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## APPENDIX A QUESTIONNAIRE

### KUESIONER PENGGUNA DANA DI MEDAN

Lembar kuesioner ini adalah untuk kepentingan penelitian ilmiah thesis dari Mahasiswa Universitas Pelita Harapan Surabaya, Jimmy. Dengan judul Thesis “The Impact of Social Experience towards Customer Purchase Decision in the Social Commerce Context of Instagram”.

#### Instruksi Pengisian Kuesioner

Silahkan pilih salah satu jawaban dibawah ini yang menurut Anda paling sesuai dengan memberikan silang (X)

#### Respondent Identity / Identitas Responden

Jenis Kelamin :

- Male / Pria
- Female / Wanita

Usia :

- 18 – 30 years old / 18 – 30 tahun
- 31 – 40 years old / 31 – 40 tahun
- 41 – 50 years old / 41 – 50 tahun
- 51 – 60 years old / 51 – 60 tahun

Pendidikan Terakhir:

- High School / SMA
- Diploma