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APPENDIX A QUESTIONNAIRE

7/10/25, 6:30 PM

Research Questionnaire

Research Questionnaire

Hello,

My name is Edelweis Audrew, a Master's student in Technology Management at President University. I am currently working on my thesis as part of the graduation requirements.

In relation to this, I am conducting this questionnaire as part of the data collection process, which will be used solely for research purposes. I sincerely hope you are willing to take a moment to complete the questionnaire. Thank you for your attention and participation.

Sincerely,
Edelweis Audrew
Researcher

Halo,

Perkenalkan, saya Edelweis Audrew, mahasiswa program Magister Manajemen Teknologi di President University. Saat ini, saya sedang menyelesaikan tugas akhir (skripsi) sebagai salah satu syarat kelulusan.

Sehubungan dengan hal tersebut, saya menyelenggarakan kuesioner ini sebagai bagian dari proses pengumpulan data yang akan digunakan untuk kepentingan penelitian. Saya sangat berharap Anda bersedia meluangkan waktu untuk mengisi kuesioner ini.

Terima kasih atas perhatian dan kesediaan Anda.

Hormat saya,
Edelweis Audrew
Peneliti

* Menunjukkan pertanyaan yang wajib diisi

SCREENING QUESTION

1. **Do you use TikTok?** *

Apakah kamu menggunakan TikTok?

Tandai satu oval saja.

Yes

No

2. **On average, how many hours per day do you use TikTok? ***

Rata-rata berapa jam per hari kamu menggunakan TikTok?

Tandai satu oval saja.

- 1-2 hours
 3-4 hours
 5-6 hours
 More than 6 hours

3. **Are you currently working (full-time/part-time job/internship)? ***

Apakah kamu saat ini sedang bekerja (pekerjaan penuh waktu/paruh waktu/magang)?

Tandai satu oval saja.

- Yes
 No

Respondent Profile

4. **Name ***

Nama

5. **Age Range ***

Rentang Usia

Tandai satu oval saja.

- 18-24
 25-28
 29-34
 35+

6. Gender *

Jenis kelamin

Tandai satu oval saja.

Male

Female

7. Last level of education *

Tingkat pendidikan terakhir

Tandai satu oval saja.

SMA/ sederajat

Diploma (D3)

Sarjana (S1)

Pascasarjana (S2/S3)

Lainnya

TIKTOK

Please choose the answer that best reflects your opinion.

Silakan pilih jawaban yang sesuai dengan pendapat Anda.

Note:

(1) Strongly Disagree

(2) Disagree

(3) Slightly Disagree

(4) Slightly Agree

(5) Agree

(6) Strongly Agree

8. **TikTok content about work and career feels more relatable and realistic to me as a Gen Z employee—it often reflects what I experience daily.** *

Konten TikTok tentang dunia kerja dan karier terasa lebih relate dan realistis bagi saya sebagai karyawan Gen Z—sering kali mencerminkan apa yang saya alami sehari-hari.

Tandai satu oval saja.

1 2 3 4 5 6

9. **The way TikTok delivers content fits my learning and inspiration style—quick, mobile-friendly, and to the point.** *

Cara Tik Tok menyampaikan kontennya cocok dengan gaya saya dalam belajar dan mencari inspirasi—cepat, mudah diakses lewat HP dan ringkas

Tandai satu oval saja.

1 2 3 4 5 6

10. **I plan to keep using TikTok in the future to gain ideas, motivation, or work-related knowledge that helps me grow.** *

Saya berencana untuk terus menggunakan TikTok di masa depan untuk mendapatkan ide, motivasi, atau pengetahuan terkait pekerjaan yang membantu saya berkembang.

Tandai satu oval saja.

1 2 3 4 5 6

11. I intend to keep using TikTok regularly as part of how I stay inspired and maintain a productive, positive mindset. *

Saya berniat untuk terus menggunakan TikTok secara rutin sebagai cara untuk tetap terinspirasi dan menjaga pola pikir yang produktif dan positif.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. TikTok has changed how I consume news, entertainment, and even work-related content like motivation or career tips. *

TikTok telah mengubah cara saya mengonsumsi berita, hiburan, bahkan konten terkait pekerjaan seperti motivasi atau tips karier.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WORK LIFE BALANCE

Please choose the answer that best reflects your opinion.
Silakan pilih jawaban yang sesuai dengan pendapat Anda.

Note:

- (1) Strongly Disagree
- (2) Disagree
- (3) Slightly Disagree
- (4) Slightly Agree
- (5) Agree
- (6) Strongly Agree

13. **My work often leaves me too exhausted to enjoy my personal life, which is important to me.** *

Pekerjaan saya sering kali membuat saya terlalu lelah untuk menikmati kehidupan pribadi saya, padahal itu penting bagi saya.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. **Maintaining a fulfilling personal life while meeting work demands is often challenging for me.** *

Menjaga kehidupan pribadi yang memuaskan sambil memenuhi tuntutan pekerjaan sering kali menjadi tantangan bagi saya.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. **My personal life is frequently disrupted by work demands and deadlines.** *

Kehidupan pribadi saya sering terganggu oleh tuntutan dan tenggat waktu pekerjaan.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **I feel that having a good personal life gives me the energy I need to do my best at work.** *

Saya merasa bahwa memiliki kehidupan pribadi yang baik memberi saya energi untuk membenkan yang terbaik di pekerjaan.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. **My personal life helps me relax, recharge, and return to work feeling ready and focused.** *

Kehidupan pribadi saya membantu saya untuk relaks, recharge, dan kembali bekerja dengan perasaan siap dan fokus.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **I rarely feel overwhelmed by work responsibilities in my personal time.**

Saya jarang merasa kewalahan oleh tanggung jawab pekerjaan di waktu pribadi saya.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. **My job hardly ever interferes with my ability to spend time with friends and family.**

Pekerjaan saya hampir tidak pernah mengganggu kemampuan saya untuk menghabiskan waktu bersama teman dan keluarga.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

JOB SATISFACTION

Please choose the answer that best reflects your opinion.

Silakan pilih jawaban yang sesuai dengan pendapat Anda.

Note:

- (1) Strongly Disagree
- (2) Disagree
- (3) Slightly Disagree
- (4) Slightly Agree
- (5) Agree
- (6) Strongly Agree

20. **I believe that having clear promotion opportunities and career growth is important.** *

Saya percaya bahwa memiliki peluang promosi dan pertumbuhan karier yang jelas itu penting.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. **I value being appreciated and recognized for my contributions, and I want *
to work in a place that truly sees and acknowledges that.**

*Saya menghargai apresiasi dan pengakuan atas kontribusi saya, dan saya
ingin bekerja di tempat yang benar-benar melihat serta mengakui hal itu.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. **I believe fair and rewarding compensation matters, and I look for a job *
that reflects the value I bring.**

*Saya percaya bahwa kompensasi yang adil dan memuaskan itu penting, dan
saya mencari pekerjaan yang mencerminkan nilai yang saya berikan.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. **I look for a job that actively supports my ability to maintain a healthy *
work-life balance.**

*Saya mencari pekerjaan yang secara aktif mendukung kemampuan saya untuk
menjaga keseimbangan kerja dan kehidupan yang sehat.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. **I want to work in a role where the tasks are engaging, meaningful, and personally satisfying.** *

Saya ingin bekerja dalam peran dengan tugas-tugas yang menarik, bermakna, dan memberikan kepuasan pribadi.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. **I often feel that my current role does not match my expectations or aspirations.** *

Saya sering merasa bahwa peran saya saat ini tidak sesuai dengan harapan atau aspirasi saya.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. **I rarely feel satisfied with the recognition I receive at work.** *

Saya jarang merasa puas dengan pengakuan yang saya terima di tempat kerja.

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WORK ETHIC

Please choose the answer that best reflects your opinion.
Silakan pilih jawaban yang sesuai dengan pendapat Anda.

Note:

- (1) Strongly Disagree
- (2) Disagree
- (3) Slightly Disagree
- (4) Slightly Agree
- (5) Agree
- (6) Strongly Agree

27. **I believe in owning the results of my actions and taking full responsibility *
at work.**

*Saya percaya pentingnya bertanggung jawab penuh atas hasil dari tindakan
saya di tempat kerja.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. **Putting in effort and doing a hard day's work gives me a strong sense of *
fulfillment.**

*Memberikan usaha dan bekerja keras sepanjang hari memberi saya rasa
kepuasan yang kuat.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. **I believe success comes from consistent hard work and dedication.** *
- Saya percaya bahwa kesuksesan datang dari kerja keras dan dedikasi yang konsisten.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. **I manage my time effectively to ensure daily progress and productivity.** *
- Saya mengatur waktu saya dengan efektif untuk memastikan kemajuan dan produktivitas setiap hari.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. **I believe that meaningful achievements take time, patience, and effort to earn.** *
- Saya percaya bahwa pencapaian yang bermakna membutuhkan waktu, kesabaran, dan usaha untuk diraih.*

Tandai satu oval saja.

1	2	3	4	5	6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. **I sometimes find it hard to stay motivated at work.** *

Saya terkadang merasa sulit untuk tetap termotivasi di tempat kerja.

Tandai satu oval saja:

1 2 3 4 5 6

33. **I sometimes find it hard to stay motivated at work.** *

Saya terkadang merasa sulit untuk tetap termotivasi di tempat kerja.

Tandai satu oval saja:

1 2 3 4 5 6

34. **I rarely feel like giving my full effort at work.** *

Saya jarang merasa ingin memberikan upaya penuh dalam pekerjaan.

Tandai satu oval saja:

1 2 3 4 5 6

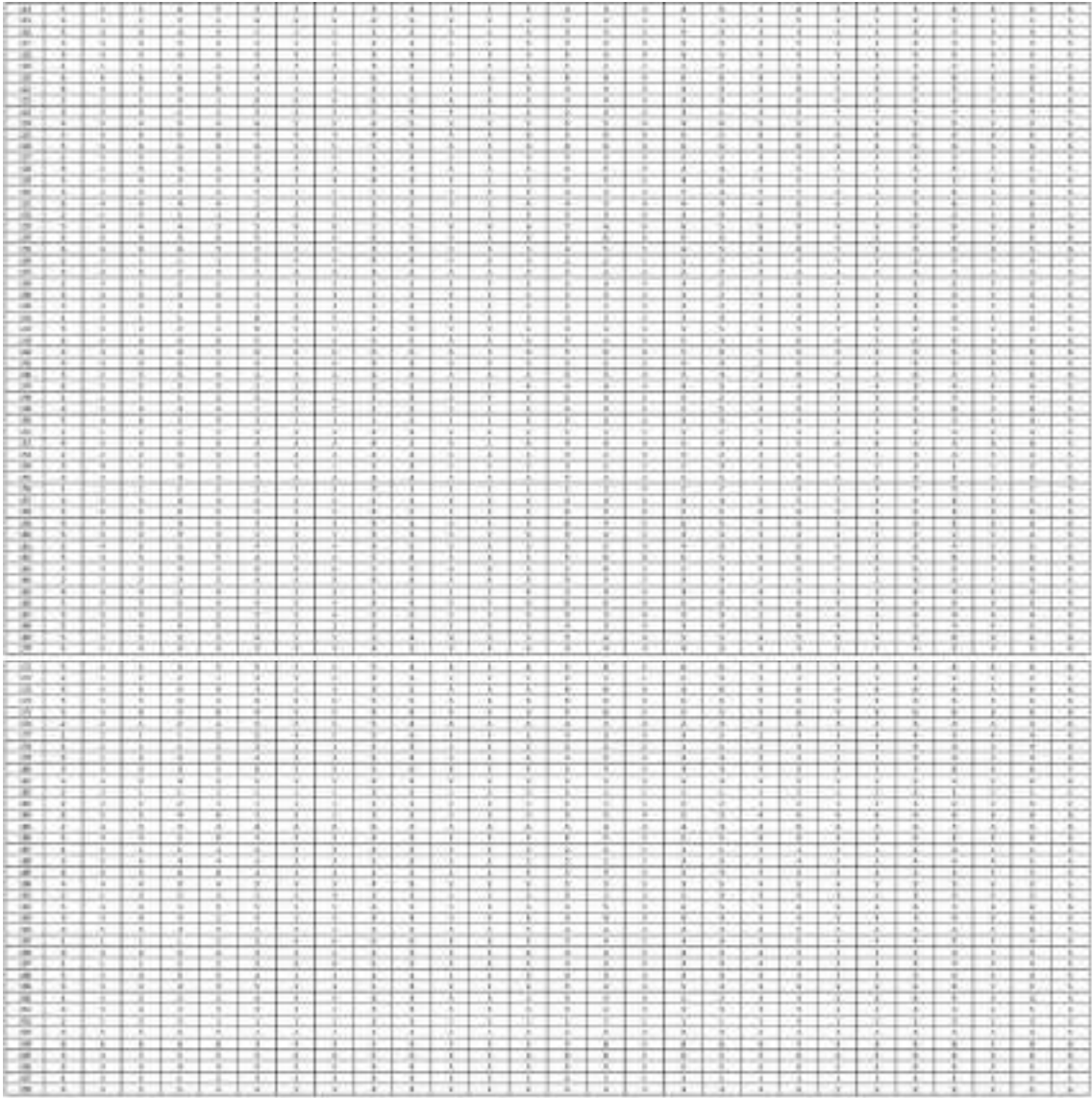
THANK YOU!

I sincerely appreciate your time and support in completing this questionnaire. Your contribution means a lot to my study!

Terima kasih banyak telah meluangkan waktu untuk mengisi kuesioner ini. Masukan Anda sangat berharga bagi penelitian saya.

Konten ini tidak dibuat atau didukung oleh Google.

Google Formulir



APPENDIX C TABLE ANALYSIS

C.1 Hypothesis Testing Results

	T Statistics (O/STDEV)	P Values
Job Satisfaction -> Work Ethics	7.059	0
TIKTOK -> Job Satisfaction	24.054	0
TIKTOK -> Work Ethics	6.323	0
Tiktok->Job Satisfaction -> Work Ethics	2.698	4
Work Life Balance -> Job Satisfaction	16.667	0
Work Life Balance -> Work Ethics	7.666	0
work life balance->Job Satisfaction -> Work Ethics	3.219	1

C.2 Descriptive Statistics for Indicators

	Mean	Standard Deviation	Excess Kurtosis	Skewness
TT1	3.457	1.486	-1.035	32
TT2	3.524	1.404	-856	-44
TT3	3.510	1.397	-918	-110
TT4	3.548	1.430	-918	-3
TT5	3.500	1.414	-991	72
WLB1	3.442	1.589	-1.117	189
WLB2	3.490	1.541	-1.060	94
WLB3	3.462	1.531	-1.036	130
WLB4	3.399	1.513	-998	73
WLB5	3.399	1.500	-892	106
WLB6	3.462	1.568	-1.054	117
WLB7	3.505	1.535	-1.167	75
JS1	3.548	1.322	-629	109
JS2	3.596	1.330	-735	82
JS3	3.572	1.346	-695	125
JS4	3.630	1.384	-705	-25
JS5	3.596	1.316	-610	38
JS6	3.587	1.327	-572	123
JS7	3.553	1.340	-655	158
WE1	4.476	1.315	-417	-560
WE2	4.438	1.329	-418	-571
WE3	4.413	1.360	-662	-504
WE4	4.428	1.353	-393	-520
WE5	4.423	1.321	-536	-488
WE6	4.380	1.343	-590	-467
WE7	4.418	1.324	-344	-529
WE8	4.423	1.328	-683	-453

C.3 Discriminant Validity (HTMT Ratio)

	Job Satisfaction	TIKTOK	Work Ethics	Work Life Balance
Job Satisfaction				
TIKTOK	732			
Work Ethics	895	688		
Work Life Balance	548	34	578	

C.4 Reliability and Convergent Validity Indicators

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Job Satisfaction	971	971	976	852
TIKTOK	965	966	973	877
Work Ethics	979	979	982	869
Work Life Balance	980	981	983	894

C.5 Outer Loadings of Indicators

	Job Satisfaction	TIKTOK	Work Ethics	Work Life Balance
JB1	922			
JB2	919			
JB3	924			
JB4	931			
JB5	918			
JB6	917			
JB7	933			
TT1		939		
TT2		932		
TT3		940		
TT4		942		
TT5		930		
WE1			931	
WE2			920	
WE3			932	
WE4			927	
WE5			930	
WE6			943	
WE7			937	
WE8			938	
WLB1				953
WLB2				950
WLB3				952
WLB4				934
WLB5				929
WLB6				953
WLB7				947