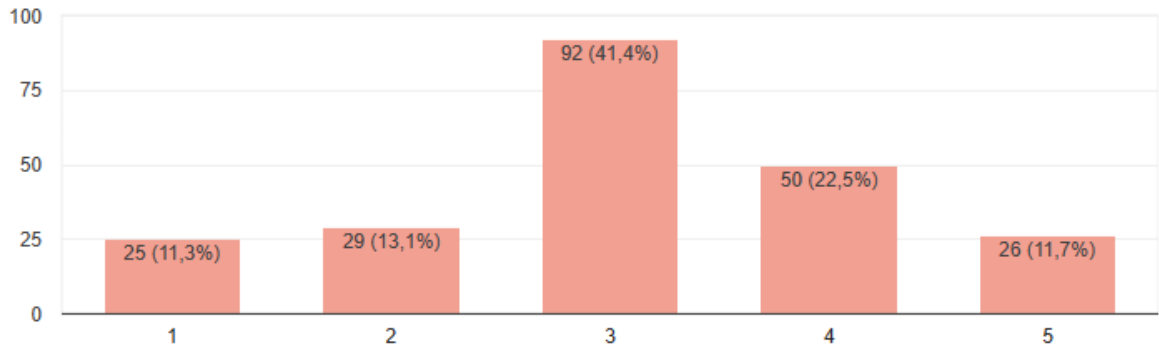


I use madame gie because I often exchange opinions with friends who use madame gie.



(Saya menggunakan madame gie karena saya sering bertukar pendapat dengan teman yang menggunakan madame gie)

222 jawaban

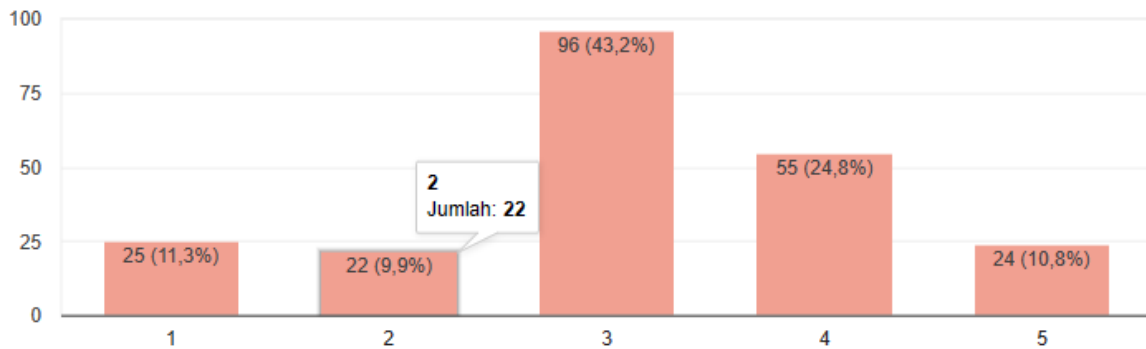


I feel safe using Madame Gie if my friend also uses it.



(Saya merasa aman menggunakan Madame Gie jika teman saya juga menggunakannya)

222 jawaban

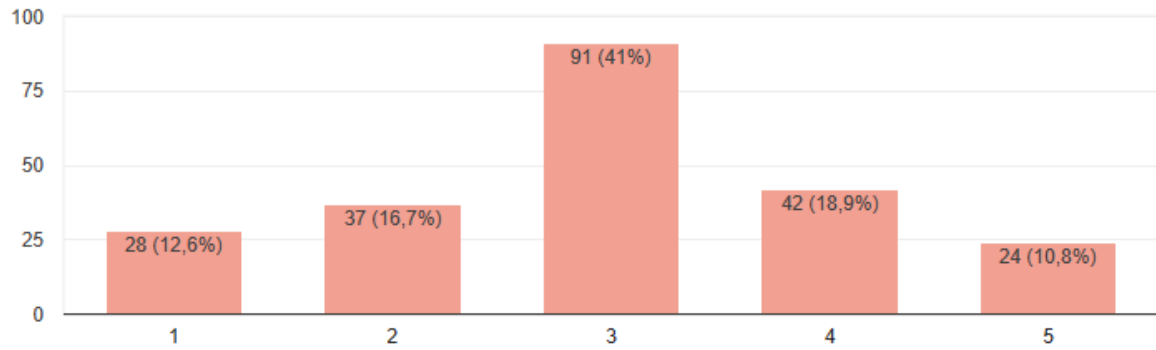


My friend invited me to re-order Madame Gie.

 Salin

(Teman saya mengajak saya untuk membeli ulang Madame Gie)

222 jawaban

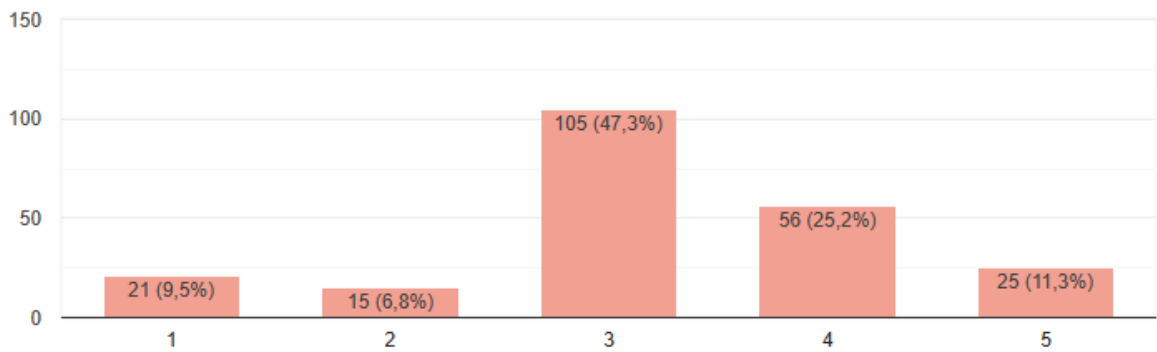


Interest Buying

I am interested in buying Madame Gie because they have attractive packaging. (Saya tertarik membeli Madame Gie karena kemasannya yang menarik)

[Salin](#)

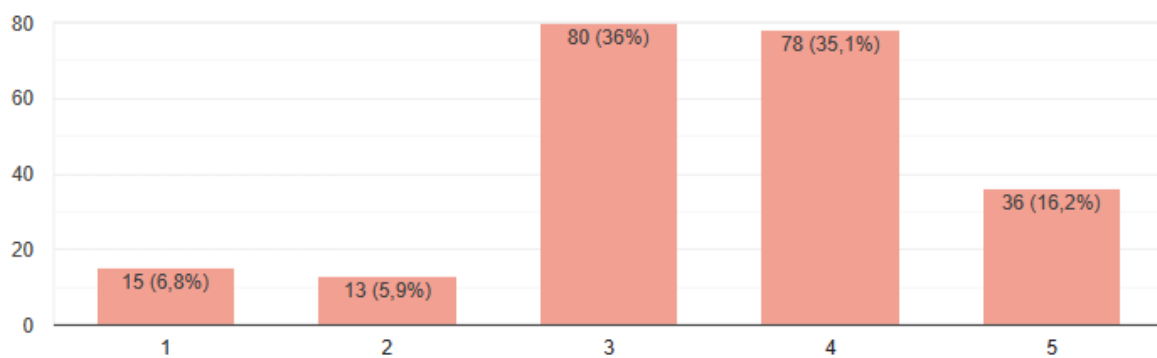
222 jawaban



Buying Madame Gie products that have affordable prices and good quality makes me addicted. (Membeli produk Madame Gie yang memiliki harga terjangkau dan kualitas bagus membuat saya ketagihan)

[Salin](#)

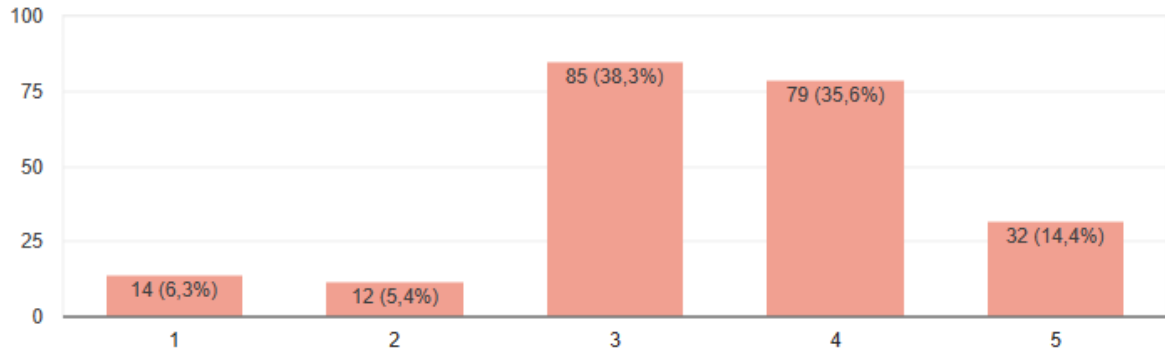
222 jawaban



I am interested in buying Madame Gie because they are suitable for Indonesian skin.
(Saya minat membeli Madame Gie karena cocok untuk kulit orang Indonesia)

[Salin](#)

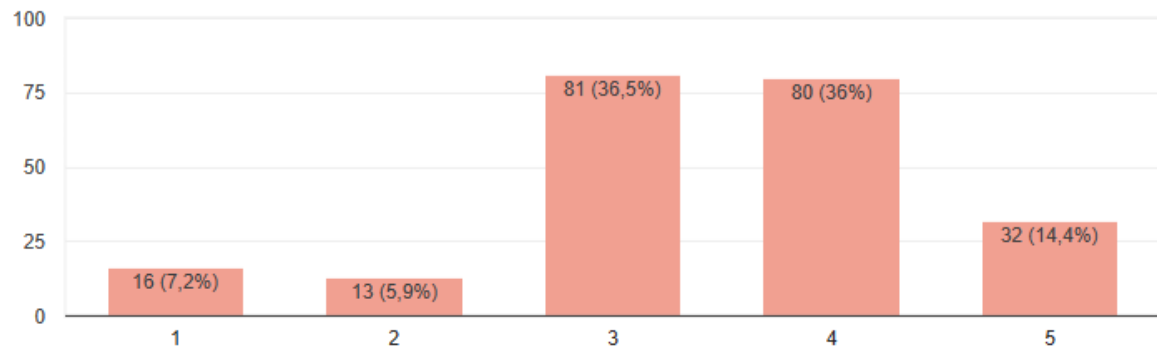
222 jawaban



I was interested in buying Madame Gie because it caught my eye.
(Saya tertarik membeli Madame Gie karena menarik perhatian saya)

[Salin](#)

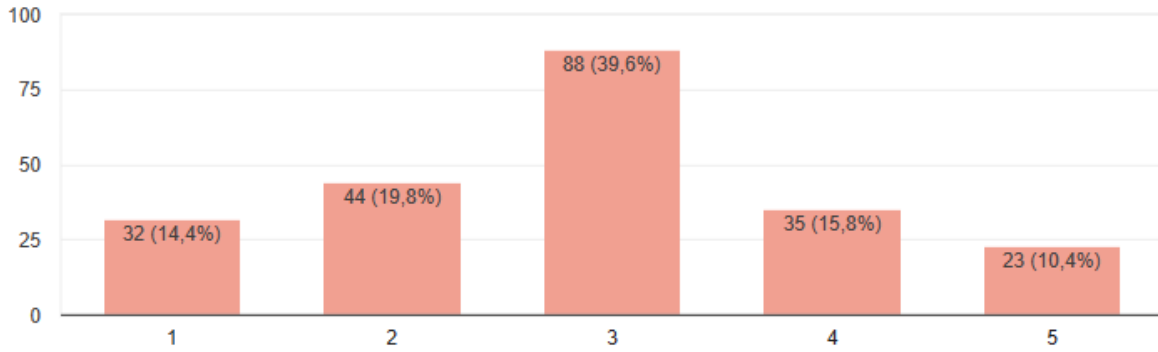
222 jawaban



For me, there's no other option but Madame Gie.
(Bagi saya, tak ada pilihan lain selain Madame Gie)

 Salin

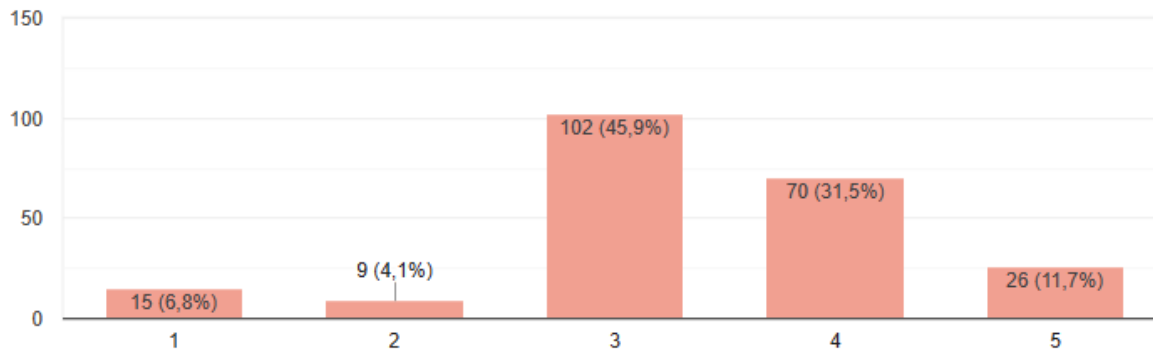
222 jawaban



i would recommend Madame Gie products to my friends. (saya akan merekomendasikan produk Madame Gie kepada teman saya)

 Salin

222 jawaban



PLS ANALYSIS RESULT

Descriptive Analysis

30 Indicators with 222 cases and 0 missing values [Zoom \(50%\)](#)

[Copy to Excel](#)

Name	No.	Type	Missing	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Lower kurtosis	Skewness	Cramer-von Mises p-value
AI1	1	NET	0	3.990	4.000	1.000	5.000	1.000	5.000	1.114	-0.118	-0.972	0.000
AI2	2	NET	0	3.999	4.000	1.000	5.000	1.000	5.000	1.110	-0.053	-0.631	0.000
AI3	3	NET	0	4.095	4.000	1.000	5.000	1.000	5.000	1.042	1.172	-1.225	0.000
AI4	4	NET	0	4.009	4.000	1.000	5.000	1.000	5.000	0.991	1.485	-1.193	0.000
AI5	5	NET	0	4.293	5.000	1.000	5.000	1.000	5.000	0.954	2.908	-1.683	0.000
AI6	6	NET	0	3.757	4.000	1.000	5.000	1.000	5.000	1.080	0.230	-0.778	0.000
FC1	7	NET	0	3.000	3.000	1.000	5.000	1.000	5.000	1.147	-0.970	-0.126	0.000
FC2	8	NET	0	2.937	3.000	1.000	5.000	1.000	5.000	1.149	-0.638	-0.019	0.000
FC3	9	NET	0	3.104	3.000	1.000	5.000	1.000	5.000	1.124	-0.443	-0.187	0.000
FC4	10	NET	0	3.140	3.000	1.000	5.000	1.000	5.000	1.100	-0.277	-0.300	0.000
FC5	11	NET	0	2.988	3.000	1.000	5.000	1.000	5.000	1.137	-0.532	-0.047	0.000
IS1	12	NET	0	3.221	3.000	1.000	5.000	1.000	5.000	1.049	0.095	-0.358	0.000
IS2	13	NET	0	3.482	4.000	1.000	5.000	1.000	5.000	1.047	0.181	-0.988	0.000
IS3	14	NET	0	3.484	4.000	1.000	5.000	1.000	5.000	1.012	0.301	-0.958	0.000
IS4	15	NET	0	3.448	4.000	1.000	5.000	1.000	5.000	1.042	0.198	-0.990	0.000
IS5	16	NET	0	2.878	3.000	1.000	5.000	1.000	5.000	1.154	-0.985	0.081	0.000
IS6	17	NET	0	3.374	3.000	1.000	5.000	1.000	5.000	0.977	0.512	-0.488	0.000
CI1	18	NET	0	3.999	4.000	1.000	5.000	1.000	5.000	1.051	0.190	-0.639	0.000
CI2	19	NET	0	4.387	5.000	1.000	5.000	1.000	5.000	0.926	4.028	-1.930	0.000
CI3	20	NET	0	4.144	4.000	1.000	5.000	1.000	5.000	1.003	2.048	-1.462	0.000
CI4	21	NET	0	3.896	4.000	1.000	5.000	1.000	5.000	0.983	1.438	-1.136	0.000
CI5	22	NET	0	3.941	4.000	1.000	5.000	1.000	5.000	0.984	0.238	-0.485	0.000
CI6	23	NET	0	4.432	5.000	1.000	5.000	1.000	5.000	0.926	4.549	-2.092	0.000
CI7	24	NET	0	4.225	5.000	1.000	5.000	1.000	5.000	1.011	1.787	-1.486	0.000
LV:score - Affordable Price (X2)	25	NET	0	0.000	0.179	-3.385	1.380	-3.385	1.380	1.000	1.931	-1.137	0.000
LV:score - Friendship of Generation Z (Y)	26	NET	0	0.000	0.037	-1.990	1.916	-1.990	1.916	1.000	-0.241	-0.085	0.000
LV:score - Interest Buying (Z)	27	NET	0	-0.000	0.090	-2.809	1.881	-2.809	1.881	1.000	0.713	-0.540	0.000
LV:score - Product (X)	28	NET	0	0.000	0.136	-3.799	1.290	-3.799	1.290	1.000	4.360	-1.776	0.000
Inner residual - Friendship of Generation Z (Y)	29	NET	0	-0.000	0.044	-2.329	1.983	-2.329	1.983	0.827	0.088	-0.923	0.002
Inner residual - Interest Buying (Z)	30	NET	0	-0.000	0.047	-1.624	2.029	-1.624	2.029	0.547	1.310	0.285	0.000

Construct reliability and validity - Overview

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	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Affordable Price (X2)	0.885	0.909	0.911	0.630
Friendship of Generation Z (Y)	0.945	0.947	0.958	0.821
Interest Buying (Z)	0.928	0.932	0.943	0.738
Product (X)	0.908	0.921	0.928	0.643

Outer loadings - Matrix

Zoom (80%)

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	Affordable Price (X2)	Friendship of Generation Z (Y)	Interest Buying (Z)	Product (X)
AP1	0.852			
AP2	0.858			
AP3	0.822			
AP4	0.758			
AP5	0.753			
AP6	0.708			
FG1		0.921		
FG2		0.925		
FG3		0.907		
FG4		0.883		
FG5		0.894		
IB1			0.825	
IB2			0.900	
IB3			0.894	
IB4			0.872	
IB5			0.788	
IB6			0.881	
QP1				0.743
QP2				0.808
QP3				0.773
QP4				0.813
QP5				0.808
QP6				0.852
QP7				0.812
QP5	0.481	0.367	0.500	0.808
QP6	0.624	0.299	0.388	0.852
QP7	0.562	0.340	0.452	0.812

Discriminant validity - Fornell-Larcker criterion

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	Affordable Price (X2)	Friendship of Generation Z (Y)	Interest Buying (Z)	Product (X)
Affordable Price (X2)	0.794			
Friendship of Generation Z (Y)	0.562	0.908		
Interest Buying (Z)	0.718	0.760	0.858	
Product (X)	0.663	0.374	0.452	0.802

R-square - Overview

	R-square	R-square adjusted
Friendship of Generation Z (Y)	0.316	0.310
Interest Buying (Z)	0.701	0.697

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

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	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Affordable Price (X2) -> Friendship of Gen Z (Y)	0.560	0.558	0.070	7.999	0.000
Affordable Price (X2) -> Interest Buying	0.419	0.417	0.057	7.360	0.000
Friendship of Gen Z (Y) -> Interest Buying	0.521	0.521	0.055	9.528	0.000
Product (X1) -> Friendship of Gen Z (Y)	0.004	0.012	0.068	0.054	0.957
Product (X1) -> Interest Buying	0.010	0.012	0.051	0.199	0.842