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APPENDICES

Appendix 1

Questionnaire - English & Indonesian

Hello, I am Naufal Fauzan Al-Hilal Hammam, a final year student of Management Studies with a concentration in Contemporary and Digital Marketing at President University.

As part of my education, I'm currently conducting research to earn a bachelor's degree. This questionnaire was made to investigate the factors that could influence Gen Z's intention to repurchase Netflix in Indonesia. As a result, I'd like to invite you to take part in this questionnaire. Purely academic purposes will be served by the data gathered in this questionnaire.

You have my sincere gratitude and appreciation for taking the time to complete this questionnaire.

Best Regards,

Naufal Fauzan Al-Hilal Hammam

Halo, perkenalkan nama saya Naufal Fauzan Al-Hilal Hammam, mahasiswa tahun terakhir Studi Manajemen dengan konsentrasi Pemasaran Kontemporer dan Digital di President University.

Sebagai bagian dari pendidikan saya, saya saat ini sedang melakukan penelitian untuk mendapatkan gelar Sarjana. Kuesioner ini dibuat untuk meneliti tentang faktor yang dapat mempengaruhi niat pembelian ulang Netflix oleh Gen Z di Indonesia. Oleh karena itu, saya ingin mengundang Anda untuk berpartisipasi dalam kuesioner ini. Data yang dikumpulkan dalam survei ini murni hanya akan digunakan untuk tujuan akademis semata.

Saya mengucapkan terima kasih dan apresiasi yang setinggi-tingginya atas ketersediaan Anda meluangkan waktu untuk mengisi kuesioner ini.

Salam Hangat,

Naufal Fauzan Al-Hilal Hammam

Respondent Screening

1. Gender (Jenis Kelamin)

Male (Laki-Laki)/Female (Perempuan)

2. Domicile (Domisili)

Jabodetabek/Outside Jabodetabek (Luar Jabodetabek)

3. Are you born between the year 1997-2012? (Apakah anda lahir antara tahun 1997-2012?)

Yes (Ya)/No (Tidak) - Berhenti disini

4. Have you ever / currently subscribed to Netflix? (Apakah anda pernah / sedang berlangganan Netflix?)

Yes (Ya)/No (Tidak) - Berhenti disini

Variables

SCORING SCALE (SKALA PENILAIAN)

1 = Strongly Disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly Disagree (Sangat Setuju)

No	Content Richness	1	2	3	4	5
1	I feel that Netflix's contents are relevant to my interests and needs					

	(Saya merasa konten yang disediakan oleh Netflix relevan terhadap minat dan kebutuhan saya)					
2	I feel that Netflix's content choices are adequate to my needs (Saya merasa jumlah pilihan konten yang disediakan oleh Netflix memadai kebutuhan saya)					
3	Netflix contents are easily accessible and available at the right time for me (Konten yang disediakan Netflix mudah untuk diakses dan tersedia pada waktu yang tepat menurut saya)					
4	I received a lot of information regarding the content when using Netflix. (Saya mendapatkan banyak informasi tentang konten yang terkait saat menggunakan Netflix)					
5	The contents that are available on Netflix are always up to date (Konten yang tersedia di Netflix selalu up to date / terkini)					

6.	Netflix offers me a wide range of program categories (Netflix menawarkan saya beraneka ragam kategori program)					
No	Perceived Enjoyment	1	2	3	4	5
1	Using Netflix is a pleasant experience (Menggunakan Netflix adalah pengalaman yang menyenangkan)					
2	I feel comfortable when using Netflix (Saya merasa nyaman ketika menggunakan Netflix) (Saya merasa jumlah pilihan konten yang disediakan oleh Netflix memadai kebutuhan saya)					
3	Using Netflix is an entertaining experience (Menggunakan Netflix adalah pengalaman yang menghibur)					
4	Using Netflix is an interesting activity (Menggunakan Netflix adalah kegiatan yang menarik)					

5	I enjoy using Netflix because it's practical (Saya senang menggunakan Netflix karena praktis)					
6.	Overall, I enjoy the experience of using Netflix (Secara keseluruhan, saya menikmati pengalaman menggunakan Netflix)					
No	Customer Satisfaction	1	2	3	4	5
1	I am happy with Netflix's service compared to other services (Saya sangat senang dengan layanan Netflix dibandingkan dengan layanan lain)					
2	I am satisfied with the overall impression of Netflix's service (Saya merasa puas dengan kesan keseluruhan dari layanan Netflix)					
3	I feel that purchasing Netflix's service is the right decisions (Saya merasa membeli layanan Netflix adalah pilihan yang tepat)					

4	My expectation of Netflix's service is fulfilled (Ekspektasi saya terhadap layanan Netflix telah terpenuhi)					
No	Repurchase Intention	1	2	3	4	5
1	I will use Netflix's service periodically (Saya akan menggunakan layanan Netflix secara berkala)					
2	I intend to continue purchasing Netflix's service in the future (Saya berniat untuk terus membeli layanan Netflix pada masa yang akan datang)					
3	I consider myself as a loyal customer of Netflix (Saya menganggap diri saya sebagai pelanggan loyal Netflix)					
4	I will prioritize to purchase Netflix's service in the future (Saya akan memprioritaskan pembelian layanan Netflix di masa yang akan datang)					

5	<p>I intend to recommend Netflix's service to my friends/family</p> <p>(Saya berniat untuk merekomendasikan layanan Netflix kepada teman/keluarga)</p>					
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YOU ARE AT THE END OF THE QUESTIONNAIRE

(ANDA SUDAH SAMPAI DI AKHIR KUESIONER)

Thank you so much for your participation on this questionnaire. Your participation helps me a lot to finish my research.

Terima kasih atas partisipasi Anda pada kuesioner ini. Partisipasi anda sangatlah membantu untuk menyelesaikan penelitian saya.

Appendix 2

Questionnaire Responses

Content Richness & Perceived Enjoyment

CR1	CR2	CR3	CR4	CR5	CR6	PE1	PE2	PE3	PE4	PE5	PE6
4	4	4	5	3	5	4	4	5	5	5	4
5	4	5	4	5	4	5	5	5	5	4	4
5	4	4	4	2	5	5	4	4	4	5	5
3	3	5	4	5	5	5	5	4	4	5	5
4	4	4	4	4	4	4	5	4	4	4	4
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Customer Satisfaction & Repurchase Intention

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