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APPENDIX

Descriptive Statistic

38 Indicators with 249 cases and 0 missing values [Zoom \(50%\)](#) [Copy to Excel](#)

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
PRQ 1	1	MET	0	4.249	4.000	2.000	5.000	2.000	5.000	0.672	0.270	-0.584	0.000
PRQ 2	2	MET	0	4.408	5.000	1.000	5.000	1.000	5.000	0.739	2.908	-1.412	0.000
PRQ 3	3	MET	0	4.265	4.000	1.000	5.000	1.000	5.000	0.763	1.299	-1.095	0.000
PRQ 4	4	MET	0	4.333	4.000	1.000	5.000	1.000	5.000	0.805	3.124	-1.469	0.000
PRQ 5	5	MET	0	4.297	4.000	2.000	5.000	2.000	5.000	0.760	-0.137	-0.780	0.000
PRQ 6	6	MET	0	4.145	4.000	1.000	5.000	1.000	5.000	0.804	0.347	-0.738	0.000
PRQ 7	7	MET	0	4.285	4.000	2.000	5.000	2.000	5.000	0.828	0.333	-1.002	0.000
OCR 1	8	MET	0	4.309	4.000	2.000	5.000	2.000	5.000	0.731	0.153	-0.805	0.000
OCR 2	9	MET	0	4.301	4.000	2.000	5.000	2.000	5.000	0.751	0.203	-0.846	0.000
OCR 3	10	MET	0	4.388	4.000	2.000	5.000	2.000	5.000	0.703	1.099	-1.054	0.000
OCR 4	11	MET	0	4.450	5.000	2.000	5.000	2.000	5.000	0.705	0.646	-1.103	0.000
OCR 5	12	MET	0	4.249	4.000	2.000	5.000	2.000	5.000	0.757	0.438	-0.843	0.000
OCR 6	13	MET	0	4.245	4.000	2.000	5.000	2.000	5.000	0.755	0.441	-0.835	0.000
OCR 7	14	MET	0	4.277	4.000	2.000	5.000	2.000	5.000	0.811	0.315	-0.958	0.000
OCR 8	15	MET	0	4.388	4.000	2.000	5.000	2.000	5.000	0.637	-0.103	-0.843	0.000
OCR 9	16	MET	0	4.402	5.000	2.000	5.000	2.000	5.000	0.722	0.622	-1.101	0.000
SHL 1	17	MET	0	4.098	4.000	1.000	5.000	1.000	5.000	0.882	0.372	-0.826	0.000
SHL 2	18	MET	0	4.149	4.000	1.000	5.000	1.000	5.000	0.830	0.664	-0.836	0.000
SHL 3	19	MET	0	4.285	4.000	1.000	5.000	1.000	5.000	0.833	1.127	-1.164	0.000
SHL 4	20	MET	0	4.038	4.000	1.000	5.000	1.000	5.000	1.095	1.020	-1.271	0.000
SHL 5	21	MET	0	3.952	4.000	1.000	5.000	1.000	5.000	1.111	0.957	-1.194	0.000
SHL 6	22	MET	0	3.863	4.000	1.000	5.000	1.000	5.000	0.947	0.080	-0.722	0.000
CEN 1	23	MET	0	3.998	4.000	1.000	5.000	1.000	5.000	0.912	1.091	-0.984	0.000
CEN 2	24	MET	0	4.100	4.000	1.000	5.000	1.000	5.000	0.902	-0.086	-0.762	0.000
CEN 3	25	MET	0	4.060	4.000	1.000	5.000	1.000	5.000	0.988	0.480	-1.008	0.000
CEN 4	26	MET	0	4.016	4.000	1.000	5.000	1.000	5.000	0.944	0.461	-0.925	0.000
CEN 5	27	MET	0	4.112	4.000	1.000	5.000	1.000	5.000	0.833	0.420	-0.801	0.000
CEN 6	28	MET	0	4.120	4.000	1.000	5.000	1.000	5.000	0.787	0.658	-0.863	0.000
CEN 7	29	MET	0	4.165	4.000	1.000	5.000	1.000	5.000	0.848	1.335	-1.042	0.000
CEN 8	30	MET	0	4.129	4.000	1.000	5.000	1.000	5.000	0.887	1.083	-1.054	0.000
PUI 1	31	MET	0	4.388	4.000	2.000	5.000	2.000	5.000	0.637	-0.103	-0.843	0.000
PUI 2	32	MET	0	4.402	5.000	2.000	5.000	2.000	5.000	0.722	0.622	-1.101	0.000
PUI 3	33	MET	0	4.157	4.000	1.000	5.000	1.000	5.000	0.809	0.622	-0.844	0.000
PUI 4	34	MET	0	4.325	4.000	2.000	5.000	2.000	5.000	0.762	0.179	-0.901	0.000
PUI 5	35	MET	0	4.225	4.000	2.000	5.000	2.000	5.000	0.790	0.181	-0.817	0.000
PUI 6	36	MET	0	4.313	4.000	2.000	5.000	2.000	5.000	0.732	1.288	-1.061	0.000
PUI 7	37	MET	0	4.321	4.000	1.000	5.000	1.000	5.000	0.718	1.299	-0.960	0.000
PUI 8	38	MET	0	4.241	4.000	2.000	5.000	2.000	5.000	0.790	0.231	-0.850	0.000

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CEN, OCR, SHL, PRQ ^b	.	Enter

a. Dependent Variable: PUI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.890 ^a	.793	.789	.2256	.793	233.020	4	244	<.001	1.845

a. Predictors: (Constant), CEN, OCR, SHL, PRQ

b. Dependent Variable: PUI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.428	4	11.857	233.020	<.001 ^b
	Residual	12.416	244	.051		
	Total	59.844	248			

a. Dependent Variable: PUI

b. Predictors: (Constant), CEN, OCR, SHL, PRQ

Coefficients^a

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.282	.139		2.032	.043	.009	.555		
	PRQ	.172	.042	.179	4.086	<.001	.089	.254	.444	2.250
	OCR	.683	.045	.689	15.346	<.001	.596	.771	.422	2.372
	SHL	-.080	.028	-.107	-2.829	.005	-.135	-.024	.599	1.668
	CEN	.156	.030	.202	5.243	<.001	.098	.215	.571	1.751

a. Dependent Variable: PUI

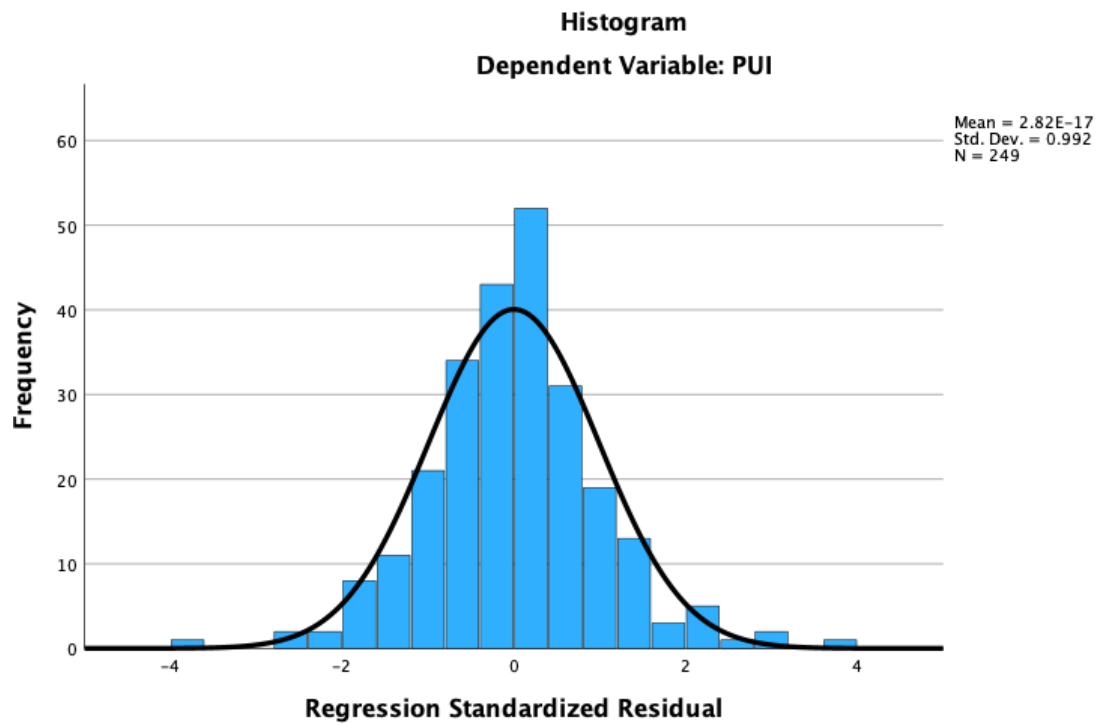
Collinearity Diagnostic^a

Collinearity Diagnostics^a

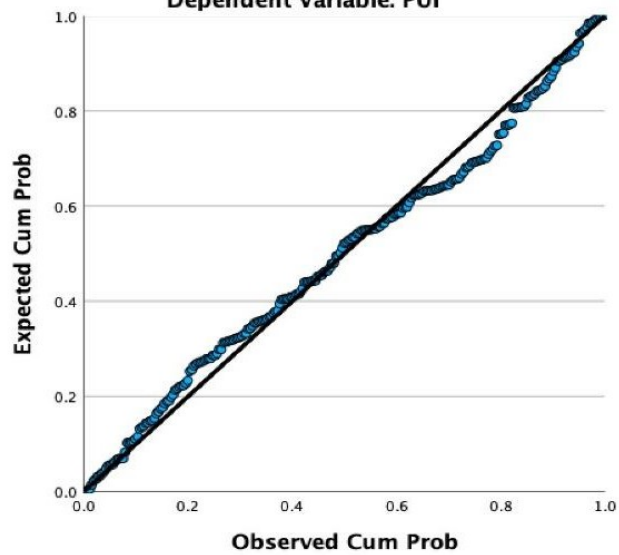
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions			
					PRQ	OCR	SHL	CEN
1	1	4.961	1.000	.00	.00	.00	.00	.00
	2	.018	16.655	.07	.06	.03	.40	.11
	3	.010	21.829	.07	.01	.01	.44	.78
	4	.008	25.542	.86	.14	.12	.04	.06
	5	.003	38.188	.00	.78	.85	.12	.05

a. Dependent Variable: PUI

Histogram Dependent Variable: PUI



Normal P-P Plot of Regression Standardized Residual Dependent Variable: PUI



Coefficients^a

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	8.436E-16	.163		.000	1.000	-.322	.322		
	PRQ	.000	.042	.000	.000	1.000	-.084	.084	.473	2.112
	OCR	.000	.050	.000	.000	1.000	-.098	.098	.368	2.717
	SHL	.000	.033	.000	.000	1.000	-.064	.064	.668	1.498
	CEN	.000	.037	.000	.000	1.000	-.072	.072	.750	1.333

a. Dependent Variable: Abs_res

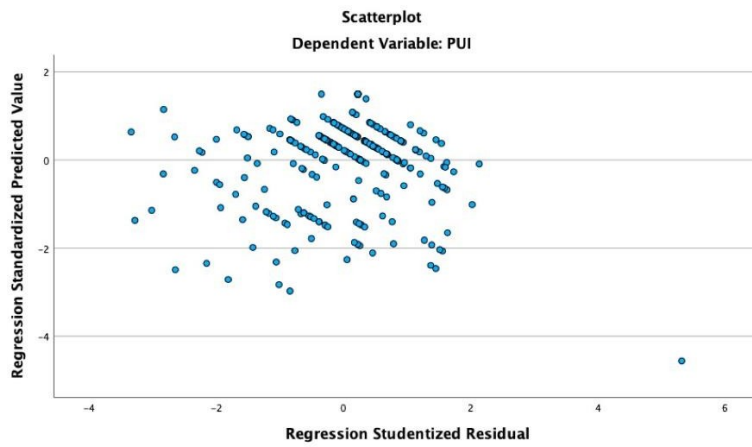


Table of Correlations

		Correlations																												Total				
PRQ 1	Pearson Correlation		PRQ 2	PRQ 3	PRQ 4	PRQ 5	PRQ 6	OCR 1	OCR 2	OCR 3	OCR 4	OCR 5	OCR 6	OCR 7	OCR 8	SHE 1	SHE 2	SHE 3	SHE 4	SHE 5	CEN 1	CEN 4	CEN 5	CEN 6	CEN 7	CEN 8	PUI 1	PUI 3	PUI 6	PUI 7	PUI 8	Total		
	Sig. (2-tailed)																																	
PRQ 1	1	.466**	.520**	.439**	.296**	.429**	.094	.421**	.565**	.382**	.117	.157	.311	.342**	.070	.444**	.421**	.363**	.617**	.157	.268	.384**	.396**	1.000**	.466**	.320**	.070	.268	.384**	.396**	.365**	.594**		
PRQ 2		1	.717**	.633**	.665**	.495**	.196	.511**	.480**	.490**	.354	.212	.417	.284	.224	.464**	.513**	.490**	.354	.212	.480**	.730**	.717**	.466**	1.000**	.717**	.224	.480**	.730**	.717**	.412**	.772**		
PRQ 3			1	.737**	.478**	.521**	.335	.578**	.604**	.637**	.375**	.069	.314	.235	.211	.632**	.578**	.637**	.375**	.069	.509**	.672**	.793**	.520**	.717**	1.000**	.211	.509**	.672**	.793**	.464**	.776**		
PRQ 4				1	.566**	.482**	.228	.569**	.615**	.617**	.581**	.294	.540**	.162	.140	.730**	.569**	.617**	.581**	.294	.559**	.617**	.684**	.439**	.633**	.737**	.140	.559**	.617**	.684**	.443**	.771**		
PRQ 5					1	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	
PRQ 6						1	.429**	.495**	.521**	.482**	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	.140	
OCR 1							1	.457**	.270	.361**	.259	.017	.355	.265	.451**	.441**	.457**	.361**	.259	.017	.053	.495**	.250	.094	.196	.355	.451**	.053	.495**	.250	.723**	.495**		
OCR 2								1	.517**	.592**	.539**	.261	.599**	.439**	.330	.777**	1.000**	.592**	.539**	.261	.545**	.718**	.521**	.421**	.511**	.578**	.330	.545**	.718**	.521**	.599**	.800**		
OCR 3									1	.616**	.837**	.202	.273	.117	.102	.470**	.412**	.656**	.837**	.202	.478**	.401**	.537**	.565**	.480**	.604**	.102	.478**	.401**	.537**	.480**	.644**		
OCR 4										1	.812**	.317	.556**	.238	.331	.596**	1.000**	.812**	.317	.556**	.238	.434**	.495**	.637**	.363**	.490**	.637**	.331	.434**	.495**	.637**	.575**	.749**	
OCR 5											1	.585**	.325	.233	.417	.261	.317	.281	1.000**	.585**	.325	.233	.301	.143	.130	.157	.212	.069	.233	.301	.143	.130	.212	.430**
OCR 6												1	.612**	.536**	.718**	.599**	.556**	.438	.585**	.264	.422	.362	.321	.417	.314	.536**	.264	.422	.362	.321	.417	.578**		
OCR 7													1	.679**	.617**	.439**	.238	.326	.325	.623**	.417	.439**	.238	.326	.325	.623**	.417	.439**	.238	.326	.325	.644**	.546**	
OCR 8														1	.349	.330	.331	.235	.235	.331	.235	.235	.220	.352	.160	.070	.224	.211	1.000**	-.220	.352	.160	.376**	.470**
SHE 1															1	.721**	.596**	.596**	.432**	.695**	.671**	.444**	.664**	.637**	.349	.537**	.637**	.349	.537**	.637**	.457**	.875**		
SHE 2																1	.592**	.539**	.261	.545**	.718**	.521**	.421**	.511**	.578**	.330	.545**	.718**	.521**	.599**	.800**			
SHE 3																	1	.812**	.317	.556**	.238	.434**	.495**	.637**	.363**	.490**	.637**	.331	.434**	.495**	.637**	.575**	.749**	
SHE 4																		1	.281	.405**	.398**	.513**	.354**	.575**	.235	.405**	.398**	.513**	.354**	.575**	.449**	.695**		
SHE 5																			1	.133	.015	.078	.212	.004	.002	.001	.133	.015	.078	.212	.004	.002	.001	
SHE 6																				1	.301	.143	.130	.157	.212	.069	.233	.301	.143	.130	.212	.430**		
CEN 1																					1	.507**	.268	.384**	.396**	1.000**	.507**	.268	.384**	.396**	.365**	.594**		
CEN 5																						1	.396**	.717**	.793**	.520**	.717**	.793**	.520**	.613**	1.000**	.464**	.741**	
CEN 6																							1	.466**	.320**	.070	.268	.384**	.396**	.365**	.594**			
CEN 7																								1	.717**	.224	.480**	.730**	.717**	.412**	.772**			
CEN 8																									1	.211	.509**	.672**	.793**	.464**	.776**			
PUI 1																										1	.220	.352	.160	.376**	.470**			
PUI 3																											1	.507**	.509**	.273	.562**			
PUI 6																												1	.813**	.470**	.792**			
PUI 7																													1	.644**	.776**			
PUI 8																														1	.464**	.741**		
Total																																	1	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

PRODUCT QUALITY (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.784	7

ONLINE CUSTOMER (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.851	9

SHOPPING LIFESTYLE (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.803	6

CELEBRITY ENDORSEMENT (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.760	8

PURCHASE INTENTION (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.811	8

QUESTIONNAIRE

Analysis of Product Quality, Online Customer Reviews, Shopping Lifestyle, and Celebrity Endorses Towards Purchase Intention of Erigo in Shopee Platform.

Dear Respondents,
My name is Ibni Ratu Azizah A, a final year student of Management Studies with a concentration in International Business at President University.

I am currently doing research to get a Bachelor's degree in my studies. This questionnaire was created to facilitate the exploration of "Analysis of Product Quality, Online Customer Review, Shopping Lifestyle, and Celebrity Endorses Towards Purchase Intention of Erigo in Shopee Platform". Therefore, I would like to invite you to participate in this survey. In addition, the information collected in this survey will be used solely for academic purposes.

I really appreciate your participation in filling out this questionnaire. Thank you.

Responden yang terhormat,
Perkenalkan saya Ibni Ratu Azizah A, mahasiswa tahun terakhir Studi Manajemen dengan konsentrasi Bisnis Internasional di President University.

Saat ini saya sedang melakukan penelitian untuk mendapatkan gelar Sarjana dalam studi saya. Kuesioner ini dibuat untuk memudahkan dalam eksplorasi "Analisis Kualitas Produk, Ulasan Pelanggan Online, Gaya Hidup Berbelanja, dan Celebrity Endorses Terhadap Niat Beli Erigo di Platform Shopee". Oleh karena itu, saya ingin mengundang anda untuk berpartisipasi dalam survei ini. Selain itu, informasi yang dikumpulkan dalam survei ini akan digunakan semata-mata untuk tujuan akademis.

Saya sangat mengapresiasi partisipasi anda dalam pengisian kuesioner ini. Terima kasih.

Gender (Jenis Kelamin) *

- Female (Perempuan)
- Male (Laki-Laki)

Age (Umur) *

- 11-26

Do you have a Shopee Account? (Apakah anda memiliki Akun Shopee?) *

- Yes, I have (Iya, Saya punya)
- No, I haven't (Tidak, Saya tidak punya)

Did you shop for Erigo on a Shopee Account? (Apakah anda berbelanja Erigo di Akun Shopee?) *

- Yes (Iya)
- No (Tidak)

Product Quality

Please answer the statements below by selecting the scale that best suits you.
(Silahkan menjawab pernyataan dibawah ini dengan memilih skala yang paling sesuai dengan anda).

- SCORING SCALE (SKALA PENILAIAN)**
1 = Strongly Disagree (Sangat Tidak Setuju)
2 = Disagree (Setuju)
3 = Neutral (Netral)
4 = Agree (Setuju)
5 = Strongly Agree (Sangat Setuju)

Erigo products have a variety of sizes. (Produk Erigo Mempunyai Banyak Variasi)

- 1
- 2
- 3
- 4
- 5

Erigo products sell clothes that are unisex. (Produk Erigo Menjual Baju untuk Unisex)

- 1
- 2
- 3
- 4
- 5

Erigo sell products which are follow the trends. (Erigo menjual produk yang mengikuti tren)

- 1
- 2
- 3
- 4
- 5

Erigo products have high quality basic ingredients. (Produk Erigo memiliki bahan dasar yang berkualitas tinggi)

- 1
- 2
- 3
- 4
- 5

Erigo products have a wide variety of choices. (Produk Erigo memiliki banyak pilihan)

- 1
- 2
- 3
- 4
- 5

Durable Erigo products are used for long periods of time. (Produk Erigo awet digunakan dalam jangka waktu lama)

- 1
- 2
- 3
- 4
- 5

Erigo products have different designs from other brands. (Produk Erigo memiliki desain yang berbeda dari merek lain)

- 1
- 2
- 3
- 4
- 5

Online Customer Reviews

Please answer the statements below by selecting the scale that best suits you.
(Silahkan menjawab pernyataan dibawah ini dengan memilih skala yang paling sesuai dengan anda).

- SCORING SCALE (SKALA PENILAIAN)**
 1 = Strongly Disagree (Sangat Tidak Setuju)
 2 = Disagree (Setuju)
 3 = Neutral (Netral)
 4 = Agree (Setuju)
 5 = Strongly Agree (Sangat Setuju)

The review on the Shopee Erigo account caught my attention. (Ulasan di akun Shopee Erigo menarik perhatian saya)

- 1
- 2
- 3
- 4
- 5

I feel that the review on the Erigo Shopee account helps me when shopping online. (Saya merasa review di akun Shopee Erigo membantu saya saat berbelanja online)

- 1
- 2
- 3
- 4
- 5

I'm interested in Erigo items because of a review performed by a celebrity who endorses them and leads me to buy them on a Shopee account. (Saya tertarik dengan barang-barang Erigo karena ulasan yang dilakukan oleh seorang selebriti yang mendukungnya dan mengarahkan saya untuk membelinya di akun Shopee)

- 1
- 2
- 3
- 4

I feel like finding out more about Erigo products on the Erigo Shopee account after seeing the review. (Saya merasa ingin mengetahui lebih banyak tentang produk Erigo di akun Shopee Erigo setelah melihat reviewnya)

- 1
- 2
- 3
- 4
- 5

I find it helpful to review given to the Erigo Shopee account to determine the choice of product variant that I want. (Review yang diberikan ke akun Erigo Shopee sangat membantu saya untuk menentukan pilihan varian produk yang saya inginkan)

- 1
- 2
- 3
- 4
- 5

I feel confident that the review given to the Erigo Shopee account provides advantages and disadvantages for Erigo products. (Saya merasa yakin bahwa ulasan yang diberikan pada akun Erigo Shopee memberikan kelebihan dan kekurangan untuk produk Erigo)

- 1
- 2
- 3
- 4

I feel confident that the review given to me by Shopee Erigo provides the correct information. (Saya merasa yakin bahwa ulasan yang diberikan oleh Shopee Erigo kepada saya memberikan informasi yang benar)

- 1
- 2
- 3
- 4

I feel confident that product reviews on the Shopee Erigo account provide a complete picture of the product as a whole. (Saya merasa yakin review produk di akun Shopee Erigo memberikan gambaran lengkap tentang produk secara keseluruhan)

- 1
- 2
- 3
- 4
- 5

I believe that the more positive reviews, the better the reputation of Erigo's products. (Saya yakin semakin banyak ulasan positif, semakin baik reputasi produk Erigo)

- 1
- 2
- 3
- 4
- 5

Shopping Lifestyle

Please answer the statements below by selecting the scale that best suits you.
(Silahkan menjawab pernyataan dibawah ini dengan memilih skala yang paling sesuai dengan anda).

- SCORING SCALE (SKALA PENILAIAN)**
1 = Strongly Disagree (Sangat Tidak Setuju)
2 = Disagree (Setuju)
3 = Neutral (Netral)
4 = Agree (Setuju)
5 = Strongly Agree (Sangat Setuju)

I bought a new product when I shopped at the online shop Erigo. (Saya membeli produk baru saat berbelanja di toko online Erigo)

- 1
- 2
- 3
- 4
- 5

- 1
- 2
- 3
- 4
- 5

When I have extra money, I tend to spend more than usual especially for buying fashion products. (Ketika saya memiliki uang lebih, saya cenderung membelanjakan lebih dari biasanya terutama untuk membeli produk fashion)

- 1
- 2
- 3
- 4
- 5

Setelah bagian 5 Lanjutkan ke bagian berikut

The products sold by Erigo suit my fashion taste. (Produk yang dijual oleh Erigo sesuai dengan selera fashion saya)

- 1
- 2
- 3
- 4
- 5

I like to spend my money shopping for clothes that catch my eye even though I don't need them. (Saya suka menghabiskan uang saya untuk berbelanja pakaian yang menarik perhatian saya meskipun saya tidak membutuhkannya)

- 1
- 2
- 3
- 4
- 5

Celebrity Endorsement

Please answer the statements below by selecting the scale that best suits you.
(Silahkan menjawab pernyataan dibawah ini dengan memilih skala yang paling sesuai dengan anda).

- SCORING SCALE (SKALA PENILAIAN)**
1 = Strongly Disagree (Sangat Tidak Setuju)
2 = Disagree (Setuju)
3 = Neutral (Netral)
4 = Agree (Setuju)
5 = Strongly Agree (Sangat Setuju)

The ability of celebrity endorsers to present products quite well. (Kemampuan celebrity endorser dalam mempresentasikan produk cukup baik)

- 1
- 2
- 3
- 4
- 5

Celebrity has a strong understanding of Erigo. (Selebriti memiliki pemahaman yang kuat tentang Erigo)

- 1
- 2
- 3
- 4
- 5

I am interested in the character of a celebrity endorser on the Erigo online shop account. (Saya tertarik dengan karakter celebrity endorser di akun toko online Erigo)

- 1
- 2
- 3
- 4
- 5

Celebrity endorsers who advertise Erigo are very well known in Indonesia. (Celebrity endorser yang mengiklankan Erigo sangat terkenal di Indonesia)

- 1
- 2
- 3
- 4
- 5

Celebrity endorsers on Erigo products increase my trust in erigo products. (Pendukung selebriti pada produk Erigo meningkatkan kepercayaan saya pada produk Erigo)

- 1
- 2
- 3
- 4
- 5

Celebrity endorsers used by Erigo can be trusted. (Celebrity endorser yang digunakan Erigo bisa dipercaya)

- 1
- 2
- 3
- 4
- 5

The style/behavior of celebrity endorsers on Erigo products is something that adds to Erigo's superiority. (Gaya/tingkah laku selebriti endorser pada produk Erigo merupakan hal yang menambah keunggulan Erigo)

- 1
- 2
- 3
- 4
- 5

keunggulan Erigo)

- 1
- 2
- 3
- 4
- 5

Celebrity endorser's skills in advertising Erigo are quite good. (Keterampilan endorser selebriti dalam mengiklankan Erigo cukup baik)

- 1
- 2
- 3
- 4
- 5

Setelah bagian 6 Lanjutkan ke bagian berikut

Purchase Intention

Please answer the statements below by selecting the scale that best suits you.
(Silahkan menjawab pernyataan dibawah ini dengan memilih skala yang paling sesuai dengan anda).

- SCORING SCALE (SKALA PENILAIAN)**
1 = Strongly Disagree (Sangat Tidak Setuju)
2 = Disagree (Setuju)
3 = Neutral (Netral)
4 = Agree (Setuju)
5 = Strongly Agree (Sangat Setuju)

As a consumer, I agree that Erigo products follow current trends. (Sebagai konsumen, saya setuju bahwa produk Erigo mengikuti tren saat ini)

- 1
- 2
- 3
- 4
- 5

The information provided about Erigo products is in accordance with the facts so that I am interested in buying the product. (Informasi yang diberikan mengenai produk Erigo sesuai dengan fakta yang ada sehingga saya tertarik untuk membeli produk tersebut)

- 1
- 2
- 3
- 4
- 5

I decided to buy Erigo products based on other people's experiences. (Saya memutuskan untuk membeli produk Erigo berdasarkan pengalaman orang lain)

- 1
- 2
- 3
- 4
- 5

I bought Erigo products because of other people's persuasion. (Saya membeli produk Erigo karena bujukan orang lain)

- 1
- 2
- 3
- 4
- 5

I will purchase Erigo products after comparing to other brands. (Saya akan membeli produk Erigo setelah membandingkannya dengan merek lain)

- 1
- 2
- 3
- 4
- 5

I will recommend Erigo products to others. (Saya akan merekomendasikan produk Erigo kepada orang lain)

- 1
- 2
- 3
- 4
- 5

Erigo's products meet my wishes and expectations. (Produk Erigo memenuhi keinginan dan harapan saya)

- 1
- 2
- 3
- 4
- 5

The Data of Respondent: “Product Quality”

PRQ1	PRQ2	PRQ3	PRQ4	PRQ5	PRQ6	PRQ7
3	5	5	4	4	4	5
4	4	4	4	3	3	3
4	4	4	4	4	3	3
3	3	3	3	3	2	2
4	3	5	5	4	3	5
4	5	5	5	5	4	4
4	5	4	4	4	5	4
5	5	4	4	5	4	5
5	5	5	4	5	4	5
5	5	4	5	5	4	4
5	5	5	4	5	4	5
4	5	4	5	5	4	5
4	5	5	4	5	5	5
4	5	4	5	5	4	3
5	5	4	4	5	4	3
5	4	4	4	5	5	5
5	5	5	5	4	5	4
4	4	4	4	4	4	5
5	5	5	4	3	5	5
5	4	5	5	5	5	5
5	5	5	5	4	2	2
4	4	4	4	3	4	4
4	4	4	4	4	5	5
5	5	5	4	4	4	3
4	4	4	5	4	5	5
4	4	4	4	3	5	5
4	4	4	4	4	4	4
4	5	4	4	5	3	4
3	1	1	1	2	1	3
3	5	4	4	5	3	5
4	3	4	5	5	5	3
5	4	3	5	4	5	5
5	3	4	5	4	4	5
3	4	5	3	4	5	5
4	5	5	4	4	5	5
4	4	3	4	3	3	3
4	4	4	3	5	3	2
4	4	4	3	5	3	2
4	4	5	4	5	4	4
2	3	4	4	3	3	4
3	4	4	4	5	4	3
4	3	3	3	4	3	3
4	3	4	4	5	4	3
5	5	5	5	4	4	4
5	5	5	5	5	4	4
5	5	5	4	5	4	5
4	5	5	5	5	4	4
4	5	5	5	5	4	5

5	5	4	5	5	4	5
5	5	5	5	4	4	4
4	5	5	5	5	4	4
4	5	5	5	5	4	3
4	5	5	5	5	4	3
5	5	5	5	5	4	4
4	5	5	5	5	4	3
5	5	5	5	5	4	4
5	5	5	5	5	4	3
4	5	5	5	5	4	5
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4	4	5	4	5	4	5
4	4	5	5	5	4	5
5	5	4	4	5	4	5
5	4	4	5	4	4	4
4	4	5	5	4	4	4
4	4	5	5	4	4	5
5	4	5	5	5	4	4
4	5	5	4	5	4	4
4	5	5	4	5	4	5
4	5	5	5	4	5	4
5	5	4	5	5	4	5
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4	5	5	4	5	4	4
5	4	4	4	5	4	4
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5	4	5	5	5	4	5
4	5	5	4	5	4	4
5	4	4	5	5	4	5
4	5	4	5	5	4	5
4	4	5	5	5	4	5
3	2	4	4	3	5	3
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The Data of Respondent: “Online Customer Reviews”

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The Data of Respondent: “Shopping Lifestyle”

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The Data of Respondent: “Celebrity Endorsement”

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The Data of Respondent: “Purchase Intention”

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