

References

- Aaker, J. L. (1997) 'Dimensions of Brand Personality', *Journal of Marketing Research*, 34(3), pp. 347–356. doi: 10.1177/002224379703400304.
- Abdillah, W. and Hartono, J. (2015) 'Alternatif structural equation modeling (SEM) dalam penelitian bisnis.', *dalam penelitian bisnis. Yogyakarta: Penerbit Andi*, 22, p.(103-150.).
- Adam, M. R. (2018) *Practical guide of the integrated structural equation modeling (SEM) with LISREL and AMOS for marketing & social sciences thesis*.
- Agariya, A. K., Johari, A., Sharma, H. K., Chandraul, U. N., & Singh, D. (2012) 'The role of packaging in brand communication.', *Journal of Scientific & Engineering Research*, 3(2), pp. 1–13.
- Aghazadeh, H., Haghghi, M. and Ebrahimi, A. (2011) 'A study of the effects of visual and informational aspects on the purchase intention.', *Journal of business management outlook*, 40, p., pp. 111-135.
- Agmeka, F., Wathoni, R.N. and Santoso, A. S. (2019) 'The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce', *Procedia Computer Science*, 161, p.85.
- Ahmad, N., Billoo, M., & Lakhan, A. (2012) 'Effect of Product Packaging in Consumer Buying Decision.', *Journal of Business Strategies*, 6(2), pp. 1–10.
- Ajzen, I. and Madden, T. J. (1986) 'Understanding attitudes and predicting social behavior.', *Journal of experimental social psychology*, 22(5), p. pp.453-474.
- Akpyomare, O. B., Adeosun, L. P. K., & Ganiyu, R. A. (2012) 'The influence of product attributes on consumer purchase decision in the Nigerian food and beverages industry: A study of Lagos Metropolis', *American Journal of Business and Management*, 1(4), pp. 196–201.

Amos, C., Holmes, G., & Strutton, D. (2008) 'Exploring the relationship between celebrity endorser effects and advertising effectiveness.', *International Journal of Advertising*, pp. 209-234.

Anggraeni, A. and Rachmanita (2015) 'Effects of Brand Love, Personality and Image on Word of Mouth; the Case of Local Fashion Brands Among Young Consumers', *Procedia - Social and Behavioral Sciences*, 211(September), pp. 442–447. doi: 10.1016/j.sbspro.2015.11.058.

Arif, H., Ahmed, S. and Farrukh, M. (2015) 'Factors Affecting Customer ' s Preferences to Buy Cellular Phone for Local versus International Brands : (A Case Study in Pakistan)', 10, pp. 111–120.

Armitage, C. J. and Conner, M. (2001) '<Armitage and Connor 2001.Pdf>', *British Journal of Social Psychology*, 40, p. 471. Available at: <https://pdfs.semanticscholar.org/ab83/87ae29317c651a129efc7a2297bc5f348a95.pdf>.

Arslan, M. and Zaman, R. (2014) 'Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan', 4(22), pp. 2225–484.

Aslam, M. M. (2006) 'Are you selling the right colour? A cross-cultural review of color as a marketing cue.', *Journal of Marketing Communications*, 12(1), pp. 15–30.

Azjen, I. (1980) 'Understanding attitudes and predicting social behavior.', *Englewood Cliffs*.

Babin, B. J., Hardesty, D. M., & Suter, T. A. (2003) 'Color and shopping intentions: The intervening effect of price fairness and perceived affect.', *Journal of Business Research*, 56(7), pp. 541–551.

Bačevac, S., Veselinović, J. and Životić, D. (2020) 'Branding And Brand As Factor Of The Competitive Advantage In Sports.', *Series: Physical Education and*

Sport, p. pp.569-578.

Becker, L., Van-Rompay, T. J., Schiff erstein, H. N., & Galetzka, M. (2011) 'Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations.', *Food Quality and Preference*, 22(1), pp. 17–23.

Beneke, J. *et al.* (2013) 'The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise.', *Journal of Product & Brand Management*.

Brajesh, K., & Gouranga, P. (2011) 'Celebrity Endorsement in FMCGs Advertising: A Case Study in a Culturally Vibrant Society.', *Advances in Management*, 4 (8), pp. 24–28.

Burch, T. K. (2003) 'Demography in a new key: A theory of population theory.', *Demographic research*, 9, pp. 263-284.

Butkeviciene, V., Stravinskiene, J. & Rütelione, A. (2008) 'Impact of consumer package communication on consumer decision making process.', *Impact of consumer Economics of Engineering Decisions*, 1(56), pp. 57–65.

Cahyorini, A. and Rusfian, E. Z. (2012) 'The Effect of Packaging Design on Impulsive Buying', *journal of Administrative Science & Organization*, 18(1), pp. 11–21. Available at: <http://download.portalgaruda.org/article.php?article=7425&val=544&title=Keputusan Membeli Secara Online dan Faktor-Faktor yang Mempengaruhinya>.

Cannon, J. P., Perreault, W. D., & McCarthy, E. J. (2009) 'Pemasaran Dasar Pendekatan', *Manajemen Global. Jakarta: Salemba Empat*.

Casanova, F. (2012) 'Representativeness of Offensive Scenarios to Evaluate Perceptual- Cognitive Expertise of Soccer Players', *The Open Sports Sciences Journal*, 5(1), pp. 161–166. doi: 10.2174/1875399x01205010161.

Casidy, R. (2012) 'An empirical investigation of the relationship between personality

traits, prestige sensitivity, and fashion consciousness of Generation Y', *Australia Australasian Marketing Journal*, 20, pp. 242–249.

Chi, H. K., Yeh, H. R., Huang, M. W. (2008) 'The Influences of Advertising Endorser, Brand Image, Brand Equity, Price Promotion, on Purchase IntentionThe Mediating Effect of Advertising Endorser'.

Cooper, D., R. and Schindler, P. . (2014) 'Business research methods (Bd. 12)', *New York: McGraw-Hill Education*.

Deng, X. (2009) 'Consumer response to visual aspects of packaging and product design, a dissertation', *University of Pennsylvania*.

Douglas, P. S. (2015) 'A based vaccine is efficacious against heterologous strain blood-stage Plasmodium falciparum infection in aotus monkeys. Cell host & microbe', *New England Journal of Medicine*, 372(14), pp. 1291-1300.

Dwivedi, A. and Johnson, L. W. (2013) 'Trust-commitment as a mediator of the celebrity endorser-brand equity relationship in a service context', *Australasian Marketing Journal*, 21(1), pp. 36–42. doi: 10.1016/j.ausmj.2012.10.001.

Eldesouky, A., & Mesias, F. (2014) 'An insight into the influence of packaging and presentation format on consumer purchasing attitudes towards cheese: a qualitative study.', *Spanish Journal of Agricultural Research*, 12(2), pp. 305–312.

Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001) 'Selecting celebrity endorsers: the practitioner's perspective.', *Journal of Advertising Research*, 41(3), pp. 39–49.

Espejel, J., Fandos, C., & Flavian, C. (2008) 'Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product.', *British Food Journal*, 110, 865–8.

Faircloth, J. B. (2005) 'Factors Influencing Nonprofit Resource Provider Support Decisions:Applying Th', *Journal of Marketing Theory and Practice*, 13(3),

pp. 1–14.

Fandos, C., & Flavián, C. (2006) 'Intrinsic and extrinsic quality attributes, loyalty and buying intention: an analysis for a PDO product.', *British Food Journal*, 108, 646–6.

Ferdinand, A. (2000) 'Metode Penelitian Manajemen.', *Semarang: Badan Penerbit Universitas Diponegoro*.

Ferdinand Agustina (2016) *The Executive's Lebaran Special Collaboration Collection*, *Tribunnews.com*.

Flanagin, A. J. et al. (2014) 'Mitigating risk in ecommerce transactions: Perceptions of information credibility and the role of user-generated ratings in product quality and purchase intention', *Electronic Commerce Research*, 14(1), pp. 1–23. doi: 10.1007/s10660-014-9139-2.

Friedman, H. and F. L. (1979) 'Endorser Effectiveness by Product type', *Journal of Advertising Research*, 19(5), pp. 63–71.

FT.com (2020) *H&M experiments by refashioning stores for post-pandemic life*.

Garvin, D. A. (1984) 'Product quality: An important strategic weapon.', *Business horizons*, 27(3), pp. 40–43.

George Thomas Kurian (2013) *Fitzroy Dearborn book of world rankings*. Routledge.

Ghaani Farashahi, B., Easter, E. and Annett-Hitchcock, K. (2018) 'Price and perceived product quality: a comparison of denim jeans in three price categories', *Journal of Fashion Marketing and Management*, 22(3), pp. 369–386. doi: 10.1108/JFMM-10-2017-0104.

Ghasemi, A. and Zahediasl, S., 2012 (2012) 'Normality tests for statistical analysis: a guide for non-statisticians.', *international journal of endocrinology and metabolism*, 10(2), p.4.

Global Innovation Index (2018) 'Global Innovation Index 2018: Indonesia's Ranked 85th', *GII*.

Global Innovation Index (2020) 'Global Innovation Index 2020 - Indonesia 85th', *GII*, p. 9.

Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000) 'The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands.', *Journal of Advertising Research*, 29(3), p. 43.

Gross, R. A., & Kalra, B. (2002) 'Biodegradable polymers for the environment.', *Science*, 297(5582), pp. 803–807.

Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R. E. (2010) 'Multivariate Data Analysis. Seventh Edition.', *Seventh Edition. Prentice Hall, Upper Saddle River, New Jersey*.

Hair, J. F. *et al.* (2018) 'Multivariate data analysis.', *Hampshire: Cengage Learning EMEA*.

Hair, J. F., Anderson, R. E. and Tatham, Ronald L and Black, W. C. (2005) 'Multivariate Data Analysis.', *NJ: Prentice Hall*.

Hariandja, E. S., Harapan, U. P. and Innovativeness, L. C. (2016) 'The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision : A Case Of Tous Les Jours In The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision.', (March).

Hausman, A. (2000) 'A multi-method investigation of consumer motivations in impulse buying behavior.', *Journal of Consumer Marketing*, 17(5)(403–419).

Herjanto, H. *et al.* (2020) 'The effect of celebrity endorsement on instagram fashion purchase intention: The evidence from Indonesia', *Organizations and Markets in Emerging Economies*, 11(1), pp. 203–221. doi: 10.15388/omee.2020.11.31.

Hovland, C. I., & Weiss, W. (1951) 'The Influence of Source Credibility on

Communication Effectiveness', *Public Opinion Quarterly*, 15, pp. 635–650.

Hovland Carl I., Janis, L. Irving, and Kelley, H. H. (1953) 'Communication and Persuasion, New Haven, CT', *Yale University Press*.

Hung, K., Chan, K. W., & Tse, C. H. (2011) (2011) 'Assessing celebrity endorsement effects in China: a consumer-celebrity relational approach', *Journal of Advertising Research*, 51(4), 608- 623, 51(4), pp. 608–623.

Icek, A. (1991) 'The Theory of Planned Behavior Organizational Behavior and Human Decision Processes', *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211.

IDN (2020) 'Indonesia Millennial Report', *IDN Research Institute*, 01, p. 61. Available at: <https://www.idntimes.com/indonesiamillennialreport2019>.

Ismail, Z., Masood, S. and Tawab, Z. M. (2012) 'Factors Affecting Consumer Preference of International Brands over Local Brands', 31, pp. 54–59.

Jagre, E., Watson, J. J., & Watson, J. G. (2001) 'Sponsorship and congruity theory: A theoretical framework for explaining consumer attitude and recall of event sponsorship. Advances in Consumer Research', *Advances in Consumer Research*, 28, pp. 439–445.

Jalilvand, M. R., Samiei, N. and Mahdavinia, S. H. (2011) 'The Effect of Brand Equity Components on Purchase Intention', *International Business and Management*, 2(2), pp. 149–158.

Jamil, R. A. and Hassan, S. R. ul (2014) 'Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study', *Journal of Management Info*, 1(4), pp. 1–8. doi: 10.31580/jmi.v4i1.18.

Javed, S. A., & Javed, S. (2015) 'The impact of product's packaging color on customers' buying preferences under time pressure.', *Marketing and Branding Research*, 2(1), pp. 4–14.

Jornet, A. and Damşa, C. (2019) 'Unit of analysis from an ecological perspective: Beyond the individual/social dichotomy.', *Learning, Culture and Social Interaction*, p. p.100329.

Julianti, N. L. (2014) 'Pengaruh Suasana Toko (Store Atmosphere) Terhadap Minat Beli Konsumen Pada Toserba Nusa Permai di Kecamatan Nusa Penida Tahun 2014', *Pendidikan ekonomi GANESHA*, 4(1), pp. 1–11.

Jung, Na Young, and Y.-K. S. (2016) 'The Impact of Corporate Reputation on Brand Attitude and Purchase Intention.', *Fashion and Textiles*, (3) 1: 20-.

Kamins, M. A. (1898) 'Celebrity and Non-Celebrity Advertising in a Two Sided Context', *Journal of Advertising Research*, 29(3), pp. 34–42.

Kawa, L. W., Rahmadiani, S. F. and -, S. K. (2013) 'Factors Affecting Consumer Decision-Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia', *The SIJ Transactions on Advances in Space Research & Earth Exploration*, 1(3), pp. 17–22. doi: 10.9756/sijasree/v1i3/0105420101.

Keller, K. L. (2008) 'Building, Measuring, and Managing Brand Equity.', *Pearson Education Internationa*.

Kenyon, G. N. and Sen, K. C. (2015) 'The dimensions of product quality. In The Perception of Quality.', *London: Springer*.

Kupiec, B., & Revell, B. (2001) 'Measuring consumer quality judgements.', *British Food Journal*, 103(1), pp. 7–22.

Leonard AL Cahyoputra (2020) *Indonesia Berpotensi Lahirkan Banyak Global Brand*, *Investor Daily*. Available at: <https://kemenperin.go.id/artikel/21981/Indonesia-Berpotensi-Lahirkan-Banyak-Global-Brand>.

Lien, C. H. *et al.* (2015) 'Online hotel booking: The effects of brand image, price,

trust and value on purchase intentions’, *Asia Pacific Management Review*, 20(4), pp. 210–218. doi: 10.1016/j.apmr.2015.03.005.

Lin, C., Wu, Y.-S. and Chen, J.-C. V. (2013) ‘Electronic Word-of-Mouth: The Moderating Roles of Product Involvement and Brand Image’, *Proceedings of 2013 International Conference on Technology Innovation and Industrial Management*, pp. 29–47.

Lockshin, L., & Corsi, A. M. (2012) ‘Consumer behavior for wine 2.0: A review since 2003 and future directions’, *Wine Economics and Policy*, 1(1), pp. 2–23.

Lumintang, Y. G. *et al.* (2018) ‘Comparative Analysis of Consumer Preferences Between International Over Local Brand in Manado (Case Study on Everbest and Buccheri)’, *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(1), pp. 518–527. doi: 10.35794/emba.v6i1.19317.

Mabkhot, H. A., Hasnizam and Salleh, S. M. (2017) ‘The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study’, *Jurnal Pengurusan*, 50, pp. 71–82.

Madden, T. J., Hewett, K., & Roth, M. S. (2000) ‘Managing images in different cultures: A cross-national study of color meanings and preferences.’, *Journal of International Marketing*, 8(4), pp. 90–107.

masarishop.com (2019) *7 of the Most Popular International Fashion Brands in Indonesia*.

Maulinda, J. (2016) ‘Analisis Bauran Promosi Terhadap Volume Penjualan PT.Delami Garment Industries Surabaya.’, *E-Journal Manajemen BRANCHMARCK*, 2(3).

McColl, J., & Moore, C. (2011) ‘An exploration of fashion retailer own brand strategies.’, *Journal of Fashion Marketing and Management*, 15(1), pp. 91–107.

McCracken, G. (1989) 'Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process', *Journal of Consumer Research*, 16(3), p. 310. doi: 10.1086/209217.

Mowen, J. C. dan M. (2002) 'Perilaku Konsu-men.', *Edisi ke 5. Jilid 2. Jakarta: Airlangga*.

Mueller, S., & Lockshin, L. (2008) 'How important is wine packaging for consumers? On the reliability of measuring attribute importance with direct verbal versus indirect visual'.

Munyaradzi Mutsikiwa, M. M. (2013) 'The Impact of Aesthetics Package Design Elements on Consumer Purchase Decisions: A Case of Locally Produced Dairy Products in Southern Zimbabwe.', *IOSR Journal of Business and Management*, 8(5), pp. 64–71. doi: 10.9790/487x-0856471.

Natarajaan, A. K. and R. (2012) 'Celebrity endorsements and beyond: new avenues for celebrity branding', *Psychology & Marketing*, 29, pp. 690–703.

Nayyar, E. V. (2012) 'Packaging -An Innovative source of Impulsive and Abrupt Buying Action', *International Journal of Management & Information Technology*, 1(1), pp. 13–16. doi: 10.24297/ijmit.v1i1.1454.

Nugroho J. Setiadi (2003) 'Perilaku Konsumen ; Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaranl', *Bogor Kencana Ed. 1, Cet. 1, h. 3*.

Nuguyen, N. T. (2021) 'The Influence of Celebrity Endorsement on Young Vietnamese Consumers' Purchasing Intention*', *Journal of Asian Finance, Economics and Business*, 8(1), pp. 951–960. doi: 10.13106/jafeb.2021.vol8.no1.951.

Ohanian, R. (1991) 'The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase.', *Journal of Advertising Research*, 31(1), pp. 46–52.

Ollberding, N. J., Wolf, R. L., & Contento, I. (2011) 'Food label use and its relation to dietary intake among US adults.', *Journal of the American Dietetic Association*, 111(5), pp. S47–S51.

Pornpitakpan, C. (2003) 'The Effect of Celebrity Endorsers' Perceived Credibility on Product Purchase Intention: The Case of Singaporeans.', *Journal of International Consumer Marketing*, 16(2), pp. 55–74.

Prambudi, M. T. (2018) 'Comparing Between Local and International Endorsement.', *Prosiding Industrial Research Workshop and National Seminar*, 9, pp. 684–691.

Pratami, W. (2016) 'Strategi Marketing Public Relations The Executive Terkait Dalam Loyalitas Pelanggan'.

Pratap (2016) *Zara social media strategy, notesmatic.com*.

Punyatoya, P., Sadh, A. and Mishra, S. K. (2014) 'Role of brand globalness in consumer evaluation of new product branding strategy', *Journal of Brand Management*, 21(2), pp. 171–188. doi: 10.1057/bm.2013.28.

Purwanto, E. (2014) 'The Effect of Consumer Ethnocentrism on Perceived Domestic Product Quality and Purchase Intentions among Young Consumers in Jakarta, Indonesia', *International Journal of Asian Social Science*, 4(9), pp. 1003–1012. Available at: [http://www.aessweb.com/pdf-files/ijass-2014-4\(9\)-1003-1012.pdf](http://www.aessweb.com/pdf-files/ijass-2014-4(9)-1003-1012.pdf).

Rafa'al, M. (2017) 'Identitas Gaya Hidup dan Budaya Konsumen dalam Mengkonsumsi Brand The Executive', *Jurnal Komunikasi Profesional*, 1(1).

Raheem, A., R., Vishnu, P., & Ahmed, M., A. (2014) 'Impact of product packaging on consumer's buying behavior', *European Journal of Scientific Research*, 122(2), pp. 125-134.

Rahimniya, F., Alavi, S.M & Najafi Siyahrudi, M. (2012) 'Studying the effects of

visual and functional aspects of packaging on the purchase of foods with customers' ecology variable as moderator', *business management*, 4(3), pp. 65–82.

Ratriyana, I. N. (2018) 'Global Brand Perception in Indonesian Young Consumer', *KnE Social Sciences*, 3(10), p. 357. doi: 10.18502/kss.v3i10.2921.

Roy, R. and Chau, R. (2011) 'Consumer-based brand equity and status-seeking motivation for a global versus local brand', *Journal of Marketing and Logistics.*, 4(3), pp. 57–71. Available at: <http://marefateadyan.nashriyat.ir/node/150>.

Rundh, B. (2007) 'The Multi-Faceted Dimension of Packaging: Marketing Logistic or Marketing Tool?', *British Food Journal*, 107(9), pp. 670–684.

Sasmita, J. and Mohd Suki, N. (2015) 'Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image', *International Journal of Retail and Distribution Management*, 43(3), pp. 276–292. doi: 10.1108/IJRDM-02-2014-0024.

Schmidt, H. J. *et al.* (2017) 'Does brand orientation contribute to retailers' success? An empirical study in the South African market', *Journal of Retailing and Consumer Services*, 38(July), pp. 210–222. doi: 10.1016/j.jretconser.2017.06.012.

Sehrawet, M., & Kundu, S. C. (2007) 'Buying Behaviour of Rural and Urban Consumers in India: The Impact of Packaging.', *International Journal of Consumer Studies*, 31(6), pp. 630–638.

Sekaran, U. and Bougie, R. (2016) *Research methods for business: A skill-building approach*. John Wiley & Sons.

Septiari, E. D. and Kusuma, G. H. (2016) 'Understanding the Perception of Millennial Generation toward Traditional Market (A Study in Yogyakarta)', *Review of Integrative Business and Economics Research*, 5(1), p. 30. Available at:

<http://buscompress.com/journal-home.html>.

Setiawan, B., Vincent and Andriyansah (2017) 'The Effects of Brand Image on Online Perceived Quality, Online Brand Personality and Purchase Intention', *International Journal of Economics and Business Administration*, V(Issue 3), pp. 70–80. doi: 10.35808/ijeba/136.

Shahid, Z., Hussain, T., & Azafar, F. (2017) (2017) 'The impact of brand awareness on the consumers' purchase intention.', *Journal of Marketing & Consumer Research*, 33, 34–38.

Shimp, A.T. and Andrews, C. J. (2013) 'Advertising, Promotion and Other Aspects of Integrated Marketing Communications; 9th International edition.', *Cincinnati, USA: South-Western College Publishing*.

Showrav, D. G. Y. and Nitu, R. J. (2018) 'The influence of brand equity on customer intention to pay premium price of the fashion house brand', *Management Science Letters*, 8(12), pp. 1291–1304. doi: 10.5267/j.msl.2018.9.010.

Stebbins, R. A. (2001) 'Exploratory research in the social sciences', (Vol. 48).

Sugiyono. (2017) 'Metode Penelitian Kuantitatif, Kualitatif, dan R&D.', *Bandung: Alfabeta, CV*.

Sujarweni, V. W. (2015) 'Metodologi Penelitian Bisnis dan Ekonomi.', *Yogyakarta: Pustaka Baru Press*.

Sulina (2021) 'Pengaruh Kepemimpinan Reward Dan Punishment Terhadap Kinerja Karyawan Pada Pt Delami Brands Kharisma Busana Cabang Palembang', *Universitas Tridinanti Palembang*, p. 1(17).

Taherdoost, H. (2016) 'Measurement and scaling techniques in research methodology; survey/questionnaire development.', *International Journal of Academic Research in Management (IJARM)*, 6.

Tasurru, H. and Salehudin, I. (2014) 'Global brands and consumer ethnocentrism of

youth soft drink consumers in Greater Jakarta, Indonesia', *ASEAN marketing journal*, 6(2), p. pp.77-88.

Tavakol, M. and Dennick, R. (2011) 'Making sense of Cronbach's alpha.', *International journal of medical educational*, 2, p. p.53.

Totoatmojo, K. M. (2015) 'The celebrity endorser (selebgram) effect toward purchase intention on instagram social media.', *3rdAASIC: Sustainable Development of Asian Community. University of Gadjah Mada, Yogyakarta*.

Tradingeconomics.com (2020) *Indonesia - Listed Domestic Companies, the World Bank collection of development indicators*. Available at: <https://tradingeconomics.com/indonesia/listed-domestic-companies-total-wb-data.html>.

Tsiotsou, R. (2005) 'Perceived quality levels and their relation to involvement, satisfaction, and purchase intention, marketing bulletin.', *marketing bulletin*, 16(4), pp. 1-10.

Vaismoradi, M., Turunen, H. and Bondas, T. (2013) 'Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study.', *Nursing & health sciences*, 15(3), pp. 398–405.

Valarie, A. (1988) 'Consumer Perceptions Of Price , Quality , And Value : A Means-':

Vien C.V., Yun C.T., F. P. L. (2017) 'The Effect of Celebrity Endorsement on Brand Attitude and Purchase Intention.', *Journal of Global Business and Social Entrepreneurship*, 1(4), 141–.

Waheed, S. *et al.* (2018) 'Product packaging and consumer purchase intentions.', *Market Forces*, 13(2).

Wang, W. C. (2006) *The effect of product knowledge and brand image on purchase intention moderated by product category.*, *Unpublished master thesis*.

Wo'en, A. Z. (2016) 'The influence of celebrity endorsement on consumer purchase intention (case study: clear shampoo in manado)', *Jurnal Berkala Ilmiah Efisiensi*, 16(4).

Wu, P.C., Yeh, G. Y. Y. and Hsiao, C. R. (2011) 'The effect of store image and service quality on brand image and purchase intention for private label brands.', *Australasian Marketing Journal (AMJ)*, 19(1), pp. 30–39.

Xie, Y., Batra, R. and Peng, S. (2015) 'Formation Between Global and Local Brands : The Roles of Identity', 23(1), pp. 50–71.

Yulisar, H. (2013) 'Effects of Brand Love, Personality and Image on Word of Mouth: The Case of Fashion Brand Among Young Consumers In Yogyakarta', *Doctoral dissertation, Universitas Gadjah Mada*. Available at: http://etd.repository.ugm.ac.id/home/detail_pencarian/144125 (Accessed: 17 April 2021).

Zheng, Y. and Chi, T. (2015) 'Factors influencing purchase intention towards environmentally friendly apparel: An empirical study of US consumers', *International Journal of Fashion Design, Technology and Education*, 8(2), pp. 68–77. doi: 10.1080/17543266.2014.990059.

APPENDIX I
Questionnaire
Bahasa Indonesia Version

KUISIONER PRODUK FASHION LOKAL

INTRODUCTION

Responden yang terhormat, Nama saya Bushra Saleh Salim Azubaidi mahasiswa Swiss German University dengan jurusan International Business Administration - Marketing. Mohon bantuannya untuk mengisi kuesioner ini dengan topik niat membeli The Executive produk di JABODETABEK. Saya sangat menghargai kejujuran Anda untuk menjawab kuesioner ini. Terima kasih atas bantuan dan kerjasamanya.

Hormat saya, Bushra Saleh Salim Azubaidi

BAGIAN A – PENYARINGAN RESPONDEN

1. Apakah anda mengetahui bahwa The Executive tersebut adalah merek lokal Indonesia ketika anda

membeli produk tersebut?

Iya

Tidak

2. Selama tahun 2020, apakah anda pernah membeli The Executive produk (pakaian, blazer, Tas, Dompot, Sepatu, dan aksesoris)?

Iya

Tidak

3. Berapa umur anda?

- Kurang dari 17
- 17-22
- 23 - 29
- 29 - 34
- 34 - 39
- Lebih dari 39

4. Lokasi tempat anda tinggal?

- Jakarta
- Bogor
- Depok
- Tangerang
- Bekasi
- Lainnya

BAGIAN B - PROFIL RESPONDEN

5. Jenis kelamin:

- Laki-laki
- Perempuan

6. Pendidikan terakhir:

- Lebih rendah dari sekolah menengah

- SMA
- Gelar sarjana
- Gelar master
- Karyawan

7. Pendapatan bulanan

- Kurang dari Rp. 3.000.000
- Rp 3.000.000 - Rp 9.999.999
- Rp 10.000.000 - Rp 20.000.000
- Lebih dari Rp 20.000.000

BAGIAN C – VARIABEL

-Kualitas produk

8. Produk The Executive memiliki bahan yang berkualitas.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

9. Produk The Executive memiliki desain yang menarik.

- Sangat Tidak Setuju
- Tidak Setuju

Netral

Setuju

Sangat Setuju

10. The Executive Produk memiliki desain fashion terkini.

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

11. Produk The Executive dapat bertahan lama.

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

-Desain Kemasan

12. Warna kemasan The Executive penting bagi saya dalam membelinya.

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

13. Desain pembungkus The Executive membangun persepsi tentang produk ini.

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

14. The Executive memiliki informasi produk yang baik dalam kemasannya.

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

15. The Executive memiliki gaya tulisan yang kreatif.

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

- Dukungan Selebriti

16. Produk The Executive yang didukung oleh selebriti dapat dipercaya.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

17. Produk The Executive yang di promosikan oleh selebriti sangat menarik.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

18. Selebriti mendukung produk The Executive berdasarkan keahliannya.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

19. Produk The Executive yang disokong oleh selebritas memang kredibel.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

- Citra merek

20. The Executive punya image yang bagus.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

21. The Executive memiliki reputasi yang baik.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

22. The Executive memiliki citra yang berbeda jika dibandingkan dengan merek asing.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

23. Produk The Executive sangat menarik.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

- Niat Membeli

24. Saya kemungkinan besar akan menggunakan The Executive.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

25. Saya akan merekomendasikan teman dan kerabat saya untuk membeli produk The Executive.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

26. Saya bersedia membeli produk The Executive di masa depan.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

27. Jika saya ingin membeli produk fashion, saya ingin membeli dari The Executive.

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju



1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
2	ID	PQ1	PQ2	PQ3	PQ4	PD1	PD2	PD3	PD4	CE1	CE2	CE3	CE4	BI1	BI2	BI3	BI4	PI1	PI2	PI3	PI4
3	1	4	4	2	5	5	3	4	3	1	1	1	1	4	4	3	5	5	4	5	5
4	2	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
5	3	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
6	4	5	4	4	5	4	5	5	5	5	5	4	3	5	5	5	4	4	5	4	3
7	5	4	3	3	3	3	3	3	3	3	2	4	4	4	4	4	4	4	4	4	2
8	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
9	7	4	4	4	4	3	4	4	3	3	4	3	4	4	4	4	3	4	4	4	4
10	8	4	5	5	4	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	4
11	9	4	4	3	4	2	4	3	3	3	3	3	4	5	5	4	3	5	4	4	4
12	10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
13	11	4	3	3	3	3	3	3	3	3	2	4	4	4	4	4	4	4	4	4	2
14	12	3	4	2	4	3	2	2	2	3	3	3	3	4	3	4	4	4	3	4	4
15	13	4	3	3	3	3	3	3	3	3	2	4	4	4	4	4	4	4	4	4	2
16	14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
17	15	4	5	5	4	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	4
18	16	3	3	4	4	3	4	2	5	3	3	2	3	3	4	4	4	4	4	4	4
19	17	5	5	4	4	4	5	5	4	4	4	5	3	5	5	5	5	5	4	5	5
20	18	5	4	5	4	4	4	4	5	5	5	4	5	5	5	5	4	4	4	5	5
21	19	5	4	5	4	5	4	4	5	5	5	4	5	5	5	5	4	5	5	5	5
22	20	4	4	5	4	4	5	5	4	4	5	5	5	4	4	4	4	4	5	4	5
23	21	5	5	4	4	5	4	5	4	5	5	4	3	5	4	4	5	5	5	4	5
24	22	4	5	4	5	4	3	4	5	5	5	4	4	4	5	5	4	3	3	5	3
25	23	4	4	3	3	4	4	5	4	4	4	3	4	5	5	4	4	5	4	4	5
26	24	3	4	4	5	4	4	5	5	5	5	5	4	4	4	5	4	4	5	4	5
27	25	5	4	4	5	4	4	4	5	5	5	4	4	4	5	5	5	5	4	4	4
28	26	4	4	4	5	5	4	4	5	5	5	4	5	4	4	4	5	4	4	5	4
29	27	4	5	4	4	5	5	3	4	4	3	5	5	5	4	4	5	5	5	5	4
30	28	5	5	5	4	4	4	5	5	4	4	5	5	4	4	4	4	5	4	5	5
31	29	5	4	4	5	4	4	3	5	5	4	5	5	5	4	5	4	5	4	4	4
32	30	4	3	5	5	4	5	4	5	4	4	5	5	5	4	5	4	5	5	5	4
33	31	5	4	4	3	5	5	4	4	5	3	3	4	4	5	4	3	4	5	5	4
34	32	5	5	5	5	4	4	5	5	3	3	3	3	4	4	4	5	4	4	5	5
35	33	4	4	3	4	4	4	4	4	4	4	5	4	5	4	4	5	4	5	4	4
36	34	3	4	4	4	5	4	4	4	4	5	5	5	3	4	4	4	5	4	4	4
37	35	4	4	4	5	3	4	3	4	4	3	4	3	4	3	4	4	3	3	4	3
38	36	4	4	4	3	4	4	4	4	5	4	3	4	5	5	5	4	3	3	3	3
39	37	3	4	3	4	4	4	3	4	4	4	4	4	4	4	5	5	5	4	4	3
40	38	3	3	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	3	4	3
41	39	4	4	4	4	3	3	3	3	4	4	5	4	4	4	3	3	4	4	4	3
42	40	3	4	3	3	3	3	4	4	4	4	4	4	4	3	4	5	4	5	4	4
43	41	5	5	4	4	5	4	5	4	5	5	4	5	4	5	4	4	5	4	5	5
44	42	3	4	3	4	4	4	4	4	4	4	4	4	3	3	3	4	4	4	5	4
45	43	3	3	4	4	4	4	4	4	4	3	4	4	5	4	4	5	4	5	4	3
46	44	4	4	3	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	3
47	45	4	4	3	3	3	4	3	2	3	3	3	4	4	4	4	3	4	4	4	4
48	46	4	3	4	4	4	5	4	4	4	4	4	5	4	3	4	4	5	4	5	4
49	47	5	5	4	4	3	4	4	4	4	5	4	5	5	4	5	5	4	3	4	4
50	48	5	5	4	4	3	3	4	3	4	4	4	4	4	4	4	4	4	3	5	4
51	49	4	4	4	3	2	3	4	3	4	4	4	4	4	4	4	4	4	3	3	3
52	50	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	3	4	3
53	51	4	4	5	5	5	5	4	5	5	4	5	4	5	4	4	5	5	4	5	4
54	52	3	4	5	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
54	53	5	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	
55	54	4	4	4	5	4	4	3	5	4	5	4	4	4	5	5	5	4	4	3	4	4
56	55	4	5	4	4	4	4	4	5	5	4	4	4	4	5	4	4	5	4	4	5	
57	56	5	5	5	5	4	5	4	5	4	4	4	5	5	5	5	5	5	5	5	5	
58	57	4	4	5	4	5	4	4	5	5	5	4	4	4	5	4	4	4	4	4	5	
59	58	5	5	5	5	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	5	
60	59	4	3	4	5	4	5	5	4	5	4	4	5	5	5	4	5	5	4	5	5	
61	60	5	5	4	5	4	5	4	4	4	4	3	3	5	5	4	4	5	5	5	4	
62	61	5	4	4	3	4	4	4	4	3	3	4	5	4	5	4	4	4	5	5	4	
63	62	4	4	5	5	4	5	5	5	5	5	4	4	4	5	4	4	4	4	4	4	
64	63	5	4	4	5	4	5	4	4	4	4	5	5	5	4	5	4	5	4	4	4	
65	64	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	5	4	4	5	4	
66	65	4	4	4	5	3	4	5	4	5	5	4	5	5	5	4	5	4	4	5	4	
67	66	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	
68	67	4	3	3	4	3	3	3	4	4	4	3	3	4	4	5	4	4	3	4	3	
69	68	3	3	3	4	3	4	4	4	4	5	3	4	4	5	3	3	4	4	4	3	
70	69	4	4	4	5	5	4	4	5	3	4	4	5	3	3	4	5	5	4	4	5	
71	70	5	4	4	5	3	4	4	3	4	4	3	3	5	5	4	5	5	4	4	4	
72	71	4	4	3	4	4	5	5	4	4	4	5	4	5	5	5	4	5	4	4	3	
73	72	4	4	4	4	5	5	4	4	4	4	4	3	4	4	4	4	4	3	4	4	
74	73	5	5	4	4	5	5	4	4	5	4	5	4	5	5	4	4	5	4	5	4	
75	74	5	5	4	4	5	4	4	5	5	4	4	4	4	4	4	5	5	4	4	4	
76	75	4	4	3	4	4	5	4	5	5	4	5	5	3	4	3	4	5	4	4	3	
77	76	5	5	4	4	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	
78	77	5	5	5	5	2	5	3	2	3	3	3	3	5	5	4	3	5	5	5	3	
79	78	5	5	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	5	5	4	
80	79	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	
81	80	4	4	3	4	3	4	4	4	4	3	3	5	4	4	5	4	4	5	5	4	
82	81	4	4	3	3	4	4	5	4	4	4	4	4	4	5	5	4	4	5	5	4	
83	82	4	3	4	4	2	3	3	3	3	4	4	4	4	4	4	4	4	4	5	4	
84	83	4	4	4	5	4	5	4	4	5	5	4	5	5	4	4	4	4	4	4	5	
85	84	3	4	4	4	3	4	4	5	5	5	4	4	4	4	3	4	4	4	5	5	
86	85	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	
87	86	4	4	4	4	5	4	4	4	3	5	4	4	5	4	4	5	4	5	4	5	
88	87	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
89	88	4	4	5	4	4	3	4	5	4	4	4	5	4	5	5	5	4	4	4	3	
90	89	4	4	4	4	5	5	5	4	4	4	4	5	4	4	4	4	5	4	4	3	
91	90	4	4	4	4	3	3	3	3	3	3	3	2	4	4	2	3	4	4	4	3	
92	91	4	4	3	5	3	3	4	4	3	3	3	3	4	4	4	4	4	4	4	4	
93	92	4	4	4	4	3	3	3	3	3	3	3	2	4	4	2	3	4	4	4	3	
94	93	4	4	4	4	5	3	3	4	5	4	5	4	4	5	4	3	3	4	4	4	
95	94	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
96	95	4	4	3	3	3	3	4	4	4	4	3	3	4	4	3	4	4	5	5	5	
97	96	4	4	4	4	5	5	4	4	5	5	5	5	4	4	4	4	4	4	5	5	
98	97	3	3	3	2	4	4	4	4	4	4	4	5	4	4	5	4	5	5	4	4	
99	98	4	5	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	
100	99	5	3	3	4	4	4	4	3	3	4	5	3	4	4	3	4	5	5	5	5	
101	100	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	
102	101	4	2	2	4	4	4	4	2	4	4	5	5	5	4	4	4	3	3	4	3	
103	102	4	3	3	4	3	2	4	3	4	4	3	3	4	4	4	4	5	4	4	4	
104	103	3	3	4	4	3	4	4	4	4	4	4	4	4	4	3	3	3	3	3	2	
105	104	4	4	4	3	3	4	4	3	4	4	3	5	4	3	4	4	5	5	5	5	
106	105	3	4	4	4	4	5	5	5	4	4	3	4	4	4	4	5	3	4	4	5	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
107	106	4	4	5	5	5	5	5	4	4	5	5	5	5	5	5	4	4	4	4	4
108	107	4	3	3	4	3	5	3	3	3	3	3	4	5	5	4	4	4	4	4	4
109	108	4	4	3	4	4	4	4	4	4	4	4	4	4	5	5	4	5	4	4	4
110	109	4	3	3	3	2	3	2	2	3	3	3	4	4	4	3	4	3	4	4	3
111	110	4	5	5	5	5	5	4	5	5	4	5	4	4	5	4	5	5	4	5	5
112	111	4	4	4	5	4	3	3	4	4	4	3	4	5	4	3	4	5	4	4	3
113	112	4	4	5	3	4	3	3	4	5	4	4	5	4	4	3	3	4	5	4	4
114	113	3	3	2	3	4	3	4	5	5	5	4	3	5	5	5	4	4	3	5	5
115	114	3	3	4	4	4	4	3	4	4	4	4	4	5	5	5	5	5	4	4	3
116	115	3	3	4	4	3	3	5	5	5	3	4	4	4	4	4	3	5	3	4	3
117	116	4	4	3	4	4	4	4	5	5	4	5	4	5	4	4	3	5	3	5	5
118	117	3	3	3	3	4	3	3	3	4	4	3	3	3	4	3	5	5	5	4	4
119	118	5	5	5	4	5	5	4	4	5	5	4	4	4	4	4	3	3	4	4	4
120	119	4	4	4	4	4	3	2	3	5	4	4	4	4	3	3	3	4	4	4	4
121	120	4	3	3	4	4	3	4	4	4	4	4	4	4	5	4	4	4	5	4	4
122	121	4	4	3	4	4	3	2	2	2	4	4	4	5	3	3	3	3	3	2	2
123	122	4	4	4	4	3	4	4	3	3	3	2	3	4	4	4	3	3	3	4	3
124	123	5	5	5	4	2	4	4	3	3	4	4	4	5	5	4	4	5	5	5	5
125	124	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
126	125	5	4	4	5	4	4	4	3	4	4	4	3	5	5	5	4	4	4	4	4
127	126	4	4	4	5	5	5	4	5	4	5	4	5	5	4	4	5	5	4	5	4
128	127	5	4	4	5	5	4	4	5	5	3	3	3	5	5	4	5	5	5	5	4
129	128	4	4	5	4	4	3	3	4	4	4	4	5	5	4	5	4	5	5	4	4
130	129	4	4	4	4	4	4	4	4	5	4	5	5	5	5	5	4	5	5	5	5
131	130	5	4	5	4	5	4	4	5	5	5	5	5	5	5	4	4	5	5	4	5
132	131	5	5	5	5	4	4	4	4	4	3	4	4	5	5	4	5	5	5	5	5
133	132	5	5	4	5	4	5	5	5	4	5	5	5	5	5	4	5	5	4	5	4
134	133	5	4	5	5	4	4	4	5	5	5	4	5	4	5	5	5	4	4	4	4
135	134	5	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	5	4	4	4
136	135	4	3	4	4	3	5	4	4	5	3	3	4	4	5	4	4	3	4	4	5
137	136	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
138	137	5	4	5	4	5	4	5	5	4	4	5	5	5	4	4	5	4	5	4	5
139	138	4	4	5	4	3	4	5	5	5	4	4	5	5	5	5	4	4	4	4	4
140	139	4	4	4	4	4	5	5	5	4	4	5	4	5	4	4	4	4	4	4	4
141	140	4	5	3	4	3	5	4	4	3	5	3	4	5	5	5	5	4	3	4	5
142	141	5	3	3	4	2	4	4	4	4	4	4	4	5	5	5	5	5	5	5	3
143	142	5	5	4	3	5	4	5	5	4	5	3	5	4	5	4	4	5	3	5	5
144	143	5	5	4	3	5	4	5	5	4	5	3	5	4	5	4	4	5	3	5	5
145	144	4	4	3	5	2	4	4	4	5	4	4	4	5	5	4	4	4	4	4	5
146	145	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
147	146	5	4	4	5	4	4	4	5	5	4	4	4	5	5	4	5	5	4	4	4
148	147	4	4	4	3	3	3	4	4	3	3	4	4	3	3	3	4	4	3	4	3
149	148	5	5	5	4	4	4	4	5	5	5	5	5	4	5	5	4	4	4	5	4
150	149	5	5	4	5	5	4	5	5	4	4	4	5	5	5	5	5	5	4	4	4
151	150	4	4	5	4	4	4	5	5	4	4	4	4	5	5	4	5	4	4	5	5

APPENDIX III
Output Result

Brand Image

Correlations

		Brand Image 1	Brand Image 2	Brand Image 3	Brand Image 4	Total Brand Image
Brand Image 1	Pearson Correlation	1	.492**	.491**	.203	.762**
	Sig. (2-tailed)		.006	.006	.283	.000
	N	30	30	30	30	30
Brand Image 2	Pearson Correlation	.492**	1	.625**	.115	.781**
	Sig. (2-tailed)	.006		.000	.547	.000
	N	30	30	30	30	30
Brand Image 3	Pearson Correlation	.491**	.625**	1	.137	.810**
	Sig. (2-tailed)	.006	.000		.470	.000
	N	30	30	30	30	30
Brand Image 4	Pearson Correlation	.203	.115	.137	1	.496**
	Sig. (2-tailed)	.283	.547	.470		.005
	N	30	30	30	30	30
Total Brand Image	Pearson Correlation	.762**	.781**	.810**	.496**	1
	Sig. (2-tailed)	.000	.000	.000	.005	
	N	30	30	30	30	30

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

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

-Celebrity Endorsement

Correlations

		Celebrity Endor1	Celebrity Endor 2	Celebrity Endor 3	Celebrity Endor4	Total Celebrity Endor
Celebrity Endorsement 1	Pearson Correlation	1	.870**	.680**	.589**	.931**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	30	30	30	30	30

Celebrity	Pearson Correlation	.870**	1	.475**	.434*	.834**
Endorsement	Sig. (2-tailed)	.000		.008	.017	.000
2	N	30	30	30	30	30
Celebrity	Pearson Correlation	.680**	.475**	1	.723**	.837**
Endorsement	Sig. (2-tailed)	.000	.008		.000	.000
3	N	30	30	30	30	30
Celebrity	Pearson Correlation	.589**	.434*	.723**	1	.794**
Endorsement	Sig. (2-tailed)	.001	.017	.000		.000
4	N	30	30	30	30	30
Total Celebrity	Pearson Correlation	.931**	.834**	.837**	.794**	1
Endorsement	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

- Product Packaging

Correlations

		Product Packaging 1	Product Packaging 2	Product Packaging 3	Product Packaging 4	Total Product Packaging
Product Packaging 1	Pearson Correlation	1	.414*	.458*	.550**	.773**
	Sig. (2-tailed)		.023	.011	.002	.000
	N	30	30	30	30	30
Product Packaging 2	Pearson Correlation	.414*	1	.495**	.568**	.782**
	Sig. (2-tailed)	.023		.005	.001	.000
	N	30	30	30	30	30
Product Packaging 3	Pearson Correlation	.458*	.495**	1	.381*	.750**
	Sig. (2-tailed)	.011	.005		.038	.000
	N	30	30	30	30	30
Product Packaging 4	Pearson Correlation	.550**	.568**	.381*	1	.813**
	Sig. (2-tailed)	.002	.001	.038		.000
	N	30	30	30	30	30
Total Product Packaging	Pearson Correlation	.773**	.782**	.750**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

-Product Quality

		Correlations					Total Product Quality
		Product Quality 1	Product Quality 2	Product Quality 3	Product Quality 4		
Product Quality 1	Pearson Correlation	1	.362*	.450*	.178	.700**	
	Sig. (2-tailed)		.049	.013	.346	.000	
	N	30	30	30	30	30	
Product Quality 2	Pearson Correlation	.362*	1	.372*	.282	.704**	
	Sig. (2-tailed)	.049		.043	.132	.000	
	N	30	30	30	30	30	
Product Quality 3	Pearson Correlation	.450*	.372*	1	.266	.792**	
	Sig. (2-tailed)	.013	.043		.156	.000	
	N	30	30	30	30	30	
Product Quality 4	Pearson Correlation	.178	.282	.266	1	.593**	
	Sig. (2-tailed)	.346	.132	.156		.001	
	N	30	30	30	30	30	
Total Product Quality	Pearson Correlation	.700**	.704**	.792**	.593**	1	
	Sig. (2-tailed)	.000	.000	.000	.001		
	N	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).

-Purchase Intention

		P11	PI2	PI3	PI4	Total PI
Purchase Intention1	Pearson Correlation	1	.245	-.050	.274	.541**
	Sig. (2-tailed)		.192	.792	.143	.002
	N	30	30	30	30	30
Purchase Intention2	Pearson Correlation	.245	1	.222	.257	.597**
	Sig. (2-tailed)	.192		.238	.171	.000
	N	30	30	30	30	30
Purchase Intention3	Pearson Correlation	-.050	.222	1	.445*	.633**
	Sig. (2-tailed)	.792	.238		.014	.000
	N	30	30	30	30	30
Purchase Intention4	Pearson Correlation	.274	.257	.445*	1	.818**

Intention4	Sig. (2-tailed)	.143	.171	.014		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.541**	.597**	.633**	.818**	1
Purchase Intention	Sig. (2-tailed)	.002	.000	.000	.000	
	N	30	30	30	30	30

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

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

The results of the (Pre-test)

-Brand Image

Reliability Statistics	
Cronbach's Alpha	N of Items
.680	4

-Celebrity Endorsement

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	4

- Product Packaging

Reliability Statistics	
Cronbach's Alpha	N of Items
.783	4

-Product Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.650	4

Purchase Intention

Reliability Statistics	
------------------------	--

Cronbach's Alpha	N of Items
.554	4

Outer Loading Value - Post Test

	Brand Image	Celebrity Endorsement	Product Packaging	Product Quality	Purchase Intention
BI1	0.716				
BI2	0.716				
BI3	0.717				
BI4	0.750				
CE1		0.821			
CE2		0.807			
CE3		0.758			
CE4		0.745			
PP1			0.735		
PP2			0.729		
PP3			0.785		
PP4			0.809		
PQ1				0.811	
PQ2				0.831	
PQ3				0.727	
PQ4				0.547	
PI1					0.714
PI2					0.615
PI3					0.767
PI4					0.780

	Brand Image	Celebrity Endorsement	Product Packaging	Product Quality	Purchase Intention
BI1	0.711				
BI2	0.717				
BI3	0.725				
BI4	0.749				
CE1		0.827			

CE2		0.826			
CE3		0.734			
CE4		0.734			
PP1			0.732		
PP2			0.722		
PP3			0.788		
PP4			0.816		
PQ1				0.824	
PQ2				0.870	
PQ3				0.712	
PI1					0.717
PI3					0.784
PI4					0.815

Cross Factor Loadings Test

	Brand Image	Celebrity Endorsement	Product Packaging	Product Quality	Purchase Intention
BI1	0.716	0.307	0.303	0.320	0.258
BI2	0.716	0.324	0.407	0.358	0.316
BI3	0.717	0.430	0.403	0.262	0.206
BI4	0.750	0.242	0.437	0.305	0.418
CE1	0.375	0.821	0.554	0.294	0.264
CE2	0.359	0.807	0.533	0.331	0.234
CE3	0.290	0.758	0.442	0.287	0.190
CE4	0.297	0.745	0.435	0.206	0.207
PP1	0.330	0.467	0.735	0.389	0.367
PP2	0.428	0.434	0.729	0.383	0.366
PP3	0.440	0.439	0.785	0.357	0.405
PP4	0.455	0.594	0.809	0.386	0.398
PQ1	0.398	0.214	0.309	0.811	0.382
PQ2	0.291	0.247	0.395	0.831	0.394
PQ3	0.254	0.440	0.459	0.727	0.285
PQ4	0.366	0.189	0.334	0.547	0.198
PI1	0.334	0.153	0.361	0.307	0.714
PI2	0.303	0.135	0.207	0.217	0.615
PI3	0.319	0.206	0.346	0.334	0.767
PI4	0.322	0.309	0.482	0.389	0.780

Cross Factor Loadings Test Re-Run

	Brand Image	Celebrity Endorsement	Product	Product	Purchase
--	-------------	-----------------------	---------	---------	----------

			Packaging	Quality	Intention
BI1	0.711	0.306	0.301	0.277	0.238
BI2	0.717	0.332	0.408	0.345	0.302
BI3	0.725	0.430	0.404	0.248	0.209
BI4	0.749	0.240	0.437	0.265	0.396
CE1	0.376	0.827	0.556	0.277	0.273
CE2	0.360	0.826	0.534	0.315	0.265
CE3	0.290	0.734	0.441	0.274	0.166
CE4	0.299	0.734	0.435	0.224	0.203
PP1	0.329	0.466	0.732	0.380	0.370
PP2	0.428	0.431	0.722	0.346	0.363
PP3	0.440	0.445	0.788	0.355	0.426
PP4	0.458	0.599	0.816	0.354	0.426
PQ1	0.397	0.214	0.307	0.824	0.374
PQ2	0.291	0.250	0.394	0.870	0.421
PQ3	0.254	0.438	0.460	0.712	0.265
PI1	0.333	0.150	0.360	0.292	0.717
PI3	0.318	0.205	0.346	0.344	0.784
PI4	0.321	0.319	0.483	0.396	0.815

-Composite Reliability and Cronbach's Alpha and AVE Test

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Result
Brand Image	0.712	0.816	0.527	Reliable
Celebrity Endorsement	0.791	0.862	0.611	Reliable
Product Packaging	0.764	0.849	0.586	Reliable
Product Quality	0.730	0.845	0.647	Reliable
Purchase Intention	0.663	0.816	0.597	Reliable

Coefficient Determination Result:

	R-Square	Adjusted R-Square
Purchase Intention	0.344	0.326

The Hypothesis result:

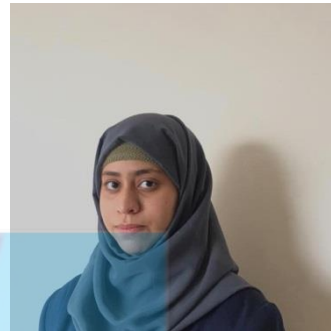
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Purchase Intention	0.157	0.165	0.08	1.97	0.049
Celebrity Endorsement -> Purchase Intention	-0.097	-0.069	0.108	0.899	0.369
Product Packaging -> Purchase Intention	0.383	0.368	0.105	3.661	0.000
Product Quality -> Purchase Intention	0.242	0.241	0.081	3.01	0.003

CURRICULUM VITAE

BUSHRA SALEH SALIM AZUBIDI

PHONE + 6 2 8 131 741 8704

E-MAIL ibushra.saleh@gmail.com



Personal Information

Name	Bushra Saleh Salim Azubaidi
Place and Date of Birth	SANA'A , YEMEN
Marriage Status	Single
Sex	Female

Academic Qualification

08/2017-Now	Education Swiss German University, Tangerang International Business Administration Concentration: Marketing
06/2011-06/2013	High-School Abdulbari School , Yemen
06/2002-06/2010	Primary School Al Shola Private School, UAE.

Language Proficiency

Arabic	Native Language
Bahasa Indonesia	Basic (Writing and Reading)
English	Fluent (Writing and Speaking)
German	Basic (Writing and Speaking)

Working Experience

PT Pratama Abadi Industri (Nov- Dec 2018)
Kanomas travel Agency (2020)

Organization Experience

2018 –Business Experience of IBEF 2018 (International
Business Entrepreneur Festival)

Computer Skills

Microsoft Word	Advanced
Microsoft Power Point	Advanced
Microsoft Excel	Advanced
SPSS	Basic

Hobbys and Interests

Interests	Brand Development and Marketing.
Hobby(s)	Photography
	Basketball
	Reading Books
