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# APPENDIX

## Appendix 1: BIOGRAPHY



### Personal Data

ANDI RAAY TENRI  
SALI GANI

Female

Islam

Indonesian Citizen

Do not have physical  
disabilities

Born in Ujung Pandang,  
8 November 1998

### Address

Jln. Abdul Muttalib Dg.  
Narang no.7 Gowa

### Contact

kyu.raay@gmail.com

### Social media

@raaykyu

### EDUCATION

Bachelor of Management  
Economics and Business Faculty  
Universitas Hasanuddin



### EDUCATIONAL BACKGROUND

Year	Education	Course	GPA
2016-2020	The Faculty of Economics and Business, Universitas Hasanuddin	Management	3.65
2013-2016	SMA Negeri 17 Makassar, Sulawesi Selatan	Science Class	-
2010-2013	SMP ISLAM ATHIRAH KAJALADIDO	-	-
2005-2011	SDN V Sungguminasa	-	-

### ORGANIZATIONAL EXPERIENCE

Year	Organization	Role
2019	AIIESEC in Hasanuddin University	Ir matching OGV
2018	AIIESEC in Hasanuddin University	Marketing OGV
2018	AIIESEC in Hasanuddin University	OC Greeneration
2015-2016	Student's Council (MPK) IV Division	-

## Appendix 2: Questionnaire

### RESEARCH QUESTIONNAIRE

Dear:

Junior High School, Senior High School and  
University Students  
in Makassar,

Sincerely,

In connection with the preparation of a thesis in the Management Department of the Faculty of Economics and Business, Universitas Hasanuddin, entitled "The Influence of NCT127 as The Nü Green Tea Brand Ambassador on Purchasing Decisions in the City of Makassar", I:

Name : Andi Raay Tenri Sali Gani

NIM : A021171802

Requesting the willingness of students to fill out the questionnaire that I submit is in accordance with the the influence of the Brand Ambassador of Nu Green Tea, which is NCT 127.

This research is expected to be a reference for studying related to marketing strategy, which is purchasing decision. All information that you provide will guaranteed confidentiality and is only for academic purposes. Thank you for your willingness.

The researcher,

Andi Raay Tenri Sali Gani

A021171802

## I. Identity of Respondents

1. Email : .....
2. Name (You may put your initial) : .....
3. Gender : Male/Female
4. Age:
  - a. 14 – 16 years old
  - b. 17 – 19 years old
  - c. 20 – 22 years old
4. Education:
  - a. Junior High School
  - b. Senior High School
  - c. University

### Instructions:

Select the statement below that best fits with your choice by checking (√) in the column provided with the description:

- SA : Strongly Agree (5)  
A : Agree (4)  
N : Neutral (3)  
D : Disagree (2)  
SD : Strongly Disagree (1)

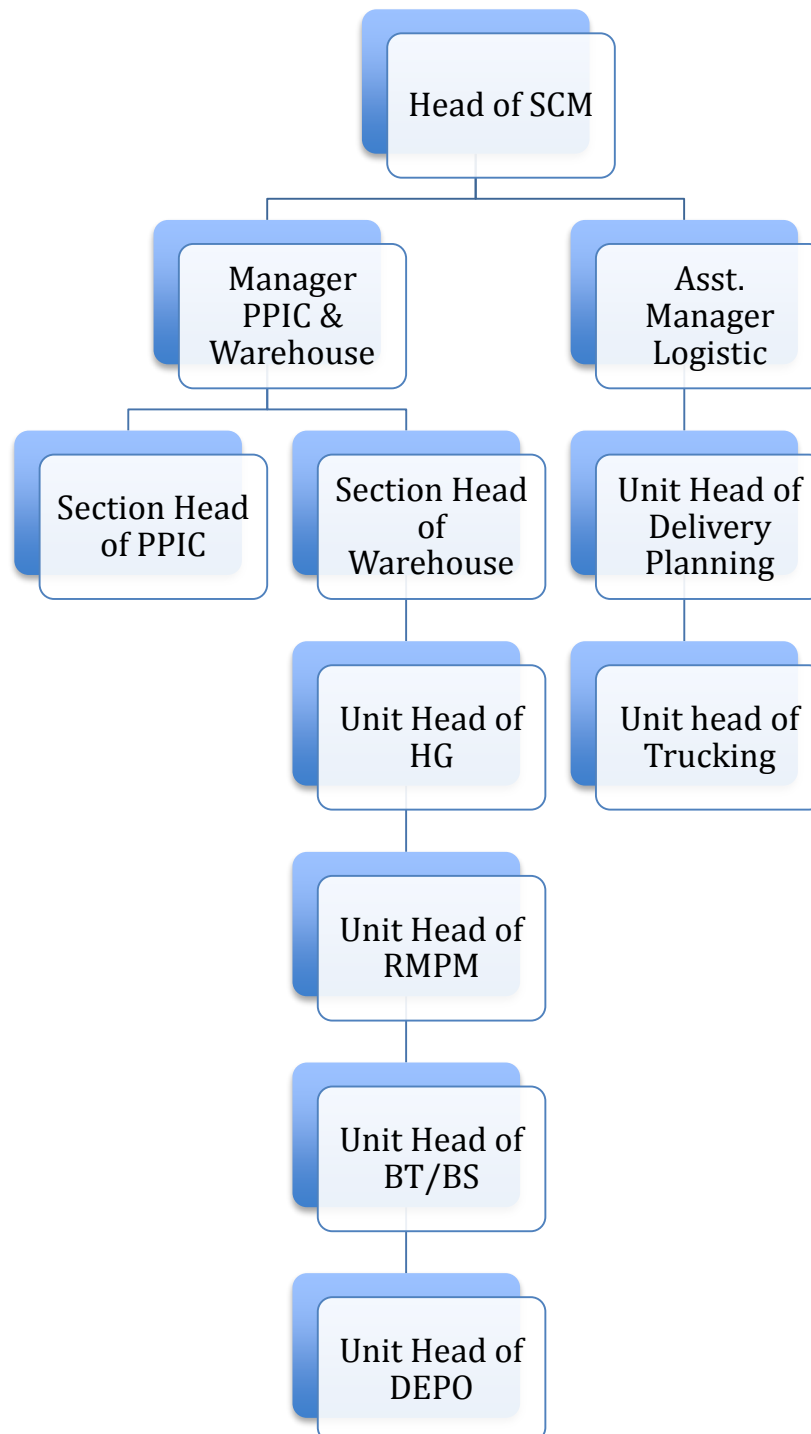
## II. Research Questionnaire

	<b>Brand Ambassador (Duta Merek)</b>	SA	A	N	D	SD
1.	NCT 127 is a famous boy band group that has high popularity.					
2.	With NCT127 high popularity, NCT127 is the right choice as a brand ambassador to advertise Nu Green Tea products.					
3.	NCT 127 has good credibility and knowledge as a brand ambassador.					
4.	NCT 127 has good looks and character.					
5.	NCT 127 looks serious in conveying the sentence "Fix Enak" in a Nu Green Tea advertisement that makes me believe Nu Green Tea The best product for consumption.					

	<b>Korean Wave</b>	SA	A	N	D	SD
1.	Korean Wave has influence our lifestyle					
2.	I compare the product of Nu Green Tea to other brand green tea drink					
3.	I consider that the korean wave is a culture that has a strong appeal compared to other cultures (for example, western culture)					
4.	The influence of the korean wave has both positive and negative impacts on our culture (Indonesia)					

	<b>Purchase Decision</b>	SA	A	N	D	SD
1.	I decided to buy Nu Green Tea Nu Green					
2.	I compared the packaging of Nu Green Tea Products with other brands of Green Tea Drink Products					
3.	I recommend others to buy Nu Green Tea products					
4.	I have bought Nu Green Tea packaged tea drinks for more than 3 times					



**Appendix 3: PT. ABC President Indonesia Organizational Structure**

#### Appendix 4: Identity Data Respondents'

No.	Age	Gender	Education
1	20-22 years old	Male	University
2	17-19 years old	Male	Senior High School
3	20-22 years old	Female	Senior High School
4	20-22 years old	Male	University
5	17-19 years old	Female	University
6	20-22 years old	Male	University
7	20-22 years old	Male	University
8	20-22 years old	Female	University
9	20-22 years old	Female	University
10	17-19 years old	Female	Senior High School
11	17-19 years old	Female	Senior High School
12	20-22 years old	Male	University
13	20-22 years old	Male	University
14	17-19 years old	Female	Senior High School
15	20-22 years old	Male	University
16	14-16 years old	Female	Junior High School
17	20-22 years old	Male	University
18	20-22 years old	Male	Senior High School
19	20-22 years old	Female	Senior High School
20	20-22 years old	Male	University
21	17-19 years old	Female	Senior High School
22	14-16 years old	Female	Junior High School
23	20-22 years old	Male	University
24	20-22 years old	Female	University
25	20-22 years old	Female	University
26	17-19 years old	Female	Senior High School
27	14-16 years old	Female	Senior High School
28	17-19 years old	Female	University
29	20-22 years old	Female	University
30	20-22 years old	Male	University
31	20-22 years old	Male	University
32	20-22 years old	Male	University
33	20-22 years old	Female	University
34	17-19 years old	Male	Senior High School
35	17-19 years old	Male	Senior High School
36	14-16 years old	Male	Junior High School

37	20-22 years old	Male	University
38	20-22 years old	Male	University
39	20-22 years old	Female	University
40	20-22 years old	Female	University
41	20-22 years old	Female	Senior High School
42	17-19 years old	Male	Senior High School
43	20-22 years old	Male	University
44	20-22 years old	Male	University
45	20-22 years old	Female	Senior High School
46	20-22 years old	Female	University
47	17-19 years old	Male	Senior High School
48	20-22 years old	Female	University
49	14-16 years old	Male	Junior High School
50	20-22 years old	Male	University
51	20-22 years old	Female	University
52	20-22 years old	Female	University
53	20-22 years old	Female	University
54	20-22 years old	Female	University
55	20-22 years old	Female	University
56	17-19 years old	Male	Senior High School
57	17-19 years old	Female	Senior High School
58	20-22 years old	Female	University
59	14-16 years old	Male	Junior High School
60	20-22 years old	Female	University
61	14-16 years old	Female	Junior High School
62	17-19 years old	Male	Senior High School
63	20-22 years old	Male	University
64	20-22 years old	Female	University
65	17-19 years old	Female	Senior High School
66	14-16 years old	Female	Junior High School
67	20-22 years old	Male	University
68	20-22 years old	Male	University
69	20-22 years old	Male	University
70	17-19 years old	Male	Senior High School
71	14-16 years old	Male	Junior High School
72	17-19 years old	Female	Senior High School
73	17-19 years old	Female	Senior High School
74	14-16 years old	Female	Junior High School

75	17-19 years old	Female	Senior High School
76	14-16 years old	Male	Junior High School
77	14-16 years old	Male	Junior High School
78	17-19 years old	Male	Senior High School
79	14-16 years old	Female	Junior High School
80	14-16 years old	Female	Junior High School
81	20-22 years old	Male	University
82	20-22 years old	Female	University
83	14-16 years old	Female	Junior High School
84	17-19 years old	Male	Senior High School
85	20-22 years old	Male	University
86	14-16 years old	Female	Junior High School
87	17-19 years old	Female	Senior High School
88	14-16 years old	Female	Junior High School
89	14-16 years old	Female	Junior High School
90	17-19 years old	Female	Senior High School
91	20-22 years old	Male	University
92	14-16 years old	Male	Junior High School
93	17-19 years old	Male	Senior High School
94	20-22 years old	Female	University
95	14-16 years old	Male	Junior High School
96	17-19 years old	Male	Senior High School
97	14-16 years old	Male	Junior High School
98	14-16 years old	Male	Junior High School
99	17-19 years old	Female	Senior High School
100	20-22 years old	Female	University
101	20-22 years old	Female	University
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107	20-22 years old	Female	University
108	20-22 years old	Male	University
109	20-22 years old	Female	University
110	20-22 years old	Female	University
111	20-22 years old	Female	University
112	14-16 years old	Female	Senior High School

113	14-16 years old	Female	Junior High School
114	17-19 years old	Female	Senior High School
115	20-22 years old	Female	University
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134	20-22 years old	Male	University
135	20-22 years old	Female	University
136	20-22 years old	Female	University
137	17-19 years old	Male	Senior High School
138	20-22 years old	Male	University
139	20-22 years old	Male	University
140	20-22 years old	Female	University
141	20-22 years old	Male	University
142	14-16 years old	Male	Junior High School
143	17-19 years old	Male	Senior High School
144	20-22 years old	Female	University
145	17-19 years old	Male	University
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147	20-22 years old	Male	University
148	17-19 years old	Female	University
149	20-22 years old	Female	University
150	17-19 years old	Female	University

151	20-22 years old	Female	University
152	20-22 years old	Female	University
153	20-22 years old	Female	University
154	20-22 years old	Female	University
155	20-22 years old	Male	University
156	20-22 years old	Female	University
157	20-22 years old	Female	University
158	20-22 years old	Female	University
159	20-22 years old	Female	University
160	17-19 years old	Male	Senior High School
161	20-22 years old	Female	University
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183	20-22 years old	Female	University
184	20-22 years old	Female	University
185	20-22 years old	Female	University
186	17-19 years old	Female	Senior High School
187	20-22 years old	Female	University
188	20-22 years old	Female	University

189	17-19 years old	Female	University
190	20-22 years old	Female	University
191	17-19 years old	Female	University
192	20-22 years old	Female	University
193	17-19 years old	Male	Senior High School
194	20-22 years old	Female	University
195	17-19 years old	Female	Senior High School
196	20-22 years old	Male	University
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198	20-22 years old	Male	University
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204	20-22 years old	Male	University
205	20-22 years old	Female	University
206	20-22 years old	Female	University
207	20-22 years old	Female	University
208	17-19 years old	Male	Senior High School
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210	20-22 years old	Female	University
211	17-19 years old	Male	Senior High School
212	14-16 years old	Male	Junior High School
213	14-16 years old	Female	Junior High School
214	20-22 years old	Female	University
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229	14-16 years old	Female	Junior High School
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234	20-22 years old	Female	University
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262	20-22 years old	Male	University
263	20-22 years old	Male	University
264	14-16 years old	Male	Junior High School



265	20-22 years old	Male	University
266	17-19 years old	Male	University
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303	20-22 years old	Male	University
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309	20-22 years old	Female	University
310	17-19 years old	Male	Senior High School
311	20-22 years old	Female	University
312	14-16 years old	Female	Junior High School
313	14-16 years old	Male	Junior High School
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333	17-19 years old	Male	Senior High School
334	17-19 years old	Male	Senior High School
335	20-22 years old	Male	University
336	17-19 years old	Male	Senior High School
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339	17-19 years old	Female	Senior High School
340	20-22 years old	Male	University

341	17-19 years old	Female	Senior High School
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346	14-16 years old	Male	Junior High School
347	14-16 years old	Male	Junior High School
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349	17-19 years old	Male	Senior High School
350	20-22 years old	Male	University
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353	20-22 years old	Male	University
354	17-19 years old	Female	Senior High School
355	14-16 years old	Female	Junior High School
356	14-16 years old	Female	Junior High School
357	17-19 years old	Female	Senior High School
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364	20-22 years old	Female	University
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374	14-16 years old	Male	Junior High School
375	20-22 years old	Male	University
376	20-22 years old	Female	University
377	20-22 years old	Female	University
378	20-22 years old	Male	University

379	20-22 years old	Female	University
380	20-22 years old	Female	University
381	17-19 years old	Female	Senior High School
382	20-22 years old	Male	University
383	20-22 years old	Male	University
384	20-22 years old	Female	University
385	20-22 years old	Female	University
386	20-22 years old	Female	University
387	20-22 years old	Female	University
388	20-22 years old	Female	University
389	20-22 years old	Female	University
390	20-22 years old	Female	University
391	20-22 years old	Female	University
392	17-19 years old	Female	Senior High School
393	17-19 years old	Female	Senior High School
394	17-19 years old	Female	Senior High School
395	17-19 years old	Female	Senior High School
396	17-19 years old	Male	Senior High School
397	17-19 years old	Male	Senior High School
398	17-19 years old	Male	Senior High School
399	20-22 years old	Male	Senior High School

## Appendix 5: Validity and Reliability Test Results

### Validity Test

**Validity Test  
Correlations**

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	TOTAL
VAR00001 Pearson Correlation	1	.427*	.323	.349	.317	.206	-.100	.000	-.076	.516**	.190	.278	.149	.464**
Sig. (2-tailed)		.019	.081	.058	.088	.274	.601	1.000	.690	.004	.315	.137	.433	.010
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00002 Pearson Correlation	.427*	1	.340	.708**	.469**	.253	-.103	.125	-.177	.451*	.179	.480**	.245	.608**
Sig. (2-tailed)	.019		.066	.000	.009	.178	.588	.510	.350	.012	.344	.007	.192	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00003 Pearson Correlation	.323	.340	1	.275	.482**	-.035	-.121	-.025	.041	.492**	.393*	.378*	.557**	.577**
Sig. (2-tailed)	.081	.066		.141	.007	.856	.525	.896	.828	.006	.032	.039	.001	.001
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00004 Pearson Correlation	.349	.708**	.275	1	.551**	-.025	-.035	-.045	-.060	.481**	.398*	.709**	.242	.650**
Sig. (2-tailed)	.058	.000	.141		.002	.896	.855	.814	.754	.007	.029	.000	.197	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00005 Pearson Correlation	.317	.469**	.482**	.551**	1	-.136	-.146	.044	-.324	.639**	.708**	.773**	.636**	.690**
Sig. (2-tailed)	.088	.009	.007	.002		.474	.441	.816	.080	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00006 Pearson Correlation	.206	.253	-.035	-.025	-.136	1	.185	.366*	.154	-.025	-.144	-.119	-.246	.157
Sig. (2-tailed)	.274	.178	.856	.896	.474		.328	.046	.415	.897	.448	.531	.190	.408
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00007 Pearson Correlation	-.100	-.103	-.121	-.035	-.146	.185	1	-.051	.187	-.017	.257	.050	.086	.177
Sig. (2-tailed)	.601	.588	.525	.855	.441	.328		.789	.323	.928	.170	.791	.653	.351
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00008	Pearson Correlation	.000	.125	-.025	-.045	.044	.366	-.051	1	-.088	-.088	-.022	-.130	.147	.080
	Sig. (2-tailed)	1.000	.510	.896	.814	.816	.046	.789		.645	.643	.906	.493	.438	.674
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00009	Pearson Correlation	-.076	-.177	.041	-.060	-.324	.154	.187	-.088	1	-.147	-.232	-.130	-.044	.042
	Sig. (2-tailed)	.690	.350	.828	.754	.080	.415	.323	.645		.439	.218	.494	.819	.826
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00010	Pearson Correlation	.516**	.451*	.492**	.481**	.639**	-.025	-.017	-.088	-.147	1	.625**	.742**	.559**	.785**
	Sig. (2-tailed)	.004	.012	.006	.007	.000	.897	.928	.643	.439		.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00011	Pearson Correlation	.190	.179	.393	.398	.708**	-.144	.257	-.022	-.232	.625**	1	.780**	.696**	.709**
	Sig. (2-tailed)	.315	.344	.032	.029	.000	.448	.170	.906	.218	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00012	Pearson Correlation	.278	.480**	.378	.709**	.773**	-.119	.050	-.130	-.130	.742**	.780**	1	.575**	.815**
	Sig. (2-tailed)	.137	.007	.039	.000	.000	.531	.791	.493	.494	.000	.000		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00013	Pearson Correlation	.149	.245	.557**	.242	.636**	-.246	.086	.147	-.044	.559**	.696**	.575**	1	.742**
	Sig. (2-tailed)	.433	.192	.001	.197	.000	.190	.653	.438	.819	.001	.000	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.464**	.608**	.577**	.650**	.690**	.157	.177	.080	.042	.785**	.709**	.815**	.742**	1
	Sig. (2-tailed)	.010	.000	.001	.000	.000	.408	.351	.674	.826	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Reliability Test**

1. X1

**Brand Ambassador  
Reliability Statistics**

Cronbach's Alpha	N of Items
.719	4

2. X2

**Reliability Statistics**

Cronbach's Alpha	N of Items
.834	4

3. Y

**Purchase Decision  
Reliability Statistics**

Cronbach's Alpha	N of Items
.879	4

## Appendix 6: Path Analysis Results

### 1. X1 on X2

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Brand Ambassador <sup>b</sup>		Enter

a. Dependent Variable: Korean Wave

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 <sup>a</sup>	.661	.660	1.912

a. Predictors: (Constant), Brand Ambassador

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2834.051	1	2834.051	775.183	.000 <sup>b</sup>
	Residual	1451.423	397	3.656		
	Total	4285.474	398			

a. Dependent Variable: Korean Wave

b. Predictors: (Constant), Brand Ambassador

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.410	.479		5.033	.000
	Brand Ambassador	.657	.024	.813	27.842	.000

a. Dependent Variable: Korean Wave



## 2. X1 and X2 on Y

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Korean Wave, Brand Ambassador <sup>b</sup>		Enter

a. Dependent Variable: Purchase Decision

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 <sup>a</sup>	.564	.562	2.370

a. Predictors: (Constant), Korean Wave, Brand Ambassador

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2879.216	2	1439.608	256.195	.000 <sup>b</sup>
	Residual	2225.196	396	5.619		
	Total	5104.411	398			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Korean Wave, Brand Ambassador

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.239	.612		2.024	.044
	Brand Ambassador	.411	.050	.466	8.172	.000
	Korean Wave	.351	.062	.322	5.640	.000

a. Dependent Variable: Purchase Decision