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LAMPIRAN

Variabel Celebrity Endorsement

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
Kepercayaan	X1.1	Saya mempercayai selebriti yang digunakan dalam periklanan dalam mempromosikan sebuah produk.						
	X1.2	Informasi yang disampaikan oleh selebriti di dalam sebuah periklanan mampu meyakinkan saya.						
	X1.3	Saya merasa informasi yang disampaikan sesuai dengan produk yang diiklankan.						
Pengalaman	X1.4	Bagi saya, keahlian yang dimiliki oleh seorang selebriti harus sesuai dengan produk yang diiklankan.						
	X1.5	Menurut saya, pengetahuan terhadap produk merupakan hal yang harus dimiliki oleh seorang <i>celebrity endorser</i> .						
	X1.6	Pengetahuan yang dimiliki oleh <i>celebrity endorser</i> harus mampu menunjukkan kesan bahwa produk yang dipromosikan berkualitas.						
Daya Tarik	X1.7	Gaya komunikasi seorang <i>celebrity endorser</i> mampu meyakinkan saya untuk menyimak apa yang disampaikan.						
	X1.8	Penampilan seorang <i>celebrity endorser</i> merupakan hal yang penting bagi saya						
	X1.9	Daya tarik yang dimiliki oleh seorang selebriti, mendorong saya dalam melakukan konsumsi.						
Dihormati	X1.1 0	Seorang selebriti endorser harus memiliki image yang baik di masyarakat.						
	X1.1	Image yang baik dari seorang						

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
	1	selebriti akan membuat saya tertarik untuk menyimak promosi yang disampaikan.						
	X1.1 2	Saya tertarik untuk membeli sebuah produk karena selebriti yang digunakan merupakan sosok yang saya sukai						
Kesamaan	X1.1 3	Selebriti yang digunakan mampu merepresentasikan diri saya						
	X1.1 4	Saya merasa memiliki kesamaan gaya hidup (life style) dengan selebriti yang digunakan.						
	X1.1 5	Saya menyukai selebriti yang digunakan dalam sebuah promosi produk dikarenakan ia memiliki kesamaan karakter dengan saya.						
Kekuatan	X1.1 6	Penggunaan selebriti mampu membuat saya untuk membeli produk yang diiklankan.						
	X1.1 7	Komunikasi persuasif yang dilakukan oleh selebriti mampu meyakinkan saya bahwa produk yang saya beli berkualitas.						
	X1.1 8	Produk yang diiklankan semakin berkesan akibat penggunaan seorang selebriti.						

Variabel Fear of Missing Out

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
Diri Sendiri	X2.1	Terkadang saya takut orang lain memiliki pengalaman yang lebih berharga daripada saya.						

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
	X2.2	Saya kadang merasa cemas ketika saya tidak tahu apa yang sedang dilakukan oleh teman-teman saya.						
	X2.3	Ketika saya bersenang senang, saya akan membagikan detailnya secara online dengan update status di sosial media.						
Keterkaitan	X2.4	Saya sering mencari tahu kegiatan teman-teman saya ketika saya tidak bersama mereka						
	X2.5	Saya terkadang khawatir ketika mengetahui teman-teman saya sedang bersenang-senang tanpa saya						
	X2.6	Saya terkadang merasa tidak nyaman ketika saya melewatkan kesempatan untuk bertemu dengan teman-teman.						

Variabel Harga Diri

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
Kekuatan	X3.1	Saya selalu memikirkan matang-matang setiap tindakan yang akan saya perbuat.						
	X3.2	Dalam membeli suatu barang, saya akan menyesuaikan dengan uang yang saya miliki.						
	X3.3	Barang yang saya beli bertujuan untuk membuat orang lain mengagumi saya						
Keberartian	X3.4	Saya sangat memperhatikan penampilan saya ketika						

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
		bepergian karena akan dilihat orang lain.						
	X3.5	Saya merasa senang ketika orang lain menilai penampilan saya menarik.						
	X3.6	Saya selalu menjaga penampilan agar enak untuk dilihat.						
Kebajikan	X3.7	Saya akan berpenampilan menarik, karena penampilan merupakan hal yang lebih dulu diperhatikan orang lain						
	X3.8	Saya mudah terpengaruh dengan hal-hal baru						
	X3.9	Saya mudah terpengaruh untuk membeli suatu barang ketika teman saya juga membelinya.						
Kemampuan	X3.1 0	Saya merasa lebih diterima di lingkungan saya ketika berpakaian modis.						
	X3.1 1	Saya dapat mengontrol diri dalam hal berbelanja.						
	X3.1 2	Saya mudah terpengaruh untuk membeli suatu barang ketika teman saya juga membelinya.						

Variabel Konformitas

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
Konformitas Normatif	Y1.1	Saya membeli produk yang sama dengan teman agar diterima dalam kelompok.						
	Y1.2	Saya merasa ketinggalan zaman jika tidak membeli produk terbaru sementara						

		teman-teman membelinya.						
	Y1.3	Saya merasa diterima di dalam kelompok jika menggunakan produk yang sama dengan mereka						
Konformitas Informasional	Y1.4	Saya menyetujui saran dari teman yang lebih mengetahui tentang suatu produk.						
	Y1.5	Informasi yang diberikan teman tentang sebuah produk sangat bermanfaat bagi saya.						
	Y1.6	Saya membeli produk atas rekomendasi dari teman.						
Kekompakan	Y1.7	Saya merasa takut akan dikucilkan jika tidak melakukan sesuatu yang dilakukan oleh mayoritas anggota kelompok.						
	Y1.8	Saya akan mengikuti tren yang dibawa kelompok saya.						
	Y1.9	Saya mendahulukan kepentingan kelompok daripada kepentingan pribadi.						
Kesepakatan	Y1.1 0	Saya tidak percaya diri saat memutuskan suatu hal tanpa harus bergantung dengan kelompok.						
	Y1.1 1	Pendapat dan opini kelompok sangat berpengaruh bagi diri saya.						
	Y1.1 2	Saya mengikuti pendapat mayoritas yang ada di kelompok.						

Variabel Perilaku Konsumtif

Indikator	No	Pernyataan	Tanggapan Responden					Skor
			STS	TS	CS	S	SS	
Pembelian Yang Impulsif	Y2.1	Saya mudah tergoda untuk membeli sesuatu karena kemasan yang menarik.						
	Y2.2	Saya membeli barang-barang mewah kapanpun saya mau.						
	Y2.3	Saya tidak perlu berpikir panjang ketika membeli barang-barang yang sedang <i>trend</i> .						
Pembelian Yang Tidak Rasional	Y2.4	Saya terkadang sulit untuk mengontrol perilaku berbelanja saya.						
	Y2.5	Saya merasa boros dalam menggunakan uang untuk berbelanja.						
	Y2.6	Saya selalu berusaha mengikuti mode baru yang sedang <i>trend</i> .						
Pembelian Yang Bersifat Pemborosan	Y2.7	Saya merasa mendapatkan kesenangan ketika saya membeli barang-barang <i>trendy</i> .						
	Y2.8	Saya suka membeli barang ketika barang tersebut sedang diskon.						
	Y2.9	Saya tertarik mencoba produk yang sejenis dengan produk yang sudah saya miliki namun berbeda merek.						
	Y2.10	Saya suka membeli barang yang diiklankan oleh selebriti.						

	Celebrity Endorsement	FOMO	Harga Diri	Konformitas	Perilaku Konsumtif
X1.1		0,824			
X1.2		0,833			
X1.3		0,704			
X1.4		0,747			
X1.5		0,807			
X1.6		0,715			
X2.1	0,711				
X2.10	0,725				
X2.12	0,759				
X2.13	0,788				
X2.14	0,725				
X2.15	0,716				
X2.16	0,783				
X2.17	0,723				
X2.18	0,710				
X2.2	0,729				
X2.3	0,751				
X2.4	0,712				
X2.5	0,721				
X2.6	0,742				
X2.7	0,705				
X2.8	0,707				
X2.9	0,771				
X3.1			0,746		
X3.10			0,749		
X3.11			0,752		
X3.2			0,718		
X3.3			0,711		
X3.4			0,752		
X3.5			0,752		
X3.6			0,727		
X3.7			0,714		
X3.8			0,706		
X3.9			0,772		
Y1.1				0,754	
Y1.10				0,761	
Y1.11				0,791	
Y1.12				0,768	
Y1.2				0,774	
Y1.3				0,796	

Y1.4				0,717	
Y1.5				0,703	
Y1.6				0,708	
Y1.7				0,839	
Y1.8				0,775	
Y1.9				0,741	
Y2.1					0,737
Y2.10					0,732
Y2.2					0,783
Y2.3					0,788
Y2.4					0,806
Y2.5					0,740
Y2.6					0,818
Y2.7					0,808
Y2.8					0,747
Y2.9					0,822

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Celebrity Endorsement	0,947	0,948	0,952	0,539
FOMO	0,864	0,867	0,899	0,598
Harga Diri	0,916	0,919	0,929	0,543
Konformitas	0,934	0,937	0,943	0,580
Perilaku Konsumtif	0,928	0,932	0,939	0,607

Cross Loading

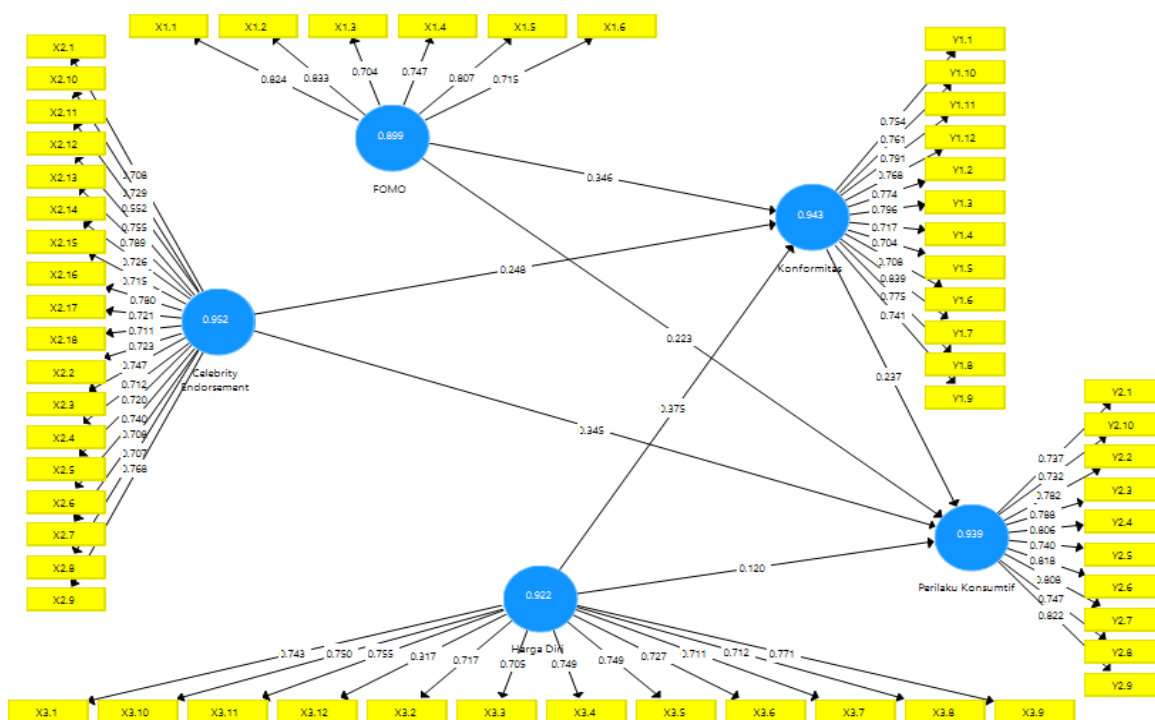
	Celebrity Endorsement	FOMO	Harga Diri	Konformitas	Perilaku Konsumtif
X1.1	0,462	0,824	0,505	0,568	0,536
X1.2	0,237	0,833	0,535	0,512	0,474
X1.3	0,374	0,704	0,476	0,530	0,412
X1.4	0,306	0,747	0,484	0,446	0,462
X1.5	0,455	0,807	0,495	0,553	0,522
X1.6	0,296	0,715	0,480	0,622	0,483
X2.1	0,711	0,512	0,421	0,439	0,473
X2.10	0,725	0,273	0,391	0,397	0,459
X2.12	0,759	0,364	0,415	0,408	0,456
X2.13	0,788	0,337	0,418	0,470	0,500
X2.14	0,725	0,385	0,387	0,492	0,496
X2.15	0,716	0,285	0,258	0,486	0,474
X2.16	0,783	0,349	0,400	0,553	0,471
X2.17	0,723	0,268	0,370	0,278	0,407
X2.18	0,710	0,335	0,423	0,475	0,513
X2.2	0,729	0,355	0,334	0,332	0,468
X2.3	0,751	0,314	0,225	0,384	0,441
X2.4	0,712	0,371	0,445	0,504	0,556
X2.5	0,721	0,362	0,239	0,365	0,459
X2.6	0,742	0,352	0,412	0,461	0,509
X2.7	0,705	0,151	0,254	0,352	0,395
X2.8	0,707	0,446	0,519	0,550	0,505
X2.9	0,771	0,233	0,292	0,379	0,451
X3.1	0,280	0,428	0,746	0,576	0,394
X3.10	0,587	0,518	0,749	0,592	0,568
X3.11	0,485	0,517	0,752	0,604	0,569
X3.2	0,233	0,435	0,718	0,477	0,340
X3.3	0,329	0,489	0,711	0,548	0,553
X3.4	0,392	0,455	0,752	0,463	0,450
X3.5	0,326	0,428	0,752	0,463	0,416
X3.6	0,313	0,513	0,727	0,418	0,396
X3.7	0,405	0,492	0,714	0,490	0,433
X3.8	0,364	0,416	0,706	0,569	0,393
X3.9	0,281	0,489	0,772	0,553	0,343
Y1.1	0,406	0,566	0,530	0,754	0,466
Y1.10	0,365	0,537	0,546	0,761	0,524
Y1.11	0,438	0,529	0,504	0,791	0,548
Y1.12	0,551	0,491	0,476	0,768	0,458
Y1.2	0,471	0,606	0,647	0,774	0,634

	Celebrity Endorsement	FOMO	Harga Diri	Konformitas	Perilaku Konsumtif
Y1.3	0,522	0,675	0,665	0,796	0,607
Y1.4	0,399	0,505	0,567	0,717	0,455
Y1.5	0,452	0,411	0,465	0,703	0,419
Y1.6	0,386	0,398	0,482	0,708	0,538
Y1.7	0,507	0,626	0,573	0,839	0,549
Y1.8	0,415	0,540	0,530	0,775	0,515
Y1.9	0,540	0,456	0,528	0,741	0,508
Y2.1	0,504	0,463	0,413	0,512	0,737
Y2.10	0,571	0,486	0,406	0,440	0,732
Y2.2	0,406	0,498	0,455	0,486	0,783
Y2.3	0,521	0,542	0,458	0,599	0,788
Y2.4	0,511	0,399	0,440	0,478	0,806
Y2.5	0,423	0,347	0,432	0,471	0,740
Y2.6	0,558	0,637	0,640	0,702	0,818
Y2.7	0,541	0,543	0,571	0,543	0,808
Y2.8	0,500	0,401	0,407	0,527	0,747
Y2.9	0,488	0,491	0,478	0,528	0,822

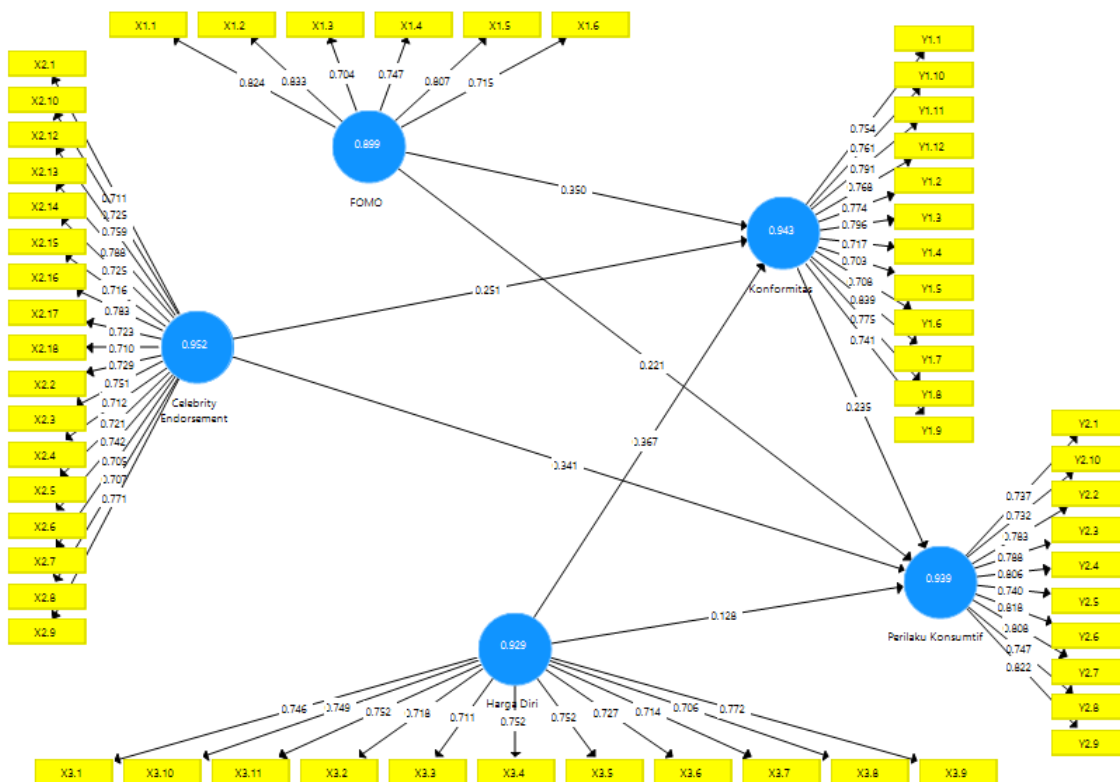
R Square

	R Square	R Square Adjusted
Konformitas	0,659	0,654
Perilaku Konsumtif	0,599	0,591

Hasil Uji Outer Model Mode Run 1



Hasil Uji Outer Model Mode Run 2



Hasil Uji Hipotesis

