

## Lampiran

### Lampiran 1 Kuisisioner

<b>Online marketplace</b>		
Survey ini ditujukan untuk mengetahui efektivitas penggunaan <i>online marketplace</i> sebagai tempat bertransaksi.		
1	Apakah anda memiliki tempat berjualan pada <i>online marketplace</i> , seperti tokopedia, lazada, bukalapak, shopee, dan sejenisnya?	<input type="radio"/> Ya <input type="radio"/> Tidak
2	Apakah anda berdomisili di Indonesia?	<input type="radio"/> Ya <input type="radio"/> Tidak
3	Apakah unit usaha anda pada <i>online marketplace</i> merupakan unit cabang dari perusahaan besar?	<input type="radio"/> Ya <input type="radio"/> Tidak
4	Seberapa besar omset yang diterima dari transaksi pada <i>online marketplace</i> yang anda terima tiap bulannya?	<input type="radio"/> Kurang dari 50jt <input type="radio"/> Antara 50-250jt <input type="radio"/> Antara 250jt-1M <input type="radio"/> Antara 1-2,5M <input type="radio"/> Lebih dari 2,5M
5	Seberapa banyak transaksi yang dilakukan pada tempat berjualan anda tiap bulannya?	<input type="radio"/> Kurang dari 6 transaksi <input type="radio"/> Antar 6-15 transaksi <input type="radio"/> Lebih dari 15 transaksi
6	Berapa lama anda telah bergabung pada <i>online marketplace</i> ?	<input type="radio"/> Kurang dari 1 bulan <input type="radio"/> Antar 1-3 bulan <input type="radio"/> Lebih dari 3 bulan

**KUISIONER PENELITIAN**  
**PENGARUH PENGGUNAAN *ONLINE MARKETPLACE* TERHADAP**  
**PENJUALAN**

Mohon diisi dengan memberi tanda (v) atau (x) pada jawaban yang sesuai pernyataan, dengan nilai 1 untuk sangat tidak setuju hingga nilai 5 untuk sangat setuju.

No.	Pernyataan	1	2	3	4	5
<b><i>Online marketplace</i></b>						
1	<i>Online marketplace</i> memiliki jaringan yang luas untuk menawarkan produk.					
2	<i>Online marketplace</i> memiliki jaringan yang baik untuk menawarkan produk.					
3	<i>Online marketplace</i> memiliki tempat bagi pelanggan untuk melakukan review terhadap produk.					
4	<i>Online marketplace</i> memiliki tempat bagi pelanggan untuk memberikan feedback terhadap produk yang dibeli.					
5	<i>Online marketplace</i> memiliki tempat kepada pemasar menampilkan informasi berupa iklan sesuai kebutuhan.					
6	<i>Online marketplace</i> memiliki tempat kepada pemasar untuk memberikan saran kepada pelanggan produk yang sesuai.					
<b><i>Market reach</i></b>						
7	Pelanggan <i>online marketplace</i> berasal dari daerah yang berbeda-beda.					
8	Pengiriman produk menuju ke daerah yang berbeda-beda.					
9	Pelanggan <i>online marketplace</i> merupakan pelanggan baru yang bertransaksi kurang dari 3kali.					
10	Pelanggan yang bertanya tentang produk adalah pelanggan yang belum pernah bertanya sebelumnya.					
11	Jumlah pelanggan yang melihat produk di <i>online marketplace</i> bertambah.					

No.	Pernyataan	1	2	3	4	5
<b><i>Influencer marketing</i></b>						
12	Endorser dibutuhkan untuk iklan.					
13	Peningkatan popularitas produk oleh endorser dapat dimanfaatkan.					
14	Pelanggan memberikan <i>product review</i> secara aktif.					
15	Pelanggan memberikan feedback secara aktif terhadap produk yang dibeli.					
16	Endorser mampu menarik perhatian pelanggan untuk bertanya tentang produk.					
17	Endorser mampu menarik keinginan pelanggan untuk membeli produk.					
<b><i>Creative information advertising</i></b>						
18	Iklan tidak memuat unsur SARA (Suku, Ras, dan Agama).					
19	Gambar yang ditampilkan penuh warna cerah.					
20	Gambar yang ditampilkan unik.					
21	Iklan dapat diubah kalimatnya.					
22	Iklan dapat diubah gambarnya.					
23	Iklan yang dievaluasi tidak mengubah informasi utama.					
24	Kalimat yang dipilih tidak lebih dari 15 kata.					
25	Kata yang dipilih menggunakan ejaan yang benar.					
26	Kata yang dipilih tidak menggunakan istilah asing maupun tidak wajar.					

No.	Pernyataan	1	2	3	4	5
27	Iklan menampilkan kelebihan produk yang ditawarkan saja.					
28	Kalimat yang disusun berurutan dari nama produk hingga penawaran.					
29	Iklan tidak memberikan keterangan secara utuh.					
30	Gambar yang ditampilkan menimbulkan pertanyaan.					
31	Kalimat yang ditampilkan menimbulkan pertanyaan.					
<b><i>Product sales</i></b>						
32	Iklan menambah jumlah ulasan yang diberikan.					
33	Iklan mengubah rating produk yang diberikan.					
34	Iklan menyebabkan ulasan bernilai positif.					
35	Iklan menyebabkan ulasan bernilai negatif.					
36	Stok barang meningkat seiring penggunaan <i>online marketplace</i> .					
37	Jumlah permintaan barang meningkat seiring penggunaan <i>online marketplace</i> .					
38	Jumlah produk yang terjual bertambah seiring waktu.					

## Lampiran 2 Rekapitulasi Data

Lampiran 3 Output Uji Validitas Kriteria  
**Variabel *Online marketplace (X1)***

**Correlations**

	Tot_X1		N
	Pearson Correlation	Sig. (2-tailed)	
X1.1.1	.695**	.000	50
X1.1.2	.509**	.000	50
X1.2.1	.875**	.000	50
X1.2.2	.929**	.000	50
X1.3.1	.865**	.000	50
X1.3.2	.856**	.000	50

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1.1	23.58	5.106	.623	.880
X1.1.2	23.68	5.202	.372	.881
X1.2.1	23.78	3.889	.797	.843
X1.2.2	23.74	3.788	.884	.827
X1.3.1	23.76	3.941	.783	.846
X1.3.2	23.86	3.878	.763	.851

**Variabel Market reach (X2)****Correlations**

	Tot_X2		
	Pearson Correlation	Sig. (2-tailed)	N
X2.1.1	.672**	.000	50
X2.1.2	.718**	.000	50
X2.2.1	.902**	.000	50
X2.2.2	.870**	.000	50
X2.3.1	.770**	.000	50

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1.1	17.88	5.536	.548	.832
X2.1.2	17.74	5.543	.618	.822
X2.2.1	18.26	3.421	.785	.775
X2.2.2	18.08	3.993	.754	.772
X2.3.1	17.88	5.047	.656	.805

**Variabel Influencer marketing (X3)****Correlations**

	Tot_X3		
	Pearson Correlation	Sig. (2-tailed)	N
X3.1.1	.782**	.000	50
X3.1.2	.845**	.000	50
X3.2.1	.851**	.000	50
X3.2.2	.870**	.000	50
X3.3.1	.840**	.000	50
X3.3.2	.879**	.000	50

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1.1	22.42	9.555	.694	.912
X3.1.2	22.32	9.283	.780	.901
X3.2.1	22.52	8.500	.766	.904
X3.2.2	22.50	8.378	.794	.900
X3.3.1	22.32	9.161	.769	.902
X3.3.2	22.42	9.106	.826	.895



**Variabel *Product sales (Y)* – Tahap 1****Correlations**

	Tot_Y		
	Pearson Correlation	Sig. (2-tailed)	N
Y.1.1	.811**	.000	50
Y.1.2	.822**	.000	50
Y.2.1	.495**	.000	50
Y.2.2	.229	.110	50
Y.3.1	.823**	.000	50
Y.3.2	.786**	.000	50
Y.4.1	.732**	.000	50

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1.1	24.70	7.357	.699	.606
Y.1.2	24.68	7.283	.715	.601
Y.2.1	24.52	9.234	.317	.705
Y.2.2	27.06	10.629	-.139	.884
Y.3.1	24.42	7.922	.742	.615
Y.3.2	24.38	8.240	.700	.630
Y.4.1	24.36	8.602	.638	.648

**Variabel Product sales (Y) – Tahap 2****Correlations**

	Tot_Yb		N
	Pearson Correlation	Sig. (2-tailed)	
Y.1.1	.844**	.000	50
Y.1.2	.870**	.000	50
Y.2.1	.614**	.000	50
Y.3.1	.854**	.000	50
Y.3.2	.838**	.000	50
Y.4.1	.775**	.000	50

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1.1	22.74	6.890	.746	.856
Y.1.2	22.72	6.736	.786	.848
Y.2.1	22.56	8.374	.458	.883
Y.3.1	22.46	7.478	.785	.850
Y.3.2	22.42	7.718	.769	.854
Y.4.1	22.40	8.122	.691	.866

**Variabel Creative information advertising (Z) – Tahap 1**

**Correlations**

	Pearson Correlation	Tot_Z	
		Sig. (2-tailed)	N
Z.1.1	.321 <sup>*</sup>	.023	50
Z.1.2	.637 <sup>**</sup>	.000	50
Z.1.3	.585 <sup>**</sup>	.000	50
Z.2.1	.764 <sup>**</sup>	.000	50
Z.2.2	.811 <sup>**</sup>	.000	50
Z.2.3	.819 <sup>**</sup>	.000	50
Z.3.1	.820 <sup>**</sup>	.000	50
Z.3.2	.607 <sup>**</sup>	.000	50
Z.3.3	.744 <sup>**</sup>	.000	50
Z.4.1	.789 <sup>**</sup>	.000	50
Z.4.2	.756 <sup>**</sup>	.000	50
Z.5.1	.775 <sup>**</sup>	.000	50
Z.5.2	.783 <sup>**</sup>	.000	50
Z.5.3	.837 <sup>**</sup>	.000	50

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1.1	58.98	39.979	.259	.935
Z.1.2	59.06	37.772	.588	.928
Z.1.3	59.22	37.440	.519	.930
Z.2.1	59.40	35.388	.714	.924
Z.2.2	59.30	34.990	.770	.922
Z.2.3	59.28	35.226	.782	.922
Z.3.1	59.44	33.680	.771	.923
Z.3.2	59.14	38.245	.560	.929
Z.3.3	59.32	35.814	.694	.925
Z.4.1	59.34	36.025	.751	.924
Z.4.2	59.34	36.270	.714	.925
Z.5.1	59.44	35.068	.725	.924
Z.5.2	59.54	34.662	.732	.924
Z.5.3	59.38	34.200	.797	.921

**Variabel Creative information advertising (Z) – Tahap 2****Correlations**

	Pearson Correlation	Tot_Zb	
		Sig. (2-tailed)	N
Z.1.2	.631**	.000	50
Z.1.3	.586**	.000	50
Z.2.1	.770**	.000	50
Z.2.2	.816**	.000	50
Z.2.3	.823**	.000	50
Z.3.1	.822**	.000	50
Z.3.2	.603**	.000	50
Z.3.3	.748**	.000	50
Z.4.1	.788**	.000	50
Z.4.2	.760**	.000	50
Z.5.1	.774**	.000	50
Z.5.2	.786**	.000	50
Z.5.3	.836**	.000	50

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1.2	54.18	36.273	.581	.934
Z.1.3	54.34	35.902	.519	.934
Z.2.1	54.52	33.847	.721	.930
Z.2.2	54.42	33.473	.775	.928
Z.2.3	54.40	33.714	.785	.928
Z.3.1	54.56	32.211	.773	.928
Z.3.2	54.26	36.727	.554	.935
Z.3.3	54.44	34.292	.697	.930
Z.4.1	54.46	34.539	.749	.929
Z.4.2	54.46	34.743	.717	.930
Z.5.1	54.56	33.598	.723	.930
Z.5.2	54.66	33.168	.734	.929
Z.5.3	54.50	32.745	.796	.927

## Lampiran 4 Output Uji Validitas Unidimensionalitas

**Variabel *Online marketplace (X1)*****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.783
Bartlett's Test of Sphericity	Approx. Chi-Square	209.431
	df	15
	Sig.	.000

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.859	64.321	64.321	3.859	64.321	64.321
2	1.143	19.047	83.368			
3	.376	6.275	89.643			
4	.335	5.578	95.221			
5	.179	2.986	98.207			
6	.108	1.793	100.000			

Extraction Method: Principal Component Analysis.

**Variabel *Market reach (X2)*****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.828
Bartlett's Test of Sphericity	Approx. Chi-Square	103.825
	df	10
	Sig.	.000

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.149	62.979	62.979	3.149	62.979	62.979
2	.761	15.218	78.197			
3	.453	9.061	87.257			
4	.371	7.411	94.668			
5	.267	5.332	100.000			

Extraction Method: Principal Component Analysis.

**Variabel Influencer marketing (X3)****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.820	
Bartlett's Test of Sphericity	Approx. Chi-Square	219.241
	df	15
	Sig.	.000

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.292	71.534	71.534	4.292	71.534	71.534
2	.668	11.133	82.667			
3	.398	6.635	89.301			
4	.326	5.425	94.726			
5	.200	3.327	98.053			
6	.117	1.947	100.000			

Extraction Method: Principal Component Analysis.

**Variabel Product sales (Y)****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.787	
Bartlett's Test of Sphericity	Approx. Chi-Square	192.032
	df	15
	Sig.	.000

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.902	65.033	65.033	3.902	65.033	65.033
2	.763	12.711	77.744			
3	.698	11.632	89.376			
4	.313	5.212	94.588			
5	.211	3.509	98.097			
6	.114	1.903	100.000			

Extraction Method: Principal Component Analysis.

### Variabel Creative information advertising (Z)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	505.757
	df	78
	Sig.	.000

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.395	56.886	56.886	7.395	56.886	56.886
2	1.156	8.892	65.778			
3	.995	7.657	73.435			
4	.877	6.750	80.185			
5	.581	4.465	84.650			
6	.470	3.616	88.266			
7	.357	2.749	91.015			
8	.332	2.556	93.571			
9	.273	2.098	95.669			
10	.222	1.705	97.373			
11	.191	1.473	98.846			
12	.121	.933	99.779			
13	.029	.221	100.000			

Extraction Method: Principal Component Analysis.

## Lampiran 5 Output Uji Reliabilitas

**Reliability (Online marketplace X1)****Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.882	6

**Reliability (Market reach X2)****Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.838	5



**Reliability (Influencer marketing X3)****Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.917	6

**Reliability (Product sales Y) – Tahap 1****Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.714	7

**Reliability (Product sales Y) – Tahap 2**

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.884	6

### Reliability (Creative information advertising Z) – Tahap 1

#### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.931	14

### Reliability (Creative information advertising Z) – Tahap 2

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.935	13

## Lampiran 6 Statistik Deskriptif Profil Responden

**Apakah anda memiliki tempat berjualan pada online marketplace, seperti tokopedia, lazada, bukalapak, shopee, facebook, instagram, dan sejenisnya?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	400	100.0	100.0	100.0

**Apakah anda berdomisili di Indonesia?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	400	100.0	100.0	100.0

**Apakah unit usaha anda pada online marketplace merupakan unit cabang dari perusahaan besar?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	400	100.0	100.0	100.0

**Seberapa besar omset yang diterima dari transaksi pada online marketplace yang anda terima tiap bulannya?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	antara 50jt-250jt	68	17.0	17.0	17.0
	kurang dari 50jt	332	83.0	83.0	100.0
	Total	400	100.0	100.0	

**Seberapa banyak transaksi yang dilakukan pada tempat berjualan anda tiap bulannya?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	antara 6-15 transaksi	97	24.3	24.3	24.3
	kurang dari 6 transaksi	110	27.5	27.5	51.8
	lebih dari 15 transaksi	193	48.3	48.3	100.0
	Total	400	100.0	100.0	

**Berapa lama anda telah bergabung pada online marketplace?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	antara 1-3 bulan	43	10.8	10.8	10.8
	kurang dari 1 bulan	126	31.5	31.5	42.3
	lebih dari 3 bulan	231	57.8	57.8	100.0
	Total	400	100.0	100.0	

## Lampiran 7 Statistik Deskriptif Variabel Penelitian

**Tabel Frekuensi**

	STS Count	TS Count	N Count	S Count	SS Count
X1.1.1	0	0	0	30	370
X1.1.2	0	0	0	57	343
X1.2.1	0	0	4	48	348
X1.2.2	0	0	5	46	349
X1.3.1	0	0	6	57	337
X1.3.2	0	0	5	54	341
X2.1.1	0	0	0	95	305
X2.1.2	0	0	0	90	310
X2.2.1	0	10	22	108	260
X2.2.2	0	6	19	113	262
X2.3.1	0	0	8	94	298
X3.1.1	0	0	27	87	286
X3.1.2	0	0	26	87	287
X3.2.1	0	4	23	78	295
X3.2.2	0	4	25	81	290
X3.3.1	0	0	27	90	283
X3.3.2	0	0	26	89	285

**Tabel Frekuensi**

	STS Count	TS Count	N Count	S Count	SS Count
Y.1.1	0	0	29	60	311
Y.1.2	0	0	29	62	309
Y.2.1	0	0	9	49	342
Y.2.2	337	46	8	3	6
Y.3.1	0	0	9	47	344
Y.3.2	0	0	7	69	324
Y.4.1	0	0	6	65	329
Z.1.1	0	0	2	24	374
Z.1.2	0	0	3	43	354
Z.1.3	0	0	8	56	336
Z.2.1	0	0	17	71	312
Z.2.2	0	0	17	61	322
Z.2.3	0	0	17	69	314
Z.3.1	0	0	26	63	311
Z.3.2	0	0	11	66	323
Z.3.3	0	0	16	69	315
Z.4.1	0	0	13	69	318
Z.4.2	0	0	12	65	323
Z.5.1	0	0	17	64	319
Z.5.2	0	0	19	70	311
Z.5.3	0	0	18	65	317

**Statistik Deskriptif****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1.1	400	4	5	4.93	.264
X1.1.2	400	4	5	4.86	.350
X1.2.1	400	3	5	4.86	.375
X1.2.2	400	3	5	4.86	.382
X1.3.1	400	3	5	4.83	.416
X1.3.2	400	3	5	4.84	.400
X2.1.1	400	4	5	4.76	.426
X2.1.2	400	4	5	4.78	.418
X2.2.1	400	2	5	4.55	.714
X2.2.2	400	2	5	4.58	.656
X2.3.1	400	3	5	4.73	.490
X3.1.1	400	3	5	4.65	.603
X3.1.2	400	3	5	4.65	.598
X3.2.1	400	2	5	4.66	.633
X3.2.2	400	2	5	4.64	.645
X3.3.1	400	3	5	4.64	.605
X3.3.2	400	3	5	4.65	.599
Valid N (listwise)	400				



**Statistik Deskriptif****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1.1	400	3	5	4.71	.595
Y.1.2	400	3	5	4.70	.597
Y.2.1	400	3	5	4.83	.430
Y.2.2	400	1	5	1.24	.669
Y.3.1	400	3	5	4.84	.426
Y.3.2	400	3	5	4.79	.447
Y.4.1	400	3	5	4.81	.431
Z.1.1	400	3	5	4.93	.274
Z.1.2	400	3	5	4.88	.350
Z.1.3	400	3	5	4.82	.434
Z.2.1	400	3	5	4.74	.528
Z.2.2	400	3	5	4.76	.516
Z.2.3	400	3	5	4.74	.526
Z.3.1	400	3	5	4.71	.579
Z.3.2	400	3	5	4.78	.477
Z.3.3	400	3	5	4.75	.519
Z.4.1	400	3	5	4.76	.497
Z.4.2	400	3	5	4.78	.483
Z.5.1	400	3	5	4.76	.520
Z.5.2	400	3	5	4.73	.541
Z.5.3	400	3	5	4.75	.529
Valid N (listwise)	400				

## Lampiran 8 Pengujian Asumsi Dalam SEM

a. Evaluasi *Multivariate Normality***Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y4	3.000	5.000	-2.107	-17.205	3.698	15.095
X33	3.000	5.000	-1.710	-13.962	2.226	9.087
X32	2.000	5.000	-2.104	-17.183	4.457	18.195
X31	3.000	5.000	-1.744	-14.239	2.349	9.590
X23	3.000	5.000	-1.509	-12.320	1.298	5.299
X22	2.000	5.000	-1.833	-14.967	3.499	14.286
X21	4.000	5.000	-1.220	-9.958	-.028	-.113
Y3	3.000	5.000	-2.461	-20.094	6.146	25.092
Y2	3.000	5.000	-2.589	-21.143	6.208	25.342
Y1	3.000	5.000	-2.002	-16.348	2.991	12.212
X13	3.000	5.000	-2.604	-21.258	7.545	30.804
X12	3.000	5.000	-2.874	-23.468	9.187	37.506
X11	4.000	5.000	-2.337	-19.082	4.498	18.363
Z5	3.000	5.000	-2.165	-17.677	4.219	17.226
Z4	3.000	5.000	-2.168	-17.700	4.382	17.891
Z3	3.000	5.000	-2.074	-16.933	3.913	15.977
Z2	3.000	5.000	-2.180	-17.798	4.341	17.724
Z1	3.000	5.000	-2.429	-19.829	6.128	25.016
Multivariate					400.553	<b>149.277</b>

b. Evaluasi *Univariate Outlier***Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X11)	400	-2.45704	.42183	.0000000	1.0000000
Zscore(X12)	400	-2.43910	.40939	.0000000	1.0000000
Zscore(X13)	400	-2.02220	.45532	.0000000	1.0000000
Zscore(X21)	400	-2.12214	.63837	.0000000	1.0000000
Zscore(X22)	400	-2.99805	.68488	.0000000	1.0000000
Zscore(X23)	400	-2.52133	.56137	.0000000	1.0000000
Zscore(X31)	400	-2.97179	.63038	.0000000	1.0000000
Zscore(X32)	400	-2.44264	.58439	.0000000	1.0000000
Zscore(X33)	400	-2.93694	.63652	.0000000	1.0000000
Zscore(Y1)	400	-2.97582	.52000	.0000000	1.0000000
Zscore(Y2)	400	-2.26156	.38953	.0000000	1.0000000
Zscore(Y3)	400	-2.46907	.45553	.0000000	1.0000000
Zscore(Y4)	400	-2.19207	.44646	.0000000	1.0000000
Zscore(Z1)	400	-2.49895	.44988	.0000000	1.0000000
Zscore(Z2)	400	-2.57050	.51597	.0000000	1.0000000
Zscore(Z3)	400	-2.73427	.54147	.0000000	1.0000000
Zscore(Z4)	400	-2.88454	.50477	.0000000	1.0000000
Zscore(Z5)	400	-2.53527	.51853	.0000000	1.0000000
Valid N (listwise)	400				

Minimum Z-score: -2.998    Maximum Z-score: 0.685

c. Evaluasi *Multivariate Outlier***Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

Observation number	Mahalanobis d-squared	t-value	p1	p2
22	97.848	5.436	.000	.000
14	93.337	5.185	.000	.000
174	81.444	4.525	.000	.000
80	81.405	4.523	.000	.000
42	80.038	4.447	.000	.000
267	79.213	4.401	.000	.000
1	78.775	4.376	.000	.000
63	78.595	4.366	.000	.000
3	75.703	4.206	.000	.000
254	75.408	4.189	.000	.000
15	74.291	4.127	.000	.000
153	73.688	4.094	.000	.000
21	71.198	3.955	.000	.000
62	68.944	3.830	.000	.000
258	67.384	3.744	.000	.000
28	67.273	3.737	.000	.000
117	65.168	3.620	.000	.000
27	64.803	3.600	.000	.000
239	64.423	3.579	.000	.000
2	63.766	3.543	.000	.000
112	62.295	3.461	.000	.000
78	60.959	3.387	.000	.000
170	60.742	3.375	.000	.000
11	59.946	3.330	.000	.000
90	59.690	3.316	.000	.000
13	58.965	3.276	.000	.000
48	58.673	3.260	.000	.000
83	58.263	3.237	.000	.000
122	55.707	3.095	.000	.000
81	55.248	3.069	.000	.000

Observation number	Mahalanobis d-squared	t-value	p1	p2
39	54.393	3.022	.000	.000
19	52.558	2.920	.000	.000
98	51.513	2.862	.000	.000
7	51.309	2.851	.000	.000
108	50.964	2.831	.000	.000
251	50.746	2.819	.000	.000
71	50.659	2.814	.000	.000
155	50.189	2.788	.000	.000
171	49.089	2.727	.000	.000
246	48.581	2.699	.000	.000
4	48.272	2.682	.000	.000
47	48.041	2.669	.000	.000
9	46.835	2.602	.000	.000
10	46.679	2.593	.000	.000
46	46.529	2.585	.000	.000
82	46.255	2.570	.000	.000
20	45.903	2.550	.000	.000
127	45.796	2.544	.000	.000
124	45.644	2.536	.000	.000
60	45.469	2.526	.000	.000
252	45.292	2.516	.000	.000
59	44.560	2.476	.000	.000
93	44.112	2.451	.001	.000
221	43.998	2.444	.001	.000
114	43.578	2.421	.001	.000
248	43.369	2.409	.001	.000
102	42.666	2.370	.001	.000
12	42.661	2.370	.001	.000
5	42.373	2.354	.001	.000
94	41.863	2.326	.001	.000
149	41.656	2.314	.001	.000
24	41.627	2.313	.001	.000
17	41.484	2.305	.001	.000

Observation number	Mahalanobis d-squared	t-value	p1	p2
106	41.324	2.296	.001	.000
126	41.055	2.281	.001	.000
6	39.483	2.194	.002	.000
72	39.200	2.178	.003	.000
240	38.664	2.148	.003	.000
86	38.588	2.144	.003	.000
253	38.444	2.136	.003	.000
109	38.339	2.130	.003	.000
105	37.851	2.103	.004	.000
55	36.687	2.038	.006	.000
154	36.075	2.004	.007	.000
245	35.929	1.996	.007	.000
61	35.878	1.993	.007	.000
99	35.387	1.966	.008	.000
8	35.289	1.961	.009	.000
52	34.586	1.921	.011	.000
168	34.492	1.916	.011	.000
241	34.374	1.910	.011	.000
79	34.205	1.900	.012	.000
172	34.067	1.893	.012	.000
95	33.891	1.883	.013	.000
30	33.812	1.878	.013	.000
43	33.453	1.859	.015	.000
25	32.158	1.787	.021	.000
247	31.760	1.764	.023	.000
31	31.682	1.760	.024	.000
250	31.590	1.755	.025	.000
367	31.389	1.744	.026	.000
307	31.112	1.728	.028	.000
96	31.056	1.725	.028	.000
107	30.934	1.719	.029	.000
116	30.165	1.676	.036	.000
137	30.134	1.674	.036	.000

Observation number	Mahalanobis d-squared	t-value	p1	p2
242	30.075	1.671	.037	.000
58	29.874	1.660	.039	.000
249	29.789	1.655	.040	.000
91	29.628	1.646	.041	.000

d. Evaluasi *Singularity* dan *Multicollinearity*

Condition number = 111.412

Eigenvalues

2.217 .311 .279 .191 .143 .128 .105 .102 .086 .082 .068 .056 .046 .036 .034  
.028 .021 .020

Determinant of sample covariance matrix = 2.279

**Sample correlation matrix**

Sample correlation (minimum) = .233

Sample correlation (maximum) = .769

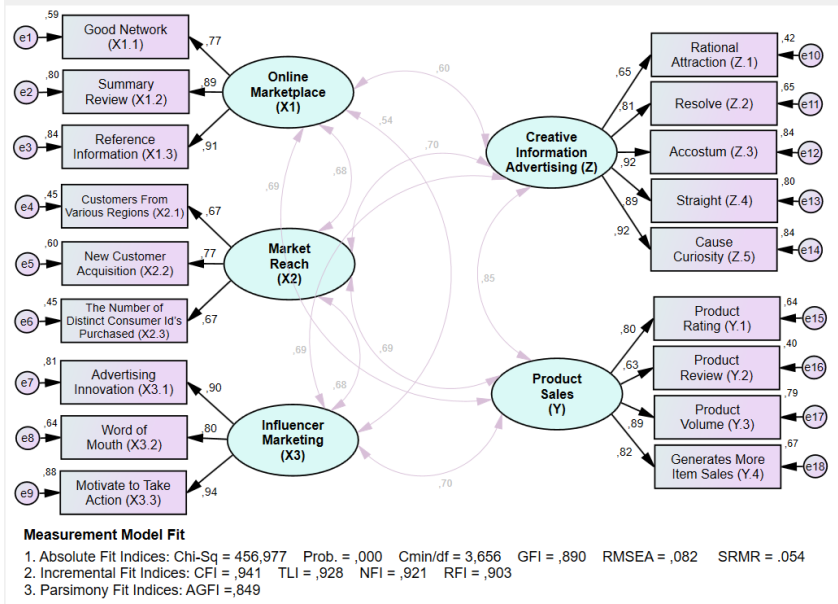
**Variance Inflation Factor (VIF)****Multicollinearity Diagnostic<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Var_X1	.625	1.601
	Var_X2	.552	1.812
	Var_X3	.603	1.658

a. Dependent Variable: Var\_Z



Lampiran 9 Analisis *Measurement Model*



**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Z1 <--- Z	1.000				
Z2 <--- Z	1.814	.128	14.159	***	par_1
Z3 <--- Z	1.961	.127	15.419	***	par_2
Z4 <--- Z	1.864	.123	15.101	***	par_3
Z5 <--- Z	2.070	.134	15.457	***	par_4
X11 <--- X1	1.000				
X12 <--- X1	1.540	.081	18.983	***	par_5
X13 <--- X1	1.683	.087	19.419	***	par_6
Y1 <--- Y	1.000				
Y2 <--- Y	.594	.045	13.129	***	par_7
Y3 <--- Y	.792	.040	19.601	***	par_8
X21 <--- X2	1.000				
X22 <--- X2	2.038	.168	12.103	***	par_9
X23 <--- X2	1.352	.123	11.015	***	par_10
X31 <--- X3	1.000				
X32 <--- X3	.955	.045	21.006	***	par_11
X33 <--- X3	1.047	.036	29.467	***	par_12

	Estimate	S.E.	C.R.	P	Label
Y4 <--- Y	.772	.044	17.605	***	par_13

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
Z1 <--- Z	.649
Z2 <--- Z	.809
Z3 <--- Z	.915
Z4 <--- Z	.893
Z5 <--- Z	.916
X11 <--- X1	.769
X12 <--- X1	.893
X13 <--- X1	.914
Y1 <--- Y	.798
Y2 <--- Y	.631
Y3 <--- Y	.890
X21 <--- X2	.669
X22 <--- X2	.771
X23 <--- X2	.669
X31 <--- X3	.901
X32 <--- X3	.801
X33 <--- X3	.936
Y4 <--- Y	.817

**Covariances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
X1 <--> X2	.033	.004	7.931	***	par_14
Z <--> X1	.026	.003	7.927	***	par_15
Z <--> X2	.037	.005	7.906	***	par_16
Y <--> X2	.076	.009	8.238	***	par_17
Z <--> Y	.085	.009	9.252	***	par_18
X1 <--> Y	.062	.007	9.081	***	par_19
Y <--> X3	.159	.017	9.624	***	par_20
X1 <--> X3	.053	.007	8.110	***	par_21
Z <--> X3	.075	.008	8.971	***	par_22
X2 <--> X3	.082	.010	8.548	***	par_23

**Correlations: (Group number 1 - Default model)**

	Estimate
X1 <--> X2	.683
Z <--> X1	.602
Z <--> X2	.703
Y <--> X2	.692
Z <--> Y	.853
X1 <--> Y	.691
Y <--> X3	.700
X1 <--> X3	.535
Z <--> X3	.690
X2 <--> X3	.681

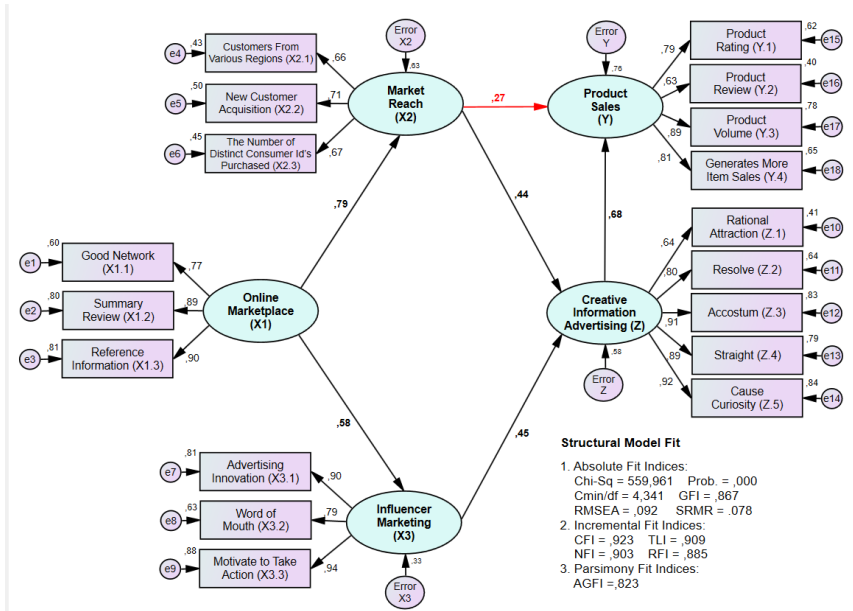
**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
Y4	.668
X33	.876
X32	.641
X31	.812
X23	.448
X22	.595
X21	.448
Y3	.792
Y2	.398
Y1	.636
X13	.835
X12	.797
X11	.591
Z5	.839
Z4	.797
Z3	.837
Z2	.655
Z1	.422

**Perhitungan Construct Reliability dan Average Variance Extracted (AVE)**

Variabel	Indikator	Factor Loading (FL)	Construct Reliability	AVE
<i>Online marketplace (X1)</i>	<i>Good Network (X1.1)</i>	0,769	0,895	0,741
	<i>Summary Review (X1.2)</i>	0,893		
	<i>Reference Information (X1.3)</i>	0,914		
<i>Market reach (X2)</i>	<i>Customers From Various Regions (X2.1)</i>	0,669	0,746	0,507
	<i>New Customer Acquisition (X2.2)</i>	0,771		
	<i>Distinct Consumer Id's Purchased (X2.3)</i>	0,669		
<i>Influencer marketing (X3)</i>	<i>Advertising Innovation (X3.1)</i>	0,901	0,912	0,776
	<i>Word of Mouth (X3.2)</i>	0,801		
	<i>Motivate To Take Action (X3.3)</i>	0,936		
<i>Product sales (Y)</i>	<i>Product Rating (Y.1)</i>	0,798	0,867	0,624
	<i>Product review (Y.2)</i>	0,631		
	<i>Product Volume (Y.3)</i>	0,890		
	<i>Generates More Item Sales (Y.4)</i>	0,817		
<i>Creative information advertising (Z)</i>	<i>Rational attraction (Z.1)</i>	0,649	0,923	0,710
	<i>Resolve (Z.2)</i>	0,809		
	<i>Accustom (Z.3)</i>	0,915		
	<i>Straight (Z.4)</i>	0,893		
	<i>Cause Curiosity (Z.5)</i>	0,916		

Lampiran 10 Analisis *Structural Model*



**Notes for Group (Group number 1)**

The model is recursive.

Sample size = 398

**Parameter Summary (Group number 1)**

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	27	0	0	0	0	27
Labeled	0	0	0	0	0	0
Unlabeled	19	0	23	0	0	42
Total	46	0	23	0	0	69

**Notes for Model (Default model)**

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 171

Number of distinct parameters to be estimated: 42

Degrees of freedom (171 - 42): 129

**Result (Default model)**

Minimum was achieved

Chi-square = 559.961

Degrees of freedom = 129

Probability level = .000

**Modification Indices (Group number 1 - Default model)****Covariances: (Group number 1 - Default model)**

		M.I.	Par Change
ErrorX2	<--> ErrorX3	50.509	.032
ErrorY	<--> X1	5.788	.007
ErrorY	<--> ErrorX2	17.046	-.012
e18	<--> ErrorX2	8.969	-.008
e18	<--> ErrorY	4.734	.008
e8	<--> X1	8.659	.012
e8	<--> ErrorX3	4.510	-.018
e8	<--> ErrorX2	26.074	.020
e8	<--> ErrorZ	23.618	.015
e7	<--> ErrorZ	7.197	-.006
e5	<--> ErrorX3	37.534	.066
e5	<--> ErrorX2	8.793	.014
e5	<--> ErrorZ	4.058	.008
e5	<--> e18	8.597	-.020
e5	<--> e8	8.533	.028
e4	<--> ErrorZ	6.637	-.006
e4	<--> e5	5.190	.016
e17	<--> ErrorX2	7.644	-.006
e17	<--> e18	16.734	.012
e16	<--> ErrorZ	4.941	.006
e15	<--> ErrorX3	22.283	.039
e15	<--> ErrorY	16.616	-.021
e15	<--> e18	8.636	-.015
e15	<--> e5	15.805	.037
e15	<--> e17	4.675	-.009
e3	<--> ErrorX3	14.870	-.016
e3	<--> ErrorZ	11.829	.005
e3	<--> e7	4.705	-.006
e3	<--> e5	18.620	-.021
e3	<--> e16	4.084	.007
e2	<--> e16	16.647	-.013

		M.I.	Par Change
e2	<--> e3	4.831	.004
e1	<--> ErrorY	9.201	.008
e1	<--> e18	8.259	.007
e1	<--> e7	9.829	.008
e1	<--> e5	4.289	-.009
e1	<--> e4	8.350	.007
e1	<--> e16	7.184	.008
e1	<--> e15	9.617	-.010
e14	<--> e8	12.101	.015
e13	<--> X1	6.325	-.006
e13	<--> ErrorX2	4.211	-.005
e13	<--> ErrorZ	14.514	.007
e13	<--> ErrorY	7.267	-.009
e13	<--> e17	5.486	-.006
e13	<--> e14	13.347	.009
e12	<--> ErrorX3	4.510	.010
e12	<--> e9	4.665	.006
e12	<--> e5	8.751	.016
e11	<--> X1	6.955	.008
e11	<--> ErrorZ	4.907	-.005
e11	<--> ErrorY	7.559	.012
e11	<--> e17	6.649	.009
e11	<--> e14	22.104	-.016
e10	<--> X1	8.547	.008
e10	<--> ErrorX3	14.454	-.022
e10	<--> e17	4.468	-.006
e10	<--> e1	4.541	.005
e10	<--> e13	9.065	-.009
e10	<--> e11	19.886	.017

**Regression Weights: (Group number 1 - Default model)**

		M.I.	Par Change
X3	<--- X2	11.653	.348
X2	<--- X3	31.330	.119



	M.I.	Par Change
Y <--- X1	5.788	.180
Y <--- X3	6.485	.075
Y4 <--- X22	5.942	-.052
Y4 <--- X11	4.831	.117
X32 <--- X1	8.659	.298
X32 <--- X2	24.152	.443
X32 <--- Z	23.691	.450
X32 <--- Y	20.569	.206
X32 <--- Y4	10.055	.145
X32 <--- X23	17.368	.165
X32 <--- X22	25.193	.153
X32 <--- X21	4.136	.109
X32 <--- Y3	10.676	.159
X32 <--- Y2	12.098	.158
X32 <--- Y1	19.320	.151
X32 <--- X13	5.531	.124
X32 <--- X12	6.803	.147
X32 <--- X11	4.858	.165
X32 <--- Z5	30.621	.223
X32 <--- Z4	15.250	.169
X32 <--- Z3	19.489	.186
X32 <--- Z2	13.972	.150
X32 <--- Z1	15.068	.225
X31 <--- Z5	5.249	-.068
X31 <--- Z3	4.352	-.064
X31 <--- Z1	5.876	-.103
X22 <--- X3	14.248	.195
X22 <--- Z	8.409	.345
X22 <--- X33	13.282	.162
X22 <--- X32	20.906	.191
X22 <--- X31	11.387	.152
X22 <--- Y1	11.035	.146
X22 <--- X13	9.541	-.210

	M.I.	Par Change
X22 <--- X11	6.717	-.250
X22 <--- Z5	9.548	.160
X22 <--- Z3	13.255	.197
Y3 <--- Y4	5.271	.061
Y3 <--- X12	4.479	.070
Y3 <--- X11	5.534	.103
Y3 <--- Z1	4.342	-.070
Y2 <--- X12	5.935	-.122
Y1 <--- X3	17.596	.164
Y1 <--- X33	16.094	.135
Y1 <--- X32	17.651	.133
Y1 <--- X31	17.018	.141
Y1 <--- X22	11.581	.101
Y1 <--- Z4	5.390	.098
X13 <--- X3	9.412	-.063
X13 <--- X33	9.308	-.054
X13 <--- X32	7.093	-.044
X13 <--- X31	12.035	-.062
X13 <--- X22	11.332	-.052
X12 <--- Y2	13.351	-.080
X11 <--- Y4	7.327	.056
X11 <--- X31	4.310	.033
X11 <--- X21	5.865	.059
X11 <--- Y2	8.540	.060
Z5 <--- Z2	7.435	-.063
Z4 <--- X1	6.325	-.150
Z4 <--- X3	5.047	-.053
Z4 <--- X2	9.546	-.164
Z4 <--- Y4	5.645	-.064
Z4 <--- X33	6.100	-.050
Z4 <--- X32	4.631	-.041
Z4 <--- X23	6.968	-.062
Z4 <--- X22	8.718	-.053

	M.I.	Par Change
Z4 <--- X21	8.595	-.093
Z4 <--- Y3	6.015	-.070
Z4 <--- X12	5.241	-.076
Z4 <--- X11	5.314	-.102
Z4 <--- Z1	5.160	-.078
Z2 <--- X1	6.955	.209
Z2 <--- X21	4.870	.093
Z2 <--- Y3	5.352	.088
Z2 <--- X13	8.217	.119
Z2 <--- X12	7.234	.119
Z2 <--- Z1	11.266	.152
Z1 <--- X1	8.547	.200
Z1 <--- X2	9.774	.190
Z1 <--- X23	6.088	.066
Z1 <--- X21	10.506	.117
Z1 <--- X13	9.500	.110
Z1 <--- X12	5.083	.086
Z1 <--- X11	11.777	.173
Z1 <--- Z2	6.476	.069

### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	42	559.961	129	.000	4.341
Saturated model	171	.000	0		
Independence model	18	5772.581	153	.000	37.729

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.022	.867	.823	.654
Saturated model	.000	1.000		
Independence model	.111	.179	.083	.160

#### Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.903	.885	.924	.909	.923
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	.843	.761	.778
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	430.961	361.470	507.999
Saturated model	.000	.000	.000
Independence model	5619.581	5374.478	5871.019

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	1.410	1.086	.911	1.280
Saturated model	.000	.000	.000	.000
Independence model	14.541	14.155	13.538	14.788

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.092	.084	.100	.000
Independence model	.304	.297	.311	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	643.961	648.183	811.392	853.392
Saturated model	342.000	359.190	1023.683	1194.683
Independence model	5808.581	5810.391	5880.338	5898.338

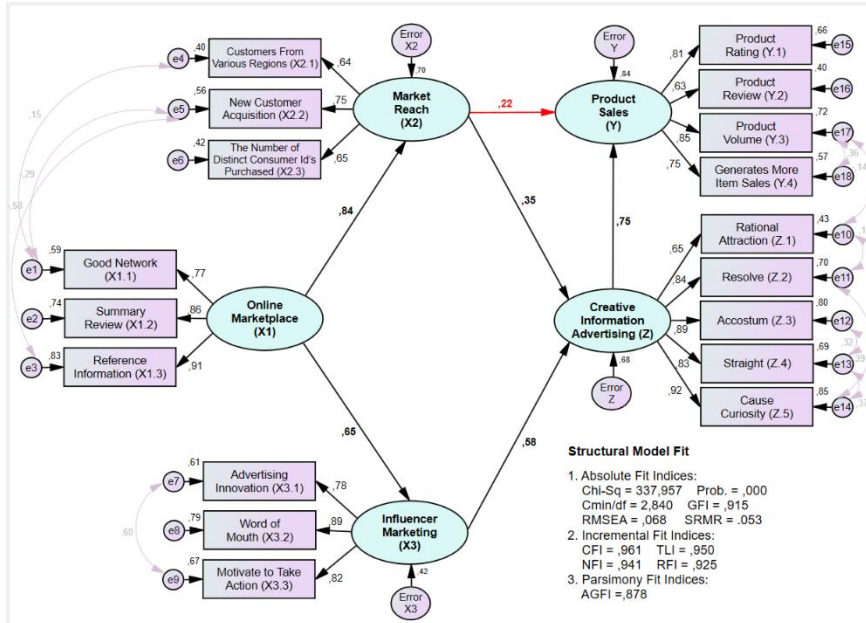
**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.622	1.447	1.816	1.633
Saturated model	.861	.861	.861	.905
Independence model	14.631	14.014	15.265	14.636

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	111	121
Independence model	13	14

Lampiran 11 Analisis *Structural Model* (Model Modifikasi)



**Notes for Group (Group number 1)**

The model is recursive.

Sample size = 398

**Parameter Summary (Group number 1)**

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	27	0	0	0	0	27
Labeled	0	0	0	0	0	0
Unlabeled	19	10	23	0	0	52
Total	46	10	23	0	0	79

**Notes for Model (Default model)**

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 171

Number of distinct parameters to be estimated: 52

Degrees of freedom (171 - 52): 119

**Result (Default model)**

Minimum was achieved

Chi-square = 337.957

Degrees of freedom = 119

Probability level = .000

**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
X2 <--- X1	.966	.082	11.755	***	par_16
X3 <--- X1	1.413	.129	10.976	***	par_17
Z <--- X3	.293	.034	8.625	***	par_13
Z <--- X2	.335	.060	5.542	***	par_14
Y <--- Z	1.583	.152	10.430	***	par_15
Y <--- X2	.445	.118	3.757	***	par_25
Z1 <--- Z	1.000				
Z2 <--- Z	1.856	.118	15.721	***	par_1
Z3 <--- Z	1.892	.124	15.263	***	par_2
Z4 <--- Z	1.715	.119	14.349	***	par_3
Z5 <--- Z	2.044	.132	15.521	***	par_4
X11 <--- X1	1.000				
X12 <--- X1	1.487	.082	18.078	***	par_5
X13 <--- X1	1.670	.087	19.179	***	par_6
Y1 <--- Y	1.000				
Y2 <--- Y	.591	.044	13.433	***	par_7
Y3 <--- Y	.739	.039	19.072	***	par_8
X21 <--- X2	1.000				
X22 <--- X2	2.089	.180	11.607	***	par_9
X23 <--- X2	1.387	.129	10.788	***	par_10
X31 <--- X3	1.000				
X32 <--- X3	1.232	.072	17.119	***	par_11
X33 <--- X3	1.065	.039	27.059	***	par_12
Y4 <--- Y	.699	.043	16.291	***	par_18

**Regression Weights: Bootstrapp, Bias-corrected percentile method**

Parameter	Estimate	Lower	Upper	S.E.	C.R.	P
X2 <--- X1	.966	.779	1.317	.126	7.667	.003
X3 <--- X1	1.413	1.167	1.814	.166	8.512	.003
Z <--- X3	.293	.185	.462	.064	4.578	.005
Z <--- X2	.335	.100	.574	.116	2.888	.012

Parameter	Estimate	Lower	Upper	S.E.	C.R.	P
Y <--- Z	1.583	.959	2.415	.358	4.422	.013
Y <--- X2	.445	-.012	1.138	.286	1.556	.067
Z1 <--- Z	1.000	1.000	1.000	.000		...
Z2 <--- Z	1.856	1.411	2.445	.278	6.676	.018
Z3 <--- Z	1.892	1.449	2.699	.304	6.224	.009
Z4 <--- Z	1.715	1.265	2.434	.300	5.717	.013
Z5 <--- Z	2.044	1.543	2.892	.330	6.194	.010
X11 <--- X1	1.000	1.000	1.000	.000		...
X12 <--- X1	1.487	1.082	2.136	.246	6.045	.006
X13 <--- X1	1.670	1.281	2.486	.262	6.374	.004
Y1 <--- Y	1.000	1.000	1.000	.000		...
Y2 <--- Y	.591	.438	.717	.069	8.565	.014
Y3 <--- Y	.739	.609	.858	.059	12.525	.011
X21 <--- X2	1.000	1.000	1.000	.000		...
X22 <--- X2	2.089	1.694	2.418	.179	11.670	.009
X23 <--- X2	1.387	1.161	1.709	.130	10.669	.005
X31 <--- X3	1.000	1.000	1.000	.000		...
X32 <--- X3	1.232	1.072	1.450	.100	12.320	.006
X33 <--- X3	1.065	.975	1.159	.046	23.152	.016
Y4 <--- Y	.699	.583	.831	.062	11.274	.008

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
X2 <--- X1	.837
X3 <--- X1	.651
Z <--- X3	.580
Z <--- X2	.352
Y <--- Z	.751
Y <--- X2	.222
Z1 <--- Z	.652
Z2 <--- Z	.837
Z3 <--- Z	.892
Z4 <--- Z	.833
Z5 <--- Z	.920



	Estimate
X11 <--- X1	.771
X12 <--- X1	.862
X13 <--- X1	.912
Y1 <--- Y	.813
Y2 <--- Y	.635
Y3 <--- Y	.846
X21 <--- X2	.636
X22 <--- X2	.752
X23 <--- X2	.649
X31 <--- X3	.780
X32 <--- X3	.891
X33 <--- X3	.822
Y4 <--- Y	.754

**Standardized Regression Weights: Bootstrapp, Bias-corrected percentile method**

Parameter	Estimate	Lower	Upper	S.E.	C.R.	P
X2 <--- X1	.837	.689	.940	.068	12.309	.015
X3 <--- X1	.651	.519	.758	.059	11.034	.010
Z <--- X3	.580	.387	.769	.094	6.170	.006
Z <--- X2	.352	.111	.557	.099	3.556	.015
Y <--- Z	.751	.502	.959	.117	6.419	.016
Y <--- X2	.222	-.008	.530	.137	1.620	.071
Z1 <--- Z	.652	.509	.746	.059	11.051	.016
Z2 <--- Z	.837	.752	.904	.037	22.622	.012
Z3 <--- Z	.892	.817	.928	.024	37.167	.021
Z4 <--- Z	.833	.746	.878	.027	30.852	.034
Z5 <--- Z	.920	.870	.952	.019	48.421	.021
X11 <--- X1	.771	.603	.871	.061	12.639	.028
X12 <--- X1	.862	.762	.927	.039	22.103	.012
X13 <--- X1	.912	.858	.954	.023	39.652	.014
Y1 <--- Y	.813	.714	.879	.038	21.395	.013
Y2 <--- Y	.635	.488	.724	.059	10.763	.013
Y3 <--- Y	.846	.767	.907	.037	22.865	.009

Parameter	Estimate	Lower	Upper	S.E.	C.R.	P
X21 <--- X2	.636	.546	.728	.046	13.826	.009
X22 <--- X2	.752	.634	.823	.048	15.667	.012
X23 <--- X2	.649	.556	.733	.046	14.109	.005
X31 <--- X3	.780	.713	.848	.035	22.286	.014
X32 <--- X3	.891	.815	.942	.029	30.724	.013
X33 <--- X3	.822	.743	.881	.033	24.909	.016
Y4 <--- Y	.754	.646	.828	.044	17.136	.014

**Covariances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
e10 <--> e11	.011	.004	2.681	.007	par_19
e12 <--> e13	.016	.003	5.203	***	par_20
e7 <--> e9	.066	.010	6.737	***	par_21
e13 <--> e14	.017	.004	4.783	***	par_22
e11 <--> e14	.020	.003	5.812	***	par_23
e3 <--> e5	.036	.006	5.926	***	par_24
e1 <--> e4	.007	.003	2.583	.010	par_26
e1 <--> e5	.020	.005	3.976	***	par_27
e10 <--> e17	.008	.003	2.812	.005	par_28
e17 <--> e18	.022	.005	4.757	***	par_29

**Correlations: (Group number 1 - Default model)**

	Estimate
e10 <--> e11	.170
e12 <--> e13	.317
e7 <--> e9	.601
e13 <--> e14	.371
e11 <--> e14	.391
e3 <--> e5	.576
e1 <--> e4	.154
e1 <--> e5	.288
e10 <--> e17	.143
e17 <--> e18	.361

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
--	----------

	Estimate
X3	.424
X2	.701
Z	.682
Y	.835

**Standardized *Total effects* (Group number 1 - Default model)**

	X1	X3	X2	Z	Y
X3	.651	.000	.000	.000	.000
X2	.837	.000	.000	.000	.000
Z	.672	.580	.352	.000	.000
Y	.690	.435	.486	.751	.000

**Standardized *Direct effects* (Group number 1 - Default model)**

	X1	X3	X2	Z	Y
X3	.651	.000	.000	.000	.000
X2	.837	.000	.000	.000	.000
Z	.000	.580	.352	.000	.000
Y	.000	.000	.222	.751	.000

**Standardized *Indirect effects* (Group number 1 - Default model)**

	X1	X3	X2	Z	Y
X3	.000	.000	.000	.000	.000
X2	.000	.000	.000	.000	.000
Z	.672	.000	.000	.000	.000
Y	.690	.435	.264	.000	.000

**Standardized Residual Covariances (Group number 1 - Default model)**

	Y4	X33	X32	X31	X23	X22	X21	Y3	Y2	Y1	X13	X12	X11	Z5	Z4	Z3	Z2	Z1
Y4	0.261																	
X33	1.467	0.000																
X32	0.938	-0.021	0.000															
X31	1.023	0.000	0.133	0.000														
X23	-0.036	1.747	2.529	2.001	0.000													
X22	-0.314	2.525	2.464	2.468	0.373	0.001												
X21	-0.196	2.433	1.682	2.311	0.401	0.749	0.027											
Y3	0.249	1.323	0.715	1.140	0.357	0.396	-0.206	0.224										
Y2	1.117	-0.464	0.041	-0.645	-0.263	-0.619	-1.025	0.527	0.185									
Y1	0.039	2.434	2.393	2.506	0.627	1.887	-0.149	0.144	0.368	0.303								
X13	0.899	-1.077	-1.535	-1.345	-0.441	-0.328	-0.534	0.811	-0.266	-0.330	0.160							
X12	0.714	0.097	-0.472	-0.307	-0.416	-1.650	-0.230	1.052	-1.735	0.446	0.635	0.000						
X11	2.199	0.260	-0.090	1.012	0.222	0.023	-0.085	1.780	1.028	-0.296	0.034	0.160	0.069					
Z5	0.287	0.042	0.521	-0.378	0.661	1.693	-0.203	0.122	0.335	0.453	-0.622	-0.638	-0.570	0.327				
Z4	0.039	-0.006	-0.012	-0.110	-0.097	0.741	-0.631	-0.015	0.092	0.899	-0.633	-0.893	-0.707	0.341	0.361			
Z3	-0.047	0.873	0.544	0.255	0.635	2.077	0.194	0.125	0.397	0.265	-0.818	-1.029	-0.703	0.561	0.436	0.352		
Z2	0.651	0.332	0.082	0.302	0.497	1.201	0.969	0.773	-0.534	0.607	0.581	0.459	-0.018	0.480	0.594	0.199	0.317	
Z1	1.254	-0.884	-0.266	-1.320	2.075	2.332	2.336	1.035	1.034	0.833	1.658	1.040	2.107	0.264	0.072	0.093	0.273	0.179

Minimum = -1,735; Maksimum = 2,529

**Model Fit Summary****CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	337.957	119	.000	2.840
Saturated model	171	.000	0		
Independence model	18	5772.581	153	.000	37.729

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.014	.915	.878	.637
Saturated model	.000	1.000		
Independence model	.111	.179	.083	.160

**Baseline Comparisons**

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.941	.925	.961	.950	.961
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	.778	.732	.747
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	218.957	167.839	277.721
Saturated model	.000	.000	.000
Independence model	5619.581	5374.478	5871.019

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	.851	.552	.423	.700
Saturated model	.000	.000	.000	.000
Independence model	14.541	14.155	13.538	14.788

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.068	.060	.077	.000
Independence model	.304	.297	.311	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	441.957	447.185	649.253	701.253
Saturated model	342.000	359.190	1023.683	1194.683
Independence model	5808.581	5810.391	5880.338	5898.338

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.113	.984	1.261	1.126
Saturated model	.861	.861	.861	.905
Independence model	14.631	14.014	15.265	14.636

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	171	186
Independence model	13	14

Lampiran 12 Pengujian Signifikansi Pengaruh Tidak Langsung (*Indirect Effect*) Dan Pengaruh Total (*Total Effect*)

Note: Pengujian *indirect effect* dalam konteks SEM dengan program Amos, bukan menggunakan “*Sobel Test*” seperti layaknya pada analisis regresi atau analisis path, tetapi menggunakan pendekatan “*bootstrapp bias-corrected percentile method*”

**Specific *Indirect effects* (SIE)**

	Unstandardized	Standardized
SIE_X1_X2_Z	.324	.294
SIE_X1_X3_Z	.415	.377
SIE_X1_X2_Z_Y	.512	.221
SIE_X1_X3_Z_Y	.656	.283

**Bootstrapp: Bias-corrected percentile method**

Parameter	Estimate	Lower	Upper	S.E.	C.R.	P
SIE_X1_X2_Z	.324	.115	.714	.127	2.551	.004
SIE_X1_X3_Z	.415	.248	.653	.097	4.278	.006
SIE_X1_X2_Z_Y	.512	.235	1.116	.196	2.612	.005
SIE_X1_X3_Z_Y	.656	.298	1.042	.201	3.264	.010

**Standardized *Total effects***

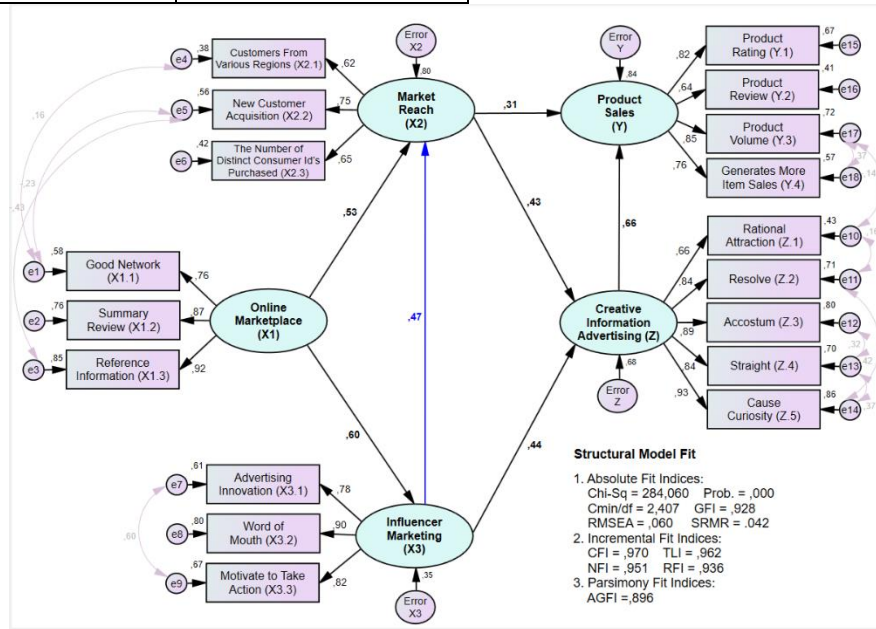
	X1	X3	X2	Z	Y
X3	.651	.000	.000	.000	.000
X2	.837	.000	.000	.000	.000
Z	.672	.580	.352	.000	.000
Y	.690	.435	.486	.751	.000

**Two Tailed Significance (Bootstrapp: Bias-corrected percentile method)**

	X1	X3	X2	Z	Y
X3	.010	...	...	...	...
X2	.015	...	...	...	...
Z	.009	.006	.015	...	...
Y	.007	.019	.012	.006	...

Lampiran 13 *Respesifikasi Model Penelitian*  
**Modification Indices (Group number 1 - Default model)**

	M.I.	Par Change
X3 <--- X2	11.653	.348
X2 <--- X3	31.330	.119
Y <--- X1	5.788	.180
Y <--- X3	6.485	.075



**Standardized Regression Weights: (Bootstrapp: Bias-corrected percentile method)**

Parameter	Estimate	Lower	Upper	S.E.	C.R.	P
X3 <--- X1	.595	.440	.724	.067	8.881	.012
X2 <--- X1	.529	.300	.758	.103	5.136	.008
X2 <--- X3	.471	.163	.673	.117	4.026	.016
Z <--- X3	.444	.085	.760	.199	2.231	.023
Z <--- X2	.431	.111	.781	.194	2.222	.012
Y <--- Z	.660	.258	.941	.172	3.837	.011
Y <--- X2	.306	.003	.739	.136	2.250	.036



### Mapping Penelitian Terdahulu

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		<i>Online marketplace</i>	<i>Market reach</i>	<i>Influencer marketing</i>	<i>Product Sales</i>		
1.	Shaheer, N., Li, S., & Priem, R. (2020). <b><i>Revisiting location in a digital age: How can lead markets accelerate the internationalization of mobile apps?</i></b> <i>Journal of International Marketing</i> , 28(4), 21-40.	v	v			Pengguna aplikasi apple store	Kemampuan penetrasi pasar dengan menggunakan teknologi seperti apple store mampu memperluas pasar.
2.	Filieri, R., Lin, Z., D'Antone, S., & Chatzopoulou, E. (2019). <b><i>A cultural approach to brand equity: the role of brand mianzi and brand popularity in China.</i></b> <i>Journal of Brand Management</i> , 26(4), 376-394.	v		v		Pelanggan <i>smartphone</i>	Media sosial sebagai pasar <i>online</i> dimanfaatkan oleh pemasar untuk memengaruhi pelanggan sehingga meningkatkan popularitas produk barang/jasa maupun citra

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
							perusahaan.
3.	Ewers, N. L. (2017). # <i>Sponsored–Influencer marketing on Instagram: An Analysis of the Effects of Sponsorship Disclosure, Product Placement, Type of Influencer and their Interplay on Consumer Responses</i> , University of Twente.	v		v	v	<i>Influencer</i> pada <i>instagram</i>	<i>Instagram</i> sebagai media sosial mampu menjadi sebuah pasar <i>online</i> dan dimanfaatkan oleh <i>influencer</i> untuk memengaruhi keputusan pembelian.
4.	Woods, S. (2016). # <i>Sponsored: The emergence of influencer marketing. #Sponsored: The Emergence of Influencer marketing</i> , University of Tennessee, Knoxville	v		v	v	<i>Influencer marketing expert</i>	<i>Influencer marketing</i> berkembang seiring perkembangan sosial media dan mampu menarik perhatian pelanggan yang berpotensi membeli

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		<i>Online marketplace</i>	<i>Market reach</i>	<i>Influencer marketing</i>	<i>Product Sales</i>		
							produk barang/jasa.
5.	Hänninen, M., & Smedlund, A. (2021). <i>Same Old Song with a Different Melody: The Paradox of Market reach and Financial Performance on Digital Platforms</i> . Journal of Management Studies.	v	v		v	Pemasar online produk kecantikan	<i>Online marketplace</i> mampu memperluas jangkauan pasar tetapi berdampak negatif terhadap <i>product sales</i> .
6.	Anderson, S. J., Chintagunta, P., Germann, F., & Vilcassim, N. (2021). <i>Do marketers matter for entrepreneurs? Evidence from a field experiment in Uganda</i> . Journal of Marketing, 85(3), 78-96.		v		v	Pengusaha di negara berkembang	Perluasan jangkauan pasar di negara berkembang memberikan dampak pada penjualan produk barang/jasa.
7.	Liu, X., Zhou, Y. W., Shen, Y., Ge, C., & Jiang, J. (2021). <i>Zooming in the impacts of merchants' participation in</i>		v		v	Data transaksi pemasar online yang mengiku	Perluasan jangkauan pasar melalui pasar online

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
	<i>transformation from online flash sale to mixed sale e-commerce platform. Information &amp; Management, 58(2), 103409.</i>					ti flashsale	dalam kegiatan flash sale memberi dampak positif terhadap product sales.
8.	Nicolaides, A. (2018). <i>Ethical hospitality marketing, brand-boosting, and business sustainability. African Journal of Hospitality, Tourism and Leisure, 7(1), 1-12.</i>		v		v	Pemasar hotel	Perluasan pasar melalui penetrasi ke berbagai media berdampak negatif terhadap kinerja pemasar yang akhirnya mengurangi keuntungan karena penjualan menurun.
9.	Cui, G., Lui, H. K., & Guo, X. (2012). <i>The effect of online consumer reviews on new product sales. International Journal of Electronic</i>			v	v	Online reviewer pada amazon.com	Product review yang dilakukan oleh pelanggan mampu

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
	<i>Commerce</i> , 17(1), 39-58.						memengaruhi keputusan pembelian pelanggan.
10.	Li, L., Tadelis, S., & Zhou, X. (2020). <b>Buying reputation as a signal of quality: Evidence from an online marketplace.</b> <i>The RAND Journal of Economics</i> , 51(4), 965-988.	v		v	v	Pemasar online	Pada pasar online feedback yang diberikan oleh pelanggan mampu meningkatkan penjualan.
11.	Alzate, M., Arce-Urriza, M., & Cebollada, J. (2021). <b>Online reviews and product sales: the role of review visibility.</b> <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 16(4), 638-669.	v		v	v	Pemasar online produk kecantikan	Online review pada pasar online mampu meningkatkan penjualan.
12.	Dwidienawati, D., Abdinagoro, S. B., Gandasari, D., & Nadira. (2019). <b>Young customers' perception on influencer endorsement, customer</b>	v		v	v	Pemasar online di Indonesia	Penggunaan pasar online dapat memengaruhi keputusan

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
	<i>review and E-tailing channel. International Journal of Advanced Trends in Computer Science and Engineering</i> , 8(6), 3369–3374.						pelanggan melalui <i>product review</i> dan <i>feedback</i> .
13.	Putri, P. M., & Marlien, R. A. (2022). <i>Pengaruh Digital Marketing terhadap Keputusan Pembelian Online</i> . <i>Jesya (Jurnal Ekonomi &amp; Ekonomi Syariah)</i> , 5(1), 25–36.			v	v	Pelanggan <i>e-commerce</i>	Penggunaan <i>influencer marketing</i> berpengaruh tidak signifikan terhadap minat beli mereka.
14.	Handayani, N. T., & Usman, O. (2021). <i>The Effect of Online Customer Review, Influencer marketing, Quality Website on Purchase Decisions Online on Online marketplace Shopee</i> . <i>SSRN Electronic Journal</i> .	v		v	v	Pengguna <i>e-commerce</i>	Penggunaan <i>influencer marketing</i> pada pasar <i>online</i> berpengaruh <i>negatif</i> terhadap <i>product sales</i> .
15.	Wielki, J. (2020). <i>Analysis of the role of digital influencers and their impact on the functioning of the contemporary on-line promotional system and</i>			v	v	<i>Influencer (endorser)</i>	Penggunaan <i>influencer marketing</i> berdampak positif terhadap

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
	<i>its sustainable development. Sustainability</i> , 12(17), 7138.						<i>product sales.</i>
16.	Campbell, C., & Farrell, J. R. (2020). <i>More than meets the eye: The functional components underlying influencer marketing. Business Horizons</i> , 63(4), 469-479.			v	v	Studi Jurnal	Pemasar <i>online</i> menggunakan <i>influencer marketing</i> guna memengaruhi keputusan pembelian melalui <i>word of mouth</i> para <i>follower</i> dari <i>endorser</i> .
17.	Lu, J., Su, X., Diao, Y., Wang, N., & Zhou, B. (2021). <i>Does online observational learning matter? Empirical evidence from panel data. Journal of Retailing and Consumer Services</i> , 60, 102480				v	Pelanggan <i>online</i>	<i>Feedback</i> yang diberikan pelanggan lain mampu memengaruhi keputusan pembelian mereka.
18.	Cui, G., Lui, H. K., & Guo, X. (2012). <i>The effect of online consumer reviews on</i>	v			v	Pemasar <i>online</i>	Tingkat efektivitas <i>online review</i>

No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
	<i>new product sales. International Journal of Electronic Commerce, 17(1), 39-58.</i>						pada pasar <i>online</i> turun seiring dengan munculnya produk baru.
19.	Giordani, I., Archetti, F., Djordjevic, D., & Sormani, R. (2018). <b>Towards sustainable urban logistics: the evolution of digital marketplace.</b> <i>Transport and the City, 75.</i>	v	v			Pemasar <i>online</i>	Layanan pada pasar <i>online</i> yang memiliki jaringan luas dan baik mampu meningkatkan jangkauan pasar.
20.	Mäki, M., & Toivola, T. (2021). <b>Global Market Entry for Finnish SME eCommerce Companies.</b> <i>Technology Innovation Management Review, 11(1).</i>	v	v			Perusahaan <i>e-commerce</i>	Jangkauan yang luas dari pasar <i>online</i> mampu menarik perhatian pelanggan dari berbagai wilayah yang



No.	Judul/Peneliti	Variabel yang diteliti				Obyek penelitian	Pembahasan
		Online marketplace	Market reach	Influencer marketing	Product Sales		
							berbeda.
21.	Abidin, C., Barbetta, T. ., & Lee, J. (2020). <b><i>Influencers, Brands, and Pivots in the Time of COVID-19: A Look at Australian, Japanese, and Korean Issues.</i></b> M/C Journal, 23(6). <a href="https://doi.org/10.5204/mcj.2729">https://doi.org/10.5204/mcj.2729</a>		v	v		Studi jurnal	Perusahaan yang menggunakan <i>influencer marketing</i> mampu memperluas pasarnya selama pandemi Covid-19.
22.	Tengblad-Kreft, V. A. J., Hagman, A. M., & Hessels, E. (2017). <b><i>Influencer marketing and the effect on brand personality and brand perception.</i></b> LBMG Strategic Brand Management-Masters Paper Series.		v	v		Pelanggan <i>nelly.com</i> dan <i>calvin klein</i>	<i>Influencer</i> maupun <i>endorser</i> mampu memperluas pasar dengan memanfaatkan <i>consumer engagement</i> .
23.	Lee, P. Y., Koseoglu, M. A., Qi, L., Liu, E. C., & King, B. (2021). <b><i>The sway of influencer marketing: Evidence from a restaurant group.</i></b> <i>International Journal of Hospitality Management</i> , 98, 103022.		v	v		<i>Influencer</i> pada restoran bintang 5 dan 6 di Taiwan	<i>Influencer</i> mampu memperluas pasar melalui jumlah <i>follower</i> -nya yang banyak.

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