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APPENDICES

Appendix 1: Questionnaire

Bagian 1 dari 9

The Influence of Celebrity Endorsement, Product Quality, and Price to The Brand Image on The Purchase Intention of The South Korean Skincare



Hi everyone, I hope all of you are doing well!

My name is Sopiya, a final year International Business Management student in President University. Currently, I'm conducting a research for my final project titled "The Influence of Celebrity Endorsement, Product Quality, and Price to The Brand Image on The Purchase Intention of The South Korean Skincare". In relation to that, your participation to fill this online questionnaire means a lot for me. The estimated time to fill this survey are 5-10 minutes.

The information gathered on this survey will be confidential and will be used for this research only. I'm beyond grateful for your participation and willingness to help me completing both my research and study.

I hope all of you are blessed with health and may the joy surrounds you.

Warm regards,
Sopiya

Are you a part of Generation Z who was born between within the year of 1997 to 2012? *

(You are turning 10-25 years old in 2022)

Apakah Anda termasuk Generasi Z yang lahir antara tahun 1997 hingga 2012?

(Anda berusia 10-25 tahun pada tahun 2022)

Yes (Ya)

No (Tidak)

Setelah bagian 1 Lanjutkan ke bagian berikut

Bagian 2 dari 9

Screening Question



Deskripsi (opsional)

Do you live in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) area? *

Apakah Anda tinggal di wilayah Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi)?

Yes (Ya)

Bagian 3 dari 9

Screening Question



Deskripsi (opsional)

Have you ever been or interested in buying South Korean skincare product? *

Apakah Anda pernah atau tertarik membeli produk perawatan kulit Korea Selatan?

Yes (Ya)

No (Tidak)

Setelah bagian 3 Lanjutkan ke bagian berikut

Bagian 4 dari 9

Respondent Profile



Deskripsi (opsional)

Gender *

Jenis Kelamin

Female (Perempuan)

Male (Laki-laki)

Age *

Usia

10-15 years old (10-15 tahun)

16-20 years old (16-20 tahun)

21-25 years old (21-25 tahun)

Domicile *

Domisili

1. Jakarta

What South Korean skincare products catch your attention the most? *

Produk perawatan kulit Korea Selatan apa yang paling menarik perhatian Anda?

- Innisfree
- Laneige
- Nature Republic
- SOME BY MI
- COSRX
- Skin1004
- Nacific
- Etude House
- Lainnya...

Celebrity Endorsement (Selebriti Endorsement)

Measurement:

- 1 = Strongly Disagree (Sangat Tidak Setuju)
- 2 = Disagree (Tidak Setuju)
- 3 = Neutral (Netral)
- 4 = Agree (Setuju)
- 5 = Strongly Agree (Sangat Setuju)

Celebrities who appear in South Korean skincare advertisements have a high level of popularity and are known to many people *
Selebriti yang muncul dalam iklan perawatan kulit Korea Selatan memiliki tingkat popularitas yang tinggi dan dikenal banyak orang

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Celebrities in South Korean skincare advertisements are celebrities who are experts, experienced, and trained *
Selebriti dalam iklan perawatan kulit Korea Selatan adalah selebriti yang ahli, berpengalaman, dan terlatih

Pertanyaan Jawaban 381 Setelan

Celebrities in South Korean skincare advertisements are celebrities who are experts, experienced, and trained *
Selebriti dalam iklan perawatan kulit Korea Selatan adalah selebriti yang ahli, berpengalaman, dan terlatih

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Celebrities in South Korean skincare advertisements are able to convey the product message well *
Selebriti dalam iklan perawatan kulit Korea Selatan mampu menyampaikan pesan produk dengan baik

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The attractiveness of celebrities in South Korean skincare advertisements has a positive influence on South Korean skincare brands *
Daya tarik selebriti dalam iklan perawatan kulit Korea Selatan memberikan pengaruh positif

The attractiveness of celebrities in South Korean skincare advertisements has a positive influence on South Korean skincare brands *

Daya tarik selebriti dalam iklan perawatan kulit Korea Selatan memberikan pengaruh positif pada merek perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

⋮

Celebrity expertise in advertising South Korean skincare made me interested in buying South Korean skincare products *

Keahlian selebriti dalam mengiklankan perawatan kulit Korea Selatan membuat saya tertarik untuk membeli produk perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Celebrity appearances in South Korean skincare advertisements are interesting and make me *

Celebrity expertise in advertising South Korean skincare made me interested in buying South Korean skincare products *

Keahlian selebriti dalam mengiklankan perawatan kulit Korea Selatan membuat saya tertarik untuk membeli produk perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

:::

Celebrity appearances in South Korean skincare advertisements are interesting and make me like South Korean skincare *

Penampilan selebriti dalam iklan perawatan kulit Korea Selatan menarik dan membuat saya menyukai perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The charisma/characteristics of celebrities in South Korean skincare advertisements makes me interested in buying South Korean skincare products *

The charisma/characteristics of celebrities in South Korean skincare advertisements makes me interested in buying South Korean skincare products *

Karisma/karakteristik selebriti dalam iklan perawatan Korea Selatan membuat saya tertarik untuk membeli produk perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

:::

Celebrities in advertisements are always role models in choosing South Korean skincare products *

Selebriti dalam iklan selalu menjadi panutan dalam memilih produk perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Setelah bagian 5 Lanjutkan ke bagian berikut



Product Quality (Kualitas Produk)

Measurement:

- 1 = Strongly Disagree (Sangat Tidak Setuju)
- 2 = Disagree (Tidak Setuju)
- 3 = Neutral (Netral)
- 4 = Agree (Setuju)
- 5 = Strongly Agree (Sangat Setuju)

South Korean skincare products have good quality
Produk perawatan kulit Korea Selatan memiliki kualitas yang baik



Skala linier

1 sampai 5

1 Strongly Disagree (Sangat Ti...

5 Strongly Agree (Sangat Setuju)

The specifications of South Korean skincare are in accordance with the description on the packaging *

Spesifikasi perawatan kulit Korea Selatan sesuai dengan keterangan pada kemasan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju)

Strongly Agree (Sangat Setuju)

South Korean skincare products are reliable *

Produk perawatan kulit Korea Selatan dapat diandalkan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju)

Strongly Agree (Sangat Setuju)

South Korean skincare products suit my skin type *

Produk perawatan kulit Korea Selatan cocok dengan jenis kulit saya

1 2 3 4 5

South Korean skincare products have a long expiration date *
Produk perawatan kulit Korea Selatan memiliki tanggal kedaluwarsa yang lama

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

South Korean skincare products have an attractive packaging design *
Produk perawatan kulit Korea Selatan memiliki desain kemasan yang menarik

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Setelah bagian 6 Lanjutkan ke bagian berikut

Pertanyaan Jawaban 381 Setelan

Price (Harga)

Measurement:

- 1 = Strongly Disagree (Sangat Tidak Setuju)
- 2 = Disagree (Tidak Setuju)
- 3 = Neutral (Netral)
- 4 = Agree (Setuju)
- 5 = Strongly Agree (Sangat Setuju)

South Korean skincare has an affordable price *
Perawatan kulit Korea Selatan memiliki harga yang terjangkau

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The price of South Korean skincare products is able to compete with other skincare products *
Harga produk perawatan kulit Korea Selatan mampu bersaing dengan produk skincare lainnya

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The price offered is in accordance with the quality of South Korean skincare products *
Harga yang ditawarkan sesuai dengan kualitas produk perawatan kulit Korea Selatan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

⋮

The price of South Korean skincare products is in accordance with the purchasing power of consumers *
Harga produk perawatan kulit Korea Selatan sesuai dengan daya beli konsumen

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The price of South Korean skincare products is in accordance with the benefits *
Harga produk perawatan kulit Korea Selatan sesuai dengan manfaatnya

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Per Layanti Jawaban Setuju

Brand Image (Citra Merek) ⌵ ⋮

Measurement:

- 1 = Strongly Disagree (Sangat Tidak Setuju)
- 2 = Disagree (Tidak Setuju)
- 3 = Neutral (Netral)
- 4 = Agree (Setuju)
- 5 = Strongly Agree (Sangat Setuju)

⋮

South Korean skincare brand has a good image *
Merek perawatan kulit Korea Selatan memiliki citra yang baik

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The performance of South Korean skincare products is as promised *
Kinerja produk perawatan kulit Korea Selatan seperti yang dijanjikan

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

South Korean skincare have an attractive product appearance *
Perawatan kulit Korea Selatan memiliki tampilan produk yang menarik

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

South Korean skincare is a trustworthy brand *
Perawatan kulit Korea Selatan adalah merek yang dapat dipercaya

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

The packaging of South Korean skincare products is easy to recognize because it has its own *
characteristics
Kemasan produk perawatan kulit Korea Selatan mudah dikenali karena memiliki ciri khas tersendiri

1 2 3 4 5

Pertanyaan Jawaban 381 Setelan

The packaging of South Korean skincare products is easy to recognize because it has its own *
characteristics
Kemasan produk perawatan kulit Korea Selatan mudah dikenali karena memiliki ciri khas tersendiri

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

South Korean skincare brand is easy to remember *
Merek perawatan kulit Korea Selatan mudah diingat

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju) Strongly Agree (Sangat Setuju)

Purchase Intention (Niat Beli)



Measurement:

- 1 = Strongly Disagree (Sangat Tidak Setuju)
- 2 = Disagree (Tidak Setuju)
- 3 = Neutral (Netral)
- 4 = Agree (Setuju)
- 5 = Strongly Agree (Sangat Setuju)

I want to buy South Korean skincare products because I feel the need to help my appearance *

Saya ingin membeli produk perawatan kulit Korea Selatan karena saya merasa perlu membantu penampilan saya

	1	2	3	4	5	
Strongly Disagree (Sangat Tidak Setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree (Sangat Setuju)

I searched for information first about South Korean skincare products before buying *

Saya mencari informasi terlebih dahulu tentang produk perawatan kulit Korea Selatan sebelum membeli

Before buying South Korean skincare products, I evaluate various skincare alternatives first

Sebelum membeli produk perawatan kulit Korea Selatan, saya mengevaluasi berbagai alternatif perawatan kulit terlebih dahulu

	1	2	3	4	5	
Strongly Disagree (Sangat Tidak Setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree (Sangat Setuju)

I chose South Korean skincare products because they suit my needs *

Saya memilih produk perawatan kulit Korea Selatan karena sesuai dengan kebutuhan saya

	1	2	3	4	5	
Strongly Disagree (Sangat Tidak Setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree (Sangat Setuju)

I will buy the South Korean skincare because of the celebrity endorsement *

Saya akan membeli perawatan kulit Korea Selatan karena dukungan selebriti

	1	2	3	4	5	
Strongly Disagree (Sangat Tidak Setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree (Sangat Setuju)

Appendix 2: Raw Respondent Data

Celebrity Endorsement

ID	CE1	CE2	CE3	CE4	CE5	CE6	CE1
1	4	3	4	5	4	5	4
2	4	5	4	4	5	5	4
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7	5	3	4	4	5	5	5
8	4	4	4	5	3	4	4
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13	4	4	3	4	3	4	4
14	5	4	4	5	5	5	5
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16	4	4	4	4	4	4	4
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21	5	5	5	5	5	5	5
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23	4	5	4	5	5	4	4
24	5	5	5	5	5	5	5

25	5	5	3	5	2	2	5
26	4	4	4	4	4	4	4
27	5	4	5	5	4	4	5
28	5	5	5	5	5	5	5
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298	5	5	4	4	5	5	5
299	5	5	4	5	5	5	5
300	5	5	5	5	5	5	5

Product Quality

ID	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6
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Purchase Intention

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221	5	4	4	5	5	5
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224	5	5	5	5	5	5
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233	5	3	5	5	5	5
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236	4	4	5	4	4	4
237	4	4	3	4	4	4
238	4	4	5	4	4	4
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241	5	3	5	5	5	5

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244	4	5	4	4	4	4
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295	5	5	5	4	4	5
296	5	4	5	4	4	5
297	4	4	4	4	4	4
298	5	4	5	4	4	5
299	5	5	5	5	5	5
300	4	5	4	5	5	4

Appendix 3: Outer Loading

	BI	CE	P	PI	PQ
BI1	0.789				
BI2	0.750				
BI3	0.653				
BI4	0.770				
BI5	0.655				
BI6	0.683				
CE1		0.619			
CE2		0.735			
CE3		0.724			
CE4		0.563			
CE5		0.758			
CE6		0.784			
CE7		0.784			
CE8		0.774			
P1			0.671		
P2			0.706		
P3			0.734		
P4			0.805		
P5			0.747		
PI1				0.736	
PI2				0.415	
PI3				0.674	
PI4				0.792	
PI5				0.749	
PQ1					0.745
PQ2					0.713
PQ3					0.713
PQ4					0.750
PQ5					0.730
PQ6					0.640

Appendix 4: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BI	0.764	0.766	0.864	0.679
CE	0.869	0.872	0.902	0.605
P	0.759	0.764	0.847	0.581

PQ	0.808	0.809	0.867	0.566
PI	0.853	0.854	0.911	0.772

Appendix 5: R-Square

	R Square	R Square Adjusted
BI	0.650	0.646
PI	0.245	0.234

Appendix 6: Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BI -> PI	0.118	0.101	0.104	1.141	0.255
CE -> BI	0.180	0.183	0.055	3.283	0.001
CE -> PI	0.201	0.204	0.074	2.717	0.007
P -> BI	0.288	0.289	0.059	4.863	0.000
P -> PI	0.146	0.159	0.083	1.760	0.079
PQ -> BI	0.452	0.451	0.054	8.440	0.000
PQ -> PI	0.116	0.121	0.087	1.331	0.184