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# APPENDICES



## Appendix 1 Questionnaires

Questionnaire link: <https://forms.gle/v6WRBiheBZkc4wDe8>

**The Influence of Customer Review, Promotion, and Brand Image on Purchase Decision Among Generation Z of Import Fashion Clothing Brand Online**

Hi everyone!  
My name is Stefen Bimantara, and I am a final semester student at President University majoring in Management International Business batch 2019. I am currently conducting research for my final assignment entitled "The Influence of Customer Review, Promotion, and Brand Image on Purchase Decision Among Generation Z of Import Fashion Clothing Brand Online". Therefore, I hope for your participation to be able to fill out the questionnaire that I made until the end of the sections and it only takes 5 minutes to complete the questionnaire. Thank you for your kindness in filling out the questionnaire until the end. Have a nice day.

Halo semua!  
Nama saya Stefen Bimantara, dan saya mahasiswa semester akhir di President University jurusan Management International Business angkatan 2019. Saat ini saya sedang melakukan penelitian untuk tugas akhir saya yang berjudul "Pengaruh Ulasan Pelanggan, Promosi, dan Citra Merek Terhadap Keputusan Pembelian Generasi Z pada Merek Pakaian Fashion Impor secara Online". Oleh karena itu, saya mengharapkan partisipasi Anda untuk dapat mengisi kuesioner yang saya buat hingga bagian akhir dan hanya membutuhkan waktu 5 menit untuk menyelesaikan kuesioner tersebut. Terima kasih atas kebaikan Anda dalam mengisi kuesioner hingga akhir. Semoga harimu menyenangkan.

 stefen.bimantara@student.president.ac.id (not shared)   
[Switch account](#)

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**Screening Questions**

Pertanyaan Saringan

Are you Generation Z (Born between 1996 until 2010 or aged between 12-26 in 2022)? \*

Apakah Anda Generasi Z (Lahir antara tahun 1996 hingga 2010 atau berusia antara 12-26 tahun pada tahun 2022)?

Yes / Iya

No (If no, You can stop here, thank you for your participation) / Tidak (Jika tidak, Anda bisa berhenti di sini, terima kasih atas partisipasi Anda)

Have you ever bought import fashion clothing brand online (Brand's website/brand's application/e-commerce) such as Giordano, Burberry, Uniqlo, H&M, Zara, and others? \*

Apakah Anda pernah membeli merek pakaian fashion impor secara online (website brand/aplikasi brand/e-commerce) seperti Giordano, Burberry, Uniqlo, H&M, Zara, dan lain-lain?

Yes / Iya

No (If no, You can stop here, thank you for your participation) / Tidak (Jika tidak, Anda bisa berhenti di sini, terima kasih atas partisipasi Anda)

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**Respondent Profile**

Profil Responden

**Gender \***  
Jenis Kelamin

Male / Laki-laki

Female / Perempuan

**Occupation \***  
Pekerjaan

Student / Pelajar

Employee / Karyawan

Entrepreneur / Pengusaha

Professional / Profesional

Others / Lainnya

**Monthly expenses to buy import fashion clothing brand online. \***  
Pengeluaran bulanan untuk membeli merek pakaian fashion impor secara online.

< Rp. 1,000,000

Rp. 1,000,001 - Rp. 3,000,000

Rp. 3,000,001 - Rp. 5,000,000

> Rp. 5,000,001

**Digital favourite place that you like to buy import fashion clothing brand. \***  
Tempat favorit digital yang Anda sukai untuk membeli merek pakaian fashion impor.

Brand's website / situs merek

Brand's application / aplikasi merek

E-commerce / perdagangan elektronik

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The next session is the questionnaire section. You will fill out a statement with parameters that are measured on a Likert scale of five with a rating scale of 1-5. Each point has a category where 1 is for strongly disagree, 2 is for disagree, 3 is for neutral, 4 is for agree, and 5 is for strongly agree based on your experienced when buying import fashion clothing brand online.

Sesi berikutnya adalah bagian kuesioner. Anda akan mengisi pernyataan dengan parameter yang diukur dengan skala likert lima dengan skala penilaian 1-5. Setiap poin memiliki kategori dimana 1 untuk sangat tidak setuju, 2 untuk tidak setuju, 3 untuk netral, 4 untuk setuju, dan 5 untuk sangat setuju berdasarkan pengalaman Anda saat membeli merek pakaian fashion impor secara online.

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**Online Customer Review**

Ulasan Pelanggan Secara Online

When buying import fashion clothing brand, online customer review is very important on my purchase decision. \*

Saat membeli merek pakaian fashion impor, ulasan pelanggan secara online sangat penting dalam keputusan pembelian saya.

1 2 3 4 5

Strongly Disagree      Strongly Agree

---

When buying import fashion clothing brand, I got so many reviews about the product. \*

Saat membeli merek pakaian fashion impor, saya mendapat banyak review tentang produk tersebut.

1 2 3 4 5

Strongly Disagree      Strongly Agree

---

I will buy import fashion clothing brand by looking at online customer reviews who have already purchased the product online. \*

Saya akan membeli merek pakaian fashion impor dengan melihat ulasan pelanggan online yang telah membeli produk secara online.

1 2 3 4 5

Strongly Disagree      Strongly Agree

---

The more positive customer reviews on import fashion clothing brand, the more interested I am in buying the product. \*

Semakin banyak ulasan pelanggan yang positif tentang merek pakaian fashion impor, semakin saya tertarik untuk membeli produk tersebut.

1 2 3 4 5

Strongly Disagree      Strongly Agree

---

I will look for alternative products if there are negative reviews on import fashion clothing brand. \*

Saya akan mencari produk alternatif jika ada ulasan negatif tentang merek pakaian fashion impor.

1 2 3 4 5

Strongly Disagree      Strongly Agree

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Promotion

Promosi

Import fashion clothing brands that carry out promotions will be preferred. \*

Merek pakaian fashion impor yang melakukan promosi akan diutamakan.

1    2    3    4    5

Strongly Disagree                  Strongly Agree

I am interested in buying import fashion clothing brand when I see the products advertisement. \*

Saya tertarik untuk membeli merek pakaian fashion impor ketika melihat iklan suatu produk.

1    2    3    4    5

Strongly Disagree                  Strongly Agree

I am interested in buying import fashion clothing brand at discounted prices. \*

Saya tertarik membeli merek pakaian fashion impor dengan harga diskon.

1    2    3    4    5

Strongly Disagree                  Strongly Agree

I am interested when an import fashion clothing brand offers vouchers/coupons for product purchases. \*

Saya tertarik ketika sebuah merek pakaian fashion impor menawarkan voucher/kupon untuk pembelian produk.

1    2    3    4    5

Strongly Disagree                  Strongly Agree

I am interested when an import fashion clothing brand offers promotions via notifications on my device. \*

Saya tertarik ketika merek pakaian fashion impor menawarkan promosi melalui notifikasi di perangkat saya.

1    2    3    4    5

Strongly Disagree                  Strongly Agree

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Brand Image

Citra Merek

When buying import fashion clothing brand, I choose the brand that has a good reputation. \*

Saat membeli merek pakaian fashion impor, saya memilih merek yang memiliki reputasi baik.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

When buying import fashion clothing brand, I choose the brand that does the service well. \*

Saat membeli merek pakaian fashion impor, saya memilih merek yang pelayanannya baik.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

When buying import fashion clothing brand, I choose the brand that provides complete and clear information. \*

Saat membeli merek pakaian fashion impor, saya memilih merek yang memberikan informasi lengkap dan jelas.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

When buying import fashion clothing brand, I choose the brand that provides convenience and safety in shopping. \*

Saat membeli merek pakaian fashion impor, saya memilih merek yang memberikan kemudahan dan keamanan dalam berbelanja.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

I usually buy import fashion clothing brand from the brand that many people already know. \*

Saya biasanya membeli merek pakaian fashion impor dari merek yang sudah dikenal banyak orang.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

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**Customer Trust**

Kepercayaan Konsumen

I believe in the information provided by the brand. \*

Saya percaya dengan informasi yang diberikan oleh merek.

1 2 3 4 5

Strongly Disagree      Strongly Agree

I feel that the brand can be relied on in serving me well. \*

Saya merasa merek tersebut dapat diandalkan dalam melayani saya dengan baik.

1 2 3 4 5

Strongly Disagree      Strongly Agree

I believe that brand have the ability to provide quality goods for customers. \*

Saya percaya bahwa merek memiliki kemampuan untuk menyediakan barang yang berkualitas bagi pelanggan.

1 2 3 4 5

Strongly Disagree      Strongly Agree

I believe that brand will not discriminate against customers. \*

Saya percaya bahwa merek tidak akan mendiskriminasi pelanggan.

1 2 3 4 5

Strongly Disagree      Strongly Agree

I trust that brand will take responsibility to handle customer complaint. \*

Saya percaya bahwa merek akan bertanggung jawab untuk menangani keluhan pelanggan.

1 2 3 4 5

Strongly Disagree      Strongly Agree

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Purchase Decision

Keputusan Pembelian

The purchase decision that I take is based on the good brand image. \*

Keputusan pembelian yang saya ambil didasarkan pada citra merek yang baik.

1      2      3      4      5

Strongly Disagree                  Strongly Agree

I will make a purchase decision at the official fashion clothing import brand store online. \*

Saya akan membuat keputusan pembelian di toko resmi merek pakaian fashion impor secara online.

1      2      3      4      5

Strongly Disagree                  Strongly Agree

I will make purchase decision for import fashion clothing brand according to my needs. \*

Saya akan mengambil keputusan pembelian merek pakaian fashion impor sesuai dengan kebutuhan saya.

1      2      3      4      5

Strongly Disagree                  Strongly Agree

I will make a purchase decision at the right time (such as when it's on discount). \*

Saya akan mengambil keputusan pembelian pada saat yang tepat (seperti saat sedang diskon).

1      2      3      4      5

Strongly Disagree                  Strongly Agree

I will make a purchase decision when the brand provides payment method services that make it easy when shopping online. \*

Saya akan mengambil keputusan pembelian saat brand menyediakan layanan metode pembayaran yang memudahkan saat berbelanja secara online.

1      2      3      4      5

Strongly Disagree                  Strongly Agree

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Thank you very much for participating in filling out this questionnaire until the end of the section. Have a nice day

Terima kasih banyak telah berpartisipasi dalam mengisi kuesioner ini hingga bagian akhir. Semoga harimu menyenangkan

OVO number (The 5 lucky respondents will get an OVO balance worth Rp. 30,000/person).  
 Nomor OVO (Bagi 5 responden yang beruntung akan mendapatkan saldo OVO bernilai Rp. 30,000/orang)

Your answer \_\_\_\_\_

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**Appendix 2 Respondent Data**

O	O	O	O	O	P	P	P	P	P	B	B	B	B	B	C	C	C	C	C	P	P	P	P	P
C	C	C	C	C	R	R	R	R	R	R	R	R	R	R	U	U	U	U	U	U	U	U	U	U
R	R	R	R	R	O	O	O	O	O	I	I	I	I	I	T	T	T	T	T	R	R	R	R	R
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### Appendix 3 Full Data Outer Model Framework

