

LAMPIRAN – LAMPIRAN

Kuesioner

Karakteristik Responden

I. Pilihlah salah satu jawaban yang paling sesuai menurut Anda

1) Nama:

.....

2) Berapakah usia Anda?

- a) 15-24 tahun
- b) 25-34 tahun
- c) 35-44 tahun
- d) 44-54 tahun

2) Jenis Kelamin:

- a) Pria
- b) Wanita

3) Apakah Anda tertarik dengan produk Erigo?

- a) Ya
- b) Tidak (terima kasih, berhenti sampai di sini)

4) Siapakah Brand Ambassador yang Anda ketahui?

- a) Arief Muhammad
- b) Deny Sumargo
- c) Enzy Storia
- d) Luna Maya
- e) Lainnya, sebutkan...

5) Domisili :

- a) Jakarta
- b) Bogor
- c) Depok
- d) Tangerang
- e) Bekasi

II. Instruksi Pengisian Kuesioner Berikan tanggapan Anda dengan memberi tanda silang (X) pada skala yang tersedia sesuai dengan tingkat persetujuan Anda.

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

Lampiran 1 Tabel Pengantar Kuesioner

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
<i>Brand Ambassador (XI)</i>						
<i>Transference</i>	<i>Brand Ambassador</i> memberikan dukungan terhadap merek Erigo.					
	<i>Brand Ambassador</i> mempromosikan produk-produk Erigo					
<i>Congruence</i>	<i>Brand Ambassador</i> memiliki kesesuaian dengan merek Erigo					
	<i>Brand Ambassador</i> memiliki karakter yang cocok dengan merek Erigo					
<i>Credibility</i>	Brand Ambassador memiliki pemahaman mengenai merek Erigo					
	Saya percaya dengan informasi yang diberikan oleh Brand Ambassador Erigo mengenai produk-produknya					

Attractiveness	Brand Ambassador mencerminkan produk Erigo					
	Brand Ambassador menyampaikan informasi mengenai produk Erigo dengan senang hati					
Power	Saya yakin dengan informasi yang diberikan oleh Brand Ambassador Erigo					
	Saya tertarik untuk membeli produk yang dipromosikan oleh Brand Ambassador Erigo					
Citra Merek (Z)						
Corporate Image	Saya dapat menemukan dan membeli produk Erigo dengan mudah					
	Erigo memiliki produk lebih baik dibandingkan merek lain					
	Erigo merupakan <i>clothing brand</i> yang bagus					
User Image	Saya merasa percaya diri dan <i>up-to-date</i> dengan menggunakan produk Erigo					
	Saya memperhatikan penampilan saya dengan menggunakan produk Erigo					
	Saya dapat dengan mudah mengenali					

Product Image	dan mengingat logo dari merek Erigo					
	Merek Erigo tidak kalah saing dengan merek lainnya					
	Produk dari merek Erigo memiliki kualitas yang baik					
Minat Beli (Y)						
Minat Transaksional	Saya tertarik untuk mencoba produk Erigo					
Minat Preferensial	Saya akan lebih tertarik untuk membeli produk Erigo dibandingkan dengan produk dari merek lain					
Minat Referensial	Saya akan merekomendasikan produk-produk dari merek Erigo					
Minat Eksploratif	Saya mencari informasi mengenai produk Erigo					
	Saya dapat dengan mudah mendapatkan informasi mengenai produk Erigo					
	Saya mencari informasi yang positif mengenai produk dari merek Erigo					

Item	X1-1	X1-2	X1-3	X1-4	X1-5	X1-6	X1-7	X1-8	X1-9	X1-10	Z2-1	Z2-2	Z2-3	Z2-4	Z2-5	Z2-6	Z2-7	Z2-8	Y3-1	Y3-2	Y3-3	Y3-4	Y3-5	Y3-6	
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Lampiran 2 Profil Responden

Frequency Table

JenisKelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	110	45.8	45.8	45.8
	Perempuan	130	54.2	54.2	100.0
	Total	240	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 24 Tahun	153	63.7	63.7	63.7
	25 - 34 Tahun	81	33.8	33.8	97.5
	35 - 44 Tahun	5	2.1	2.1	99.6
	44 - 54 Tahun	1	.4	.4	100.0
	Total	240	100.0	100.0	

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bekasi	21	8.8	8.8	8.8
	Bogor	18	7.5	7.5	16.3
	Depok	25	10.4	10.4	26.7
	Jakarta	89	37.1	37.1	63.7
	Tangerang	87	36.3	36.3	100.0
	Total	240	100.0	100.0	

Apakah anda mengetahui dan tertarik dengan produk Erigo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	240	100.0	100.0	100.0

Brand Ambassador Erigo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Arief Muhammad	183	76.3	76.3	76.3
Deny Sumargo	18	7.5	7.5	83.8
Enzy Storia	21	8.8	8.8	92.5
Gading martin	1	.4	.4	92.9
Luna Maya	7	2.9	2.9	95.8
Rachel Vennya	3	1.3	1.3	97.1
Raffi ahmad	2	.8	.8	97.9
Raffi Ahmad	1	.4	.4	98.3
uus	1	.4	.4	98.8
Uus	3	1.3	1.3	100.0
Total	240	100.0	100.0	

Lampiran 3 Statistik Deskriptif

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	240	2	5	4.59	.579
X1.2	240	3	5	4.62	.559
X1.3	240	1	5	4.34	.737
X1.4	240	1	5	4.35	.750
X1.5	240	2	5	4.33	.752
X1.6	240	2	5	4.25	.677
X1.7	240	1	5	4.27	.781
X1.8	240	2	5	4.44	.682
X1.9	240	2	5	4.19	.694
X1.10	240	1	5	4.15	.820
Brand_Ambassador	240	2.00	5.00	4.3533	.51698
Valid N (listwise)	240				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Z2.1	240	2	5	4.50	.640
Z2.2	240	2	5	3.97	.858
Z2.3	240	2	5	4.26	.726
Z2.4	240	2	5	3.92	.830
Z2.5	240	1	5	3.87	.912
Z2.6	240	2	5	4.31	.780
Z2.7	240	2	5	4.31	.718
Z2.8	240	2	5	4.32	.698
Citra_Merek	240	2.13	5.00	4.1839	.58796
Valid N (listwise)	240				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y3.1	240	2	5	4.40	.731
Y3.2	240	2	5	3.82	.937
Y3.3	240	1	5	4.07	.877
Y3.4	240	1	5	4.00	.873
Y3.5	240	1	5	4.33	.739
Y3.6	240	1	5	4.22	.799
Minat_Beli	240	2.00	5.00	4.1389	.66346
Valid N (listwise)	240				

Lampiran 4 Output Validitas & Reliabilitas

Factor Analysis

Communalities

	Initial	Extraction
X1.1	1.000	.526
X1.2	1.000	.432
X1.3	1.000	.581
X1.4	1.000	.588
X1.5	1.000	.601
X1.6	1.000	.525
X1.7	1.000	.562
X1.8	1.000	.609
X1.9	1.000	.482
X1.10	1.000	.481

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.387	53.868	53.868	5.387	53.868	53.868
2	.900	9.003	62.871			
3	.771	7.711	70.582			
4	.618	6.183	76.765			

5	.575	5.745	82.510		
6	.477	4.770	87.279		
7	.404	4.043	91.322		
8	.318	3.175	94.497		
9	.284	2.843	97.341		
10	.266	2.659	100.000		

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X1.1	.725
X1.2	.657
X1.3	.762
X1.4	.767
X1.5	.776
X1.6	.725
X1.7	.750
X1.8	.780
X1.9	.694
X1.10	.694

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Factor Analysis

Communalities

	Initial	Extraction
Z2.1	1.000	.260
Z2.2	1.000	.596
Z2.3	1.000	.677
Z2.4	1.000	.630
Z2.5	1.000	.612
Z2.6	1.000	.538
Z2.7	1.000	.714
Z2.8	1.000	.647

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.674	58.429	58.429	4.674	58.429	58.429
2	.974	12.179	70.608			
3	.691	8.640	79.248			
4	.477	5.964	85.211			
5	.391	4.889	90.101			
6	.317	3.966	94.067			

7	.293	3.659	97.726			
8	.182	2.274	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Z2.1	.509
Z2.2	.772
Z2.3	.823
Z2.4	.794
Z2.5	.783
Z2.6	.733
Z2.7	.845
Z2.8	.804

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Factor Analysis

Communalities

	Initial	Extraction
Y3.1	1.000	.573
Y3.2	1.000	.653
Y3.3	1.000	.694
Y3.4	1.000	.736
Y3.5	1.000	.571
Y3.6	1.000	.623

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.850	64.166	64.166	3.850	64.166	64.166
2	.672	11.207	75.372			
3	.556	9.261	84.634			
4	.333	5.554	90.187			
5	.310	5.162	95.349			
6	.279	4.651	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Y3.1	.757
Y3.2	.808
Y3.3	.833
Y3.4	.858
Y3.5	.756
Y3.6	.789

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	240	100.0
	Excluded ^a	0	.0
	Total	240	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.903	10

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	38.95	22.821	.645	.895
X1.2	38.92	23.324	.572	.899
X1.3	39.19	21.453	.692	.891
X1.4	39.19	21.333	.698	.891
X1.5	39.20	21.265	.705	.890
X1.6	39.28	22.118	.652	.894
X1.7	39.26	21.230	.679	.892
X1.8	39.10	21.744	.711	.890
X1.9	39.34	22.167	.624	.895
X1.10	39.38	21.367	.619	.897

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	240	100.0
	Excluded ^a	0	.0
	Total	240	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.895	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z2.1	28.97	19.376	.415	.902
Z2.2	29.50	16.561	.692	.880
Z2.3	29.21	17.105	.748	.875
Z2.4	29.55	16.575	.719	.877
Z2.5	29.60	16.107	.708	.879
Z2.6	29.16	17.364	.638	.885
Z2.7	29.16	17.024	.774	.873
Z2.8	29.15	17.442	.720	.878

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%

Cases	Valid	240	100.0
	Excluded ^a	0	.0
	Total	240	100.0

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

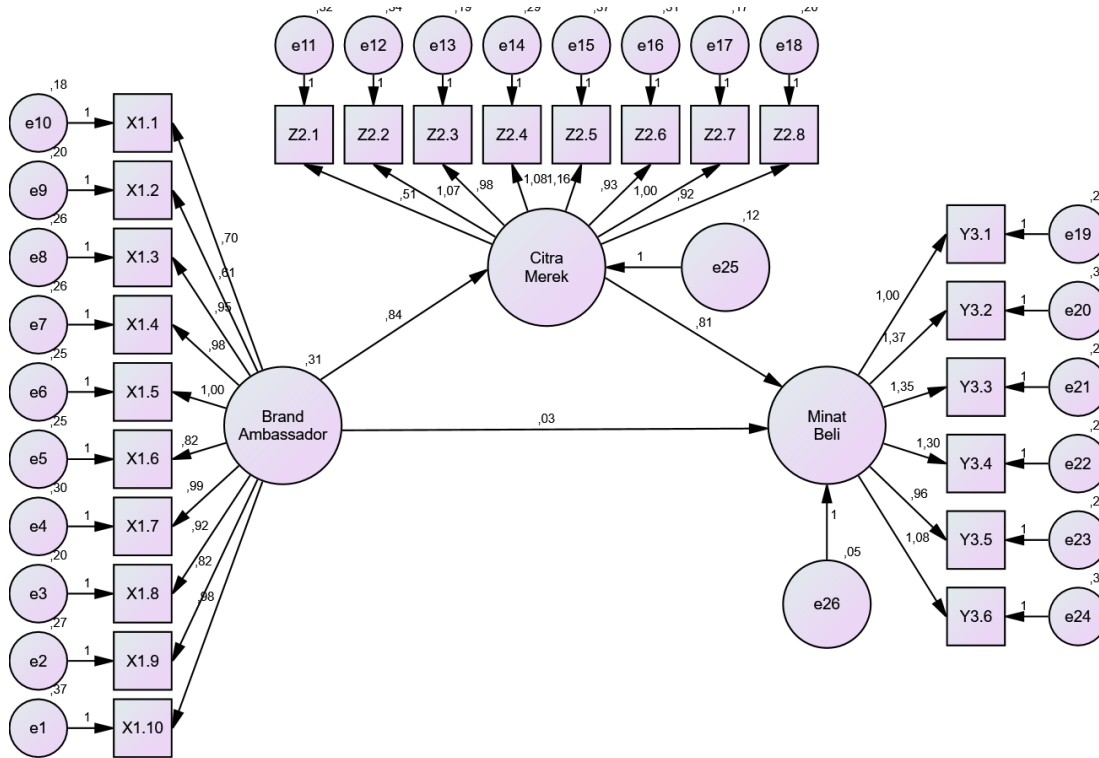
Reliability Statistics

Cronbach's Alpha	N of Items
.887	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y3.1	20.43	12.012	.651	.876
Y3.2	21.02	10.602	.715	.867
Y3.3	20.76	10.768	.749	.860
Y3.4	20.83	10.650	.779	.855
Y3.5	20.51	12.000	.644	.877
Y3.6	20.62	11.484	.687	.870

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Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	51	850,691	249	,000	3,416
Saturated model	300	,000	0		
Independence model	24	4001,842	276	,000	14,499

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,037	,742	,689	,616
Saturated model	,000	1,000		
Independence model	,266	,166	,093	,152

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,787	,764	,840	,821	,839
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,902	,710	,756
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	601,691	516,798	694,170
Saturated model	,000	,000	,000
Independence model	3725,842	3524,927	3934,059

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3,559	2,518	2,162	2,904
Saturated model	,000	,000	,000	,000
Independence model	16,744	15,589	14,749	16,460

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,101	,093	,108	,000
Independence model	,238	,231	,244	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	952,691	964,607	1130,203	1181,203
Saturated model	600,000	670,093	1644,192	1944,192
Independence model	4049,842	4055,450	4133,378	4157,378

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	3,986	3,631	4,373	4,036
Saturated model	2,510	2,510	2,510	2,804
Independence model	16,945	16,104	17,816	16,968

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	81	86
Independence model	19	20

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Citra_Merek	<--- Brand_Ambassador	,838	,079	10,656	***	
Minat_Beli	<--- Brand_Ambassador	,033	,076	,427	,670	
Minat_Beli	<--- Citra_Merek	,810	,095	8,541	***	
X1.10	<--- Brand_Ambassador	,981	,094	10,385	***	
X1.9	<--- Brand_Ambassador	,815	,080	10,176	***	
X1.8	<--- Brand_Ambassador	,918	,078	11,811	***	
X1.7	<--- Brand_Ambassador	,991	,090	11,060	***	
X1.6	<--- Brand_Ambassador	,819	,078	10,505	***	
X1.5	<--- Brand_Ambassador	1,000				
X1.4	<--- Brand_Ambassador	,981	,086	11,441	***	
X1.3	<--- Brand_Ambassador	,952	,084	11,280	***	
X1.2	<--- Brand_Ambassador	,605	,065	9,323	***	
X1.1	<--- Brand_Ambassador	,697	,067	10,453	***	
Z2.1	<--- Citra_Merek	,514	,069	7,417	***	
Z2.2	<--- Citra_Merek	1,070	,085	12,619	***	
Z2.3	<--- Citra_Merek	,985	,070	14,153	***	
Z2.4	<--- Citra_Merek	1,076	,081	13,287	***	
Z2.5	<--- Citra_Merek	1,161	,090	12,959	***	
Z2.6	<--- Citra_Merek	,926	,078	11,809	***	
Z2.7	<--- Citra_Merek	1,000				

		Estimate	S.E.	C.R.	P	Label
Z2.8	<--- Citra_Merek	,916	,068	13,531	***	
Y3.1	<--- Minat_Beli	1,000				
Y3.2	<--- Minat_Beli	1,368	,115	11,880	***	
Y3.3	<--- Minat_Beli	1,345	,108	12,510	***	
Y3.4	<--- Minat_Beli	1,304	,107	12,170	***	
Y3.5	<--- Minat_Beli	,955	,091	10,454	***	
Y3.6	<--- Minat_Beli	1,076	,099	10,910	***	

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

		Estimate
Citra_Merek	<--- Brand_Ambassador	,805
Minat_Beli	<--- Brand_Ambassador	,034
Minat_Beli	<--- Citra_Merek	,889
X1.10	<--- Brand_Ambassador	,673
X1.9	<--- Brand_Ambassador	,660
X1.8	<--- Brand_Ambassador	,757
X1.7	<--- Brand_Ambassador	,713
X1.6	<--- Brand_Ambassador	,680
X1.5	<--- Brand_Ambassador	,747
X1.4	<--- Brand_Ambassador	,735
X1.3	<--- Brand_Ambassador	,726
X1.2	<--- Brand_Ambassador	,609
X1.1	<--- Brand_Ambassador	,677
Z2.1	<--- Citra_Merek	,470
Z2.2	<--- Citra_Merek	,730
Z2.3	<--- Citra_Merek	,794

		Estimate
Z2.4	<--- Citra_Merek	,759
Z2.5	<--- Citra_Merek	,745
Z2.6	<--- Citra_Merek	,694
Z2.7	<--- Citra_Merek	,815
Z2.8	<--- Citra_Merek	,769
Y3.1	<--- Minat_Beli	,730
Y3.2	<--- Minat_Beli	,779
Y3.3	<--- Minat_Beli	,818
Y3.4	<--- Minat_Beli	,797
Y3.5	<--- Minat_Beli	,689
Y3.6	<--- Minat_Beli	,718

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Ambassador	,315	,048	6,589	***	
e25	,120	,019	6,240	***	
e26	,045	,011	4,182	***	
e1	,366	,036	10,133	***	
e2	,271	,027	10,186	***	
e3	,198	,021	9,633	***	
e4	,299	,030	9,933	***	
e5	,245	,024	10,101	***	
e6	,249	,026	9,711	***	
e7	,257	,026	9,793	***	
e8	,256	,026	9,855	***	
e9	,196	,019	10,364	***	

	Estimate	S.E.	C.R.	P	Label
e10	,181	,018	10,115	***	
e11	,318	,030	10,716	***	
e12	,342	,034	10,056	***	
e13	,194	,020	9,617	***	
e14	,291	,029	9,890	***	
e15	,369	,037	9,975	***	
e16	,314	,031	10,219	***	
e17	,172	,018	9,399	***	
e18	,198	,020	9,820	***	
e19	,249	,025	9,872	***	
e20	,344	,036	9,489	***	
e21	,253	,028	9,025	***	
e22	,277	,030	9,299	***	
e23	,286	,028	10,092	***	
e24	,309	,031	9,942	***	

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

	Estimate
Citra_Merek	,648
Minat_Beli	,840
Y3.6	,515
Y3.5	,475
Y3.4	,635
Y3.3	,670
Y3.2	,606
Y3.1	,532

	Estimate
Z2.8	,591
Z2.7	,665
Z2.6	,482
Z2.5	,555
Z2.4	,575
Z2.3	,630
Z2.2	,533
Z2.1	,220
X1.1	,458
X1.2	,370
X1.3	,527
X1.4	,541
X1.5	,558
X1.6	,462
X1.7	,508
X1.8	,573
X1.9	,436
X1.10	,453

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Brand_Ambassador	Citra_Merek	Minat_Beli
Citra_Merek	,838	,000	,000
Minat_Beli	,712	,810	,000
Y3.6	,766	,871	1,076
Y3.5	,680	,774	,955

	Brand_Ambassador	Citra_Merek	Minat_Beli
Y3.4	,928	1,056	1,304
Y3.3	,957	1,090	1,345
Y3.2	,974	1,108	1,368
Y3.1	,712	,810	1,000
Z2.8	,768	,916	,000
Z2.7	,838	1,000	,000
Z2.6	,776	,926	,000
Z2.5	,973	1,161	,000
Z2.4	,902	1,076	,000
Z2.3	,825	,985	,000
Z2.2	,897	1,070	,000
Z2.1	,431	,514	,000
X1.1	,697	,000	,000
X1.2	,605	,000	,000
X1.3	,952	,000	,000
X1.4	,981	,000	,000
X1.5	1,000	,000	,000
X1.6	,819	,000	,000
X1.7	,991	,000	,000
X1.8	,918	,000	,000
X1.9	,815	,000	,000
X1.10	,981	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	Brand_Ambassador	Citra_Merek	Minat_Beli
Citra_Merek	,805	,000	,000

	Brand_Ambassador	Citra_Merek	Minat_Beli
Minat_Beli	,750	,889	,000
Y3.6	,538	,638	,718
Y3.5	,517	,612	,689
Y3.4	,598	,708	,797
Y3.3	,614	,727	,818
Y3.2	,584	,692	,779
Y3.1	,547	,648	,730
Z2.8	,619	,769	,000
Z2.7	,656	,815	,000
Z2.6	,559	,694	,000
Z2.5	,600	,745	,000
Z2.4	,611	,759	,000
Z2.3	,639	,794	,000
Z2.2	,588	,730	,000
Z2.1	,378	,470	,000
X1.1	,677	,000	,000
X1.2	,609	,000	,000
X1.3	,726	,000	,000
X1.4	,735	,000	,000
X1.5	,747	,000	,000
X1.6	,680	,000	,000
X1.7	,713	,000	,000
X1.8	,757	,000	,000
X1.9	,660	,000	,000

	Brand_Ambassador	Citra_Merek	Minat_Beli
X1.10	,673	,000	,000

Direct Effects (Group number 1 - Default model)

	Brand_Ambassador	Citra_Merek	Minat_Beli
Citra_Merek	,838	,000	,000
Minat_Beli	,033	,810	,000
Y3.6	,000	,000	1,076
Y3.5	,000	,000	,955
Y3.4	,000	,000	1,304
Y3.3	,000	,000	1,345
Y3.2	,000	,000	1,368
Y3.1	,000	,000	1,000
Z2.8	,000	,916	,000
Z2.7	,000	1,000	,000
Z2.6	,000	,926	,000
Z2.5	,000	1,161	,000
Z2.4	,000	1,076	,000
Z2.3	,000	,985	,000
Z2.2	,000	1,070	,000
Z2.1	,000	,514	,000
X1.1	,697	,000	,000
X1.2	,605	,000	,000
X1.3	,952	,000	,000
X1.4	,981	,000	,000
X1.5	1,000	,000	,000
X1.6	,819	,000	,000

	Brand_Ambassador	Citra_Merek	Minat_Beli
X1.7	,991	,000	,000
X1.8	,918	,000	,000
X1.9	,815	,000	,000
X1.10	,981	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	Brand_Ambassador	Citra_Merek	Minat_Beli
Citra_Merek	,805	,000	,000
Minat_Beli	,034	,889	,000
Y3.6	,000	,000	,718
Y3.5	,000	,000	,689
Y3.4	,000	,000	,797
Y3.3	,000	,000	,818
Y3.2	,000	,000	,779
Y3.1	,000	,000	,730
Z2.8	,000	,769	,000
Z2.7	,000	,815	,000
Z2.6	,000	,694	,000
Z2.5	,000	,745	,000
Z2.4	,000	,759	,000
Z2.3	,000	,794	,000
Z2.2	,000	,730	,000
Z2.1	,000	,470	,000
X1.1	,677	,000	,000
X1.2	,609	,000	,000
X1.3	,726	,000	,000

	Brand_Ambassador	Citra_Merek	Minat_Beli
X1.4	,735	,000	,000
X1.5	,747	,000	,000
X1.6	,680	,000	,000
X1.7	,713	,000	,000
X1.8	,757	,000	,000
X1.9	,660	,000	,000
X1.10	,673	,000	,000

Indirect Effects (Group number 1 - Default model)

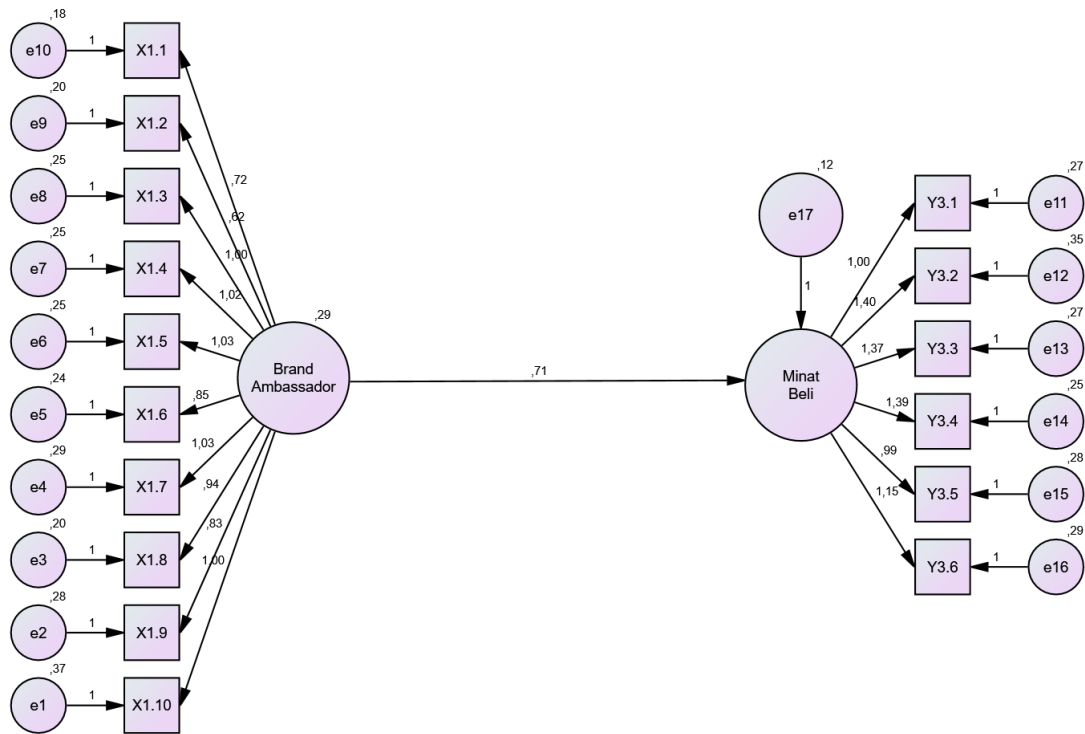
	Brand_Ambassador	Citra_Merek	Minat_Beli
Citra_Merek	,000	,000	,000
Minat_Beli	,679	,000	,000
Y3.6	,766	,871	,000
Y3.5	,680	,774	,000
Y3.4	,928	1,056	,000
Y3.3	,957	1,090	,000
Y3.2	,974	1,108	,000
Y3.1	,712	,810	,000
Z2.8	,768	,000	,000
Z2.7	,838	,000	,000
Z2.6	,776	,000	,000
Z2.5	,973	,000	,000
Z2.4	,902	,000	,000
Z2.3	,825	,000	,000
Z2.2	,897	,000	,000
Z2.1	,431	,000	,000

	Brand_Ambassador	Citra_Merek	Minat_Beli
X1.1	,000	,000	,000
X1.2	,000	,000	,000
X1.3	,000	,000	,000
X1.4	,000	,000	,000
X1.5	,000	,000	,000
X1.6	,000	,000	,000
X1.7	,000	,000	,000
X1.8	,000	,000	,000
X1.9	,000	,000	,000
X1.10	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	Brand_Ambassador	Citra_Merek	Minat_Beli
Citra_Merek	,000	,000	,000
Minat_Beli	,716	,000	,000
Y3.6	,538	,638	,000
Y3.5	,517	,612	,000
Y3.4	,598	,708	,000
Y3.3	,614	,727	,000
Y3.2	,584	,692	,000
Y3.1	,547	,648	,000
Z2.8	,619	,000	,000
Z2.7	,656	,000	,000
Z2.6	,559	,000	,000
Z2.5	,600	,000	,000
Z2.4	,611	,000	,000

	Brand_Ambassador	Citra_Merek	Minat_Beli
Z2.3	,639	,000	,000
Z2.2	,588	,000	,000
Z2.1	,378	,000	,000
X1.1	,000	,000	,000
X1.2	,000	,000	,000
X1.3	,000	,000	,000
X1.4	,000	,000	,000
X1.5	,000	,000	,000
X1.6	,000	,000	,000
X1.7	,000	,000	,000
X1.8	,000	,000	,000
X1.9	,000	,000	,000
X1.10	,000	,000	,000



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)


	Estimate	S.E.	C.R.	P	Label
Minat_Beli <--- Brand_Ambassador	,707	,086	8,200	***	
X1.10 <--- Brand_Ambassador	1,000				
X1.9 <--- Brand_Ambassador	,833	,092	9,070	***	
X1.8 <--- Brand_Ambassador	,942	,092	10,250	***	
X1.7 <--- Brand_Ambassador	1,032	,105	9,860	***	
X1.6 <--- Brand_Ambassador	,850	,090	9,439	***	
X1.5 <--- Brand_Ambassador	1,034	,101	10,200	***	
X1.4 <--- Brand_Ambassador	1,024	,101	10,149	***	
X1.3 <--- Brand_Ambassador	,996	,099	10,049	***	
X1.2 <--- Brand_Ambassador	,622	,073	8,477	***	
X1.1 <--- Brand_Ambassador	,721	,077	9,365	***	
Y3.1 <--- Minat_Beli	1,000				
Y3.2 <--- Minat_Beli	1,405	,126	11,110	***	

			Estimate	S.E.	C.R.	P	Label
Y3.3	<---	Minat_Beli	1,370	,119	11,548	***	
Y3.4	<---	Minat_Beli	1,392	,118	11,769	***	
Y3.5	<---	Minat_Beli	,992	,099	10,001	***	
Y3.6	<---	Minat_Beli	1,153	,108	10,710	***	

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Ambassador	,294	,053	5,599	***	
e17	,117	,021	5,471	***	
e1	,375	,037	10,137	***	
e2	,276	,027	10,182	***	
e3	,201	,021	9,614	***	
e4	,294	,030	9,852	***	
e5	,244	,024	10,047	***	
e6	,249	,026	9,649	***	
e7	,251	,026	9,683	***	
e8	,250	,026	9,745	***	
e9	,198	,019	10,349	***	
e10	,181	,018	10,077	***	
e11	,269	,027	9,791	***	
e12	,354	,038	9,216	***	
e13	,271	,031	8,791	***	
e14	,247	,029	8,511	***	
e15	,284	,029	9,871	***	
e16	,286	,030	9,503	***	

Lampiran 6 Formulir Pengajuan Skripsi

 Universitas Pembangunan Jaya	FORMULIR PENGAJUAN SKRIPSI/TA	SPT-I/03/SOP-28/F-01
		No. Rekaman

Nama Mahasiswa : Gita Faradilla Adzani




Prodi/NIM : Manajemen / 2018021069

Judul Skripsi/TA yang diajukan : Pengaruh Brand Ambassador Terhadap Minat
(disusun dalam kalimat singkat, padat, jelas dan menarik minat pembaca) Beli Melalui Citra Merek Pada Merek Fashion Lokal Erigo

Telah memenuhi syarat pengajuan Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)


No	Syarat	Ya	Tidak
1	Jumlah sks lulus (sesuai ketentuan Prodi)	✓	
2	Mata kuliah prasyarat (sesuai ketentuan Prodi)	✓	
3	IPK minimal 2,00	✓	
4	Tidak sedang terkena sanksi akademik/sanksi lainnya	✓	
5	Poin JSDP (sesuai ketentuan Prodi)	✓	
6	Mengumpulkan Proposal Skripsi (sesuai ketentuan Prodi)	✓	
7	MK Skripsi/TA tercantum di BRS semester berjalan	✓	

Tangerang Selatan, 3 Juni 2022

Mengajukan,	Menyetujui,	Mengetahui,
		
Mahasiswa	Dosen PA	Kaprodi

Formulir dibuat rangkap 2 (dua): Asli : untuk prodi, Copy 1 : untuk mahasiswa

Lampiran 7 Formulir Persetujuan Penulisan Skripsi

	FORMULIR PERSETUJUAN PENULISAN SKRIPSI/TA	SPT-I/03/SOP-28/F-02
		No. Rekaman

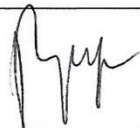


Nama Mahasiswa : Gita Faradilla Adzani
 Prodi/NIM : Manajemen / 2018021069
 Judul Skripsi/TA yang diajukan : Pengaruh Brand Ambassador Terhadap Minat Beli Melalui Citra Merek Pada Merek Fashion Lokal Erigo

Telah disetujui untuk menulis Skripsi/TA.


Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

No	Nama	NIDN	JAD
1	Dr. Dede Suleman, S.E., MM., CMA.	031005850	Lektor
2			

Tangerang Selatan, 06 - Juni - 2022.

Menugaskan,	Menyetujui,	Menerima,	
			
Koordinator Skripsi/TA	Kaprodi	Dosen Pembimbing 1	Dosen Pembimbing 2

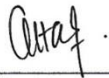
Lampiran 8 Formuler Bimbingan

	FORMULIR PEMBIMBINGAN SKRIPSI/TA	SPT-I/03/SOP-28/F-03
		No. Rekaman

Nama Mahasiswa : Gita Faradilla Adzani
 Prodi/NIM : Manajemen / 2018021069
 Judul Skripsi/TA yang diajukan : Pengaruh Brand Ambassador Terhadap Minat Beli Melalui Citra Merek Pada Merek Fashion Lokal Erigo

No	Tanggal	Materi Pembimbingan	Paraf Mhs	Paraf Dosen Pembimbing
1	1 - Feb - 2022	Sosialisasi proposal skripsi	G.	G.
2	8 - Feb - 2022	Pengajuan BAB I	G.	G.
3	15 - Feb - 2022	Revisi BAB I	G.	G.
4	4 - Mar - 2022	Pengajuan BAB II	G.	G.
5	7 - Mar - 2022	Persetujuan BAB I.	G.	G.
6	12 - Mar - 2022	Revisi BAB II	G.	G.
7	18 - Mar - 2022	Persetujuan BAB II	G.	G.
8	21 - Mar - 2022	Pengajuan BAB III & Revisi BAB III	G.	G.
9	22 - Mar - 2022	Persetujuan BAB III	G.	G.

* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formuler ini

		
Mahasiswa	Dosen Pembimbing 1	Dosen Pembimbing 2



FORMULIR PEMBIMBINGAN SKRIPSI/TA

SPT-I/03/SOP-28/F-03

No. Rekaman


Nama Mahasiswa : Otta Faradilla Adzani
 Prodi/NIM : Manajemen / 2018021069
 Judul Skripsi/TA yang diajukan : Pengaruh Brand Ambassador Terhadap Minat Beli Melalui Citra Merek Pada Merek Fashion Lokal Eriqo

No	Tanggal	Materi Pembimbingan	Paraf Mhs	Paraf Dosen Pembimbing
1	20-Apr-2022	Revisi Proposal Skripsi	29	
2	30-Mei-2022	Pengajuan BAB <u>IV</u>	29	
3	02-Jun-2022	Revisi BAB <u>IV</u>	29	
4	03-Jun-2022	Revisi ke-2 BAB <u>IV</u> & Pengajuan BAB <u>V</u>	29	
5	04-Jun-2022	Revisi BAB <u>V</u>	29	
6				
7				
8				

* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

Mahasiswa	Dosen Pembimbing 1	Dosen Pembimbing 2

Lampiran 10 Formulir Revisi

 <p style="font-size: small;">Universitas Pembangunan Jaya</p>	<p>FORMULIR REVISI SKRIPSI / TA</p>	<p>SPT-I/04/SOP-06/F-05</p>
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Nama Mahasiswa : Gita Faradilla Adzani

Prodi/NIM : Manajemen / 2018021069

Judul Skripsi/TA : Pengaruh Duta Merek Terhadap Minat Beli Melalui Citra Merek Pada Produk Merek Fesyen Lokal Erigo

Dosen Pembimbing : 1. Dr. Dede Suleman, S.E., M.M. CMA
2.

Dosen Penguji : 1. Dr. Edi Purwanto, S.E., MM.
2. Teguh Prasetyo, S.E., M.Si.
3.

Jadwal Sidang : Tempat: R. 801 Hari/Tanggal: Selasa, 14 Juni 2022

Revisi yang dilakukan :

Penguji 1. (Dr. Edi Purwanto, S.E., M.M.)

- a. Perubahan judul skripsi menggunakan bahasa Indonesia
- b. Penambahan penjelasan pada tabel Uji Hipotesis
- c. Merupakan rata kanan-kiri pada daftar pustaka.

Penguji 2. (Teguh Prasetyo, S.E., M.Si)

- a. Perbaiki nama dosen pembimbing
- b. Penggunaan font style Times New Roman
- c. Penambahan sumber & penjelasan dalam kelompok usia
- d. Perbaiki penulisan sub bab pada poin 1.5.1.
- e. Perbaiki penulisan daftar pustaka.

Tangerang Selatan, 27 Juni 2022.



 Dosen Penguji

Lampiran 11 Curriculum Vitae



0812-8506-1504
gitadzani@gmail.com
Jl. Ujan Nain II, Kav.83,
Tangerang Selatan,
15222

Skills

- Microsoft Office
- Data Entry
- Working as individual or team
- Customer Services
- Fast learning
- Public Speaking
- Communication
- Leadership
- Time Management
- Organized

Language

- Indonesia
- English

GITA FARADILLA ADZANI

I am an undergraduate (final-year) student at Pembangunan Jaya University majoring in Management. My graduation will be held in July 2022. I am currently seeking a job to improve my skills and experience, especially in the Management scope. I am an adaptable person who can work both independently and as a team player, communicate well, willing and fast learning.

Work Experience

Legal Administrative Supporting Staff

PT Bumi Serpong Damai, Tbk. | Juli 2021 - September 2021

- Create a notification letter
- Consumer data recap
- Receive files from consumers
- Give the file to the notary staff

Admission Supporting Staff

Pembangunan Jaya University. | August 2020 - November 2020

- Assist the admissions division in serving registration
- Recap registrant data
- Follow up on registrants

Marketing Field Supporting Staff

Pembangunan Jaya University. | August 2019 - February 2020

- Assists the marketing division arrange activities
- Recap the data of prospective students
- Follow up on prospective students

Academic History

Pembangunan Jaya University

Marketing Management | 2018 - 2022

SMAN 29 Jakarta

Sciences | 2017

Organizational Experience

Secretary of Himpunan Mahasiswa Manajemen at Pembangunan Jaya University | 2020 - 2021

Members of the community service division of Himpunan Mahasiswa Manajemen at Pembangunan Jaya University | 2019 - 2020

Moderator of election chairman & vice chairman Himpunan Mahasiswa Manajemen at Pembangunan Jaya University | 2019

Volunteer Experience

Jaya LaunchPad

Facilitator of training in the management of Micro and Small Enterprises systematically based on digital applications | 2019