

Lampiran 1

Kuesioner Pra Survey

Kepada Yth.
Responden
Di tempat

Nama :
Umur :
Pekerjaan :
Alamat :

Mohon kesediaan Anda untuk mengisi kuesioner pra survey berikut ini, dengan cara memberikan tanda silang (X) pada jawaban yang Anda pilih. Terima kasih

1. Kosmetik merek apa yang Anda gunakan sebelum menggunakan Wardah?
 - a. Pixy
 - b. Viva
 - c. Sariayu
 - d. Maybeline
 - e. Pond's
 - f. Lainnya (.....)

2. Alasan Anda beralih dari merek sebelumnya ke Wardah?
 - a. Label halal
 - b. Iklan produk lebih menarik
 - c. Kebutuhan mencari variasi (*variety seeking*)
 - d. YouTube *beauty blogger*
 - e. Harga yang ditawarkan terjangkau
 - f. Ketidakpuasan pada produk sebelumnya
 - g. Kualitas produk lebih bagus
 - h. Lainnya (.....)

Lampiran 2

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian kuesioner

Kepada Yth:

Ibu/saudari responden

Di tempat

Dengan hormat,

Dalam rangka penyusunan skripsi sebagai salah satu syarat kelulusan program strata satu (S1) Manajemen di Program Studi Manajemen IIB Darmajaya, saya :

Nama : Ella Karmila

NPM : 1612110304

Sedang melakukan penelitian yang berjudul **FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU *BRAND SWITCHING* DARI MEREK LAIN KE WARDAH**. Oleh karena itu mohon kesediaan ibu/saudari untuk mengisi kuesioner dibawah ini dengan jujur dan benar. Adapun syarat untuk menjadi responden adalah berusia minimal 20 tahun dan pernah berganti merek kosmetik serta saat ini menggunakan merek Wardah. Data atau informasi yang terkumpul akan saya jaga kerahasiaannya dan digunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas waktu dan kesediaan ibu/saudari saya ucapkan terima kasih.

Bandar Lampung, Januari 2020

Peneliti

Ella Karmila

1612110304

DAFTAR PERNYATAAN

A. PETUNJUK PENGISIAN

1. Bacalah dengan teliti dan pahami terlebih dahulu pernyataan yang diajukan serta pilihlah satu jawaban yang paling sesuai
2. Jawablah masing-masing pernyataan dengan jujur sesuai dengan Anda rasakan dan wajib mengisi semua pernyataan
3. Berilah tanda (√) pada kotak untuk masing-masing pernyataan dengan jujur sesuai dengan apa yang Anda rasakan. Berikut adalah alternatif jawabannya

Alternatif Jawaban	Kode	Skor
Sangat Tidak Setuju	STS	1
Tidak Setuju	TS	2
Netral	N	3
Setuju	S	4
Sangat setuju	SS	5

B. IDENTITAS RESPONDEN

1. Nama :
2. Umur : 20 - 25 tahun 26 - 30 tahun 31-35 tahun
 36 - 40 tahun > 40 tahun
3. Pekerjaan : Mahasiswi Guru
NS bu Rumah Tangga
Wiraswasta aryawan Swasta
4. Penghasilan/bulan : Rp 500.000 - 1.000.000
Rp 1.500.000 – 2.000.000
Rp 2.500.000 – 3.000.000
Rp 3.000.000 – 3.500.000
Rp 4.000.000 – 4.500.000
Rp 5.000.000
 Rp > 5.000.000

A. Faktor Label Halal

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya memilih Wardah karena Wardah memiliki produk yang aman untuk digunakan					
2	Saya memilih Wardah karena Wardah merupakan merek kosmetik dalam negeri yang memiliki nilai sesuai dengan agama saya					
3	Saya memilih Wardah karena merupakan merek kosmetik yang sudah tersertifikasi kehalalannya oleh LPPOM-MUI					
4	Saya memilih menggunakan produk kosmetik halal seperti Wardah karena sebagian dari cara hidup alami					
5	Label halal pada produk Wardah mampu mengalahkan pesaing dari merek kosmetik lain					
6	Label halal menjadi pertimbangan saya dalam memilih merek kosmetik					

B. Faktor *Beauty Vlogger*

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Menurut saya <i>beauty vlogger</i> dapat dipercaya dalam melakukan sebuah <i>review</i> produk kecantikan					
2	Menurut saya <i>beauty vlogger</i> adalah orang yang pintar dalam menggunakan <i>make-up</i>					
3	Saya merasa senang dengan hasil <i>review</i> produk Kecantikan yang dilakukan <i>beauty vlogger</i> di YouTube					
4	Saya menyukai gaya <i>make-up</i> dari seorang <i>beauty vlogger</i> di YouTube					
5	Menurut saya <i>beauty vlogger</i> memiliki selera yang bagus dalam berpenampilan					

C. Faktor *Variety Seeking*

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya berpindah kosmetik ke Wardah karena merasa bosan dengan merek kosmetik sebelumnya					
2	Saya berpindah merek kosmetik ke Wardah karena ingin memiliki berbagai macam variasi merek kosmetik					
3	Saya berpindah merek ke Wardah karena ingin Membandingkan manfaat dan kualitasnya dengan merek kosmetik sebelumnya					
4	Saya tidak khawatir dalam mencoba merek kosmetik yang baru atau berbeda					

D. Faktor Ketidakpuasan Konsumen

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya tidak merasakan keistimewaan dari produk kosmetik yang saya gunakan sebelumnya					
2	Saya merasa tidak puas membeli kosmetik sebelumnya dan berpindah ke Wardah					
3	Saya berpindah merek ke Wardah karena mempunyai pengalaman yang kurang memuaskan pada merek yang saya gunakan sebelumnya					
4	Saya merasa tidak puas menggunakan merek sebelumnya karena manfaat yang diperoleh dirasa tidak sesuai dengan harapan sehingga saya berpindah ke Wardah					
5	Saya merasa tidak puas dengan kosmetik sebelumnya karena tidak memenuhi selera saya sehingga saya berpindah ke Wardah					
6	Saya merasa tidak puas dengan kualitas produk sebelumnya sehingga saya berpindah ke Wardah					
7	Saya merasa tidak puas dengan kinerja produk kosmetik yang sebelumnya saya gunakan sehingga saya berpindah ke Wardah					

E. Faktor *Brand Switching*

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya berpindah merek ke Wardah karena tidak puas dengan merek kosmetik yang saya gunakan sebelumnya					
2	Saya memiliki keinginan berpindah kosmetik dari merek sebelumnya ke Wardah karena ingin mencari variasi merek					
3	Saya tidak berencana menggunakan merek kosmetik lain setelah berpindah ke Wardah					
4	Saya berpindah merek ke Wardah karena merek yang saya gunakan sebelumnya dirasa tidak memberikan manfaat					
5	Saya memutuskan untuk berhenti menggunakan merek kosmetik sebelumnya dan berpindah ke Wardah					

Lampiran 3

Hasil Jawaban Responden Variabel Label Halal (X₁) 150 Data

No Responden	Butir Pernyataan						Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	4	3	4	4	4	4	23
2	4	5	5	3	4	4	25
3	3	3	4	4	4	4	22
4	4	3	4	4	4	4	23
5	4	5	5	3	4	4	25
6	3	3	4	4	4	4	22
7	4	4	4	4	4	4	24
8	4	5	5	3	4	4	25
9	3	4	4	3	2	2	18
10	4	3	4	3	3	2	19
11	4	4	5	3	4	4	24
12	4	4	4	4	3	3	22
13	4	4	3	4	5	4	24
14	4	4	4	2	4	4	22
15	4	4	4	3	4	4	23
16	5	5	5	4	5	5	29
17	4	5	4	5	5	4	27
18	5	4	5	5	5	5	29
19	4	4	4	3	3	3	21
20	5	4	5	4	3	4	25
21	4	5	4	5	4	5	27
22	4	4	3	3	4	4	22
23	5	3	4	4	4	4	24
24	5	5	5	5	5	5	30
25	5	5	5	5	5	5	30
26	4	5	5	5	4	5	28
27	4	4	4	4	4	5	25
28	1	4	4	5	5	4	23
29	4	4	4	4	2	3	21
30	1	5	4	5	5	5	25
31	4	4	4	4	3	3	22
32	4	4	4	4	4	4	24
33	4	4	3	3	4	3	21
34	4	3	5	3	5	5	25
35	4	5	5	4	3	4	25

36	4	4	4	4	5	5	26
37	4	4	4	4	4	4	24
38	4	5	5	4	5	5	28
39	5	4	4	4	4	4	25
40	4	5	5	5	5	4	28
41	5	4	4	5	3	4	25
42	5	4	5	4	3	4	25
43	4	4	4	3	4	4	23
44	5	5	5	5	5	5	30
45	4	4	5	4	4	4	25
46	4	4	4	4	4	4	24
47	4	4	4	4	4	4	24
48	5	5	5	4	5	5	29
49	2	3	3	4	4	4	20
50	3	4	4	3	3	3	20
51	5	4	5	4	4	5	27
52	4	4	4	5	5	4	26
53	4	4	4	4	3	4	23
54	5	4	4	4	4	5	26
55	4	4	5	3	3	5	24
56	3	4	4	4	3	5	23
57	4	5	5	3	4	4	25
58	4	5	4	3	3	5	24
59	4	3	4	3	3	4	21
60	4	4	4	4	4	5	25
61	4	5	5	4	4	5	27
62	4	4	5	3	4	5	25
63	4	3	4	3	3	5	22
64	5	4	5	3	3	4	24
65	4	4	5	4	4	4	25
66	3	3	5	3	3	4	21
67	5	5	5	4	4	4	27
68	4	4	4	4	3	4	23
69	4	5	5	4	3	4	25
70	4	4	4	3	4	4	23
71	4	4	4	4	4	5	25
72	5	4	4	4	4	5	26
73	5	4	5	5	4	5	28
74	4	4	5	5	5	5	28
75	4	5	5	5	5	5	29
76	1	3	4	4	3	4	19

77	5	5	5	4	4	4	27
78	5	5	5	5	4	5	29
79	4	4	4	4	4	4	24
80	5	5	5	5	5	5	30
81	5	5	5	4	4	5	28
82	4	4	5	5	5	3	26
83	5	5	4	4	5	5	28
84	5	5	4	4	4	4	26
85	4	5	4	4	5	5	27
86	4	4	5	5	5	5	28
87	5	4	5	4	4	4	26
88	5	4	5	4	4	5	27
89	4	4	5	4	4	4	25
90	5	4	4	5	4	4	26
91	5	5	5	5	5	5	30
92	5	5	4	5	5	5	29
93	5	4	5	4	3	5	26
94	5	5	5	5	4	5	29
95	5	5	5	5	5	5	30
96	4	4	4	4	4	5	25
97	3	4	3	4	3	3	20
98	4	5	5	5	4	4	27
99	5	5	5	5	4	4	28
100	4	5	4	4	4	4	25
101	5	5	5	5	5	4	29
102	5	4	4	5	5	5	28
103	5	5	5	4	4	5	28
104	5	5	4	5	5	4	28
105	5	4	4	5	3	5	26
106	5	5	5	4	5	4	28
107	5	4	5	5	5	5	29
108	5	4	5	5	5	5	29
109	5	4	5	5	5	5	29
110	5	4	5	5	4	4	27
111	5	4	5	4	3	5	26
112	5	5	4	5	3	5	27
113	5	4	5	5	5	5	29
114	5	4	5	3	5	4	26
115	5	5	5	5	5	4	29
116	4	5	5	5	5	4	28
117	5	4	5	5	5	5	29

118	4	4	5	5	5	5	28
119	5	4	5	4	5	4	27
120	4	3	5	2	3	3	20
121	5	5	5	5	5	5	30
122	3	4	4	3	3	3	20
123	4	4	4	3	3	4	22
124	4	4	4	2	4	4	22
125	4	5	5	4	4	4	26
126	4	4	4	4	4	4	24
127	4	4	4	4	4	4	24
128	3	4	4	4	3	4	22
129	5	4	5	5	4	5	28
130	4	5	5	3	4	5	26
131	5	5	5	5	5	5	30
132	5	5	5	5	5	5	30
133	4	4	4	3	4	5	24
134	4	4	4	4	4	4	24
135	4	5	5	4	4	4	26
136	4	4	4	2	4	4	22
137	4	4	5	4	4	4	25
138	4	4	4	4	4	4	24
139	4	4	5	4	4	4	25
140	4	5	5	4	4	4	26
141	4	4	5	4	4	4	25
142	4	4	5	4	4	4	25
143	4	4	4	4	4	5	25
144	4	5	5	4	4	4	26
145	4	4	4	4	4	4	24
146	4	4	4	4	5	4	25
147	4	3	5	4	2	3	21
148	4	4	4	4	3	4	23
149	4	4	4	3	4	4	23
150	4	3	4	3	3	3	20

Hasil Jawaban Responden Variabel YouTube *Beauty Vlogger* (X₂) 150 Data

No Responden	Butir Pernyataan					Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	
1	3	3	4	3	5	18
2	2	3	3	4	4	16

3	4	5	4	5	3	21
4	3	3	4	3	5	18
5	2	3	3	4	4	16
6	4	5	4	5	3	21
7	3	3	4	3	3	16
8	4	4	3	4	3	18
9	2	5	5	5	2	19
10	3	3	4	4	4	18
11	2	2	3	4	4	15
12	4	3	4	3	4	18
13	4	3	4	5	4	20
14	3	4	3	3	3	16
15	3	4	3	4	4	18
16	4	5	4	5	5	23
17	4	5	5	4	5	23
18	5	4	5	5	5	24
19	3	4	3	3	3	16
20	3	3	4	4	3	17
21	4	5	4	5	4	22
22	3	3	3	4	5	18
23	3	5	4	4	4	20
24	3	3	4	4	4	18
25	4	4	4	5	5	22
26	4	3	3	4	4	18
27	3	4	4	3	4	18
28	4	3	4	5	4	20
29	1	3	3	3	4	14
30	5	4	5	4	3	21
31	3	3	4	4	4	18
32	4	3	4	3	4	18
33	4	4	4	4	4	20
34	3	4	3	4	4	18
35	4	3	4	3	4	18
36	4	4	5	4	4	21
37	3	4	2	4	4	17
38	3	5	3	3	3	17
39	5	4	5	4	4	22
40	4	4	4	5	5	22
41	4	4	3	4	4	19
42	5	4	5	4	5	23
43	3	4	3	3	4	17

44	4	3	3	3	3	16
45	4	5	4	4	4	21
46	3	3	4	3	4	17
47	5	5	5	5	5	25
48	3	4	4	4	2	17
49	3	5	3	4	5	20
50	3	4	4	4	4	19
51	2	2	4	4	4	16
52	4	4	5	4	4	21
53	3	3	4	4	4	18
54	4	4	3	4	4	19
55	3	3	3	4	4	17
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57	4	3	4	4	5	20
58	4	4	3	4	4	19
59	4	3	4	4	5	20
60	3	3	3	3	3	15
61	3	3	4	4	3	17
62	4	3	5	3	4	19
63	4	4	3	4	4	19
64	5	4	4	5	4	22
65	4	3	3	4	4	18
66	4	4	3	3	4	18
67	3	3	4	3	5	18
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71	4	4	4	4	4	20
72	3	5	5	4	4	21
73	5	5	5	5	5	25
74	4	4	4	4	4	20
75	5	5	5	5	5	25
76	4	4	3	3	4	18
77	4	4	5	5	5	23
78	4	3	4	3	5	19
79	4	4	5	4	4	21
80	5	5	5	5	5	25
81	4	5	4	3	5	21
82	4	4	5	5	5	23
83	4	4	3	4	4	19
84	5	5	5	5	5	25

85	4	5	5	5	4	23
86	5	4	4	5	5	23
87	5	5	4	4	5	23
88	2	3	4	4	3	16
89	5	5	5	5	4	24
90	5	5	5	5	5	25
91	4	5	5	4	5	23
92	5	4	4	5	5	23
93	4	4	3	4	4	19
94	3	4	3	5	4	19
95	4	4	4	4	4	20
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101	5	5	5	4	5	24
102	4	4	4	5	5	22
103	5	4	5	5	5	24
104	4	4	5	5	4	22
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106	5	5	4	5	3	22
107	5	5	4	3	5	22
108	4	4	4	4	5	21
109	5	4	5	5	5	24
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111	5	5	4	5	4	23
112	5	5	5	4	5	24
113	5	5	5	5	4	24
114	5	5	5	4	4	23
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117	5	5	5	4	3	22
118	5	4	5	5	5	24
119	5	4	5	4	5	23
120	3	3	3	4	4	17
121	4	4	5	4	5	22
122	3	4	3	5	4	19
123	4	4	4	3	4	19
124	3	3	4	4	4	18
125	3	4	3	4	4	18

126	3	3	5	4	4	19
127	4	4	4	4	4	20
128	4	5	4	5	3	21
129	4	4	5	5	5	23
130	4	3	4	3	4	18
131	3	5	4	5	5	22
132	4	4	5	5	4	22
133	3	3	3	4	4	17
134	4	4	4	4	4	20
135	4	3	4	4	4	19
136	4	4	3	4	4	19
137	4	4	4	4	4	20
138	4	4	4	4	4	20
139	3	4	4	5	4	20
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144	4	4	4	4	4	20
145	3	4	5	4	5	21
146	3	4	4	4	4	19
147	4	5	4	4	5	22
148	5	4	4	4	4	21
149	4	4	4	4	4	20
150	4	3	3	3	3	16

Hasil Jawaban Responden Variabel *Variety Seeking* (X₂) 150 Data

No Responden	Butir Pernyataan				
	X3.1	X3.2	X3.3	X3.4	Total X3
1	3	4	4	4	15
2	4	4	4	3	15
3	3	3	4	4	14
4	3	4	4	4	15
5	4	4	4	3	15
6	3	3	4	4	14
7	3	4	4	4	15
8	4	3	4	4	15
9	5	5	4	4	18
10	4	2	3	1	10

11	4	4	4	3	15
12	4	3	4	3	14
13	4	4	4	4	16
14	4	3	4	3	14
15	4	3	4	3	14
16	4	4	5	4	17
17	5	4	5	4	18
18	4	5	4	5	18
19	4	4	4	4	16
20	4	4	5	4	17
21	4	5	4	5	18
22	3	3	3	4	13
23	3	5	4	4	16
24	4	4	4	4	16
25	4	5	5	5	19
26	3	4	4	2	13
27	3	4	4	4	15
28	2	4	4	5	15
29	4	2	4	4	14
30	4	5	4	3	16
31	3	3	4	3	13
32	4	4	3	4	15
33	4	3	4	4	15
34	4	3	4	3	14
35	4	5	3	4	16
36	5	4	5	5	19
37	4	4	4	2	14
38	2	1	3	3	9
39	4	4	4	4	16
40	4	4	4	4	16
41	4	3	4	3	14
42	3	4	5	4	16
43	4	4	4	4	16
44	4	4	4	3	15
45	3	4	4	4	15
46	3	4	3	4	14
47	4	4	4	4	16
48	5	5	5	5	20
49	5	3	4	3	15
50	2	2	3	4	11
51	3	4	4	3	14

52	5	5	4	4	18
53	4	4	4	4	16
54	5	3	4	3	15
55	4	4	4	3	15
56	4	4	5	3	16
57	4	5	4	3	16
58	4	4	4	3	15
59	4	4	3	4	15
60	5	5	4	4	18
61	4	4	4	3	15
62	4	4	5	4	17
63	5	5	4	5	19
64	5	4	4	5	18
65	4	5	4	3	16
66	4	3	4	3	14
67	4	3	3	4	14
68	5	3	4	4	16
69	4	4	3	3	14
70	5	5	4	5	19
71	5	5	4	5	19
72	3	5	4	5	17
73	4	3	4	4	15
74	5	4	4	4	17
75	5	5	5	5	20
76	5	5	5	3	18
77	4	4	4	4	16
78	4	4	5	3	16
79	4	4	4	4	16
80	5	5	5	5	20
81	3	4	5	5	17
82	4	5	4	5	18
83	4	3	5	3	15
84	5	4	4	4	17
85	4	4	4	4	16
86	4	4	4	4	16
87	4	5	5	5	19
88	3	4	5	2	14
89	5	5	5	4	19
90	5	5	5	5	20
91	4	4	4	4	16
92	4	5	5	5	19

93	3	3	3	4	13
94	5	4	5	5	19
95	4	4	5	4	17
96	3	4	5	4	16
97	4	3	5	5	17
98	4	5	4	3	16
99	5	5	5	5	20
100	5	5	5	5	20
101	5	4	5	5	19
102	5	5	4	5	19
103	5	4	5	5	19
104	5	4	5	5	19
105	5	5	5	4	19
106	4	4	3	5	16
107	5	5	5	4	19
108	3	5	5	4	17
109	5	5	5	4	19
110	4	4	5	5	18
111	5	4	5	5	19
112	4	4	5	5	18
113	5	5	4	4	18
114	4	4	3	4	15
115	5	4	5	3	17
116	5	5	3	5	18
117	4	5	5	5	19
118	4	5	4	5	18
119	5	4	5	4	18
120	3	4	5	4	16
121	5	5	5	5	20
122	3	4	4	4	15
123	4	3	5	5	17
124	5	4	4	5	18
125	5	4	5	4	18
126	4	4	4	5	17
127	5	4	4	4	17
128	4	5	3	4	16
129	4	5	4	4	17
130	3	5	4	5	17
131	4	5	5	5	19
132	4	3	4	3	14
133	4	5	4	4	17

134	5	4	5	4	18
135	4	4	4	3	15
136	5	5	4	5	19
137	4	4	4	4	16
138	4	5	4	4	17
139	4	5	4	4	17
140	5	4	4	5	18
141	4	4	5	4	17
142	4	4	4	4	16
143	5	4	4	4	17
144	4	5	5	4	18
145	4	4	4	4	16
146	4	4	4	5	17
147	5	5	4	4	18
148	4	4	5	4	17
149	4	5	4	4	17
150	4	5	4	5	18

Hasil Jawaban Responden Variabel Ketidakpuasan Konsumen (X₂) 150 Data

No Responden	Butir Pernyataan							Total X4
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	
1	4	4	5	4	4	5	5	31
2	4	4	4	4	4	5	4	29
3	4	4	4	3	4	3	4	26
4	4	4	5	4	4	5	5	31
5	4	4	4	4	4	5	4	29
6	4	4	4	3	4	3	4	26
7	2	2	4	4	4	4	4	24
8	4	4	4	4	4	4	4	28
9	4	4	5	5	4	4	4	30
10	4	4	4	3	3	3	4	25
11	4	4	4	5	4	4	4	29
12	3	4	4	4	4	4	4	27
13	4	3	4	4	3	4	5	27
14	3	4	4	4	4	4	3	26
15	3	4	4	4	4	4	3	26
16	4	3	5	5	3	5	5	30
17	4	5	4	4	5	5	4	31
18	5	4	4	4	5	5	5	32

19	3	3	3	3	3	3	3	21
20	3	3	4	4	4	4	2	24
21	4	5	4	5	4	5	5	32
22	3	3	3	4	4	4	4	25
23	3	3	4	4	4	3	4	25
24	4	4	4	4	4	4	4	28
25	3	3	4	3	3	4	3	23
26	3	3	4	4	4	4	4	26
27	3	3	4	4	4	3	3	24
28	4	5	4	5	5	4	4	31
29	4	4	4	3	4	4	4	27
30	1	1	4	4	4	5	2	21
31	3	3	3	3	3	3	3	21
32	4	4	3	4	4	4	4	27
33	4	3	3	4	4	4	3	25
34	3	4	4	4	5	5	4	29
35	3	4	3	4	3	3	4	24
36	4	4	5	4	4	4	4	29
37	4	4	4	4	4	4	3	27
38	4	4	5	4	4	4	4	29
39	4	4	3	5	4	4	4	28
40	4	5	4	5	4	4	4	30
41	4	5	4	3	4	4	3	27
42	5	4	3	4	5	4	4	29
43	4	4	4	4	4	4	4	28
44	4	4	3	4	3	3	3	24
45	4	4	4	4	4	3	4	27
46	3	3	4	4	4	4	4	26
47	3	4	4	4	4	4	3	26
48	5	5	5	5	5	5	5	35
49	2	4	3	4	5	4	4	26
50	3	4	4	4	3	3	3	24
51	4	4	4	4	4	4	4	28
52	4	4	5	5	5	4	5	32
53	4	4	5	5	5	5	4	32
54	3	3	4	4	4	5	3	26
55	4	4	3	4	4	4	3	26
56	3	4	3	5	5	4	4	28
57	4	4	3	4	4	4	4	27
58	4	3	3	4	4	5	4	27
59	4	4	3	4	4	4	3	26

60	4	3	5	5	4	4	4	29
61	4	4	4	4	4	4	4	28
62	4	4	3	5	5	4	3	28
63	4	5	4	5	4	5	3	30
64	4	3	4	5	3	4	5	28
65	5	3	4	4	5	5	3	29
66	5	4	4	3	4	4	3	27
67	4	4	4	4	3	4	2	25
68	5	5	3	4	4	4	5	30
69	4	4	4	4	3	4	4	27
70	5	5	5	5	5	4	5	34
71	3	4	4	4	4	4	4	27
72	4	4	3	4	3	5	4	27
73	4	4	4	4	4	4	4	28
74	5	5	4	4	4	4	4	30
75	5	5	5	5	5	5	5	35
76	4	5	5	5	5	5	5	34
77	3	3	4	4	4	4	3	25
78	4	4	5	5	4	4	4	30
79	4	3	4	3	4	4	5	27
80	5	5	5	5	5	5	5	35
81	4	3	4	4	5	4	4	28
82	4	5	4	4	4	5	4	30
83	3	3	3	3	3	3	4	22
84	5	5	5	5	5	5	5	35
85	5	5	5	4	4	4	4	31
86	5	4	4	4	4	4	4	29
87	4	5	3	3	5	3	4	27
88	4	4	5	4	5	4	2	28
89	4	4	5	5	5	5	4	32
90	4	5	5	5	4	5	5	33
91	5	5	5	5	5	4	4	33
92	4	5	5	5	5	5	5	34
93	4	4	4	4	4	4	4	28
94	5	5	5	5	4	4	4	32
95	3	4	4	4	4	4	4	27
96	3	4	2	5	3	4	4	25
97	3	4	3	4	3	3	3	23
98	3	3	4	4	4	3	4	25
99	4	5	5	5	5	4	4	32
100	5	5	4	5	4	5	5	33

101	5	5	5	5	5	5	4	34
102	5	5	4	4	5	5	5	33
103	5	5	4	5	3	3	5	30
104	5	5	4	5	3	4	5	31
105	4	4	4	5	5	5	5	32
106	5	5	4	4	5	5	5	33
107	5	5	5	5	5	4	4	33
108	5	5	4	4	3	5	5	31
109	4	4	5	5	4	3	5	30
110	5	5	4	3	5	5	5	32
111	5	5	4	5	4	3	5	31
112	4	5	3	4	5	5	5	31
113	5	4	5	5	4	5	5	33
114	4	5	5	5	5	4	5	33
115	5	5	4	3	5	4	5	31
116	5	4	4	5	4	3	5	30
117	4	5	4	5	5	5	5	33
118	4	5	5	5	4	4	5	32
119	5	4	5	4	5	4	5	32
120	3	4	4	3	3	4	3	24
121	5	4	4	5	4	4	5	31
122	3	5	3	3	4	3	4	25
123	4	4	4	4	3	4	4	27
124	4	4	4	4	4	4	4	28
125	4	4	5	4	5	5	4	31
126	5	4	4	4	4	4	4	29
127	4	3	3	4	5	5	4	28
128	4	3	3	4	4	4	3	25
129	3	4	4	4	4	4	4	27
130	5	5	5	5	5	5	5	35
131	5	4	4	3	3	3	3	25
132	5	5	5	5	4	4	5	33
133	4	4	4	4	4	5	4	29
134	4	4	4	5	5	4	4	30
135	4	4	4	4	4	4	3	27
136	4	4	4	4	3	5	4	28
137	4	4	4	4	4	4	4	28
138	4	4	4	4	4	5	4	29
139	4	4	4	5	4	4	4	29
140	4	4	4	4	4	4	3	27
141	4	4	4	3	4	5	4	28

142	4	4	4	4	4	4	4	28
143	4	4	4	4	4	4	5	29
144	4	4	4	4	4	4	4	28
145	5	4	4	4	4	4	4	29
146	4	4	5	5	3	4	4	29
147	3	3	2	4	3	3	2	20
148	5	5	5	4	4	4	4	31
149	5	5	5	5	5	5	4	34
150	3	4	4	4	4	4	3	26

Hasil Jawaban Responden Variabel *Brand Switching* (X₂) 150 Data

No Responden	Butir Pernyataan					
	Y1	Y2	Y3	Y4	Y5	
1	5	3	3	4	4	19
2	4	4	2	4	4	18
3	3	4	3	4	4	18
4	5	3	3	4	4	19
5	4	4	2	4	4	18
6	3	4	3	4	4	18
7	4	4	4	4	4	20
8	4	3	3	4	4	18
9	5	2	5	4	5	21
10	4	3	4	4	4	19
11	4	4	4	4	4	20
12	4	4	3	4	4	19
13	3	4	4	4	4	19
14	4	3	3	3	3	16
15	4	3	3	3	3	16
16	5	4	5	5	4	23
17	4	4	4	5	5	22
18	4	4	5	5	5	23
19	3	4	3	4	2	16
20	2	4	3	3	4	16
21	4	5	4	5	4	22
22	4	4	4	3	3	18
23	4	5	3	3	4	19
24	4	4	4	4	4	20
25	3	4	4	3	3	17
26	4	3	4	4	4	19
27	3	4	4	3	3	17

28	4	5	4	5	4	22
29	2	4	4	4	4	18
30	5	4	5	4	5	23
31	3	4	3	3	3	16
32	4	4	4	4	4	20
33	4	4	4	4	3	19
34	5	3	4	4	4	20
35	4	3	4	4	4	19
36	4	5	4	4	4	21
37	5	5	4	5	5	24
38	3	3	4	4	3	17
39	4	5	5	5	5	24
40	4	4	4	4	5	21
41	4	4	3	4	4	19
42	4	5	4	5	4	22
43	4	4	4	4	4	20
44	5	5	5	4	5	24
45	3	4	4	3	4	18
46	3	3	3	4	4	17
47	4	4	4	4	4	20
48	5	5	5	5	5	25
49	3	4	3	4	3	17
50	4	3	4	4	4	19
51	4	4	2	4	4	18
52	4	5	4	4	5	22
53	4	4	4	4	4	20
54	4	4	4	4	4	20
55	4	3	3	4	4	18
56	4	4	3	4	4	19
57	5	4	3	4	3	19
58	4	4	3	5	4	20
59	4	4	3	5	5	21
60	4	4	4	5	5	22
61	4	4	3	4	4	19
62	4	4	4	4	4	20
63	5	5	4	5	5	24
64	4	5	4	4	4	21
65	4	5	3	4	5	21
66	5	3	3	4	4	19
67	4	3	4	4	4	19
68	5	3	3	4	4	19

69	4	3	3	4	5	19
70	5	4	5	5	5	24
71	4	4	5	2	4	19
72	5	4	5	4	5	23
73	4	3	4	5	5	21
74	4	4	4	4	4	20
75	3	4	3	2	2	14
76	5	5	5	5	5	25
77	3	3	4	4	3	17
78	4	5	4	5	4	22
79	3	4	3	4	4	18
80	5	3	5	5	5	23
81	4	3	5	4	5	21
82	4	4	4	5	5	22
83	4	4	4	4	4	20
84	5	4	5	5	5	24
85	5	5	5	5	4	24
86	5	4	5	5	5	24
87	5	4	4	4	5	22
88	4	4	5	5	5	23
89	5	3	5	5	5	23
90	5	3	4	5	5	22
91	5	5	5	5	5	25
92	4	4	5	5	4	22
93	4	4	4	4	4	20
94	4	4	4	3	5	20
95	3	4	4	4	4	19
96	5	5	4	4	4	22
97	3	4	4	4	3	18
98	4	4	5	5	4	22
99	5	3	5	4	5	22
100	5	3	5	5	5	23
101	5	4	5	4	4	22
102	5	4	5	5	5	24
103	5	3	4	3	4	19
104	5	4	5	5	5	24
105	5	4	4	5	5	23
106	5	5	4	4	5	23
107	4	5	5	5	5	24
108	5	4	5	4	4	22
109	5	3	5	4	5	22

110	5	4	5	4	4	22
111	5	4	5	4	4	22
112	5	5	4	5	5	24
113	5	4	4	4	5	22
114	5	4	5	5	5	24
115	5	4	5	5	5	24
116	4	4	4	5	5	22
117	5	5	5	5	5	25
118	5	5	5	4	5	24
119	4	4	5	4	5	22
120	3	4	3	3	3	16
121	5	4	5	5	5	24
122	4	4	3	3	4	18
123	4	4	3	5	5	21
124	4	4	4	5	5	22
125	5	5	3	4	4	21
126	4	4	3	4	4	19
127	4	4	4	4	4	20
128	5	3	3	5	5	21
129	4	3	4	4	4	19
130	5	4	4	5	5	23
131	4	4	4	4	4	20
132	4	4	5	4	5	22
133	4	3	4	5	4	20
134	5	3	4	4	4	20
135	4	4	4	4	4	20
136	4	5	4	4	4	21
137	4	5	4	4	4	21
138	4	4	4	4	5	21
139	4	4	3	5	4	20
140	4	4	4	4	4	20
141	4	4	5	4	4	21
142	4	3	3	4	4	18
143	4	3	4	4	4	19
144	4	4	5	4	4	21
145	4	5	4	4	4	21
146	4	4	3	4	4	19
147	2	4	2	3	2	13
148	4	4	4	5	5	22
149	4	4	2	4	4	18
150	4	2	4	3	4	17

Lampiran 4

Hasil Jawaban Responden Berdasarkan Usia

		USIA			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 25 Tahun	28	11.4	18.7	18.7
	26 -30 Tahun	29	11.8	19.3	38.0
	31 - 35 Tahun	35	14.2	23.3	61.3
	36 -40 Tahun	38	15.4	25.3	86.7
	>40 Tahun	20	8.1	13.3	100.0
	Total	150	61.0	100.0	
Missing	System	96	39.0		
Total		246	100.0		

Lampiran 5

Hasil Jawaban Responden Berdasarkan Pekerjaan

		PEKERJAAN			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswi	17	6.9	11.3	11.3
	PNS	21	8.5	14.0	25.3
	Guru	28	11.4	18.7	44.0
	Ibu Rumah Tangga	50	20.3	33.3	77.3
	Karyawan Swasta	14	5.7	9.3	86.7
	Wiraswasta	20	8.1	13.3	100.0
	Total	150	61.0	100.0	
Missing	System	96	39.0		
Total		246	100.0		

Lampiran 6

Hasil Jawaban Responden Berdasarkan Pengeluaran/bulan

		PENDAPATAN			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 500.000 - 1.000.000	68	27.6	45.3	45.3
	Rp 1.500.000 - 2.000.000	39	15.9	26.0	71.3
	Rp 2.500.000 - 3.000.000	6	2.4	4.0	75.3
	Rp 3.000.000 - 3.500.000	22	8.9	14.7	90.0
	Rp 4.000.000 - 4.500.000	8	3.3	5.3	95.3
	Rp 5.000.000	2	.8	1.3	96.7
	Rp >5.000.000	5	2.0	3.3	100.0
	Total	150	61.0	100.0	
Missing	System	96	39.0		
	Total	246	100.0		

Lampiran 7

Deskripsi Jawaban Responden variabel Label Halal (X1)

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.0	2.0	2.0
	TS	1	.7	.7	2.7
	N	9	6.0	6.0	8.7
	S	84	56.0	56.0	64.7
	SS	53	35.3	35.3	100.0
		Total	150	100.0	100.0

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	10.0	10.0	10.0
	S	85	56.7	56.7	66.7

SS	50	33.3	33.3	100.0
Total	150	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
N	5	3.3	3.3	3.3
S	69	46.0	46.0	49.3
SS	76	50.7	50.7	100.0
Total	150	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	4	2.7	2.7	2.7
N	29	19.3	19.3	22.0
S	73	48.7	48.7	70.7
SS	44	29.3	29.3	100.0
Total	150	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	2.0	2.0	2.0
N	31	20.7	20.7	22.7
S	73	48.7	48.7	71.3
SS	43	28.7	28.7	100.0
Total	150	100.0	100.0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	1.3	1.3	1.3
N	12	8.0	8.0	9.3
S	78	52.0	52.0	61.3
SS	58	38.7	38.7	100.0
Total	150	100.0	100.0	

Deskripsi Jawaban Responden variabel *Beauty Vlogger* (X2)

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.7	.7	.7
TS	7	4.7	4.7	5.3
N	43	28.7	28.7	34.0
S	65	43.3	43.3	77.3
SS	34	22.7	22.7	100.0
Total	150	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	1.3	1.3	1.3
N	43	28.7	28.7	30.0
S	68	45.3	45.3	75.3
SS	37	24.7	24.7	100.0
Total	150	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	1	.7	.7	.7
N	35	23.3	23.3	24.0
S	76	50.7	50.7	74.7
SS	38	25.3	25.3	100.0
Total	150	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
N	28	18.7	18.7	18.7
S	80	53.3	53.3	72.0
SS	42	28.0	28.0	100.0
Total	150	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	1.3	1.3	1.3
N	19	12.7	12.7	14.0
Valid S	85	56.7	56.7	70.7
SS	44	29.3	29.3	100.0
Total	150	100.0	100.0	

Deskripsi Jawaban Responden variabel *Variety Seeking* (X3)**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	2.0	2.0	2.0
N	23	15.3	15.3	17.3
Valid S	80	53.3	53.3	70.7
SS	44	29.3	29.3	100.0
Total	150	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.7	.7	.7
TS	3	2.0	2.0	2.7
Valid N	22	14.7	14.7	17.3
S	75	50.0	50.0	67.3
SS	49	32.7	32.7	100.0
Total	150	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	15	10.0	10.0	10.0
S	87	58.0	58.0	68.0

SS	48	32.0	32.0	100.0
Total	150	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.7	.7	.7
TS	3	2.0	2.0	2.7
N	30	20.0	20.0	22.7
S	73	48.7	48.7	71.3
SS	43	28.7	28.7	100.0
Total	150	100.0	100.0	

Deskripsi Jawaban Responden variabel Ketidakpuasan Konsumen (X4)

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.7	.7	.7
TS	2	1.3	1.3	2.0
N	30	20.0	20.0	22.0
S	80	53.3	53.3	75.3
SS	37	24.7	24.7	100.0
Total	150	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.7	.7	.7
TS	1	.7	.7	1.3
N	25	16.7	16.7	18.0
S	81	54.0	54.0	72.0
SS	42	28.0	28.0	100.0
Total	150	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	1.3	1.3	1.3
N	25	16.7	16.7	18.0
S	86	57.3	57.3	75.3
SS	37	24.7	24.7	100.0
Total	150	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	18	12.0	12.0	12.0
S	84	56.0	56.0	68.0
SS	48	32.0	32.0	100.0
Total	150	100.0	100.0	

X4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	25	16.7	16.7	16.7
S	85	56.7	56.7	73.3
SS	40	26.7	26.7	100.0
Total	150	100.0	100.0	

X4.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	22	14.7	14.7	14.7
S	85	56.7	56.7	71.3
SS	43	28.7	28.7	100.0
Total	150	100.0	100.0	

X4.7

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	5	3.3	3.3	3.3
N	27	18.0	18.0	21.3
Valid S	78	52.0	52.0	73.3
SS	40	26.7	26.7	100.0
Total	150	100.0	100.0	

Deskripsi Jawaban Responden variabel *Brand Switching* (Y)**Y.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	2.0	2.0	2.0
N	17	11.3	11.3	13.3
Valid S	82	54.7	54.7	68.0
SS	48	32.0	32.0	100.0
Total	150	100.0	100.0	

Y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	1.3	1.3	1.3
N	33	22.0	22.0	23.3
Valid S	88	58.7	58.7	82.0
SS	27	18.0	18.0	100.0
Total	150	100.0	100.0	

Y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	5	3.3	3.3	3.3
N	36	24.0	24.0	27.3
Valid S	69	46.0	46.0	73.3
SS	40	26.7	26.7	100.0

Total	150	100.0	100.0
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Y.4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	1.3	1.3	1.3
N	15	10.0	10.0	11.3
Valid S	87	58.0	58.0	69.3
SS	46	30.7	30.7	100.0
Total	150	100.0	100.0	

Y.5

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	2.0	2.0	2.0
N	13	8.7	8.7	10.7
Valid S	80	53.3	53.3	64.0
SS	54	36.0	36.0	100.0
Total	150	100.0	100.0	

Lampiran 8

HASIL UJI VALIDITAS LABEL HALAL (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL_X1
X1.1	Pearson Correlation	1	.328	.446 ⁺	.282	.158	.261	.653 ^{**}
	Sig. (2-tailed)		.076	.014	.131	.405	.164	.000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.328	1	.486 ^{**}	.243	.191	.182	.618 ^{**}
	Sig. (2-tailed)	.076		.006	.195	.312	.335	.000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.446 ⁺	.486 ^{**}	1	.110	.221	.416 ⁺	.692 ^{**}
	Sig. (2-tailed)	.014	.006		.561	.240	.022	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.282	.243	.110	1	.332	.091	.551 ^{**}
	Sig. (2-tailed)	.131	.195	.561		.073	.631	.002
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.158	.191	.221	.332	1	.341	.634 ^{**}
	Sig. (2-tailed)	.405	.312	.240	.073		.065	.000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.261	.182	.416 ⁺	.091	.341	1	.613 ^{**}
	Sig. (2-tailed)	.164	.335	.022	.631	.065		.000
	N	30	30	30	30	30	30	30
TOTAL_X1	Pearson Correlation	.653 ^{**}	.618 ^{**}	.692 ^{**}	.551 ^{**}	.634 ^{**}	.613 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	
	N	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).

HASIL UJI VALIDITAS *BEAUTY VLOGGER* (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL_X 2
X2.1	Pearson Correlation	1	.301	.523**	.297	.398*	.781**
	Sig. (2-tailed)		.106	.003	.111	.029	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.301	1	-.006	.225	.040	.487**
	Sig. (2-tailed)	.106		.975	.231	.834	.006
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.523**	-.006	1	.317	.288	.664**
	Sig. (2-tailed)	.003	.975		.088	.123	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.297	.225	.317	1	.547**	.687**
	Sig. (2-tailed)	.111	.231	.088		.002	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.398*	.040	.288	.547**	1	.672**
	Sig. (2-tailed)	.029	.834	.123	.002		.000
	N	30	30	30	30	30	30
TOTAL_X X2	Pearson Correlation	.781**	.487**	.664**	.687**	.672**	1
	Sig. (2-tailed)	.000	.006	.000	.000	.000	
	N	30	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).

HASIL UJI VALIDITAS *VARIETY SEEKING* (X3)

		Correlations				
		X3.1	X3.2	X3.3	X3.4	TOTAL_X3
X3.1	Pearson Correlation	1	.552**	.427*	.178	.793**
	Sig. (2-tailed)		.002	.019	.346	.000
	N	30	30	30	30	30
X3.2	Pearson Correlation	.552**	1	.307	.323	.824**
	Sig. (2-tailed)	.002		.099	.082	.000
	N	30	30	30	30	30
X3.3	Pearson Correlation	.427*	.307	1	.105	.606**
	Sig. (2-tailed)	.019	.099		.580	.000
	N	30	30	30	30	30
X3.4	Pearson Correlation	.178	.323	.105	1	.556**
	Sig. (2-tailed)	.346	.082	.580		.001
	N	30	30	30	30	30
TOTAL_X3	Pearson Correlation	.793**	.824**	.606**	.556**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	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).

X4.5	Pearson Correlation	.160	.238	.271	.481**	1	.677**	.564**	.746**
	Sig. (2-tailed)	.399	.205	.147	.007		.000	.001	.000
	N	30	30	30	30	30	30	30	30
X4.6	Pearson Correlation	.184	.000	.304	.332	.677**	1	.302	.625**
	Sig. (2-tailed)	.331	1.000	.103	.073	.000		.105	.000
	N	30	30	30	30	30	30	30	30
X4.7	Pearson Correlation	.265	.237	.392*	.594**	.564**	.302	1	.742**
	Sig. (2-tailed)	.157	.206	.032	.001	.001	.105		.000
	N	30	30	30	30	30	30	30	30
TOTAL _X4	Pearson Correlation	.538**	.467**	.651**	.692**	.746**	.625**	.742**	1
	Sig. (2-tailed)	.002	.009	.000	.000	.000	.000	.000	
	N	30	30	30	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).

Lampiran 9

HASIL UJI RELIABILITAS LABEL HALAL (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.686	6

HASIL UJI RELIABILITAS *BEAUTY VLOGGER* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.662	5

HASIL UJI RELIABILITAS *VARIETY SEEKING* (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.657	4

HASIL UJI RELIABILITAS KETIDAKPUASAN KONSUMEN (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.751	7

HASIL UJI RELIABILITAS *BRAND SWITCHING* (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

Lampiran 10

HASIL UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Label Halal	YouTube Beauty Vlogger	Variety Seeking	Ketidakpuasan Konsumen	Brand Switching
N		150	150	150	150	150
Normal	Mean	25.2933	20.0000	16.4667	28.5933	20.4733
Parameters ^{a,b}	Std. Deviation	2.80591	2.58026	2.01560	3.23176	2.41276
Most Extreme Differences	Absolute	.093	.108	.105	.086	.110
	Positive	.088	.108	.105	.086	.096
	Negative	-.093	-.088	-.103	-.065	-.110
Kolmogorov-Smirnov Z		1.135	1.317	1.285	1.055	1.346
Asymp. Sig. (2-tailed)		.152	.062	.074	.215	.053

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 11

HASIL UJI MULTIKOLINIERITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.004	1.754		2.283	.024	
	Label Halal	.133	.064	.155	2.078	.039	.743
	YouTube Beauty Vlogger	.092	.075	.098	1.231	.220	.646
	Variety Seeking	.110	.095	.092	1.152	.251	.652
	Ketidakpuasan Konsumen	.331	.058	.443	5.689	.000	.677

a. Dependent Variable: Brand Switching

Lampiran 12

HASIL UJI HOMOGENITAS

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Label Halal	1.767	9	138	.080
YouTube Beauty Vlogger	1.625	9	138	.114
Variety Seeking	1.501	9	138	.153
Ketidakpuasan Konsumen	1.612	9	138	.118

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Label Halal	Between Groups	314.284	11	28.571	4.591	.000
	Within Groups	858.810	138	6.223		
	Total	1173.093	149			
YouTube Beauty Vlogger	Between Groups	326.746	11	29.704	6.162	.000
	Within Groups	665.254	138	4.821		
	Total	992.000	149			
Variety Seeking	Between Groups	185.149	11	16.832	5.528	.000
	Within Groups	420.184	138	3.045		
	Total	605.333	149			
Ketidakpuasan Konsumen	Between Groups	748.943	11	68.086	11.639	.000
	Within Groups	807.250	138	5.850		
	Total	1556.193	149			

Lampiran 13

HASIL UJI LINIERITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			230.183	12	19.182	4.124	.000
Brand Switching * Label Halal	Between	Linearity	144.820	1	144.820	31.136	.000
	Groups	Deviation from Linearity	85.363	11	7.760	1.668	.087
	Within Groups		637.211	137	4.651		
	Total		867.393	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			192.852	11	17.532	3.587	.000
Brand Switching * YouTube Beauty Vlogger	Between	Linearity	141.004	1	141.004	28.847	.000
	Groups	Deviation from Linearity	51.848	10	5.185	1.061	.397
	Within Groups		674.541	138	4.888		
	Total		867.393	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			158.624	10	15.862	3.111	.001
Brand Switching * Variety Seeking	Between	Linearity	146.571	1	146.571	28.745	.000
	Groups	Deviation from Linearity	12.053	9	1.339	.263	.983
	Within Groups		708.769	139	5.099		
	Total		867.393	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	387.373	15	25.825	7.209	.000
Brand	Between	Linearity	304.941	1	304.941	85.126	.000
Switching *	Groups	Deviation from					
Ketidakpuasan		Linearity	82.432	14	5.888	1.644	.075
Konsumen	Within	Groups	480.021	134	3.582		
	Total		867.393	149			

Lampiran 14

HASIL PENGOLAHAN DATA REGRESI LINIER BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.403	.387	1.889

a. Predictors: (Constant), Ketidakpuasan Konsumen, Label Halal, Variety Seeking, YouTube Beauty Vlogger

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	349.826	4	87.456	24.501	.000 ^b
Residual	517.568	145	3.569		
Total	867.393	149			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Ketidakpuasan Konsumen, Label Halal, Variety Seeking, YouTube Beauty Vlogger

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.004	1.754		2.283	.024
Label Halal	.133	.064	.155	2.078	.039
YouTube Beauty Vlogger	.092	.075	.098	1.231	.220
Variety Seeking	.110	.095	.092	1.152	.251
Ketidakpuasan Konsumen	.331	.058	.443	5.689	.000

a. Dependent Variable: Brand Switching

Lampiran 15

Tabel r

Tabel r untuk df = 1 – 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
0.1	0.05	0.02	0.01	0.001	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694

Lampiran 16

Tabel t

Titik Persentase Distribusi t (df = 121 -160)

df	Pr	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
121		0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122		0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123		0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124		0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125		0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126		0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127		0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128		0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129		0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130		0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131		0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132		0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133		0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134		0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135		0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136		0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137		0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138		0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139		0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140		0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141		0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142		0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143		0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144		0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145		0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146		0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147		0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148		0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149		0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150		0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151		0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152		0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153		0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154		0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155		0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156		0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157		0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158		0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159		0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160		0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195