

LAMPIRAN

Questionnaire

Hallo, my name is Haeza Hamlih Pasha Public Relations Student 2018 Esa Unggul University. Currently conducting a final research entitled The Influence of Brand Ambassadors on Wardah's Brand Image (Survey of Public Relations Students of UiTM Malaysia). This study uses a survey method, for that it takes respondents to get the results of this study. In this regard, I ask your willingness to take the time and answer this questionnaire for the sake of completing my thesis. All data provided is confidential and will only be used for the purposes of this thesis research. I thank you for your willingness.

Charging instructions :

Choose one answer by using a tick (✓) and fill in the answer that you think is appropriate

SD = Strongly Disagree

D = Disagree

SA = Strongly Agree

A = Agree

Respondent Data

1. Name/Initial :

2. Email:

3. University Origin:

UiTM Malaysia

Variable X (Brand Ambassador)

Ayana Jihye Moon is a beauty influencer from South Korea who became famous after converting to Islam. Ayana has more than 3 million followers on Instagram with an average of fans from Indonesia and Malaysia. Ayana now lives in Malaysia and has been a Wardah Brand Ambassador since 2018 until now. Ayana has a role as a brand ambassador by fulfilling the following characteristics.

| NO | STATEMENT | SD | D | A | SA |
|----|--|----|---|---|----|
| A. | <i>Visibility</i> (Kemungkinan Dilihat) | | | | |
| | Brand ambassador is a public figure | | | | |
| | Having many <i>followers</i> in social media | | | | |
| | Having the star charm of a Brand Ambassador | | | | |
| B. | <i>Creadibility</i> (Kredibilitas) | | | | |

| | | | | | |
|-----------------------------------|--|--|--|--|--|
| | Brand Ambassador have a positive self-image | | | | |
| | Brand Ambassador has an image that can represent the product | | | | |
| | Brand ambassador has an knowledge about the product of wardah | | | | |
| | Get recommendations for wardah product from Brand Ambassador | | | | |
| C. Attraction (Daya Tarik) | | | | | |
| | Brand Ambassadors have attractive physical characteristics | | | | |
| | Brand Ambassador gives an interesting presentation about Wardah products | | | | |
| | The brand ambassador has a personality that matches Wardah's products | | | | |
| | Brand Ambassadors have achievements | | | | |
| D. Power (Kekuatan) | | | | | |
| | Brand Ambassador has a lot of fans | | | | |
| | Brand ambassador has a good personality | | | | |
| | Brand ambassadors have an influence on the actions to be taken | | | | |
| | Brand Ambassador has a close relationship with wardah consumers | | | | |

Variable Y (Wardah Brand Image)

Wardah cosmetic product is one of the products produced by PT. Paragon Technology And Innovation (PTI). Wardah products have many variants of beauty products that can be used by most women. As a cosmetic product that has a halal label, Wardah has a fantastic sales value in 2021. Based on data quoted from compass.com, Wardah has achieved sales of 13.4 billion within two weeks on the marketplace in February 2021.

| NO | STATEMENT | SD | D | A | SA |
|--|---|----|---|---|----|
| A. Keunggulan Asosiasi Merek (<i>Favorability of Brand Association</i>) | | | | | |
| | Interesting product physique | | | | |
| | Good product quality | | | | |
| | Product prices can compete with competitors | | | | |
| | Products according to their function | | | | |
| B. Kekuatan Asosiasi Merek (<i>Strength of Brand Association</i>) | | | | | |
| | The product design display has a distinctive and varied color | | | | |

| | | | | | |
|----|---|--|--|--|--|
| | The product has been tested by BPOM (Indonesian Food and Drug Supervisory Agency) and has the HALAL label | | | | |
| | Interesting product innovation | | | | |
| | Product quality is in accordance with Brand Ambassador reviews | | | | |
| C. | Keunikan Asosiasi Merek (<i>Uniqueness of Brand Association</i>) | | | | |
| | Easy to remember brand | | | | |
| | Brands can increase consumer confidence | | | | |
| | Congruence between brand impressions in consumers' minds | | | | |