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APPENDIX

Questionnaire Draft

INTRODUCTION

Dear respondent

My name is I Kadek Krishna Wirapradnya Pucangan, a final year marketing student in President University. Currently, I am researching for my thesis on analyzing **"The Influence of E-WOM, Brand Awareness, and Social Media Marketing on Consumer Purchase Decisions of HMNS Perfume."**

On this occasion, I ask for your availability to fill out this questionnaire, and this survey should take between 5 and 10 minutes to complete. The information acquired from this survey will be kept strictly confidential and used only for this research. I am grateful for your cooperation and willingness to assist me with this research.

For your willingness to fill out this questionnaire, I really appreciate and sincerely thank you. May you always be in good health

Yours faithfully

I Kadek Krishna Wirapradnya Pucangan

Responden yang terhormat

*Perkenalkan nama saya I Kadek Krishna Wirapradnya Pucangan, seorang mahasiswa Marketing tingkat akhir di President University, saat ini saya sedang melaksanakan penelitian mengenai **“Pengaruh Komunikasi Mulut ke Mulut Digital, Kesadaran Merek, Social Media Marketing terhadap Keputusan Pembelian Konsumen dari HMNS Perfume”***

Pada kesempatan ini saya mohon ketersediaan Bapak/Ibu/Sdr/i sekalian untuk mengisi kuisisioner ini, survey ini diperkirakan akan memakan waktu 5 sampai dengan 10 menit. Informasi yang didapat melalui survey ini akan bersifat rahasia dan hanya akan digunakan untuk kepentingan penelitian ini. Saya sangat mengapresiasi keturutsertaan dan keinginan anda untuk mengisi kuisisioner ini.

Untuk keinginan anda mengisi kuisisioner ini, saya sangat mengapresiasi dan berterima kasih sebanyak-banyaknya.

Hormat saya

I Kadek Krishna Wirapradnya Pucangan

Screening Question

Please tick () the answer that you think is appropriate for your current condition.

(Silahkan centang () salah satu jawaban yang menurut Anda sesuai dengan kondisi Anda saat ini.)

No	Question	Answer
1	Is your age between 11 – 26 years old? <i>(Apakah Anda berada pada rentang usia 11 – 26 tahun?)</i>	Yes (<i>Ya</i>) No (<i>Tidak</i>)
2	Have you made a purchase on one of the products by HMNS Perfume? <i>(Apakah Anda pernah melakukan pembelian terhadap salah satu produk dari HMNS Perfume?)</i>	Yes (<i>Ya</i>) No (<i>Tidak</i>)
3	Do you currently live in Jabodetabek area? <i>(Apakah anda sekarang tinggal di area Jabodetabek?)</i>	a.) Yes (<i>Ya</i>) b.) No (<i>Tidak</i>)

Demographic Profile

Please fill in data about yourself as a respondent in this study by ticking () the appropriate answer to the question below.

(Silahkan isi data tentang diri Anda sebagai responden dalam penelitian ini dengan mencentang () jawaban yang sesuai dengan pertanyaan di bawah ini.)

No	Question	Answer
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1	Gender <i>(Jenis kelamin)</i>	Male (<i>Laki-laki</i>) Female (<i>Perempuan</i>)
2	Age <i>(Usia)</i>	11-15 years old (<i>11-15 tahun</i>) 16-20 years old (<i>16-20 tahun</i>) 20-26 years old (<i>20-26 tahun</i>)
3	Occupation <i>(Pekerjaan)</i>	Student (<i>Pelajar</i>) Employee (<i>Pekerja</i>) Entrepreneur (<i>Pengusaha</i>) Other (<i>Lainnya</i>)
4	Latest Educational Degree <i>(Tingkat Pendidikan Terakhir)</i>	Primary School (<i>Sekolah Dasar</i>) Junior High School (<i>Sekolah Menengah Pertama</i>) Senior High School (<i>Sekolah Menengah Atas</i>) Bachelor's degree (<i>S1</i>) Master's degree (<i>S2</i>) Doctoral Degree (<i>S3</i>)
5	Expenditure on Perfume Purchase <i>(Nominal yang biasa dikeluarkan setiap pembelian parfum)</i>	<Rp.1.000.000 Rp.1.000.000 – Rp.3.000.000 Rp.3.000.001 – Rp.5.000.000 Rp.5.000.001 – Rp.7.000.000 >Rp.7.000.000

Variables

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement (*Nilai Ukur*)

- 1= Strongly disagree (*Sangat tidak setuju*)
- 2= Disagree (*Tidak setuju*)
- 3= Neutral (*Netral*)
- 4= Agree (*Setuju*)
- 5= Strongly agree (*Sangat setuju*)

E-WOM		Answer (Likert Scale)				
No.	Statement	SD	D	N	A	SA
		1	2	3	4	5
Valence						
1	I tend to read positive reviews of HMNS perfume products that I will buy <i>(Saya cenderung membaca ulasan yang positif terhadap Produk parfum HMNS yang akan saya beli)</i>					
2	I bought HMNS products based on recommendations from consumers who have used it <i>(Saya membeli produk Hmns</i>					

	<i>berdasarkan rekomendasi konsumen yang pernah menggunakan produk parfum HMNS)</i>					
Volume						
3	More often I Watch or read reviews written by buyers of products by HMNS <i>(Saya lebih sering melihat/membaca ulasan yang ditulis oleh pembeli produk HMNS)</i>					
4	I follow the development of information regarding the products of MNS on social media <i>(Saya mengikuti perkembangan informasi mengenai produk HMNS di media social)</i>					
Variance						
5	I found information on the positives and negatives of HMNS on social media <i>(Saya menemukan informasi kelebihan dan kekurangan HMNS di Media social)</i>					
6	I found lots of informational content regarding HMNS on social media <i>(Saya menemukan banyak konten informasi mengenai HMNS di Media Sosial)</i>					

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement (*Nilai Ukur*)

- 1= Strongly disagree (*Sangat tidak setuju*)
- 2= Disagree (*Tidak setuju*)
- 3= Neutral (*Netral*)
- 4= Agree (*Setuju*)
- 5= Strongly agree (*Sangat setuju*)

Brand Awareness		Answer (Likert Scale)				
No	Statement	SD	D	N	A	SA
		1	2	3	4	5
Distinguishable						
1	HMNS Product is different from other perfume products on the market <i>(Produk HMNS berbeda dengan produk parfum lain yang beredar di pasaran)</i>					
2	HMNS products on the market are hard to forget <i>(Produk HMNS yang dipasarkan sulit untuk dilupakan)</i>					
Well-Known						
3	It is easy for me to remember the slogan or characteristic typical of perfume products by HMNS <i>(Saya mudah mengingat slogan/ ciri</i>					

	<i>khas dari produk parfum HMNS yang dipasarkan)</i>					
4	Brand symbols on the products of HMNS are easy to remember <i>(Simbol merek pada produk HMNS mudah untuk saya ingat)</i>					
Brand Knowledge						
5	HMNS local product generally recognized by society as classy product <i>(Produk local HMNS diakui secara umum oleh masyarakat sebagai produk yang berkelas)</i>					
6	I can easily imagine perfume products from HMNS <i>(Saya bisa dengan mudah membayangkan produk parfum dari HMNS)</i>					

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement *(Nilai Ukur)*

- 1= Strongly disagree *(Sangat tidak setuju)*
- 2= Disagree *(Tidak setuju)*
- 3= Neutral *(Netral)*
- 4= Agree *(Setuju)*

- 5= Strongly agree (*Sangat setuju*)

Social Media Marketing		Answer (Likert Scale)				
No	Statement	SD	D	N	A	SA
		1	2	3	4	5
Interaction						
1	The language used in HMNS social media marketing is easy to understand <i>(Bahasa yang digunakan pada media social dalam pemasaran produk HMNS mudah dimengerti)</i>					
2	From HMNS social media account, it is easy to get information about products offered <i>(Melalui official account media social HMNS saya mudah mendapatkan informasi mengenai produk yang ditawarkan)</i>					
Entertainment						
3	When visiting the HMNS social media account increase my interest and feels fun <i>(Ketika mengunjungi akun media social HMNS membuat saya tertarik dan terasa menyenangkan)</i>					
4	Many messages conveyed on HMNS social media is very interesting <i>(Banyak pesan yang disampaikan melalui media social HMNS yang sangat menarik)</i>					
Trendiness						
5	Social media contents by HMNS follows existing trends					

	<i>(Konten media social oleh HMNS mengikuti trend yang ada)</i>					
Customization						
6	Social media contents of HMNS provides sufficient information regarding products offered <i>(Konten media social oleh HMNS cukup memberikan informasi mengenai produk yang ditawarkan)</i>					

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement *(Nilai Ukur)*

- 1= Strongly disagree *(Sangat tidak setuju)*
- 2= Disagree *(Tidak setuju)*
- 3= Neutral *(Netral)*
- 4= Agree *(Setuju)*
- 5= Strongly agree *(Sangat setuju)*

Customer Purchase Decision		Answer (Likert Scale)				
No	Statement	SD	D	N	A	SA
		1	2	3	4	5
Product Selection						
1	I will make a purchase of HMNS perfume products					

	<i>(Saya akan melakukan pembelian pada produk parfum HMNS)</i>					
Brand Selection						
2	I decided to buy HMNS products based on the modernity of the product. <i>(Saya memutuskan untuk membeli produk HMNS karena produk yang modern)</i>					
3	I decided to buy HMNS based on recommendations from other people's experiences <i>(Saya memutuskan membeli produk HMNS atas rekomendasi pengalaman dari orang lain)</i>					
Purchase Time						
4	I will buy perfume products only when the one I'm currently using ran out <i>(Saya hanya akan membeli produk parfum saat parfum yang saya gunakan sekarang habis)</i>					
5	In the future, I will buy the newest product of HMNS soon after its release <i>(Kedepannya saya akan membeli produk terbaru HMNS segera setelah perilisannya)</i>					
Amount of Purchase						
6	I will buy HMNS products in					

	quantities that suit my needs <i>(Saya akan membeli produk HMNS dengan jumlah yang sesuai dengan kebutuhan saya)</i>					
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Closing Statement

Thank you for filling out the survey, I really appreciate your effort and time to participate in filling out this survey. Your participation will help in gathering the data required to conduct this research. Once again, I express my gratitude and thank you for your participation.

Sincerely,

I Kadek Krishna Wirapradnya Pucangan

(Terima kasih telah mengisi survei ini, saya sangat menghargai usaha dan waktu Anda untuk berpartisipasi dalam mengisi survei ini. Partisipasi Anda akan

membantu dalam mengumpulkan data yang diperlukan untuk melakukan penelitian ini. Sekali lagi, saya ucapkan terimakasih yang sebesar-besarnya dan terimakasih atas partisipasinya.

Salam Hormat Saya,

I Kadek Krishna Wirapradnya Pucangan)