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# Appendix

## Questionnaire

Link Google Form: <https://forms.gle/VpcDM75usLSJiGLA9>

Bagian 1 dari 5

### THE EFFECT OF E-SPORTS ENTERTAINMENT ENGAGEMENT ON CUSTOMER BUYING INTENTION

Halo semuanya,

Saya Aries Hadi Alviansyah, seorang mahasiswa tahun akhir di President University jurusan Business international, Management 2019. Saat ini saya sedang melakukan penelitian untuk tesis saya yang berjudul "Pengaruh Pengembangan Esports sebagai Hiburan terhadap Niat & Perilaku Membeli Pelanggan ." Dengan cara ini, tanggapan Anda terhadap survei ini akan bermanfaat bagi saya. Kuesioner ini hanya akan memakan waktu sekitar 5 sampai 10 menit saja. Terima kasih banyak, dan semoga harimu menyenangkan

**Name \***

Teks jawaban singkat

**Gender \***

Laki - Laki

Perempuan

**Age \***

11 - 20 Tahun

21 - 30 Tahun

31 - 40 Tahun


41 - 50 Tahun

>50 Tahun

**City \***

Teks jawaban singkat

⋮



Have at least once participated in Esports (Play, Watch, or follow)  ● Pilihan ganda ▾

Yes ✕

No ✕

Tambahkan opsi atau [tambahkan "Lainnya"](#)

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  | Wajib diisi  ⋮

THE EFFECT OF E-SPORTS ENTERTAINMENT ENGAGEMENT ON CUSTOMER BUYING INTENTION ✕ ⋮

Player

I've ever purchased or considered purchasing in- game products designed to honor a player. \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

I loved watching how several players play or getting tips from them \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

I believe that player success can have an influence on audiences motivation. \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju



I think that E-Sports players or athletes could be considered as public figure. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

As entertainment, I enjoy several of the E-Sports industry's dramas. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## THE EFFECT OF E-SPORTS ENTERTAINMENT ENGAGEMENT ON CUSTOMER BUYING INTENTION

Streamer

I always wait for the streamer's content to review products or new stuff in game before actually buying it. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

There are only a few streamers I actively follow considering their uniqueness. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

I enjoy the comfortable interactions provided by the streamers. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Whenever there is a mismatch between both teams in a match, I am very entertained by the streamers \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

I believe that streamers have a significant impact on audiences' desire to buy products or in-game items. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## THE EFFECT OF E-SPORTS ENTERTAINMENT ENGAGEMENT ON CUSTOMER BUYING INTENTION

### Interpersonal Attractiveness

I believe every E-Sports fan has a favorite individual of the E-Sports community (player, streamer, brand ambassador, or caster) \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

I believe that the E-Sports enthusiast has purchased an item because of a favorite individual (social or personality attributes) at least once. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

There is additional motivation to watch E-Sports because of an individual's attractiveness in expressing something related to E-Sports. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

I believe that E-Sports is rapidly expanding due to the interesting world of E-Sports that has been spiced up with interesting stories told by the community as whole. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

The variations between each existing character truly increase the appeal of selling items in the E-Sports world. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

## THE EFFECT OF E-SPORTS ENTERTAINMENT ENGAGEMENT ON CUSTOMER BUYING INTENTION

Customer Buying Intention & Behavior

I believe that various factors can influence people's purchasing intentions, one of which is the influence of public figures. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Streamers have a significant impact on the behavior of the E-Sports community. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

I believe the growth of revenue in the E-Sports community is heavily reliant on its influencers. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

I believe non E-Sports products sales can be increased with just a little E-Sports marketing collaboration due to the great consumer engagement of E-Sports environment. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Due to their very interesting communication skills in the E-Sports community, some performers (players, brand ambassadors, streamers, or casters) often have high sales numbers. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

# Questionnaire Result

1	P1	P2	P3	P4	P5	S1	S2	S3	S4	S5	IA1	IA2	IA3	IA4	IA5	CBI1	CBI2	CBI3	CBI4	CBI5	
2	3	4	4	3	4	5	5	5	5	3	4	3	4	3	3	3	4	3	3	3	4
3	5	5	5	5	4	3	4	5	4	5	4	5	5	4	4	5	4	4	5	5	5
4	3	1	1	3	5	4	4	3	4	5	5	5	5	3	3	2	3	4	3	2	2
5	3	3	3	4	3	4	4	4	4	3	3	5	3	3	3	4	4	4	5	4	4
6	3	3	3	3	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4
7	4	3	4	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4
8	2	3	3	4	4	4	4	4	3	4	3	4	3	4	3	3	2	2	2	2	4
9	4	4	4	4	4	4	5	5	5	3	3	5	4	4	3	4	3	4	4	4	4
10	3	2	4	3	3	3	3	3	3	4	4	3	3	4	4	3	4	4	3	4	4
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
12	3	4	4	4	3	3	3	3	3	3	5	5	5	4	5	4	4	5	4	5	5
13	2	3	3	3	3	2	3	2	3	2	3	3	3	3	4	3	2	3	2	2	2
14	5	5	3	3	3	5	5	5	5	4	5	5	5	5	5	5	4	5	4	5	5
15	4	3	5	5	5	4	5	5	4	5	4	4	5	4	4	3	4	3	3	4	4
16	5	5	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17	3	3	4	4	2	3	4	3	2	3	4	2	4	2	3	3	3	2	4	4	3
18	5	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4
19	3	2	3	4	4	4	4	3	3	3	4	3	4	3	3	3	3	3	3	3	3
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