

LAMPIRAN-LAMPIRAN

Lampiran 1.1 Daftar Riwayat Hidup



VANIA ANINDYA RIZKYDHAU

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I am a student majoring in management at Universitas Pembangunan Jaya. I concentrate majoring in marketing management. A person who has a great passion for work and looking for new experiences.

Education Level

MA Pembangunan UIN Jakarta - Jakarta, Indonesia Jul 2016 - Apr 2019
High School Diploma in Science

- Organized several school events as a student council member

Universitas Pembangunan Jaya - South Tangerang, Indonesia Aug 2019 -
Bachelor Degree in Management

- Managed to participate in several events as organizing committee

Work Experiences

Universitas Pembangunan Jaya - South Tangerang, Indonesia Sep 2019 - Feb 2020

Social Media Team

Pembangunan Jaya University (UPJ) is a private university in South Tangerang, Banten. UPJ was founded through the long experience of the Jaya group, which has produced various property masterpieces and monumental infrastructure developments in DKI Jaya and 25 cities in Indonesia as well as experience in providing quality primary and secondary education since 1992.

- Share information about Universitas Pembangunan Jaya through social media

SQ Rés Marketing Office (PT Intiland Development Tbk) - Jun 2022 - Aug 2022

Jakarta, Indonesia

Marketing Intern

SQ Rés is another prestigious project by Intiland that nestled in South Jakarta.

- Assisted the marketing team of SQ Rés Apartement

Organisational Experience

SNAP 2018 - South Tangerang, Indonesia Oct 2017 - Sep 2018

Secretary

- Planned the whole series of events well and run the event successfully

LKMO 2022 - South Tangerang, Indonesia Feb 2022 - May 2022

Mentor

- Managed to lead a group of 11 new students to get to know the campus environment and provide knowledge about lectures

Olimpiade UPJ 2022 - South Tangerang, Indonesia May 2022 - Present

Event Organizer

- Planning and organizing the entire series of events of the 'Olimpiade UPJ 2022'

Skills, Achievements & Other Experience

- Interest:** Organising events in the community, Being involved with charities, Volunteering at local organisations
- Soft Skills:** Communication skills, Leadership skills, Teamwork, Ambitious, Critical thinking
- Hard Skills:** Microsoft office, English spoken language
- Webinars Attended (2021):** Mengoptimalkan Konten Marketing Untuk Usaha Anda by Gapura Digital

Lampiran 1.2 Kuisiioner Penelitian

Product Quality (X1)

| No. | Pernyataan | STS (1) | TS (2) | RR (3) | S (4) | SS (5) |
|----------------------------|---|------------|-----------|-----------|----------|-----------|
| Kinerja | | | | | | |
| 1 | Produk yang ditawarkan Frio Studio memiliki kualitas yang bagus | | | | | |
| Keterandalan Produk | | | | | | |
| 1 | Produk yang ditawarkan Frio Studio memiliki probalitas produk yang baik dalam jangka waktu panjang | | | | | |
| Keistimewaan Produk | | | | | | |
| 1 | Produk yang ditawarkan Frio Studio memiliki produk dengan keistimewaan yang tinggi seperti produk dari brand internasional. | | | | | |
| Daya Tahan Produk | | | | | | |
| 1 | Produk Frio Studio tahan lama/awet | | | | | |
| Pelayanan | | | | | | |
| 1 | Pelayanan Service Frio Studio sangat ramah | | | | | |
| Keindahan Produk | | | | | | |
| 1 | Desain produk Frio Studio sesuai dengan selera generasi milenial /generasi Z | | | | | |
| 2 | Produk Frio Studio sangat modern dan kekinian | | | | | |

Sales Promotion (X2)

| No. | Pernyataan | STS (1) | TS (2) | RR (3) | S (4) | SS (5) |
|-----------------------------|---|------------|-----------|-----------|----------|-----------|
| Sampel Produk | | | | | | |
| 1 | Frio Studio memberikan hadiah tambahan setiap melakukan pembelian produk baru | | | | | |
| Kupon | | | | | | |
| 1 | Setiap melakukan pembelian produk di Frio Studio diberikan kode promo untuk pembelian selanjutnya | | | | | |
| 2 | Saat event tanggal kembar dan gajian Frio Studio sering memberikan kode promo berupa potongan harga | | | | | |
| Harga Khusus | | | | | | |
| 1 | Frio Studio sering memberikan harga khusus jika menggunakan fitur pembayaran shopeepay atau gopay | | | | | |
| Penghargaan Dukungan | | | | | | |
| 1 | Frio Studio memberikan apresiasi kepada konsumen setia melalui pemberian voucher potongan harga | | | | | |
| 2 | Frio Studio mengajak konsumen setia untuk menjaga lingkungan tetap sehat | | | | | |
| Undian | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 1 | Frio Studio menawarkan kesempatan konsumen setia untuk dapat ikut serta giveaway yang diberlangsungkan | | | | | |
| 2 | Frio Studio mengundikan konsumen setia untuk mendapatkan bonus hingga hadiah | | | | | |

Brand Image (Z)

| No. | Pernyataan | STS (1) | TS (2) | RR (3) | S (4) | SS (5) |
|----------------------|---|------------|-----------|-----------|----------|-----------|
| Citra Pembuat | | | | | | |
| 1 | Frio Studio memiliki citra pembuat yang baik | | | | | |
| 2 | Frio Studio perusahaan fashion yang bagus | | | | | |
| 3 | Frio Studio perusahaan fashion yang kekinian | | | | | |
| Citra Produk | | | | | | |
| 1 | Frio Studio memiliki citra produk yang bagus | | | | | |
| 2 | Frio Studio menawarkan produk yang santai namun elegan | | | | | |
| 3 | Frio Studio menawarkan produ sesuai dengan sasaran marketing perusahaan yaitu pada gen milenial dan gen z | | | | | |
| Citra Pemakai | | | | | | |
| 1 | Frio Studio memiliki citra pemakaian yang bagus | | | | | |
| 2 | Frio Studio terkenal sebagai produk yang tahan lama | | | | | |
| 3 | Frio Studio terkenal memiliki citra produk yang berkualitas tinggi | | | | | |

Purchase Intentions (Y)

| No. | Pernyataan | STS (1) | TS (2) | RR (3) | S (4) | SS (5) |
|----------------------------|--|------------|-----------|-----------|----------|-----------|
| Minat Transaksional | | | | | | |
| 1 | Produk Frio Studio sangat direkomendasikan kepada orang lain | | | | | |
| 2 | Produk Frio Studio sangat diminati karena produknya inovatif, bagus, elegan | | | | | |
| 3 | Berkeinginan untuk membeli lagi produk Frio Studio | | | | | |
| Minat Referensial | | | | | | |
| 1 | Saya memiliki kemauan dalam memberikan rekomendasi produk Frio Studio ke rekan dan keluarga karena produk yang elegan dan tahan lama | | | | | |
| 2 | Saya memiliki kemauan dalam memberikan informasi kepada rekan bahwa produk frio Studio sangat layak dijadikan sebagai fashion kekinian | | | | | |
| Minat Eksploratif | | | | | | |
| 1 | Saya melakukan rating baik pada produk yang dilakukan pembelian melalui e-commerce | | | | | |

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|---------------------------|--|--|--|--|--|--|
| 2 | Saya melakukan komentar atau ulasan yang baik di media e-commerce Frio Studio | | | | | |
| 3 | Saya memberikan testimoni produk yang dibeli melalui media yang ditawarkan di media e-commerce ataupun via media sosial | | | | | |
| Minat Preperensial | | | | | | |
| 1 | Saya berminat melakukan pembelian karena produk yang ditawarkan sesuai dengan selera saya | | | | | |
| 2 | Saya berminat melakukan pembelian karena produk memiliki prioritas utama sebagai kebutuhan saya | | | | | |
| 3 | Saya berminat melakukan pembelian dan dukungan kepada brand karena brand melakukan kerjasama dan mengkampanyekan hal baik seperti menanam mangrove setiap produk baru launching. | | | | | |

Lampiran 1.3 Data Kuesioner Variabel *Product Quality*

| PQ 1 | PQ 2 | PQ 3 | PQ 4 | PQ 5 | PQ 6 | PQ 7 |
|------|------|------|------|------|------|------|
| 5 | 4 | 2 | 2 | 4 | 3 | 3 |
| 2 | 4 | 5 | 5 | 5 | 2 | 3 |
| 3 | 4 | 4 | 5 | 3 | 4 | 5 |
| 5 | 3 | 4 | 5 | 5 | 2 | 3 |
| 4 | 4 | 3 | 4 | 3 | 5 | 5 |
| 5 | 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 5 | 4 | 3 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 5 | 3 | 4 |
| 4 | 4 | 5 | 4 | 3 | 4 | 4 |
| 5 | 4 | 3 | 5 | 4 | 4 | 5 |
| 4 | 2 | 2 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 2 | 5 | 1 | 3 | 4 | 4 |
| 4 | 5 | 4 | 3 | 5 | 4 | 5 |
| 3 | 5 | 1 | 2 | 4 | 3 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 3 | 3 | 3 | 5 | 3 |
| 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 5 | 3 | 4 | 3 | 2 | 5 | 2 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 |
| 4 | 4 | 3 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 | 3 |
| 4 | 4 | 2 | 3 | 4 | 3 | 4 |
| 4 | 4 | 3 | 4 | 4 | 5 | 5 |
| 5 | 4 | 3 | 4 | 5 | 4 | 4 |
| 4 | 5 | 3 | 4 | 5 | 4 | 4 |
| 4 | 4 | 5 | 1 | 2 | 4 | 5 |
| 4 | 3 | 5 | 3 | 3 | 2 | 2 |
| 3 | 3 | 2 | 4 | 4 | 2 | 4 |
| 4 | 4 | 3 | 3 | 2 | 5 | 5 |
| 4 | 3 | 5 | 4 | 4 | 3 | 5 |
| 2 | 3 | 4 | 5 | 4 | 3 | 2 |
| 4 | 5 | 3 | 5 | 4 | 4 | 5 |
| 3 | 3 | 4 | 5 | 3 | 4 | 5 |

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| 4 | 3 | 5 | 3 | 4 | 5 | 5 |
| 5 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 2 | 4 | 5 |
| 5 | 4 | 3 | 4 | 4 | 5 | 4 |
| 5 | 4 | 3 | 4 | 4 | 3 | 3 |
| 5 | 4 | 3 | 5 | 4 | 3 | 4 |
| 5 | 3 | 4 | 5 | 2 | 4 | 3 |
| 4 | 4 | 2 | 3 | 4 | 4 | 5 |
| 5 | 5 | 4 | 4 | 3 | 4 | 3 |
| 5 | 4 | 5 | 4 | 4 | 3 | 4 |
| 4 | 3 | 4 | 4 | 3 | 5 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 5 | 3 | 4 |
| 4 | 3 | 5 | 4 | 5 | 5 | 4 |
| 5 | 3 | 4 | 5 | 4 | 3 | 5 |
| 4 | 2 | 1 | 5 | 4 | 3 | 2 |
| 5 | 3 | 4 | 4 | 3 | 4 | 5 |
| 4 | 3 | 4 | 5 | 5 | 5 | 4 |
| 5 | 3 | 2 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 2 | 4 | 3 | 5 | 5 |
| 3 | 3 | 3 | 5 | 5 | 4 | 4 |
| 4 | 3 | 5 | 5 | 3 | 5 | 4 |
| 5 | 4 | 3 | 5 | 5 | 3 | 3 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 2 | 4 | 5 | 3 |
| 5 | 3 | 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 2 | 5 | 1 | 3 | 3 | 4 |
| 4 | 5 | 5 | 3 | 5 | 5 | 5 |
| 5 | 4 | 2 | 4 | 5 | 4 | 5 |
| 4 | 5 | 2 | 3 | 4 | 1 | 2 |
| 4 | 4 | 3 | 4 | 5 | 4 | 5 |
| 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 2 | 4 | 5 | 4 | 3 |

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| 5 | 4 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 5 | 3 | 3 | 4 | 3 |
| 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 5 | 4 | 4 | 2 | 4 | 5 | 3 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 3 | 3 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 3 |
| 5 | 4 | 2 | 4 | 5 | 2 | 4 |
| 4 | 5 | 4 | 4 | 5 | 3 | 4 |
| 4 | 5 | 2 | 3 | 4 | 2 | 4 |
| 4 | 4 | 5 | 5 | 5 | 3 | 4 |
| 4 | 4 | 5 | 5 | 3 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 3 | 3 | 2 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 4 | 5 | 3 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 3 | 4 |
| 5 | 4 | 2 | 3 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 3 | 5 | 4 | 5 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 3 |
| 4 | 5 | 1 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 2 | 3 | 4 | 5 | 4 | 3 |
| 4 | 5 | 1 | 4 | 2 | 4 | 5 |
| 4 | 4 | 5 | 4 | 3 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 5 | 4 | 4 | 3 | 5 | 5 | 4 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 4 | 3 | 5 | 2 | 3 | 5 | 4 |

Lampiran 1.4 Data Kuesioner Variabel *Sales Promotion*

| SP 1 | SP 2 | SP 3 | SP 4 | SP 5 | SP 6 | SP 7 | SP 8 |
|------|------|------|------|------|------|------|------|
| 4 | 3 | 2 | 4 | 4 | 2 | 4 | 2 |
| 2 | 4 | 5 | 2 | 3 | 4 | 2 | 4 |
| 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 |
| 3 | 4 | 4 | 4 | 5 | 5 | 3 | 4 |
| 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 |
| 3 | 2 | 3 | 4 | 5 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 |
| 4 | 5 | 3 | 2 | 3 | 4 | 5 | 2 |
| 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 |
| 2 | 1 | 4 | 3 | 4 | 5 | 4 | 2 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 3 | 2 | 4 | 4 | 3 | 4 | 5 | 3 |
| 3 | 2 | 4 | 2 | 4 | 5 | 4 | 4 |
| 3 | 3 | 5 | 2 | 4 | 5 | 2 | 4 |
| 5 | 4 | 2 | 2 | 4 | 3 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 3 | 5 | 4 | 5 | 4 | 4 | 3 |
| 2 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 3 | 2 | 4 | 2 | 4 | 4 | 4 | 3 |
| 4 | 4 | 5 | 3 | 5 | 5 | 4 | 3 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 |
| 4 | 3 | 3 | 4 | 2 | 2 | 4 | 2 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 |
| 1 | 3 | 3 | 4 | 5 | 2 | 3 | 4 |
| 2 | 4 | 5 | 4 | 4 | 5 | 4 | 3 |
| 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 |

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| 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 3 | 4 | 5 | 5 | 5 | 3 |
| 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 5 | 3 | 4 | 2 | 3 | 4 | 5 | 4 |
| 5 | 2 | 4 | 3 | 2 | 4 | 5 | 3 |
| 5 | 4 | 4 | 2 | 3 | 3 | 4 | 1 |
| 2 | 3 | 3 | 4 | 4 | 5 | 2 | 3 |
| 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 |
| 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 |
| 4 | 3 | 4 | 5 | 5 | 4 | 2 | 4 |
| 4 | 5 | 3 | 3 | 4 | 5 | 4 | 3 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 2 | 3 | 4 | 5 | 4 | 5 | 4 |
| 5 | 4 | 2 | 4 | 1 | 3 | 4 | 5 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 3 | 5 | 5 | 3 | 5 | 3 | 3 |
| 3 | 4 | 5 | 3 | 4 | 5 | 4 | 3 |
| 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 |
| 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 | 3 | 2 |
| 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 |
| 3 | 5 | 4 | 5 | 4 | 4 | 3 | 3 |
| 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 2 | 5 | 4 | 3 | 2 | 5 | 1 | 2 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 |
| 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 |
| 5 | 3 | 4 | 2 | 1 | 3 | 5 | 2 |
| 4 | 3 | 4 | 4 | 5 | 5 | 4 | 2 |
| 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 |
| 2 | 3 | 4 | 3 | 4 | 5 | 2 | 4 |

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| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 3 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |
| 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 5 | 4 | 2 | 4 | 3 | 4 | 1 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 3 | 4 | 5 | 4 | 2 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 5 | 3 | 4 | 2 | 5 | 3 |
| 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 |
| 5 | 4 | 2 | 1 | 3 | 2 | 4 | 4 |
| 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 |
| 3 | 5 | 3 | 2 | 2 | 4 | 5 | 4 |
| 5 | 4 | 4 | 3 | 2 | 3 | 3 | 4 |
| 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 2 | 1 | 4 | 4 | 2 | 5 |
| 3 | 3 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 2 | 3 | 4 | 3 | 4 | 4 | 2 | 4 |
| 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 2 | 2 | 4 | 4 | 4 | 4 | 2 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 |
| 4 | 4 | 4 | 5 | 3 | 5 | 3 | 3 |
| 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 2 | 4 | 5 | 3 | 4 | 3 | 2 |
| 5 | 5 | 3 | 5 | 4 | 5 | 3 | 5 |
| 2 | 4 | 3 | 3 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 |
| 3 | 4 | 5 | 3 | 3 | 5 | 5 | 5 |
| 3 | 5 | 4 | 3 | 2 | 5 | 1 | 5 |

Lampiran 1.5 Data Kuesioner Variabel *Brand Image*

| BI 1 | BI 2 | BI 3 | BI 4 | BI 5 | BI 6 | BI 7 | BI 8 | BI 9 |
|------|------|------|------|------|------|------|------|------|
| 4 | 4 | 4 | 2 | 3 | 1 | 3 | 2 | 4 |
| 2 | 5 | 3 | 4 | 4 | 2 | 2 | 3 | 4 |
| 4 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 5 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 |
| 3 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 |
| 5 | 4 | 4 | 5 | 3 | 2 | 4 | 3 | 3 |
| 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 3 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 3 | 5 | 5 | 2 | 3 | 4 |
| 4 | 2 | 3 | 5 | 5 | 3 | 3 | 2 | 3 |
| 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 |
| 1 | 4 | 3 | 5 | 4 | 2 | 3 | 4 | 2 |
| 4 | 3 | 2 | 3 | 5 | 2 | 4 | 5 | 3 |
| 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 2 | 2 | 4 |
| 4 | 5 | 5 | 2 | 3 | 3 | 5 | 2 | 5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 5 | 3 | 4 | 4 | 4 | 4 | 2 | 4 |
| 4 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 4 |
| 4 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 4 |
| 4 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 4 |
| 3 | 4 | 5 | 3 | 4 | 5 | 2 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 |

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| 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 |
| 4 | 4 | 3 | 2 | 3 | 5 | 4 | 4 | 3 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 |
| 5 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 4 |
| 5 | 4 | 4 | 5 | 4 | 3 | 5 | 2 | 4 |
| 5 | 5 | 5 | 5 | 4 | 3 | 4 | 2 | 4 |
| 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 5 |
| 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 |
| 3 | 5 | 4 | 4 | 3 | 2 | 3 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 |
| 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 |
| 2 | 3 | 4 | 5 | 3 | 2 | 5 | 4 | 2 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 |
| 5 | 5 | 3 | 3 | 3 | 3 | 5 | 4 | 3 |
| 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 5 | 3 | 3 | 4 | 2 | 5 | 1 | 4 |
| 4 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 5 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 |

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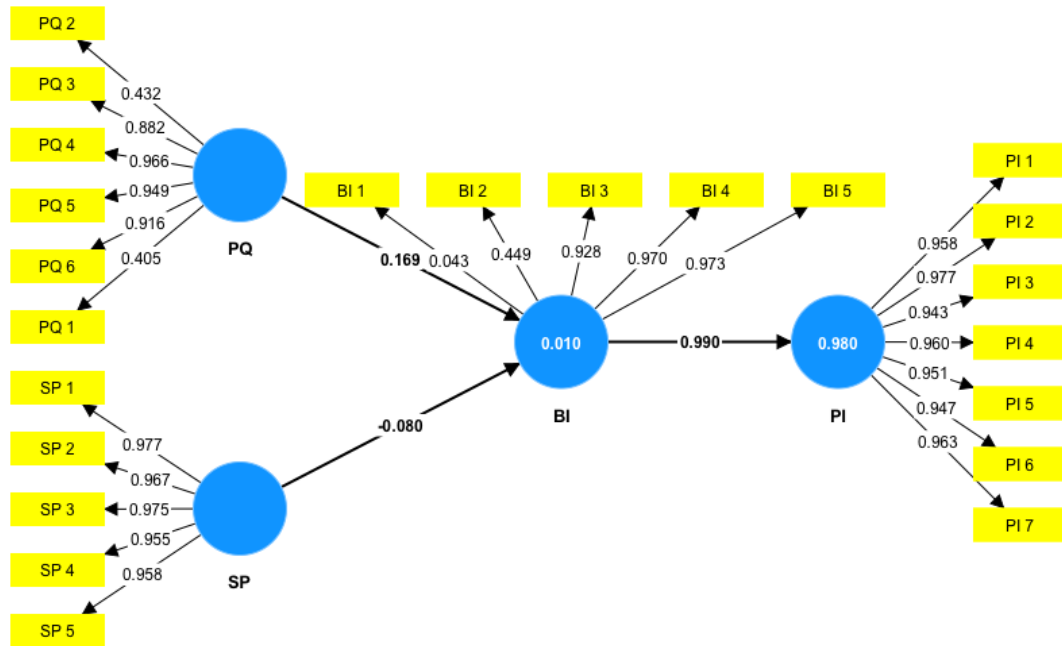
Lampiran 1.6 Data Kuesioner Variabel *Purchase Intention*

| PI 1 | PI 2 | PI 3 | PI 4 | PI 5 | PI 6 | PI 7 | PI 8 | PI 9 | PI 10 | PI 11 |
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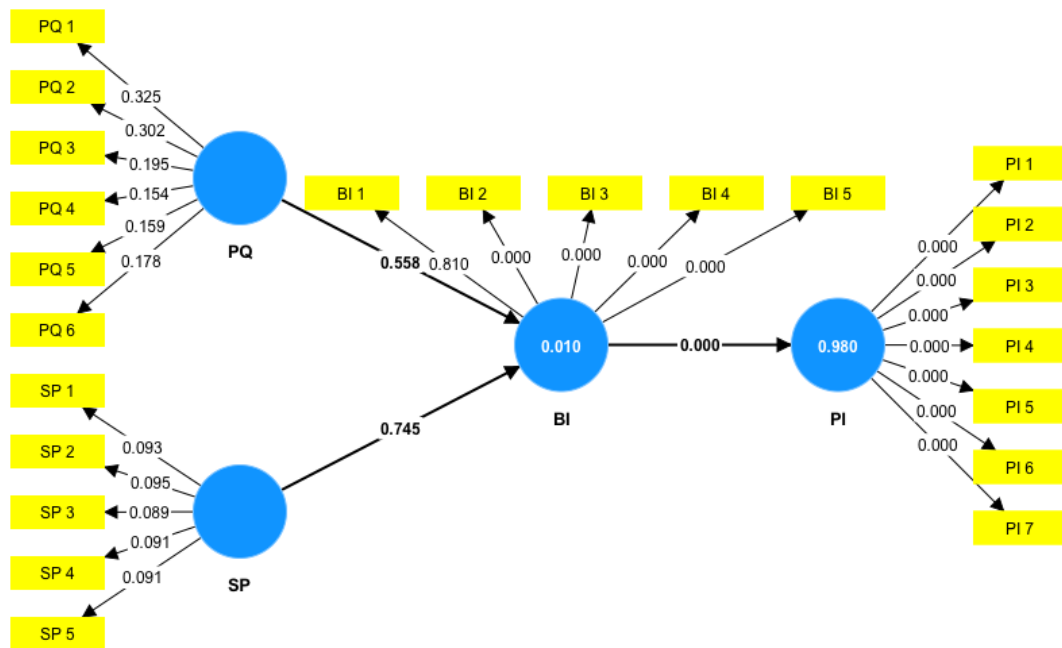
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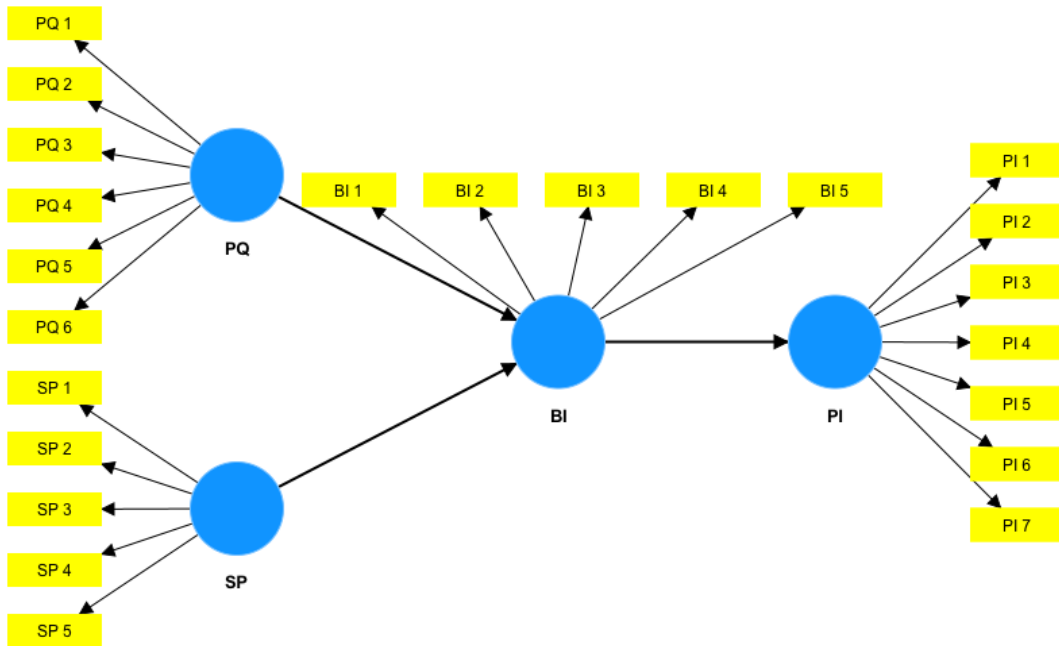
Lampiran 1.7 Hasil PLS *Algorithm*



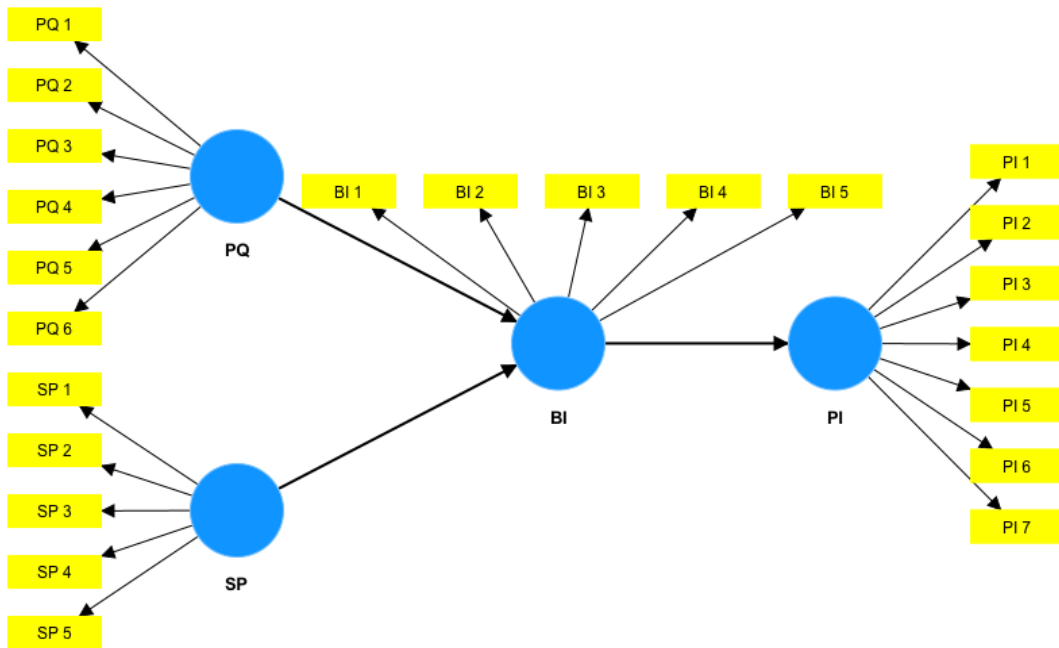
Lampiran 1.8 Hasil PLS *Bootstrapping*




Lampiran 1.9 Hasil PLS CTA



Lampiran 1.10 Hasil PLS Predict



Lampiran 1.11 Formulir Pengajuan Sidang Skripsi/TA

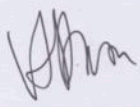
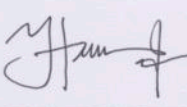
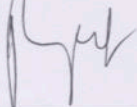
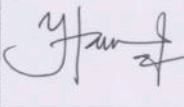
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|  Universitas Pembangunan Jaya | FORMULIR PENGAJUAN SIDANG SKRIPSI/TA | SPT-I/04/SOP-06/F-01 |
| | | No. Rekaman |

Nama Mahasiswa : Vania Anindya Rizkydhau
 Prodi/NIM : Manajemen / 2019021078
 Judul Skripsi/TA : PENGARUH PRODUCT QUALITY DAN SALES PROMOTION
TERHADAP PURCHASE INTENTION MELALUI BRAND IMAGE
SEBAGAI VARIABEL MEDIASI (Studi Kasus: Frio Studio)
 Dosen Pembimbing : 1. Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA
 : 2. M. Trio Febriyantoro, S.E., M.M.
 Dosen Penguji : 1. _____ JAD : _____
 : 2. _____ JAD : _____
 : 3. _____ JAD : _____
 Jadwal Sidang : Tempat : _____ Hari/Tanggal: _____

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

| No | Syarat | Ya | Tidak |
|----|--|----|-------|
| 1 | IPK minimal 2.00 | v | |
| 2 | Tidak ada nilai D untuk mata kuliah mayor/inti Prodi | v | |
| 3 | MK Skripsi/TA tercantum di BRS semester berjalan | v | |
| 4 | Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun | v | |
| 5 | SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x) | v | |
| 6 | Poin JSDP (minimal 75% persen dari syarat kelulusan) | v | |
| 7 | Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi) | v | |

Tangerang Selatan, 9 Juni 2023

















| Mengajukan | Mengetahui | Memeriksa | Menyetujui |
|---|---|--|---|
|  |  |  |  |
| Vania Anindya Rizkydhau | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA | Teguh Prasetyo, S.E., M.Si. | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA |

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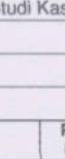
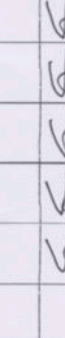

Lampiran 1.12 Formulir Pembimbingan Skripsi/TA Dosen Pembimbing 1

| | | |
|---|---|----------------------|
|  | FORMULIR PEMBIMBINGAN SKRIPSI/TA | SPT-1/03/SOP-28/F-03 |
| | | No. Rekaman |


Nama Mahasiswa : Vania Anindya Rizkydhau
 Prodi/NIM : Manajemen / 2019021078
 Judul Skripsi/TA yang diajukan : PENGARUH PRODUCT QUALITY DAN SALES PROMOTION
TERHADAP PURCHASE INTENTION MELALUI BRAND IMAGE
SEBAGAI VARIABEL MEDIASI (Studi Kasus: Frio Studio)

| No | Tanggal | Materi Pembimbingan | Paraf Mhs | Paraf Dosen Pembimbing |
|----|-----------|--------------------------------|---|---|
| 1 | 8/2/2023 | Pengajuan Judul Skripsi |  |  |
| 2 | 22/2/2023 | Pengajuan Bab 1 |  |  |
| 3 | 8/3/2023 | Pengajuan Bab 2 |  |  |
| 4 | 5/4/2023 | Pengajuan Bab 3 |  |  |
| 5 | 13/5/2023 | Pengajuan Revisi Bab 1 - Bab 3 |  |  |
| 6 | 17/5/2023 | Pengajuan Bab 4 |  |  |
| 7 | 24/5/2023 | Pengajuan Bab 5 |  |  |
| 8 | 7/6/2023 | Pengajuan Draft Final Skripsi |  |  |

















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

| | | |
|---|---|---|
|  |  |  |
| Vania Anindya Rizkydhau | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA | M. Trio Febriyantoró, S.E., M.M. |

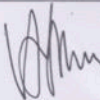
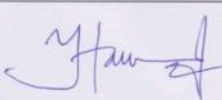
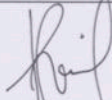
Lampiran 1.13 Formulir Pembimbingan Skripsi/TA Dosen Pembimbing 2

| | | |
|---|---|----------------------|
|  | FORMULIR PEMBIMBINGAN SKRIPSI/TA | SPT-1/03/SOP-28/F-03 |
| | | No. Rekaman |


Nama Mahasiswa : Vania Anindya Rizkydhau
 Prodi/NIM : Manajemen / 2019021078
 Judul Skripsi/TA yang diajukan : PENGARUH PRODUCT QUALITY DAN SALES PROMOTION TERHADAP PURCHASE INTENTION MELALUI BRAND IMAGE SEBAGAI VARIABEL MEDIASI (Studi Kasus: Frio Studio)

| No | Tanggal | Materi Pembimbingan | Paraf Mhs | Paraf Dosen Pembimbing |
|----|-----------|--------------------------------|---|---|
| 1 | 8/2/2023 | Pengajuan Judul Skripsi |  |  |
| 2 | 22/2/2023 | Pengajuan Bab 1 |  |  |
| 3 | 8/3/2023 | Pengajuan Bab 2 |  |  |
| 4 | 5/4/2023 | Pengajuan Bab 3 |  |  |
| 5 | 13/5/2023 | Pengajuan Revisi Bab 1 - Bab 3 |  |  |
| 6 | 17/5/2023 | Pengajuan Bab 4 |  |  |
| 7 | 24/5/2023 | Pengajuan Bab 5 |  |  |
| 8 | 7/6/2023 | Pengajuan Draft Final Skripsi |  |  |

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

| | | |
|---|---|---|
|  |  |  |
| Vania Anindya Rizkydhau | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA | M. Trio Febriyantoro, S.E., M.M. |

Lampiran 1.14 Formulir Persetujuan Penulisan Skripsi/TA

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

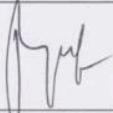
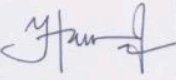
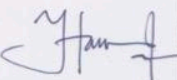
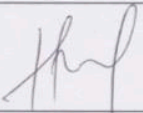
Nama Mahasiswa : Vania Anindya Rizkydhau
 Prodi/NIM : Manajemen / 2019021078
 Judul Skripsi/TA yang diajukan : PENGARUH PRODUCT QUALITY DAN SALES PROMOTION TERHADAP PURCHASE INTENTION MELALUI BRAND IMAGE SEBAGAI VARIABEL MEDIASI (Studi Kasus: Frio Studio)

Telah disetujui untuk menulis Skripsi/TA.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

| No | Nama | NIDN | JAD |
|----|---|------------|-----|
| 1 | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA | 0407067307 | |
| 2 | M. Trio Febriyantoro, S.E., M.M. | 1012029102 | |

Tangerang Selatan, 3 April 2023

| Menugaskan, | Menyetujui, | Menerima, | |
|---|---|--|---|
|  |  |  |  |
| Teguh Prasetyo, S.E., M.Si | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA | M. Trio Febriyantoro, S.E., M.M. |

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