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APPENDIX

Questionnaire Draft – Permana PG

Introduction

Greetings Ladies and Gentlemen,

I am Ariantika Parawangsa Permana PG, a final-year Marketing Management student at President University. I am currently conducting research for my thesis, which is titled “Determinant Factors of Customer Loyalty: Case Study of Netflix Subscription Video-On-Demand Service in Indonesia”.

Please kindly fill out this online questionnaire as it really means a lot to me. The estimated time to fill out this survey is 5-10 minutes. The information gathered on this survey will be kept confidential and only utilized for this research only. I really appreciate your participation and willingness to support me in this research.

May all of you are blessed with good health, good prosperity, and may happiness and peace surround you.

Sincerely,

Permana PG

Salam Hormat Tuan, Nyonya, dan Saudara/i,

Saya Ariantika Parawangsa Permana PG, mahasiswa Manajemen Marketing tingkat akhir di President University. Saat ini saya sedang melakukan penelitian untuk tesis saya yang berjudul “Faktor Penentu Loyalitas Pelanggan: Studi Kasus Layanan Video-On-Demand Berlangganan Netflix di Indonesia”.

Silakan mengisi survei online ini karena akan sangat berarti bagi saya. Estimasi waktu untuk mengisi survei ini adalah 5-10 menit. Informasi yang dikumpulkan dalam survei ini akan dirahasiakan dan hanya digunakan untuk penelitian ini saja. Saya sangat menghargai partisipasi dan kesediaan Anda untuk mendukung saya dalam penelitian ini.

Semoga Anda semua diberkati dengan kesehatan yang baik, kemakmuran yang baik, dan semoga kebahagiaan dan kedamaian mengelilingi Anda.

Salam Hormat Saya,

Permana PG

Screening Questions

Please tick () the answer that you think is appropriate for your current condition.

(Silahkan centang () salah satu jawaban yang menurut Anda sesuai dengan kondisi Anda saat ini.)

No	Question	Answer
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1	Is your age between 18 – 34 years old? <i>(Apakah Anda berada pada rentang usia 18 – 34 tahun?)</i>	a.) Yes (<i>Ya</i>) b.) No (<i>Tidak</i>)
2	Do you renew your Netflix subscription plan regularly? <i>(Apakah Anda memperbarui paket berlangganan Netflix Anda secara teratur?)</i>	a.) Yes (<i>Ya</i>) b.) No (<i>Tidak</i>)

Demographic Profile

Please fill in data about yourself as a respondent in this study by ticking () the appropriate answer to the question below.

(Silahkan isi data tentang diri Anda sebagai responden dalam penelitian ini dengan mencentang () jawaban yang sesuai dengan pertanyaan di bawah ini.)

No	Question	Answer
1	Gender <i>(Jenis kelamin)</i>	a.) Male (<i>Laki-laki</i>) b.) Female (<i>Perempuan</i>)
2	Age <i>(Usia)</i>	a.) 18-24 years old (<i>18-24 tahun</i>) b.) 25-29 years old (<i>25-29 tahun</i>) c.) 30-34 years old (<i>30-34 tahun</i>)
3	Marital Status <i>(Status Pernikahan)</i>	a.) Single (<i>Lajang</i>) b.) Married (<i>Telah Menikah</i>)
4	Occupation	a.) Student (<i>Pelajar</i>) b.) Employee (<i>Pekerja</i>)

	<i>(Pekerjaan)</i>	c.) Entrepreneur (<i>Pengusaha</i>) d.) <i>Other (Lainnya)</i>
5	Latest Educational Degree <i>(Tingkat Pendidikan Terakhir)</i>	a.) Senior High School (<i>Sekolah Menengah Atas</i>) b.) Bachelor's degree (<i>S1</i>) c.) Master's degree (<i>S2</i>) d.) Doctoral Degree (<i>S3</i>)
6	Monthly Expenses <i>(Pengeluaran per bulan)</i>	a.) <Rp.1.000.000 b.) Rp.1.000.000 – Rp.3.000.000 c.) Rp.3.000.001 – Rp.5.000.000 d.) Rp.5.000.001 – Rp.7.000.000 e.) >Rp.7.000.000

Variables

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement (*Nilai Ukur*)

- 1= Strongly disagree (*Sangat tidak setuju*)
- 2= Disagree (*Tidak setuju*)
- 3= Neutral (*Netral*)
- 4= Agree (*Setuju*)
- 5= Strongly agree (*Sangat setuju*)

Pricing Strategy							
No	Indicator	Question	Answer (Likert Scale)				
			1	2	3	4	5
1	Price Competitiveness	Netflix offers a subscription plan that is cheaper than its competitors. <i>(Netflix menawarkan paket berlangganan yang lebih murah daripada pesaingnya.)</i>					
2		To what extent do you agree that the price of Netflix subscription is competitive compared to other streaming services in Indonesia? <i>(Sejauh mana Anda setuju bahwa harga langganan Netflix kompetitif dibandingkan layanan streaming lainnya di Indonesia?)</i>					
3	The suitability of prices with quality	Netflix offers reasonable pricing for subscribers with a broad amount of content which creates value for its subscribers. <i>(Netflix menawarkan harga yang wajar untuk pelanggannya, dengan jumlah konten yang banyak yang memberikan nilai bagi pelanggannya.)</i>					
4	Affordability of prices	The price of Netflix subscription plan is very affordable and reasonable. <i>(Harga paket langganan Netflix sangat terjangkau dan masuk akal.)</i>					
5		How affordable do you find the price of Netflix subscription in Indonesia? <i>(Menurut Anda, seberapa terjangkau harga langganan Netflix di Indonesia?)</i>					
6	Price according to ability of	Netflix subscription plan prices align with the content and services provided.					

	purchasing power	(Harga paket berlangganan Netflix sesuai dengan konten dan layanan yang disediakan.)					
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Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement (Nilai Ukur)

- 1= Strongly disagree (Sangat tidak setuju)
- 2= Disagree (Tidak setuju)
- 3= Neutral (Netral)
- 4= Agree (Setuju)
- 5= Strongly agree (Sangat setuju)

Habitual Behavior							
No	Indicator	Question	Answer (Likert Scale)				
			1	2	3	4	5
1	Efficiency	Netflix's content library includes television shows, documentaries, and feature films covering a wide range of genres and languages. (Kumpulan konten Netflix mencakup serial televisi, dokumenter, dan film layar lebar yang mencakup berbagai genre dan bahasa.)					
2	Inevitability	Netflix offers ease of access, with multiple content to choose from. (Netflix menawarkan kemudahan akses, dengan banyak konten yang bisa dipilih.)					

3		To what extent do you agree that watching Netflix has become an inevitable part of your daily routine? <i>(Sejauh mana Anda setuju bahwa menonton Netflix telah menjadi bagian tak terhindarkan dari rutinitas harian Anda?)</i>					
4	Habitual behavior is not intentional	Netflix's broad amount of content library has given a rise to a growing trend of "binge-watching" – the consumption of multiple episodes of a show in one sitting. <i>(Pustaka konten Netflix dalam jumlah besar telah meningkatkan tren "binge-watching" – dimana pemirsa mengkonsumsi beberapa episode acara sekaligus.)</i>					
5	Habitual behavior is	With more episodes and series available to watch on Netflix, viewers are unknowingly bound to keep watching another. <i>(Dengan begitu banyaknya episode dan serial yang tersedia untuk ditonton di Netflix, pemirsa tanpa sadar terikat untuk terus menonton yang lain.)</i>					
6	unconscious	To what extent do you agree that your decision to watch Netflix is often unconscious and automatic? <i>(Sejauh mana Anda setuju bahwa keputusan Anda untuk menonton Netflix seringkali tidak disadari dan otomatis?)</i>					

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement (*Nilai Ukur*)

- 1= Strongly disagree (*Sangat tidak setuju*)
- 2= Disagree (*Tidak setuju*)
- 3= Neutral (*Netral*)
- 4= Agree (*Setuju*)
- 5= Strongly agree (*Sangat setuju*)

Customer Satisfaction							
No	Indicator	Question	Answer (Likert Scale)				
			1	2	3	4	5
1	Empathy	<p>Netflix offers a unique algorithm for the viewers to suggest what to watch based on their previously viewed content.</p> <p><i>(Netflix menawarkan algoritma unik bagi pemirsa yang dapat menyarankan apa yang bisa ditonton berdasarkan konten yang mereka tonton sebelumnya.)</i></p>					
2	Assurance	<p>Netflix offers quality content productions throughout its releases.</p> <p><i>(Netflix menawarkan konten berkualitas di setiap perilisannya.)</i></p>					
3	Tangibles	<p>Netflix offers user-friendly interactions within its platform, making it easy for viewers to enjoy the content provided.</p> <p><i>(Netflix menawarkan interaksi yang ramah bagi pengguna dalam platformnya, sehingga memudahkan pemirsa untuk menikmati konten yang disediakan.)</i></p>					

4		To what extent do you agree that Netflix provides a user-friendly interface that is easy to navigate? <i>(Sejauh mana Anda setuju bahwa Netflix menyediakan interface ramah pengguna yang mudah dinavigasi?)</i>					
5	Loyalty	Netflix is able to provide content quality and streaming services that fulfil customers' expectations. <i>(Netflix mampu memberikan konten berkualitas dan layanan streaming yang memenuhi ekspektasi pelanggan.)</i>					
6		How likely are you to recommend Netflix to a friend or colleague? <i>(Seberapa besar kemungkinan Anda merekomendasikan Netflix kepada teman atau kolega?)</i>					

Please choose the right answer by selecting (●) the answer in accordance with your preference on a scale of 1 to 5.

(Pilihlah jawaban yang paling tepat dengan memilih (●) jawaban yang sesuai dengan preferensi Anda dari skala 1 sampai 5.)

Measurement (*Nilai Ukur*)

- 1= Strongly disagree (*Sangat tidak setuju*)
- 2= Disagree (*Tidak setuju*)
- 3= Neutral (*Netral*)
- 4= Agree (*Setuju*)
- 5= Strongly agree (*Sangat setuju*)

Customer Loyalty							
No	Indicator	Question	Answer (Likert Scale)				
			1	2	3	4	5
1	Cognitive loyalty	The user-friendly Netflix platform is able to generate a brand superiority view compared to the competitors. <i>(Platform Netflix yang ramah pengguna mampu menghasilkan tampilan keunggulan merek dibandingkan kompetitor.)</i>					
2	Affective loyalty	Netflix offers content that builds attachment to customers and produces feelings towards the content. <i>(Netflix menawarkan konten yang membangun keterikatan pada pelanggan dan menimbulkan perasaan terhadap konten tersebut.)</i>					
3		To what extent do you agree that you have a strong emotional connection to Netflix? <i>(Sejauh mana Anda setuju bahwa Anda memiliki hubungan emosional yang kuat dengan Netflix?)</i>					
4	Conative Loyalty	Interesting quality content from Netflix that is intriguing, encourages people to share and have emotions towards the content itself. <i>(Konten berkualitas Netflix yang menarik, dan menggelitik, mendorong orang untuk saling berbagi dan menimbulkan emosi terhadap konten itu sendiri.)</i>					
5		To what extent do you agree that you recommend Netflix to your friends and family? <i>(Sejauh mana Anda setuju untuk merekomendasikan Netflix kepada teman dan keluarga Anda?)</i>					

6	Behavioral Loyalty	<p>With loads of content available on the Netflix library, customers are willing to renew their subscriptions to continue what they were watching.</p> <p><i>(Dengan banyaknya konten yang tersedia di pustaka Netflix, pelanggan bersedia memperbarui langganannya mereka untuk melanjutkan apa yang mereka tonton.)</i></p>					
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Closing Statement

Thank you for filling out the survey, I really appreciate your effort and time to participate in filling out this survey. Your participation will help me in completing my final thesis. Once again, I wish you all the best.

Sincerely,

Permana PG

(Terima kasih telah mengisi survei ini, saya sangat menghargai usaha dan waktu Anda untuk berpartisipasi dalam mengisi survei ini. Partisipasi Anda akan membantu saya dalam menyelesaikan tugas akhir saya. Sekali lagi, saya berharap yang terbaik untuk Anda.)

Salam Hormat Saya,

Permana PG)