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## LAMPIRAN

### Lampiran 1 Biodata

#### Identitas Diri

Nama : Chairunnisaa Miftahurrahmah Zenida Huzaen  
Tempat, Tanggal Lahir : Sleman, 15 Maret 1995  
Jenis Kelamin : Perempuan  
Alamat Rumah : Puri Diva Istanbul  
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#### Riwayat Pendidikan

##### Pendidikan Formal

Tamat SD tahun 2006 di SD Inpres Unggulan BTN Pemda Makassar  
Tamat SMP tahun 2010 di MTsN Babadan Baru Sleman Yogyakarta  
Tamat SMA tahun 2013 di MAN Yogyakarta III  
Sarjana (S1) tahun 2019 di Universitas Negeri Makassar

##### Pendidikan Nonformal

Sekolah bahasa Jerman tahun 2014-2015 di VHS Freising e.V., Bayern

#### Pekerjaan dan Riwayat Pekerjaan

Guru Ekskul Bahasa Jerman di SIT Al Biruni Makassar tahun 2018-2020  
Guru Privat Bahasa Jerman tahun 2016-sekarang

#### Karya ilmiah yang telah dipublikasikan

Pengaruh Konsep Perumahan, Lokasi, Dan Penyesuaian Harga Terhadap Keputusan Pembelian Pada Properti Perumahan Pesona Prima Griya Makassar (Studi Kasus Pt Primakarya Bentalapernai)

The Effect Of Social Media Marketing On Purchase Intention Through Brand Awareness As An Intervening Variable At Chaa.Id Store In Makassar



## Lampiran 2 Kuesioner

Assalamualaikum Wr. Wb.

Selamat Pagi/Siang/Sore/Malam,

Saya, Chairunnisaa Miftahurrahmah Zenida Huzaen adalah mahasiswa Magister Sains Manajemen di Universitas Hasanuddin yang sedang melakukan penelitian dalam rangka penyelesaian tugas akhir Tesis. Penelitian yang saya lakukan berjudul **“PENGARUH *DIGITAL MARKETING* TERHADAP *PURCHASE INTENTION* MELALUI *BRAND AWARENESS* PADA CHAA.ID STORE DI MAKASSAR”**

Oleh karena itu, saya memohon kesediaan Anda untuk mengisi kuesioner berikut apa adanya sesuai dengan apa yang Anda rasakan terhadap Chaa.id store.

Terima kasih atas bantuannya

- Mengikuti media sosial instagram Chaa.id\_store: Iya / Tidak
- Mengikuti media sosial tiktok Chaa.id\_store: Iya / Tidak
- Mengikuti e-commerce (shopee) Chaa.id\_store: Iya / Tidak
- Pernah melakukan pembelian melalui media sosial atau *e-commerce* Chaa.id store: Iya / Tidak

### Petunjuk pengisian kuesioner

1. Pilihlah jawaban yang menurut Anda paling sesuai.
2. Setiap pernyataan hanya membutuhkan satu jawaban.

**STS : Sangat Tidak Setuju**

**TS : Tidak Setuju**

**S : Setuju**

**SS : Sangat Setuju**

**Digital Marketing (X)**

No.	Pernyataan	STS	TS	S	SS
<b>Media sosial</b>					
1	Saya mengikuti akun media sosial Chaa.id store karena saya menyukai produknya.				
2	Akun media sosial Chaa.id store mudah diakses.				
3	Melalui media sosial Chaa.id store memiliki pelayanan yang baik dan terpercaya.				
4	Informasi mengenai produk Chaa.id store dapat dengan mudah diakses melalui sosial media.				
<b>E-commerce</b>					
1	Saya tertarik untuk membeli produk pada e-commerce karena lebih mudah dan aman				
2	Saya membeli produk pada e-commerce karena lebih menghemat waktu dan biaya				
3	Chaa. Id store memberikan informasi yang lengkap mengenai produknya pada e-commerce				
4	Chaa.id store cepat dalam menanggapi keluhan konsumen pada e-commerce				
<b>Konten Marketing</b>					
5	Konten Chaa.id store berisikan informasi yang saya butuhkan				
6	Konten yang disajikan berisi informasi riil terkait produk Chaa.id store				
7	Informasi pada konten Chaa.id store mudah				

	dipahami				
8	Konten Chaa.id store diperbaharui secara berkala				

**Purchase Intention (Y)**

No.	Pernyataan	STS	TS	S	SS
<b>Minat Transaksional</b>					
1	Setelah melihat konten Chaa.id store pada media sosial, saya ingin mencari informasi mengenai chaa.id store				
2	Saya tertarik membeli produk Chaa.id store				
<b>Minat Referensial</b>					
3	Saya berminat merekomendasikan Chaa.id store kepada orang lain				
4	Saya berminat untuk membagi informasi mengenai Chaa.id store				
<b>Minat Preferensial</b>					
5	Chaa.id store menjadi pilihan saya jika ingin membeli hijab atau buket				
6	Saya tertarik untuk mengikuti akun media sosial dan e-commerce Chaa.id store				
<b>Minat Eksploratif</b>					
7	Saya mencari keunggulan sebuah produk jika ingin membelinya				
8	Saya akan menjadikan Chaa.id store sebagai pilihan pertama saya				

**Brand Awareness (Z)**

No.	Pernyataan	STS	TS	S	SS
<b>Recall</b>					
1	Saya menyadari adanya <i>brand</i> Chaa.id				
2	Saya mengingat ciri warna dan logo yang digunakan Chaa.id <i>store</i>				
<b>Recognition</b>					
3	Saya mengenali jenis produk yang dijual oleh Chaa.id <i>Store</i>				
4	Saya langsung mengingat <i>brand</i> Chaa.id ketika diminta menyebutkan <i>brand</i> hijab atau buket				
<b>Purchase</b>					
5	Saya mempertimbangkan untuk membeli produk Chaa.id <i>store</i> dibandingkan dengan produk serupa lainnya.				
6	Saya memilih <i>brand</i> Chaa.id jika ingin membeli hijab atau buket dibandingkan dengan <i>brand</i> serupa lainnya				
<b>Consumption</b>					
7	<i>Brand</i> Chaa.id akan muncul sebagai <i>brand</i> pertama yang ada dipikiran saya ketika menyebutkan <i>brand</i> hijab atau buket				
8	Saya akan memikirkan <i>brand</i> Chaa.id <i>store</i> ketika menggunakan produk hijab atau buket dari <i>brand</i> lain.				

## Lampiran 3 Hasil dan Olah Data Statistik

### 1. Nilai *Outer loading*

#### Outer Loadings

Matrix	Brand Awaren...	Digital Marketi...	Purchase Inten...
BA1	0.769		
BA2	0.812		
BA3	0.824		
BA5	0.750		
BA7	0.833		
BA8	0.843		
DM10		0.792	
DM11		0.811	
DM12		0.771	
DM2		0.715	
DM3		0.717	
DM4		0.778	
DM7		0.814	
DM8		0.832	
DM9		0.788	
PI1			0.771
PI2			0.775
PI3			0.821
PI4			0.827
PI6			0.807

### 2. Nilai Cross Loading

#### Discriminant Validity

Fornell-Larcker Criteri...	Cross Loadings	Heterotrait-Monotrait R...	
	Brand Awaren...	Digital Marketi...	Purchase Inten...
BA1	0.769	0.655	0.621
BA2	0.812	0.654	0.620
BA3	0.824	0.632	0.649
BA5	0.750	0.569	0.627
BA7	0.833	0.632	0.649
BA8	0.843	0.677	0.661
DM10	0.610	0.792	0.601
DM11	0.658	0.811	0.617
DM12	0.645	0.771	0.611
DM2	0.542	0.715	0.548
DM3	0.547	0.717	0.583
DM4	0.605	0.778	0.614

DM7	0.640	0.814	0.664
DM8	0.630	0.832	0.647
DM9	0.661	0.788	0.658
PI1	0.641	0.656	0.771
PI2	0.608	0.632	0.775
PI3	0.615	0.592	0.821
PI4	0.637	0.615	0.827
PI6	0.663	0.662	0.807

### 3. HTMT

#### Discriminant Validity

	Brand Awaren...	Digital Marketi...	Purchase Inten...
Brand Awareness			
Digital Marketi...	0.864		
Purchase Inten...	0.887	0.889	

### 4. Composite reliability

#### Construct Reliability and Validity

	Cronbach's Al...	rho_A	Composite Reliability	Average Variance
Brand Awareness	0.928	0.930	0.941	0.667
Digital Marketi...	0.919	0.922	0.933	0.609
Purchase Inten...	0.906	0.910	0.925	0.640

### 5. VIF

#### Collinearity Statistics (VIF)

	Brand Awaren...	Digital Marketi...	Purchase Inten...
Brand Awareness			2.662
Digital Marketing	1.000		2.662
Purchase Intention			

### 6. Path coefficient direct effect

#### Path Coefficients

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
Brand Awareness -> Purchase Intention	0.600	0.600	0.047	12.866	0.000
Digital Marketing -> Brand Awareness	0.796	0.796	0.022	35.348	0.000
Digital Marketing -> Purchase Intention	0.329	0.329	0.047	6.996	0.000

## 7. F Square

**f Square**

	Brand Aware...	Digital Marketi...	Purchase Inten...
Brand Awareness			0.612
Digital Marketing	1.662		0.184
Purchase Intention			

## 8. Specific indirect effect

**Specific Indirect Effects**

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
Digital Marketing -> Brand Awareness -> Purchase Intention	0.474	0.474	0.037	12.784	0.000

## 9. Path coefficient indirect effect

**Specific Indirect Effects**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Brand Awareness -> Purchase Intention	0.474	0.474	0.037	12.784	0.000

## 10. R Square

**R Square**

	R Square	R Square Adjus...
Brand Awarene...	0.625	0.624
Purchase Inten...	0.699	0.697

## 11. Q Square

**LV Prediction Summary**

	RMSE	MAE	Q <sup>2</sup> _predict
Brand Awareness	0.619	0.486	0.621
Purchase Intention	0.604	0.459	0.641

## 12. SRMR

**Model Fit**

	Saturated Model	Estimated Model
SRMR	0.055	0.055
d_uls	0.908	0.908
d_G	0.483	0.483
Chi-Square	941.790	941.790
NFI	0.854	0.854

## 13. PLS Predict

**MV Prediction Summary**

PLS	LM	PLS Prediction Error (Descriptives)		PLS Predictions (Descriptives)	
		RMSE	MAE	MAPE	Q <sup>2</sup> _predict
BA3		0.473	0.349	11.580	0.396
BA5		0.512	0.380	13.504	0.319
BA1		0.415	0.332	10.062	0.418
BA8		0.507	0.408	14.837	0.455
BA7		0.546	0.439	15.753	0.394
BA4		0.490	0.374	12.919	0.427
BA6		0.467	0.377	12.785	0.461
BA2		0.509	0.405	13.927	0.424
PI4		0.444	0.329	10.171	0.372
PI8		0.469	0.379	13.135	0.462
PI5		0.466	0.335	11.187	0.416
PI2		0.427	0.329	10.076	0.397
PI2		0.427	0.329	10.076	0.397
PI1		0.427	0.319	10.884	0.422
PI3		0.442	0.335	10.351	0.344
PI6		0.392	0.306	9.101	0.435

**MV Prediction Summary**

PLS	LM	PLS Prediction Error (Descriptives)		PLS Predictions (Descriptive)	
		RMSE	MAE	MAPE	Q <sup>2</sup> _predict
BA3		0.483	0.345	11.471	0.368
BA5		0.520	0.392	13.878	0.297
BA1		0.418	0.304	9.204	0.411
BA8		0.498	0.370	13.356	0.474
BA7		0.553	0.433	15.498	0.378
BA4		0.501	0.384	13.197	0.401
BA6		0.460	0.358	12.019	0.476
BA2		0.504	0.395	13.547	0.434
PI4		0.456	0.346	10.686	0.338
PI8		0.470	0.361	12.464	0.460
PI5		0.472	0.347	11.489	0.403
PI2		0.439	0.332	10.176	0.361
PI1		0.429	0.307	10.530	0.417
PI3		0.455	0.354	10.955	0.305
PI6		0.401	0.308	9.166	0.408



## 14. Gambar model penelitian

