

ATTACHMENT

Attachment 1 Research Questionnaire

RESEARCH QUESTIONNAIRE

The Role of Brand Image Mediate The Influence of Influencer Endorsement, Electronic Word of Mouth and Product Quality on Purchase Decision Skintific Product (Case Study on Skintific Consumer in East Surabaya)

Let me introduce myself, I'm

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Currently I am carrying out research entitled "The Role of Brand Image in Mediating the Influence of Influencer Endorsements, Electronic Word of Mouth, and Product Quality on Skintific Product Purchasing Decisions (Case Study of Skintific Consumers in East Surabaya)".

In this regard, I ask for your willingness to fill out this questionnaire. All your identities are kept confidential and the answers to the questionnaire are only used for research purposes. for your help I thank you.

RESPONDENT IDENTITY

1. Respondent Name :
2. Address :
3. Gender : a. Male
b. Female
4. Age : a. 17 – 25 years old
b. 25 – 35 years old
c. >35 years old
5. Have you ever bought Skintific product? : a. Yes
b. No

INSTRUCTION

1. You are requested to provide answers by ticking the answer column of each question according to your condition. There are no right/wrong answers to this questionnaire.

2. Answer's explanation:

STS (Totally Disagree) = 1

TS (Disagree) = 2

N (Neutral) = 3

S (Agree) = 4

SS (Totally Agree) = 5

1. *Influencer Endorsement (X1)*

No	Indicator	Questions	STS	TS	N	S	SS
X1.1	Attractiveness	Influencers can represent a good Skintific product image					
		The appearance of the influencer in the Skintific product advert looks attractive					
X1.2	Trustworthiness	Influencer is a multi-talented person who qualifies as a Skintific product endorser					
		Influencers make me believe in Skintific products					
X1.3	Expertise	Influencers have the skills to demonstrate the effectiveness of Skintific products					
		Influencers are able to convince me of the quality of Skintific products					

2. *Electronic Word Of Mouth (X2)*

No	Indicator	Questions	STS	TS	N	S	SS
X2.1	Platform assistance	I often go to the web or platforms about Skintific product					
		I can feel that the internet is an effective place to effective place to get information about Skintific product					
X2.2	Concern for others	Through the internet I get recommendations					

		relating to Skintific products					
		Through the internet I feel the care of others when recommending Skintific products					
X2.3	Extraversion	Through the internet, I get information about positive comments/reviews of Skintific users					
		Through the internet I found information that Skintific is the right choice for skincare products					
X2.4	Advice seeking	I want to find information via the internet about Skintific products					
		I hope to get information from the internet that can solve my problem with Skintific products					

3. Product Quality (X3)

No	Indicator	Questions	STS	TS	N	S	SS
X3.1	Performance	Skintific products are quality beauty products					
		I always feel comfortable when wearing Skintific products					
X3.2	Features	Skintific products provide added value which is to make the skin clean and					

		white with quality ingredients					
		The Skintific product label contains a strong meaning of 5x ceramide products					
X3.3	Reliability	Skintific products are safe to use because it has BPOM					
		Skintific products do not cause any problems on my skin					
X3.4	Conformance to specification	Skintific product quality is in line with the standard					
		Skintific products are priced according to their quality and benefits					
X3.5	Durability	Skintific products can be used over a long period of time					
		Skintific products are made from quality ingredients, so they can overcome facial skin problems					
X3.6	Serviceability	Skintific products provide reliable customer service					
		The service provided by Skintific products to customers is satisfactory					
X3.7	Aesthetic	Skintific products are classified as beauty products that successfully solve facial skin problems					
		Skintific products reflect moisturising products					

X3.8	Perceived quality	Produk Skintific lebih unggul dibandingkan produk lain					
		The overall quality of Skintific products is good					

4. Brand Image (Z)

No	Indicatoe	Questions	STS	TS	N	S	SS
Z1	Corporate image	Skintific products have a good reputation in producing skincare					
		Skintific's product sales network is wide, making it easy to find					
Z2	User image	If I use Skintific products I feel confident					
		Skintific product users are considered beauty product savvy					
Z3	Product image	Skintific products have quality ingredients					
		Skintific products have a simple and elegant design					

4. Purchase Decision (Y)

No	Indicator	Questions	STS	TS	N	S	SS
Y1	Purpose in buying a product	I bought the Skintific product because I needed the product					
		I buy Skintific products because they suit my facial grooming preferences					
Y2	Information processing to arrive at brand choice	I seek a lot of information about Skintific products from friends and relatives					

		which makes me confident to buy it					
		I select and sort out information related to Skintific products					
Y3	Steadiness in a product	After collecting a lot of information, I was convinced to buy the Skintific product					
		I trust in the quality of Skintific products					
Y4	Giving recommendations to others	I recommend my relatives and friends to buy Skintific products					
		I recommend Skintific products to relatives and friends by telling them about the advantages of its products					

Attachment 2
Respondent Characteristic

RESPONDENT CHARACTERISTIC

No.	Address	Gender	Age	Have you ever bought Skintific product?
1	tenggilis mejoyo	Female	17 - 25 years	Yes
2	kalirungkut	Female	17 - 25 years	Yes
3	Sukolilo	Female	17 - 25 years	Yes
4	Kedurus	Female	17 - 25 years	Yes
5	Semolowaru gang 8	Male	17 - 25 years	Yes
6	Tenggilis Mejoyo	Male	17 - 25 years	Yes
7	Kertajaya	Female	17 - 25 years	Yes
8	Sukolilo	Female	17 - 25 years	Yes
9	Sukolilo	Female	17 - 25 years	Yes
10	ManYesr	Female	17 - 25 years	Yes
11	Mulyorejo	Male	17 - 25 years	Yes
12	Semolowaru	Female	17 - 25 years	Yes
13	Menur pumpungan	Male	17 - 25 years	Yes
14	Tenggilis	Female	17 - 25 years	Yes
15	Kendangsari	Female	17 - 25 years	Yes
16	Kutisari	Female	17 - 25 years	Yes
17	Panjang jiwo	Female	25 - 35 years	Yes
18	Prapen	Female	25 - 35 years	Yes
19	Trenggilis mejoyo	Female	>35 years	Yes
20	Kalirungkut	Female	>35 years	Yes
21	Kedung baru	Female	25 - 35 years	Yes
22	Medoa ayu	Female	25 - 35 years	Yes
23	Penjaringansari	Female	17 - 25 years	Yes
24	Rungkut kidul	Female	17 - 25 years	Yes
25	Wonorejo	Female	17 - 25 years	Yes
26	Dukuh setorejo	Male	17 - 25 years	Yes

27	Kalijudan	Male	17 - 25 years	Yes
28	Kalisari	Female	>35 years	Yes
29	Kejawen putih tambak	Female	25 - 35 years	Yes
30	Mulyorejo	Female	17 - 25 years	Yes
31	Keputih	Female	25 - 35 years	Yes
32	Klampis ngasem	Female	>35 years	Yes
33	Jl nginden II nmr 70 Jangkungan	Female	17 - 25 years	Yes
34	Jangkungan	Female	17 - 25 years	Yes
35	nginden	Female	17 - 25 years	Yes
36	Kertajaya	Female	17 - 25 years	Yes
37	Manyar	Female	17 - 25 years	Yes
38	Manyar	Female	17 - 25 years	Yes
39	Mulyorejo	Female	17 - 25 years	Yes
40	Nginden	Male	17 - 25 years	Yes
41	ManYesr	Male	17 - 25 years	Yes
42	Panjang Jiwo	Female	17 - 25 years	Yes
43	Gubeng	Female	17 - 25 years	Yes
44	Trenggilis	Female	17 - 25 years	Yes
45	Keputih	Female	17 - 25 years	Yes
46	Tenggilis Mejoyo	Female	17 - 25 years	Yes
47	Tenggilis	Female	17 - 25 years	Yes
48	Gubeng	Female	17 - 25 years	Yes
49	mulyorejo	Female	17 - 25 years	Yes
50	nginden	Female	17 - 25 years	Yes
51	Kendang Sari	Female	17 - 25 years	Yes
52	wonorejo	Female	17 - 25 years	Yes
53	Kendang Sari	Male	17 - 25 years	Yes
54	wonorejo	Male	17 - 25 years	Yes
55	Manyar sabrangan	Female	17 - 25 years	Yes
56	Kutillasari	Male	17 - 25 years	Yes
57	kalisari	Female	17 - 25 years	Yes
58	Mulyorejo	Female	17 - 25 years	Yes
59	nginden	Female	17 - 25 years	Yes

60	Gebang putih	Female	25 - 35 years	Yes
61	Menur Pumpungan	Female	17 - 25 years	Yes
62	Nginden Jangkungan	Female	17 - 25 years	Yes
63	Semolowaru	Female	17 - 25 years	Yes
64	Kutisari	Male	17 - 25 years	Yes
65	Semolowaru	Male	17 - 25 years	Yes
66	Kalijudan	Female	17 - 25 years	Yes
67	Swmolowaru	Male	17 - 25 years	Yes
68	Panjang Jiwo	Male	17 - 25 years	Yes
69	Nginden	Female	17 - 25 years	Yes
70	Panjang Jiwo	Female	25 - 35 years	Yes
71	Prapen	Male	25 - 35 years	Yes
72	Kalijudan	Female	17 - 25 years	Yes
73	Prapen	Male	17 - 25 years	Yes
74	Tenggilis Mejoyo	Male	17 - 25 years	Yes
75	Manyar	Female	17 - 25 years	Yes
76	Tenggilis Mejoyo	Male	17 - 25 years	Yes
77	Kalisari	Female	25 - 35 years	Yes
78	Mulyorejo	Female	25 - 35 years	Yes
79	Mulyorejo	Female	17 - 25 years	Yes
80	JAGIR	Male	17 - 25 years	Yes
81	Keputih	Female	17 - 25 years	Yes
82	Klampus Ngasem	Female	17 - 25 years	Yes
83	Kalirugkut	Female	17 - 25 years	Yes
84	medokan semampir	Female	17 - 25 years	Yes
85	Menur Pumpungan	Female	17 - 25 years	Yes
86	Kedung Baruk	Female	17 - 25 years	Yes
87	Kalirungkut	Male	25 - 35 years	Yes
88	Medoan Ayu	Female	17 - 25 years	Yes
89	Nginden jangkungan	Female	17 - 25 years	Yes
90	nginden jangkungan	Female	17 - 25 years	Yes
91	Kedung baruk	Male	25 - 35 years	Yes
92	kalirungkut	Female	17 - 25 years	Yes
93	Medoan ayu	Male	25 - 35 years	Yes

94	Penjaringansari	Female	17 - 25 years	Yes
95	Kejawanputihtambak	Female	17 - 25 years	Yes
96	Keputih	Female	25 - 35 years	Yes
97	dukuh sutorejo	Female	17 - 25 years	Yes
98	Klampus Ngasem	Female	25 - 35 years	Yes
99	dukuh sutorejo	Female	17 - 25 years	Yes
100	Medokan Semampir	Female	>35 years	Yes

Attachment 3
Research Data

TABULATION RESPONDENT ANSWER

No	Influencer Endorsement			Electronic Word of Mouth			Product Quality			
	X1_1	X1_2	X1_3	X2_2	X2_3	X2_4	X3_1	X3_4	X3_7	X3_8
1	5	5	5	5	4	5	4	4	5	4
2	5	4	4	5	4	4	4	4	4	4
3	5	5	3	5	5	5	3	4	4	3
4	3	3	3	3	3	3	3	3	3	3
5	3	2	4	3	3	4	4	3	3	4
6	5	5	5	5	5	5	5	5	5	5
7	4	4	5	3	3	3	3	4	3	3
8	3	4	3	3	3	5	5	3	3	4
9	5	5	5	5	5	5	5	5	5	5
10	4	4	4	4	4	4	5	5	5	5
11	5	5	5	5	5	5	5	5	5	5
12	4	4	4	4	4	4	4	4	4	4
13	5	4	5	5	5	4	4	4	5	4
14	5	5	5	5	5	5	5	5	5	5
15	5	5	5	5	5	5	5	5	5	5
16	3	3	3	3	3	3	3	3	3	3
17	3	4	5	5	5	5	5	4	5	5
18	4	5	4	5	4	4	5	5	4	5
19	4	3	4	3	4	4	4	4	4	4
20	4	5	5	5	4	5	4	4	5	4
21	4	5	5	5	4	4	4	4	5	4
22	4	4	5	4	5	4	4	4	5	4
23	4	4	5	5	4	4	5	4	4	4
24	4	4	5	5	4	4	4	4	4	5
25	4	4	5	5	4	4	4	5	4	4
26	4	4	5	4	5	5	5	4	5	4
27	4	4	5	5	5	5	4	4	4	5
28	5	4	5	4	5	5	4	5	4	4
29	5	5	4	4	4	5	4	5	4	4
30	4	4	5	5	5	4	4	4	4	5
31	4	4	5	4	4	5	4	4	4	3
32	4	4	4	4	5	4	4	5	4	3
33	4	5	5	5	5	4	4	5	5	4
34	4	5	4	5	5	5	5	5	4	4
35	5	5	5	5	5	5	5	5	5	5
36	4	4	5	5	4	5	4	4	4	4
37	5	5	4	4	4	4	4	5	4	4
38	4	5	4	4	4	4	4	5	4	5
39	5	4	4	4	4	4	4	4	4	4
40	5	5	5	5	4	5	5	5	5	4
41	4	4	4	5	5	5	5	5	4	4
42	4	4	3	5	5	3	3	3	3	2
43	4	4	4	4	4	4	4	4	4	4
44	5	5	5	5	5	5	5	5	5	5
45	2	2	3	2	3	2	3	3	2	2
46	4	5	5	4	1	1	4	5	5	3
47	3	4	4	4	4	4	4	5	3	3
48	5	4	3	5	3	2	3	4	4	5
49	4	5	4	4	4	4	4	4	5	5
50	4	4	4	5	5	4	4	4	4	4

No	Influencer Endorsement			Electronic Word of Mouth			Product Quality			
	X1_1	X1_2	X1_3	X2_2	X2_3	X2_4	X3_1	X3_4	X3_7	X3_8
51	5	3	5	4	5	4	5	5	4	4
52	4	5	5	5	5	5	5	5	5	5
53	5	4	5	5	5	5	5	4	4	4
54	5	5	5	5	5	5	4	5	5	5
55	5	5	4	5	5	4	3	4	3	3
56	4	3	3	5	5	5	3	3	3	3
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58	5	3	3	5	5	3	4	3	3	3
59	5	5	5	5	5	5	5	4	5	5
60	4	5	4	5	5	5	4	4	4	4
61	5	5	5	5	5	5	5	4	5	5
62	5	4	5	4	4	5	4	4	4	4
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65	4	4	5	5	4	4	4	4	4	5
66	4	5	4	4	5	4	5	4	5	4
67	4	4	4	5	5	5	4	4	4	4
68	5	5	4	4	5	5	4	5	5	4
69	5	5	5	5	5	5	5	4	5	5
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71	5	5	5	5	5	5	5	4	5	5
72	5	5	5	4	4	5	5	4	4	5
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74	4	4	5	5	5	5	5	5	5	5
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80	5	4	4	5	4	5	5	4	5	4
81	4	4	4	4	4	5	5	5	4	4
82	4	5	5	5	5	5	5	5	4	5
83	4	5	4	4	3	3	3	2	3	2
84	4	4	4	4	4	4	4	5	4	4
85	4	5	5	5	4	4	5	5	5	5
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89	5	5	5	4	4	5	5	5	5	5
90	4	4	4	4	5	4	5	5	4	5
91	4	3	3	4	4	4	4	4	4	3
92	4	5	4	5	5	5	4	5	5	4
93	4	4	5	4	4	4	5	5	5	5
94	4	3	3	4	4	4	3	4	4	4
95	4	4	3	3	4	3	4	3	4	4
96	4	3	4	4	4	4	4	4	4	3
97	4	4	5	4	5	5	5	4	5	5
98	5	5	4	4	4	5	5	5	5	4
99	4	5	5	5	3	4	4	4	5	3
100	5	4	4	3	5	5	4	4	3	5

No	Brand Image			Purchase Decision			
	Z1	Z2	Z3	Y1	Y2	Y3	Y4
1	5	5	4	5	4	4	5
2	4	4	4	4	4	4	4
3	5	3	5	3	3	5	3
4	3	3	3	3	3	3	3
5	4	4	3	5	4	4	4
6	5	5	5	5	5	5	5
7	4	3	4	3	3	3	3
8	5	3	4	4	4	4	5
9	5	5	5	5	5	5	5
10	4	5	4	5	5	5	5
11	5	5	5	5	5	5	5
12	4	4	4	4	5	5	5
13	5	4	4	5	5	4	4
14	5	5	5	5	5	5	5
15	5	5	5	5	5	5	5
16	3	3	3	3	3	3	3
17	5	5	4	2	5	5	4
18	4	4	4	5	5	5	4
19	4	3	5	4	3	4	5
20	4	5	4	4	5	4	4
21	4	4	5	4	4	5	4
22	4	4	4	4	4	5	4
23	4	5	4	4	4	5	4
24	4	4	4	4	5	4	4
25	4	5	4	4	4	5	5
26	4	4	5	5	5	5	5
27	5	5	4	5	4	4	4
28	5	5	5	4	4	5	5
29	4	5	4	4	5	5	4
30	5	5	5	4	4	4	4
31	4	5	4	4	5	5	4
32	4	4	5	5	5	4	4
33	4	4	5	4	4	4	4
34	4	4	4	4	4	4	4
35	5	5	5	5	4	5	4
36	4	4	5	4	4	4	4
37	4	4	5	5	5	5	5
38	4	4	4	5	5	5	4
39	4	5	4	5	5	4	4
40	5	5	5	5	5	4	5
41	5	3	4	5	4	5	5
42	4	3	4	4	4	3	4
43	4	4	4	4	4	4	4
44	5	5	5	5	5	5	5
45	2	2	3	4	3	3	3
46	4	3	4	4	4	4	4
47	4	3	3	4	3	3	3
48	4	1	5	4	5	5	5
49	4	3	4	4	4	4	4
50	5	5	5	3	4	3	3

No	Brand Image			Purchase Decision			
	Z1	Z2	Z3	Y1	Y2	Y3	Y4
51	5	4	4	3	3	4	4
52	4	5	5	5	5	5	5
53	5	4	5	5	4	5	5
54	5	5	5	5	5	5	5
55	4	3	4	3	3	5	4
56	4	3	3	3	3	4	3
57	5	4	5	4	5	5	5
58	5	2	4	2	3	5	2
59	5	5	5	5	5	5	5
60	4	5	5	5	4	5	5
61	5	5	5	5	5	5	5
62	5	4	5	4	4	5	4
63	5	4	4	5	4	5	5
64	5	4	4	5	5	5	5
65	5	4	5	5	5	4	5
66	4	4	5	5	4	5	5
67	4	4	4	4	4	4	4
68	5	4	5	5	5	5	4
69	5	5	5	5	5	5	5
70	5	5	5	5	5	5	5
71	5	5	5	5	5	5	5
72	4	4	4	5	4	4	5
73	5	5	5	5	5	5	5
74	5	4	5	5	5	5	5
75	5	5	5	4	4	5	5
76	5	5	5	5	4	5	5
77	4	4	4	4	4	4	4
78	5	5	5	4	4	4	4
79	4	4	4	5	5	5	5
80	4	4	5	5	5	4	4
81	5	5	5	5	5	5	5
82	5	5	4	5	5	4	4
83	4	3	3	3	3	2	2
84	4	4	4	4	5	5	5
85	5	5	5	5	4	4	4
86	5	4	5	5	4	4	5
87	5	5	5	5	4	5	5
88	4	4	3	3	4	4	3
89	5	4	5	4	4	3	4
90	5	5	5	3	3	3	4
91	4	4	4	4	3	4	3
92	5	4	4	4	3	4	3
93	4	5	5	3	3	4	3
94	4	4	4	4	3	4	3
95	4	4	4	4	4	3	3
96	4	4	4	4	3	4	4
97	5	4	5	3	4	3	3
98	5	5	5	4	3	3	4
99	4	5	3	4	4	4	5
100	5	3	3	4	5	4	5

Attachment 4

Descriptive Statistic

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
X1_1	1.000	0.000	4.300	4.000	2.000	5.000	0.624	0.689	-0.575
X1_2	2.000	0.000	4.300	4.000	2.000	5.000	0.714	0.642	-0.853
X1_3	3.000	0.000	4.370	4.000	3.000	5.000	0.688	-0.709	-0.642
X2_2	4.000	0.000	4.430	5.000	2.000	5.000	0.682	0.564	-0.991
X2_3	5.000	0.000	4.360	4.000	1.000	5.000	0.728	3.151	-1.313
X2_4	6.000	0.000	4.350	4.000	1.000	5.000	0.779	3.164	-1.481
X3_1	7.000	0.000	4.340	4.000	3.000	5.000	0.667	-0.718	-0.523
X3_2	8.000	0.000	4.260	4.000	2.000	5.000	0.716	-0.234	-0.601
X3_3	9.000	0.000	4.420	4.000	2.000	5.000	0.635	0.883	-0.882
X3_4	10.000	0.000	4.310	4.000	2.000	5.000	0.674	0.223	-0.670
X3_5	11.000	0.000	4.270	4.000	1.000	5.000	0.798	4.309	-1.609
X3_6	12.000	0.000	4.360	4.000	3.000	5.000	0.625	-0.639	-0.451
X3_7	13.000	0.000	4.300	4.000	2.000	5.000	0.714	-0.134	-0.686
X3_8	14.000	0.000	4.160	4.000	2.000	5.000	0.784	-0.003	-0.673
Z1	15.000	0.000	4.450	4.000	2.000	5.000	0.589	1.377	-0.844
Z2	16.000	0.000	4.190	4.000	1.000	5.000	0.833	1.218	-1.005
Z3	17.000	0.000	4.390	4.000	3.000	5.000	0.662	-0.621	-0.636
Y1	18.000	0.000	4.280	4.000	2.000	5.000	0.763	0.056	-0.802
Y2	19.000	0.000	4.220	4.000	3.000	5.000	0.743	-1.110	-0.383
Y3	20.000	0.000	4.350	4.000	2.000	5.000	0.726	-0.081	-0.813
Y4	21.000	0.000	4.250	4.000	2.000	5.000	0.779	-0.187	-0.732

Attachment 5
Validity Instrument Test
Convergent Validity

Variable	Indicator	X1	X2	X3	Y	Z	Result
Influencer Endorsement	X1.1	0,773					Valid
	X1.2	0,826					Valid
	X1.3	0,779					Valid
Electronic Word of Mouth	X2.2		0,751				Valid
	X2.3		0,847				Valid
	X2.4		0,852				Valid
Product Quality	X3.1			0,860			Valid
	X3.4			0,744			Valid
	X3.7			0,836			Valid
	X3.8			0,796			Valid
Purchase Decision	Y1				0,822		Valid
	Y2				0,840		Valid
	Y3				0,776		Valid
	Y4				0,890		Valid
Brand Image	Z1					0,816	Valid
	Z2					0,779	Valid
	Z3					0,819	Valid

Discriminant Validity (Fornell – Larcker Criterion)

	Brand Image	Electronic Word of Mouth	Influencer Endorsement	Purchase Decision	Product Quality
Brand Image	0,805				
Electronic Word of Mouth	0,679	0,818			
Influencer Endorsement	0,683	0,570	0,793		
Purchase Decision	0,533	0,444	0,557	0,833	
Product Quality	0,786	0,555	0,666	0,635	0,810

Average Variant Extracted (AVE)

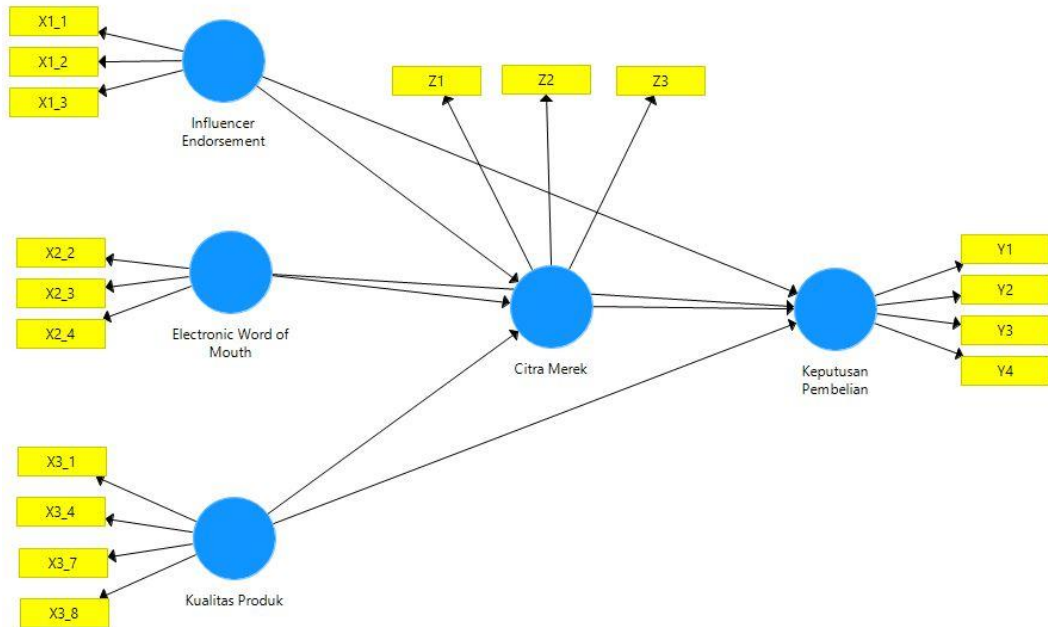
	Average Variance Extracted (AVE)
Brand Image	0,648
Electronic Word of Mouth	0,669
Influencer Endorsement	0,629
Purchase Decision	0,694
Product Quality	0,656

Attachment 6
Reliability Instrument Test

	Cronbach's Alpha	Composite Reliability
Brand Image	0,728	0,847
Electronic Word of Mouth	0,753	0,858
Influencer Endorsement	0,705	0,835
Purchase Decision	0,852	0,900
Product Quality	0,825	0,884

Attachment 7 Path Model

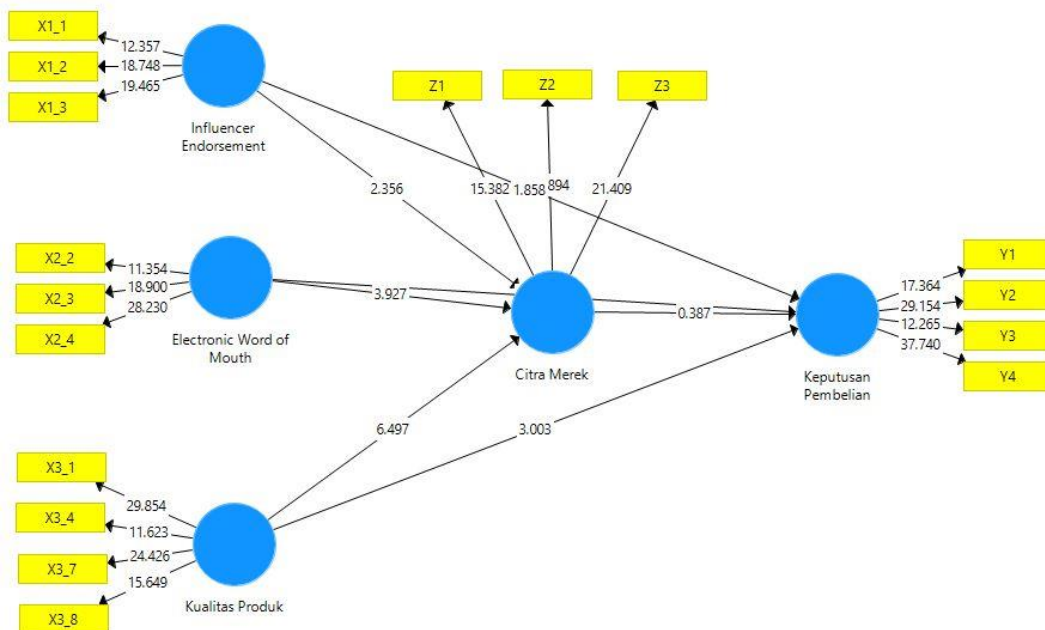
SMART-PLS RESULT



Hypotesis

1. $X1 > Z$
2. $X1 > Y$
3. $X2 > Z$
4. $X2 > Y$
5. $X3 > Z$
6. $X4 > Y$
7. $Z > Y$

INNER MODEL EVALUATION



Attachment 8
Path Analysis

	Brand Image	Electronic Word of Mouth	Influencer Endorsement	Purchase Decision	Product Quality
X1_1			0,773		
X1_2			0,826		
X1_3			0,779		
X2_2		0,751			
X2_3		0,847			
X2_4		0,852			
X3_1					0,860
X3_4					0,744
X3_7					0,836
X3_8					0,796
Y1				0,822	
Y2				0,840	
Y3				0,776	
Y4				0,890	
Z1	0,816				
Z2	0,779				
Z3	0,819				

Attachmetn 9**Bootstrapping Direct Effect**


	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Purchase Decision	-0.011	0.007	0.162	0.069	0.473
Electronic Word of Mouth -> Brand Image	0.244	0.237	0.073	3.358	0.000
Electronic Word of Mouth -> Purchase Decision	0.072	0.066	0.120	0.598	0.275
Influencer Endorsement -> Brand Image	0.172	0.168	0.086	1.995	0.023
Influencer Endorsement -> Purchase Decision	0.201	0.215	0.134	1.496	0.068
Product Quality -> Brand Image	0.558	0.564	0.077	7.219	0.000
Product Quality -> Purchase Decision	0.472	0.451	0.182	2.602	0.005

Attachment 10**Boostrapping Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Electronic Word of Mouth -> Brand Image -> Purchase Decision	-0.003	0.001	0.039	0.069	0.472
Influencer Endorsement -> Brand Image -> Purchase Decision	-0.002	0.002	0.031	0.062	0.475
Product Quality -> Brand Image -> Purchase Decision	-0.006	0.004	0.093	0.067	0.473

Attachment 11

GUIDANCE CARD



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus: Jl. Semolowaru 45 Surabaya 60118. Telp (031) 5931800 Pst 140&141 E-mail: feb@untag-sby.ac.id

SEMESTER
Gasal / Genap
 2023, 2024


KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa / NBI: Sinta Dewi Anggraini

Nama Pembimbing: Dr. Achmad Yanu Alf Fianto, S.T.

Judul Skripsi: Peran Brand Image Memadasi Pengaruh Influencer Endorsement, Electronic Word of Mouth, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Jemberic

Mulai Program Skripsi: Semester Thn. Ak **Selesai Bimbingan Tanggal:**



No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1.	22-09-2023		Pengajuan judul	/
2.	03-10-2023	Bab 1-3	Penuhisan sitasi, alinea baru	/
3.	12-10-2023	Bab 1-3	Pengoreksian takaran bahasa & sitasi	/
4.	12-10-2023	Bab 1-3	Revisi	/
5.	15-10-2023	Bab 1-3	ACC	/
6.	26-10-2023		Revisi proposal sidang	/
7.	03-11-2023		ACC Kuesioner dan Penyebaran	/
8.	09-11-2023		Progress responden	/
9.	07-12-2023		Olah data	/
10.	20-12-2023	Bab 1-5	Revisi & ACC	/


Perpanjangan I

Semester : _____

Th. Ak. : _____

Paraf Kajur : _____

Surabaya,



(Nama dan tanda tangan Pembimbing)

Attachment 12

PROOF OF PUBLICATION

PERAN CITRA MEREK MEMEDIASI PENGARUH INFLUENCER ENDORSEMENT, ELECTRONIC WORD OF MOUTH, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINTIFIC

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