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LAMPIRAN

Tabel 4.1 *Usia*

Usia	Jumlah
16-25 Tahun (Years old)	185
26-35 Tahun (Years old)	41
36-45 Tahun (Years old)	6

Tabel 4.1 Jenis Kelamin

Jenis Kelamin	Jumlah
Laki-laki (Male)	32
Perempuan (Female)	200

Tabel 4.2 Pekerjaan

Pekerjaan	Jumlah
Pelajar (Student)	140
Karyawan Swasta/BUMN (Employee/BUMN employee)	42
Wirausahawan (Entrepreneur)	14
Pegawai Negeri Sipil (Government employees)	13
Pekerja Lepas (Freelancer)	12
Mahasiswa	8
Tidak bekerja (Unemployed)	2
Housewife	1

Tabel 4.3 Pendidikan Terakhir

Pendidikan Terakhir	Jumlah
SMP atau sederajat (Middle school)	1
SMA atau sederajat (High school)	128
D1/D2/D3 (Diploma)	9
S1/D4 (Bachelor's degree)	89
S2 (Master's degree)	5

Tabel 4.4 Pendapatan Perbulan

Pendapatan	Pendapatan Perbulan
Kurang dari 1 juta	1
Kurang dari 3 juta (Less than 3 million)	129
3 juta - 6 juta (3-6 million)	69
7 juta - 10 juta (7-10 million)	26
11 juta - 14 juta (11-14 million)	2
15 juta - 18 juta (15-18 million)	1
19 juta ke atas (More than 19 million)	1
Belum Memiliki Pendapatan	2
-	1

Tabel 4.5 Frekuensi Membeli Produk di E-Commerce

Frekuensi	Junlah
Jarang (Rarely)	21
Kadang-kadang (Sometimes)	89
Sering (Often)	108
Selalu (Always)	14

Tabel 4.6 Analisis Deskriptif

	Rata-rata
X1.1	4.397
X1.3	4.289
X1.4	4.267
X2.2	4.353
X2.3	4.388
X3.1	4.401
X3.2	4.228
X3.3	4.375
Y1.1	4.297
Y1.2	4.194
Y1.3	4.392
Y2.1	4.164
Y2.2	4.164
Z2	4.289
Z3	4.293
Z4	4.280

Tabel 4.7 Outer Loading

	Brand Attitude	Brand Reputation	Brand Trust	Customer Review	Influencer Review	Purchase Intention
BA1	0,863					
BA2	0,874					
BR1		0,728				
BR2		0,760				
BR3		0,800				
BT1			0,841			
BT2			0,766			
BT3			0,742			
CR2				0,810		
CR3				0,891		
IR1					0,785	
IR3					0,755	
IR4					0,806	
PI2						0,815
PI3						0,838
PI4						0,838

Tabel 4.8 Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Attitude	0,754
Brand Reputation	0,583
Brand Trust	0,615
Customer Review	0,725
Purchase Intention	0,690

Tabel 4.9 Rasio Heterotrait-Monotrait

	Brand Attitude	Brand Reputation	Brand Trust	Customer Review	Influencer Review	Purchase Intention
Brand Attitude	0,000	0,000	0,000	0,000	0,000	0,000
Brand Reputation	0,627	0,000	0,000	0,000	0,000	0,000
Brand Trust	0,843	0,804	0,000	0,000	0,000	0,000
Customer Review	0,393	0,836	0,592	0,000	0,000	0,000
Influencer Review	0,509	0,583	0,522	0,684	0,000	0,000
Purchase Intention	0,787	0,795	0,865	0,648	0,649	0,000

Tabel 4.10 Composite Reliability

	Composite Reliability
Brand Attitude	0,860
Brand Reputation	0,807
Brand Trust	0,827
Customer Review	0,84
Influencer Review	0,26
Purchase Intention	0,869

Tabel 4.11 Model Fit

	Saturated Model	Estimated Model
SRMR	0,074	0,092

Tabel 4.12 T-Value dan P-Value

	T Statistics (|O/STDEV|)	P Values	Kesimpulan
Brand Attitude -> Purchase Intention	4.207	0.000	Diterima
Brand Reputation -> Brand Trust	9.014	0.000	Diterima
Brand Trust -> Brand Attitude	10.541	0.000	Diterima
Brand Trust -> Purchase Intention	4.397	0.000	Diterima
Customer Review -> Purchase Intention	2.607	0.009	Diterima
Influencer Review -> Purchase Intention	2.908	0.004	Diterima

Tabel 4.13 R-Square

	R-Square
Brand Attitude	0,328
Brand Trust	0,285
Purchase Intention	0,535

Lampiran 1 Jawaban Responden

IR1	IR2	IR3	IR4	CR1	CR2	CR3	CR4	BR1	BR2	BR3	BR4	BT1	BT2	BT3	BA1	BA2	BA3	PI1	PI2	PI3	PI4
5	5	5	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4
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Lampiran 2 Profil Responden

Usia	Pekerjaan	Pendidikan terakhir yang ditamatkan	Jenis Kelamin	Pendapatan Per Bulan	Frekuensi membeli produk di E-Commerce

					dalam sebulan
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempaun (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Tidak bekerja (Unemployed)	SMA atau sederajat (High school)	Perempaun (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempaun (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	SMA atau sederajat (High school)	Perempaun (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMP atau sederajat (Middle school)	Perempaun (Female)	belum punya pendapatan	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	SMA atau sederajat (High school)	Perempaun (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempaun (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)

16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	D1/D2/D3 (Diploma)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	SMA atau sederajat (High school)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	D1/D2/D3 (Diploma)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN	S1/D4 (Bachelor's degree)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Sering (Often)

	(Employee/BUMN employee)				
26-35 Tahun (Years old)	Pelajar/ (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar/ (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Selalu (Always)
16-25 Tahun (Years old)	Mahasiswa	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Selalu (Always)
16-25 Tahun (Years old)	Mahasiswa	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less	Kadang-kadang (Sometimes)

				than 3 million)	
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)

16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Selalu (Always)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	-	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)

26-35 Tahun (Years old)	Housewife	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S2 (Master's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
26-35 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Selalu (Always)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)

16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Perempuan (Female)	19 juta ke atas (More than 19 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Mahasiswa	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)

16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	7 juta - 10 juta (7-10 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)

16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S2 (Master's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	D1/D2/D3 (Diploma)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	7 juta - 10 juta (7-10 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
26-35 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	7 juta - 10 juta (7-10 million)	Sering (Often)
26-35 Tahun (Years old)	Wirausahawan (Entrepreneur)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)

36-45 Tahun (Years old)	Pekerja Lepas (Freelancer)	D1/D2/D3 (Diploma)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	7 juta - 10 juta (7-10 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	15 juta - 18 juta (15-18 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Wirausahawan (Entrepreneur)	D1/D2/D3 (Diploma)	Perempuan (Female)	11 juta - 14 juta (11-14 million)	Sering (Often)
36-45 Tahun (Years old)	Wirausahawan (Entrepreneur)	S2 (Master's degree)	Laki-laki (Male)	11 juta - 14 juta (11-14 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)

	(Employee/BUMN employee)				
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Selalu (Always)
26-35 Tahun (Years old)	Pekerja Lepas (Freelancer)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	D1/D2/D3 (Diploma)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)

16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Jarang (Rarely)
16-25 Tahun (Years old)	mahasiswi	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Tidak bekerja (Unemployed)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Mahasiswa	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S2 (Master's degree)	Perempuan (Female)	Kurang dari 3 juta (Less	Selalu (Always)

				than 3 million)	
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
36-45 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
26-35 Tahun (Years old)	Karyawan Swasta/BUMN	D1/D2/D3 (Diploma)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)

	(Employee/BUMN employee)				
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
36-45 Tahun (Years old)	Wirausahawan (Entrepreneur)	D1/D2/D3 (Diploma)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
26-35 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Sering (Often)
36-45 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S2 (Master's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Selalu (Always)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Mahasiswa	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
26-35 Tahun (Years old)	Pekerja Lepas (Freelancer)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
36-45 Tahun (Years old)	Wirausahawan (Entrepreneur)	SMA atau sederajat (High school)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)

16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	kurang dari 1 juta	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	SMA atau sederajat (High school)	Laki-laki (Male)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Belum Punya Pendapatan	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
26-35 Tahun (Years old)	Pegawai Negeri Sipil (Government employees)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Sering (Often)
16-25 Tahun (Years old)	Mahasiswi	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Selalu (Always)
16-25 Tahun (Years old)	Pelajar (Student)	S1/D4 (Bachelor's degree)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Sering (Often)

16-25 Tahun (Years old)	Mahasiswa	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Karyawan Swasta/BUMN (Employee/BUMN employee)	S1/D4 (Bachelor's degree)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pekerja Lepas (Freelancer)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Jarang (Rarely)
16-25 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Perempuan (Female)	7 juta - 10 juta (7-10 million)	Sering (Often)
16-25 Tahun (Years old)	Wirausahawan (Entrepreneur)	S1/D4 (Bachelor's degree)	Laki-laki (Male)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	SMA atau sederajat (High school)	Perempuan (Female)	Kurang dari 3 juta (Less than 3 million)	Kadang-kadang (Sometimes)
16-25 Tahun (Years old)	Pelajar (Student)	D1/D2/D3 (Diploma)	Perempuan (Female)	3 juta - 6 juta (3-6 million)	Kadang-kadang (Sometimes)

Lampiran 3 Kuesioner

1. **Judul Penelitian**

Pengaruh *Customer Review*, *Influencer Review*, *Brand Reputation*, *Brand Trust*, Dan *Brand Attitude* Terhadap *Purchase Intention* Produk Somethinc

2. Pekenalan

Halo, nama saya Richelle Kannitha Emmanuelle sebagai mahasiswa S1 President University jurusan Administrasi Bisnis dengan konsentrasi Bisnis Retail ingin meminta sedikit waktu Anda untuk mengisi kuesioner penelitian ini yang berjudul "Pengaruh Influencer Review, Customer Review, Brand Trust, dan Brand Attitude Terhadap Purchase Intention Produk Somethinc". Penelitian ini saya lakukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Administrasi Bisnis.

Hello, my name is Richelle Kannitha Emmanuelle as an undergraduate student at President University majoring in Business Administration with a concentration in Retail Business. I would like to ask for a little of your time to fill out this research questionnaire entitled "Pengaruh Influencer Review, Customer Review, Brand Trust, dan Brand Attitude Terhadap Purchase Intention Produk Somethinc". I did this research as one of the requirements to obtain a Bachelor of Business Administration degree.

3. Pertanyaan Saringan

1. Apakah Anda berdomisili di Indonesia?

   Are you domiciled in Indonesia?

   Ya (*Yes*)

   Tidak (Pertanyaan berhenti disini) (*No, question stop here*)

2. Apakah Anda pernah membeli produk Somethinc 3 bulan terakhir?

   Have you ever bought Somethinc's product in the last 3 months?

   Ya (*Yes*)

   Tidak (Pertanyaan berhenti disini) (*No, question stop here*)

3. Apakah Anda pernah menonton video *influencer review* tentang produk Somethinc?

   Have you ever watch influencer review about Somethinc's product?

   Ya (*Yes*)

   Tidak (Pertanyaan berhenti disini) (*No, question stop here*)

4. Apakah anda pernah membaca *customer review* pada kolom review produk Somethinc di *e-commerce*?

   Have you ever read consumer reviews in the Somethinc's product review section in e-commerce?

   Ya (*Yes*)

   Tidak (Pertanyaan berhenti disini) (*No, question stop here*)

4. Profil Responden

1. Usia

   Age
   - <16 Tahun (*Years old*)
   - 16-25 Tahun (*Years old*)
   - 26-35 Tahun (*Years old*)
   - 36-45 Tahun (*Years old*)
   - 46-55 Tahun (*Years old*)
   - >55 Tahun (*Years old*)

2. Jenis Kelamin

   Gender
   - Laki-Laki (*Male*)
   - Perempuan (*Female*)

3. Pekerjaan

   Occupation
   - Pelajar (*Student*)
   - Karyawan Swasta/BUMN (*Employee/BUMN employee*)
   - Pegawai Negeri Sipil (*Government employees*)
   - Wirausahawan (*Entrepreneur*)
   - Pekerja Lepas (*Freelancer*)
   - Tidak bekerja (*Unemployen*)

4. Pendidikan terakhir yang ditamatkan

   Last education level completed
   - SD (*Elementarary school)*
   - SMP atau sederajat (*Middle school*)
   - SMA atau sederajat (*High school*)
   - D1/D2/D3 (*Diploma*)
   - S1/D4 (*Bachelor's degree*)
   - S2 (*Master's degree*)
   - S3 (*Doctor of Philosophy*)

5. Pendapatan Per Bulan

Monthky income

- Kurang dari 3 juta (*Less than 3 million*)
- 3 juta - 6 juta (*3-6 million*)
- 7 juta - 10 juta (*7-10 million*)
- 11 juta - 14 Juta (*11-14 million*)
- 15 juta - 18 juta (*15-18 million*)
- 19 juta ke atas (*More than 19 million*)
- Lainnya

5. Frekuensi membeli produk di *e-commerce* dalam sebulan

Frequency of buying products in E-Commerce in a month

- Tidak pernah (*Never*)
- Jarang (*Rarely*)
- Kadang-kadang (*Sometimes*)
- Sering (*Often*)
- Selalu (*Always*)

5. Instruksi

Berdasarkan pengalaman anda tentang produk Somethinc, silahkan mengisi kuesioner ini dengan memilih pilihan yang menurut anda paling sesuai. Terdapat lima pilihan alternatif jawaban, yaitu:

Based on your experience of using Something brand's products, please fill out this questionnaire by selecting the option that you think is most appropriate. There are five alternative answer choices, namely:

1=Sangat tidak setuju (*Strongly disagree*)
2=Tidak setuju (*Disagree*)
3=Netral (*Neutral*)
4=Setuju (*Agree*)
5=Sangat setuju (*Strongly agree*)

6. Variabel Measurement

No	Variabel (Pernyataan)	1 (Sangat tidak setuju)	2	3	4	5 (Sangat setuju)
	Influencer Review					
1	Saya menonton influencer review untuk mengetahui bagaimana pendapat orang lain tentang produk brand Somethinc *I watch influencer review to know Somethinc product impression by others*					
2	Untuk memastikan bahwa saya membeli produk brand Somethinc yang tepat, saya sering menonton video influencer review *To make sure I buy the right Somethinc product, I watch influencer review video*					
3.	Saya sering mengumpulkan informasi dari video influencer review untuk membantu saya memilih produk Somethinc yang tepat *I frequently gather information from influencer review video to help me*					

	choose the right Somethinc product				45	
4.	Dalam membeli produk Somethinc secara online, video influencer review membuat saya lebih percaya diri dalam memutuskan pembelian produk *When I buy a Somethinc brand's product, influencer review video make me confident in purchasing the product*					
	Customer Review					
1	Saya sering membaca review konsumen di e-commerce untuk melihat bagaimana pendapat orang tentang produk Somethinc *I often read customer review in e-commerce to know Somethinc brand's product impression by others*					
2	Untuk memastikan bahwa saya membeli produk brand Somethinc yang tepat, saya sering membaca review konsumen di e-commerce *To make sure I buy the right Somethinc brand's product, I often read customer review in e-commerce*					

No	Pernyataan					
3	Saya mengumpulkan informasi dari review konsumen di e-commerce untuk membantu saya memilih produk Somethinc yang tepat *I gather information from customer review in e-commerce to help me choose the right brand Somethinc's product*				46	
4	Dalam membeli produk brand Somethinc secara online, review konsumen di e-commerce membuat saya lebih percaya diri dalam memutuskan pembelian produk *When I buy a Somethinc brand's product, customer review in e-commerce make me confident in purchasing the product*					
	Brand Reputation					
1	Brand Somethinc memiliki reputasi yang bagus *I think Somethinc brand have a good reputation*					
2	Saya mendengar banyak komentar positif dari keluarga dan teman mengenai brand Somethinc					

	I hear many positive comments about Somethinc brand from my family and my friends				47	
3	Brand Somethinc adalah brand yang popular di berbagai media online *Somethinc brand is a popular brand in online media*					
4	Saya mengetahui brand Somethinc sudah ada sejak lama *I know Somethinc brand have existed for a long time*					
	Brand Trust					
1	Saya percaya pada brand Somethinc *I trust brand Somethinc*					
2	Saya percaya bahwa brand Somethinc sesuai apa yang dijanjikan *I rely on brand Somethinc to fulfill its brand promise*					
3	Saya merasa aman saat menggunakan brand Somethinc *I feel safe when I use Somethinc brand*					
	Brand Attitude					
1	Brand Somethinc menguntungkan bagi saya					

No						
	Somethinc brand is favorable for me				48	
2	Brand Somethinc membuat hati saya senang *The Somethinc brand gives me a good feeling*					
3	Brand Somethinc sangat diinginkan oleh banyak orang *Somethinc brand is very desirable*					
	Purchase Intention					
1	Setelah membaca dan menonton review, kecenderungan untuk membeli produk Somethinc menjadi tinggi *After reading reviews, the likelihood of purchasing this Somethinc product is high*					
2	Jika saya akan membeli produk kecantikan, saya akan mempertimbangkan brand Somethinc *If I am going to purchase beauty products, I would consider brand Somethinc*					
3	Kemungkinan besar saya untuk mempertimbangkan membeli produk Somethinc tinggi *The probability that I would consider purchasing*					

	Somethinc brand's product is high					49
4	Keinginan saya untuk membeli produk Somethinc tinggi *My willingness to purchase Somethinc brand's product is high*					

7. Penutup

Terima kasih telah meluangkan waktu dan mengisi kuesioner ini. Semoga hari anda menyenangkan, dan Tuhan memberkati anda selalu.

Thank you for taking your time for filling out this questionnaire. Have a great day, and God bless you.