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APPENDICES

Appendix 1 Questionnaires

Questionnaire link:

Section 1 of 7

FACTORS INFLUENCING PURCHASE DECISION IN E - COMMERCE OF HEALTH CARE PRODUCTS DURING THE COVID - 19 PANDEMIC

Yours Faithfully,

My name is Ghina Shafira Nurramdhan. I am a management student at President University majoring in International Business. Please allow me to ask your willingness to participate in filling out and answering all of the questions in this questionnaire. It might take 5-10 minutes of your time. This research is used to compose a thesis with the title **"FACTORS INFLUENCING PURCHASE DECISION IN E - COMMERCE HEALTH CARE PRODUCTS DURING THE COVID - 19 PANDEMIC"**.

I ask you to provide responses to the questions and/or statements contained in this questionnaire in accordance with your honest circumstances, opinions, and feelings, not from public opinion or other people. The answers that have been given by you are academic needs. I guarantee the confidentiality of the personal data that you fill in this questionnaire. Thank you for your participation and cooperation.

If there are questions, criticisms, or suggestions related to this questionnaire, please contact me via 081282885286 (Ghina Shafira).

Thank you for your time and willingness, I hope this research is useful for all of us.

Best regards,
Ghina Shafira.

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Nama saya Ghina Shafira Nurramdhan. Saya seorang mahasiswa manajemen President University jurusan Bisnis Internasional. Perkenalkan saya untuk meminta kesediaan Anda untuk berpartisipasi dalam mengisi dan menjawab semua pertanyaan dalam kuesioner ini. Mungkin butuh 5-10 menit dari waktu Anda. Penelitian ini digunakan untuk menyusun skripsi dengan judul **"FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN DI E-COMMERCE PADA PRODUK KESEHATAN SELAMA PANDEMI COVID - 19"**.

Saya memohon anda untuk memberikan tanggapan atas pertanyaan dan/atau pernyataan yang terdapat dalam kuesioner ini sesuai dengan keadaan, pendapat, dan perasaan Anda yang jujur, bukan dari opini publik atau orang lain. Jawaban yang Anda berikan adalah kebutuhan akademis. Saya menjamin kerahasiaan data pribadi yang Anda isi dalam kuesioner ini. Terima kasih atas partisipasi dan kerjasamanya. Jika ada pertanyaan, kritik, atau saran terkait kuesioner ini, silahkan hubungi saya melalui: 081282885286 (Ghina Shafira).

Terima kasih atas waktu dan kesediaannya, semoga penelitian ini bermanfaat bagi kita semua.

Salam,

Demographic Section

Pertanyaan-pertanyaan Berikut Ini Untuk Mengetahui Identitas Responden.
(The Following Questions Are To Find Out The Identity of The Respondent).

Jenis Kelamin *

- Perempuan
- Laki - Laki

Usia *

- 17-22 Tahun
- 23-28 Tahun
- 29-34 Tahun
- 35 Tahun Keatas

Pekerjaan *

- Karyawan
- Wiraswasta
- Mahasiswa/i
- Others

Pengeluaran Perbulan Untuk Produk Kesehatan *

- ≤ Rp.100.000
- Rp. 100.000 - Rp.200.000
- Rp. 300.000 - Rp. 400.000
- ≥ Rp.500.000

Section 3 of 7

Health Value



Berikut Merupakan Beberapa Pertanyaan Penyaringan Untuk Mengetahui Lebih Banyak Tentang Apa yang Anda Pikirkan Mengenai Pembelian Produk Kesehatan selama Covid-19 Di E-Commerce
(Here Are Some Screening Questions To Know More About What You Think About Purchasing Health Products in E-Commerce During Covid-19)

Petunjuk Pengisian

Berikan tanda pada pendapat yang anda anggap sesuai. Dengan keterangan dan bobot nilai sebagai berikut:

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

Saya Lebih Sering Memikirkan Kesehatan Saya Sejak Covid-19 *
(I've been thinking more about my health since covid-19)

	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

Kesehatan yang Baik Penting Bagi Saya *
(Good health is important to me)

	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

Mengonsumsi produk kesehatan sangat penting di masa pandemi ini. *
(Consuming health products is very important during this pandemic)

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

Saya menganggap diri saya sebagai orang yang tertarik dengan produk kesehatan. *
(I think of myself as a person who is interested in healthcare product)

Sangat tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya menjadi lebih sering membeli produk kesehatan sejak ada covid-19 *
(I've been buying health products more often since Covid-19)

Sangat tidak Setuju 1 2 3 4 5 Sangat Setuju

Ketakutan akan kekurangan barang, dan lockdown mendorong saya untuk membeli produk kesehatan selama COVID-19 *

Sangat tidak Setuju 1 2 3 4 5 Sangat Setuju

Setelah mengonsumsi produk kesehatan, saya merasa lebih sehat dan terhindar dari Virus. *
(After consuming health products, I feel healthier and protected from Virus)

Sangat tidak Setuju 1 2 3 4 5 Sangat Setuju

Section 4 of 7

Fear of Covid-19

Berikut Merupakan Beberapa Pertanyaan Penyaringan Untuk Mengetahui Lebih Banyak Tentang Apa yang Anda Pikirkan Mengenai Ketakutan Anda terhadap Virus Covid-19.
(Here Are Some Screening Questions To Know More About What You Think About Your Fear of the Covid-19 Virus.)

Saya takut tertular virus Covid-19. *

(I am afraid of contracting the Covid-19 virus)

	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

Saya takut dalam melakukan isolasi dari Virus Covid-19 *

(I'm afraid to isolate from the Covid-19 Virus)

	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

Saya takut pergi ke fasilitas kebutuhan pokok (Apotek, supermarket, dll) *

(I am afraid to go to basic necessities (pharmacies, supermarkets, etc.)

	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

Saya takut membeli barang langsung di tokonya *

(I am afraid to buy things directly in the shop)

Saya takut membeli barang langsung di tokonya *

(I'm afraid to buy things directly in the shop)

	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

Saya takut akan kemungkinan membeli barang yang berpotensi terkontaminasi *

(I am afraid of the possibility of buying potentially contaminated goods)

	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

Daya tarik rasa takut karena COVID-19 mendorong saya untuk membeli produk kesehatan *

(The fear appeal due to COVID-19 pushed me towards buying healthcare product)

	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

Ketakutan akan Covid-19 yang mendorong saya untuk menyimpan & mengonsumsi produk kesehatan *

(Fear of Covid-19 that drives me to save and consume health products)

	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

Section 5 of 7

E-Commerce



Berikut Merupakan Beberapa Pertanyaan Penyingkiran Untuk Mengetahui Lebih Banyak Tentang Apa yang Anda Pikirkan Mengenai Penggunaan E-Commerce sebagai transaksi jual beli secara elektronik melalui media internet selama Covid-19

(Here are some screening questions to find out more about what you think about the use of e-commerce as an electronic buying and selling transaction through the internet during Covid-19).

Saya lebih sering belanja di E-Commerce sejak Covid-19 *

(I've been shopping on E-Commerce more often since Covid-19)

	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

Saya merasa produk kesehatan di e-commerce lebih murah *

(I feel the products in e-commerce are cheaper)

	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

Saya merasa aman dan terlindungi saat berbelanja online di tengah situasi pandemi. *

(I feel safe and protected when shopping online in the middle of a pandemic situation)

	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

Saya dapat membeli produk Kesehatan kapan saja saat berbelanja di E-Commerce *

(I can buy Healthcare products at any time while shopping on E-Commerce)

Saya dapat membeli produk Kesehatan kapan saja saat berbelanja di E-Commerce *
(I can buy Healthcare products at any time while shopping on E-Commerce)

	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

Saya berbelanja produk kesehatan melalui E-Commerce untuk Efisiensi waktu *
(I shop for health products via E-Commerce for time efficiency)

	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

Saya dapat membeli produk Kesehatan sesuai dengan variasi dan kebutuhan saya di E-Commerce *
(I can buy Health products according to variety and needs on E-Commerce)

	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

Section 6 of 7

Customer Behavior



Berikut Merupakan Beberapa Pertanyaan Penyaringan Untuk Mengetahui Lebih Banyak Tentang Apa yang Anda Pikirkan Mengenai Perilaku Konsumen Pasca Covid-19 yang mendorong konsumen untuk menggunakan E-Commerce untuk berbelanja.

(Here Are Some Screening Questions To Know More About What You Think About Post-Covid-19 Consumer Behavior which encourages consumers to use E-Commerce for shopping).

Saya membeli barang tanpa perencanaan sebagai perilaku impulsif karena kelangkaan barang *
Barang yang Ditakuti akan Lockdown

(I purchase items without planning as impulse behavior because of the scarcity of goods Items of Fear of complete lockdown)

	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

Saya membeli barang-barang utilitas tanpa perencanaan dalam situasi Covid-19 *
(I purchase items of utility without planning in Covid-19 situations)

	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

Fenomena Covid-19 adalah alasan terbesar pembelian impulsif *
(The Covid-19 phenomenon is the biggest reason of impulse buying)

	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

Saya lebih suka membeli utilitas penting sebelum Lockdown *
(I prefer to purchase essential utilities before the complete lockdown)

Keterbatasan pasokan produk kesehatan dan barang-barang penting lainnya memaksa saya *
untuk membeli lebih banyak barang

(The limited supply of health product and other essential items forced me to buy more goods)

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Covid-19 memiliki dampak signifikan yang mengubah pembelian harian perilaku konsumen *
(Covid-19 has a significant impact that changes the daily purchase behavior of consumers)

1 2 3 4 5
Sangat tidak Setuju Sangat Setuju

Kekurangan persediaan produk kesehatan membuat saya khawatir, dan saya menyimpan *
barang-barang

(The shortages of healthcare supplies worried me, and I stocked items)

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Pembelian panik pelanggan mengubah saya ke sikap yang sama dan saya juga membeli *
dengan cara yang sama

(The panic buying of customers turn me towards the same attitude and I also buy in the same manner)

1 2 3 4 5
Sangat Tidak Setuju Sangat Setuju

Section 7 of 7

Purchase Decision



Berikut Merupakan Beberapa Pertanyaan Penyaringan Untuk Mengetahui Lebih Banyak Tentang Apa yang Anda Pikirkan Mengenai Keputusan pembelian dimana konsumen melakukan pembelian pada E-Commerce (Here Are Some Screening Questions To Know More About What You Think About Purchase Decisions where consumers make purchases on E-Commerce).

E-Commerce mempengaruhi keputusan saya untuk melakukan pembelian *

(E-Commerce affects my decision to make a purchase)

	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

Saya berniat untuk melakukan pembelian setelah mencari informasi produk *

(I intent to make purchase after searching the product information)

	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

Pandemi Covid-19 mempengaruhi pilihan produk saya *

(Covid-19 pandemic affect my choice of product)

	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

Saya berniat untuk melakukan pembelian setelah mencari informasi produk *
(I intend to make purchase after searching the product information)

	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

Pandemi Covid-19 mempengaruhi pilihan produk saya *
(Covid-19 pandemic affect my choice of product)

	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

Saya bermaksud menggunakan E-commerce saat membuat keputusan pembelian *
(I intend to use E-commerce while making a purchase decision)

	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

Saya cenderung membeli produk yang direkomendasikan di E-commerce *
(Im likely to purchase a product recommended on E-commerce)

	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

Appendix 2 Respondent Data

The Data of Respondent: "Health Value"

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7	5	5	5	4	4	4	4
8	5	5	5	5	5	5	5
9	5	4	5	4	4	5	5
10	5	5	4	4	4	4	5
11	5	5	4	4	5	4	5
12	5	5	4	5	4	4	5
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14	5	5	5	4	4	4	4
15	5	5	5	5	5	5	5
16	5	4	5	4	4	5	5
17	5	5	4	4	4	4	5
18	5	5	4	4	5	4	5
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21	4	4	4	4	4	4	2
22	5	5	5	5	5	5	5
23	3	3	3	3	3	3	3
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31	5	5	4	5	4	4	5
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The Data of Respondent: “Fear of Covid-19”

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The Data of Respondent: “E-Commerce”

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The Data of Respondent: “Perceived Value”

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