

APPENDIX

Appendix A. Questionnaire

Greetings,

My name is Benaya Christo Eluzai, and I'm an undergraduate business management student from Universitas Pelita Harapan batch 2017. I am currently conducting research for my thesis called "THE EFFECT OF WEB DESIGN, BRAND AMBASSADOR AND PROMOTION REGARDING CUSTOMER PURCHASING DECISION ON ONLINE MARKETPLACE TOKOPEDIA."

This questionnaire would take approximately 5 to 8 minutes of your time to finish. For your convenience, this is an anonymous questionnaire. I thank you for your attention and participation in filling out my questionnaire.

Pernahkah anda belanja melalui aplikasi/website Tokopedia? (Have you ever bought a product through Tokopedia?)

Yes No

*If yes is answered, continue to the rest of the question. While if no is answered, the questionnaire is submitted.

Respondent Identity Gender (Jenis Kelamin)

Male Female

Age (Umur)

17-20 21-25 26-30 Diatas 31

Place of Residence (Domisili)

Jakarta Bogor Depok Tangerang

Bekasi Other.....

Appendix A (continued)

Employment (Pekerjaan)

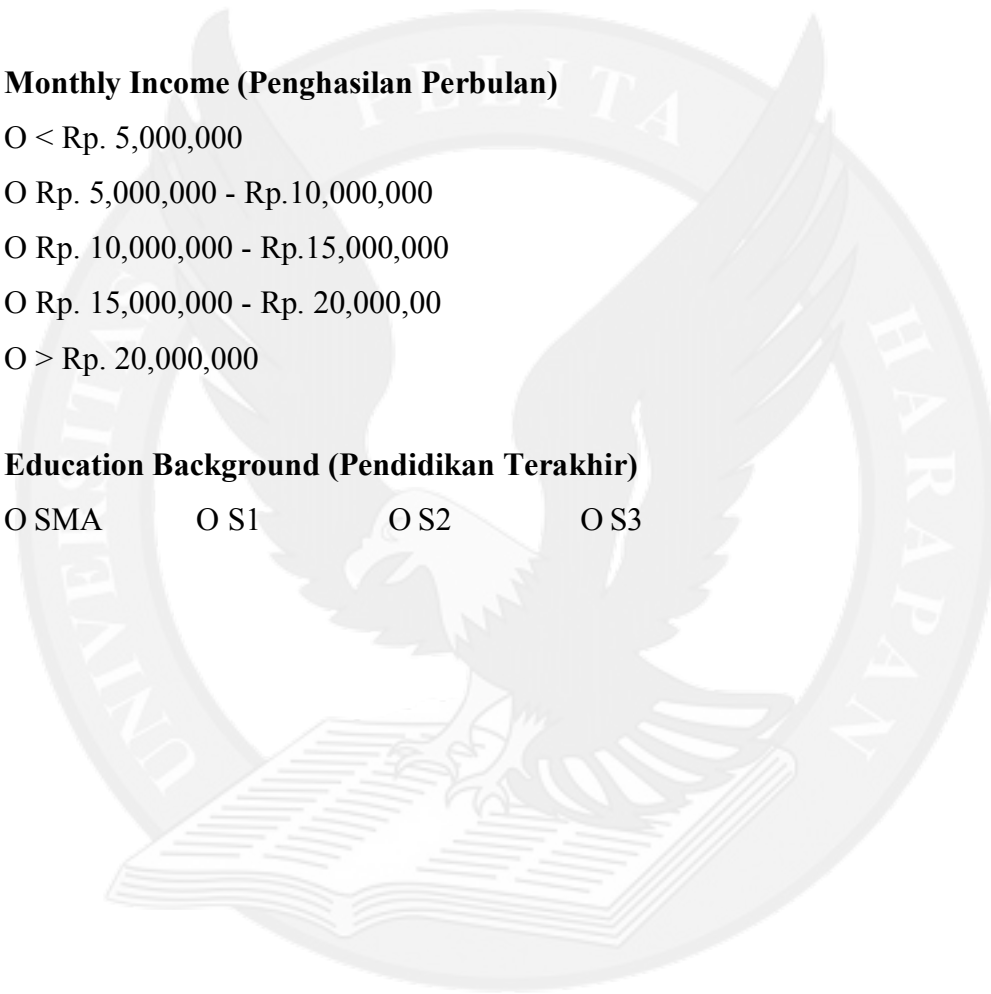
- Pelajar/Mahasiswa (Student) Karyawan (Employee)
 Guru/Dosen (Teacher) Pengusaha (Entrepreneur)
 Tidak Bekerja (Unemployed)

Monthly Income (Penghasilan Perbulan)

- < Rp. 5,000,000
 Rp. 5,000,000 - Rp.10,000,000
 Rp. 10,000,000 - Rp.15,000,000
 Rp. 15,000,000 - Rp. 20,000,00
 > Rp. 20,000,000

Education Background (Pendidikan Terakhir)

- SMA S1 S2 S3



Appendix A (Continued)

Num.	Statement	Likert Scale				
		1	2	3	4	5
Web Design						
1.	Saya tertarik dengan pemilihan warna di website maupun aplikasi Tokopedia (The color selection on the Tokopedia application caught my attention)					
2.	Produk yang dijual di Tokopedia sangat menarik (Product images displayed on the Tokopedia application are very interesting)					
3.	Saya suka tampilan situs Tokopedia di desktop (I like the look of the Tokopedia website on the desktop)					
4.	Saya suka dengan tampilan aplikasi Tokopedia di Handphone (I like the look of the Tokopedia website on the cellphone)					
Ease of Use						
1.	Aplikasi dan website Tokopedia mudah untuk digunakan (The Tokopedia application is very easy to use)					
2.	Saya suka kemudahan login ke aplikasi Tokopedia dengan menggunakan kode OTP (I like the ease of logging in to the Tokopedia application by using the OTP code)					
3.	Saya menyukai kemudahan akses aplikasi Tokopedia dimanapun dan kapanpun untuk transaksi online (I like the ease of access to the Tokopedia application anywhere and anytime for online transactions)					
4.	Tokopedia menyediakan prosedur pembayaran yang mudah (Tokopedia provides easy payment procedures)					
Security and Privacy						
1.	Saya menyukai sistem Tokopedia dalam menjaga data pengguna (I like Tokopedia's system in safeguarding user data)					
2.	Saya suka penggunaan kode OTP di Tokopedia karena bersifat rahasia (I like the use of OTP codes in Tokopedia because they are confidential)					
3.	Tokopedia selalu menjaga data konsumen dengan baik (Tokopedia always maintains good consumer data)					
4.	Tokopedia tidak pernah membagikan data konsumen kepada pihak lain, seperti pemberi pinjaman online (Tokopedia never shares consumer data with other parties, such as online lenders)					

Appendix A (Continued)

Num.	Statement	Likert Scale				
		1	2	3	4	5
5.	Layanan Tokopedia sangat baik jika kita mengalami kendala terkait keamanan akun atau transaksi (Tokopedia's service is very good if we have problems regarding account or transaction security)					
Brand Ambassador						
1.	Saya suka brand ambassador Tokopedia, terutama dalam menggunakan artis Korea seperti BTS (I like Tokopedia's brand ambassadors, especially the use of Korean artists such as BTS)					
2.	Bagi saya, penggunaan brand ambassador artis Korea di Tokopedia sangat menarik minat saya untuk menggunakan aplikasi Tokopedia (For me, the use of Korean artist brand ambassadors on Tokopedia really interests me to use the Tokopedia application)					
3.	Saya lebih tertarik jika Tokopedia menggunakan artis lokal sebagai brand ambassador mereka (I am more interested if Tokopedia uses local artist as their brand ambassador)					
4.	Penggunaan brand ambassador dalam aplikasi Tokopedia dapat menambah pengguna baru (The use of brand ambassadors in the Tokopedia application can add new users)					
5.	Selain sebagai media promosi, brand ambassador Tokopedia juga berfungsi sebagai media hiburan (In addition to promotional media, Tokopedia brand ambassadors also function as entertainment media)					
Promotion						
1.	Bagi saya, iklan promosi di televisi menarik minat saya untuk menggunakan aplikasi Tokopedia (For me, promotional ads on television interest me to use the Tokopedia application)					
2.	Iklan Tokopedia di media sosial sangat menarik minat saya untuk menggunakan aplikasinya di Tokopedia (Tokopedia's advertisements on social media really interest me to use the application on Tokopedia)					
3.	Saya menyukai promosi dan diskon setiap bulan di Tokopedia dengan tema Waktu Indonesia Belanja					

Appendix A (Continued)

Num.	Statement	Likert Scale				
		1	2	3	4	5
	(I love the promotions and discounts every month on Tokopedia with the theme Indonesian Shopping Time)					
4.	Selain mempromosikan aplikasi dan situsnya, Tokopedia juga mempromosikan toko online yang memiliki reputasi baik (Apart from promoting its applications and websites, Tokopedia also promotes online shops with good reputations)					
Purchasing Decision						
1.	Saya cepat dalam memutuskan untuk membeli produk melalui situs web Tokopedia maupun aplikasi mobile (I am quick in deciding to purchase products through Tokopedia websites or mobile applications)					
2.	Saya cenderung membeli merek / produk yang saya sukai melalui Tokopedia (I tend to buy brands/products that I like through Tokopedia)					
3.	Saya akan membeli produk melalui aplikasi Tokopedia berdasarkan rekomendasi orang lain (I will buy products through Tokopedia application based on other people's recommendations)					
4.	Saya yakin dengan keputusan saya ketika membeli produk di Tokopedia (I am confident in my decision to buy a product in Tokopedia)					

Appendix B. SmartPLS 3.0 Test Result

Tokopedia's User

Tokopedia User		
Yes	94.4%	236
No.	5.6%	14
Total	100%	250

Respondent's Gender

Gender		
Female	55.1%	130
Male	44.9%	106
Total	100%	236

Respondent Age

Age		
17 - 20	79.7%	188
21 - 25	17.8%	42
26 - 30	0.8%	2
>31	1.7%	4
Total	100%	236

Respondent Monthly Income

<5000000	83.9%	198
5.000.000 - 10.000.000	12.7%	30
11.000.000 - 15.000.000	2.1%	5
16.000.000 - 20.000.000	0.4%	1
>20.000.000	2.8%	2
Total	100%	236

Respondents Education Background

Education Background		
SMA	46.6%	123
S1	52.1%	110
S2	1.3%	3
S3	0%	0
Total	100%	236

Respondent's Profession

Profession		
Student	92.4%	218
Influencer	3%	7
Lecturer	0	0
Entrepreneur	4.7%	11
Total		236

Appendix B (Continued)

Respondent's Domicile

Respondent's Domicile		
JABODETABEK	86%	202
Others	14%	34
Total		236

A. Results of Pre Test Data Processing with 50 Respondents

AVE (>0.50)		
Column1	Average Variance Extracted (AVE)	Result
BA	0,665	Valid
EOU	0,697	Valid
P	0,689	Valid
PD	0,676	Valid
SAP	0,717	Valid
WD	0,662	Valid

Fornell Lacker						
Column1	BRAND AMBASSADOR	EASE OF USE	PROMOTION	PURCHASE DECISION	SECURITY AND PRIVACY	WEB DESIGN
BRAND AMB	0,816					
EASE OF USE	0,656	0,835				
PROMOTION	0,525	0,469	0,830			
PURCHASE	0,567	0,416	0,736	0,822		
SECURITY A	0,494	0,573	0,583	0,664	0,847	
WEB DESIG	0,330	0,346	0,412	0,649	0,495	0,814

Reliability Test (Both test shouldbe >0.70)					
	Cronbach's Alpha			Composite Reliability	
BA		0,747	Reliable	0,856	Reliable
EOU		0,787	Reliable	0,873	Reliable
P		0,850	Reliable	0,898	Reliable
PD		0,761	Reliable	0,862	Reliable
SAP		0,865	Reliable	0,910	Reliable
WD		0,829	Reliable	0,886	Reliable

B. Results of Actual Test Data with 250 Respondents

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND AMBASSADOR	0,877	0,883	0,942	0,891
EASE OF USE	0,697	0,703	0,831	0,621
PROMOTION	0,798	0,993	0,857	0,601
PURCHASE DECISION	0,689	0,690	0,865	0,763
SECURITY AND PRIVACY	0,862	0,865	0,906	0,707
WEB DESIGN	0,808	0,809	0,887	0,723

Appendix B (Continued)

Inner VIF Values

	BRAND AMBASSADOR	EASE OF USE	PROMOTION	PURCHASE DECISION	SECURITY AND PRIVACY	WEB DESIGN
BRAND AMBASSADOR				1,280		
EASE OF USE						1,471
PROMOTION				1,870		
PURCHASE DECISION						
SECURITY AND PRIVACY						1,471
WEB DESIGN				1,604		

Outer Loadings

	BRAND AMBASSADOR	EASE OF USE	PROMOTION	PURCHASE DECISION	SECURITY AND PRIVACY	WEB DESIGN
BA1	0,949					
BA2	0,938					
EOU2		0,762				
EOU3		0,825				
EOU4		0,776				
P1			0,892			
P2			0,754			
P3			0,706			
P4			0,736			
PD1				0,867		
PD2				0,880		
SAP1					0,848	
SAP3					0,877	
SAP4					0,825	
SAP5					0,812	
WD1						0,847
WD2						0,850
WD3						0,853

Discriminant Validity

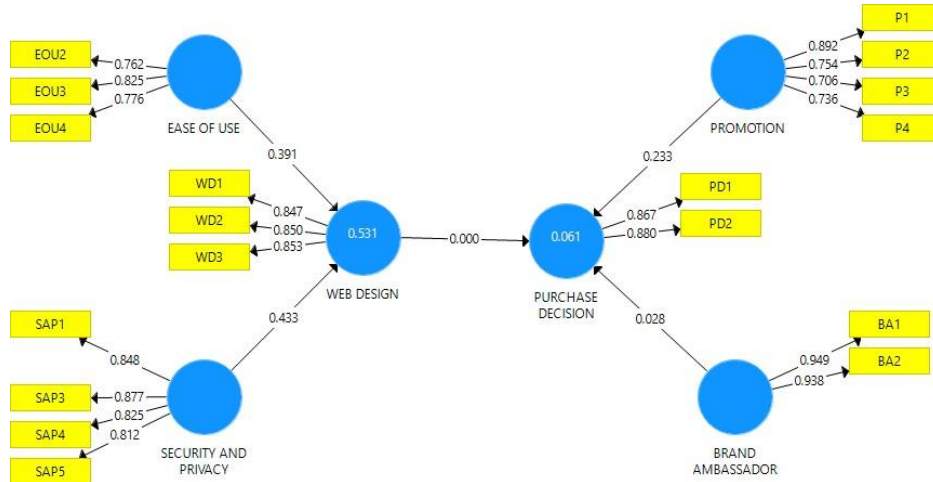
Fornell-Larcker Criterion

	BRAND AMBASSADOR	EASE OF USE	PROMOTION	PURCHASE DECISION	SECURITY AND PRIVACY	WEB DESIGN
BRAND AMBASSADOR	0,944					
EASE OF USE	0,216	0,788				
PROMOTION	0,468	0,506	0,775			
PURCHASE DECISION	0,137	-0,019	0,247	0,873		
SECURITY AND PRIVACY	0,289	0,566	0,583	0,126	0,841	
WEB DESIGN	0,299	0,636	0,614	0,152	0,664	0,850

Hypothesis Testing Results

Hypothesis Development						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Results
BRAND AMBASSADOR -> PURCHASE DECISION	0,028	0,027	0,083	0,233	0,256	Rejected
EASE OF USE -> WEB DESIGN	0,272	0,273	0,073	5,323	0,000	Accepted
PROMOTION -> PURCHASE DECISION	0,162	0,185	0,092	2,539	0,006	Accepted
SECURITY AND PRIVACY -> WEB DESIGN	0,301	0,301	0,072	6,014	0,000	Accepted
WEB DESIGN -> PURCHASE DECISION	0,000	-0,004	0,099	0,005	0,346	Rejected

Appendix B (Continued)




Appendix C. Turn It In

Benaya Eluzai | THESIS 1-5

THE EFFECT OF WEB DESIGN, BRAND AMBASSADOR AND PROMOTION REGARDING CUSTOMER PURCHASING DECISION ON ONLINE MARKETPLAC TOKOPEDA

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