

QUESTIONNAIRE

My name is Edwin Sanjaya, a student of Master of Management Soegijapranata Unika Semarang. I am doing a research entitled "A STUDY OF THE INFLUENCING FACTORS ON REPURCHASE INTENTION IN AN OMNI-CHANNEL SERVICE.THE CASE OF GOJEK IN INDONESIA". I'm doing this research in order to fulfill my final project / thesis to complete my studies. Please ladies and gentlemen, to be able to fill out the questionnaire that I have distributed. I fully guarantee the confidentiality of the data of the research subject only for this research. Thank you for your time and willingness.

Sincerely,

Edwin Sanjaya.

General Description

Informasi Umum

1. Apakah Jenis Kelamin Anda? *

Tandai satu oval saja.

- Laki Laki
 Perempuan

4. Sudah berapa lama anda memakai aplikasi Gojek? *

Tandai satu oval saja.

- <3bulan
 3-6 bulan
 6-12 bulan
 1-1.5 tahun
 >1.5 tahun

2. Berapakah umur Anda? *

Tandai satu oval saja.

- < 18 tahun
 18-24 tahun
 25-31 tahun
 32-38 tahun
 >38 tahun

5. Berapa kali anda memakai aplikasi Gojek dalam 1 bulan? *

Tandai satu oval saja.

- <5 kali
 5-10 kali
 11-15 kali
 16-20 kali
 >20 kali

3. Apakah status pekerjaan anda sekarang? *

Tandai satu oval saja.

- Mahasiswa
 Pengusaha
 Pengajar
 Karyawan Perusahaan
 Lain-lain

Instructions for filling out the questionnaire: Put a sign (√) in the column of the selected answer. Answer description: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree 5 = Strongly agree

HEDONIC	1	2	3	4	5
It is enjoyable to order thru Gojek apps.					
It is rewarding to order thru Gojek apps.					
It is fun to order thru Gojek apps.					

UTILITARIAN	1	2	3	4	5
Is it easy to order thru Gojek apps?					
It is convenient to order thru Gojek apps.					
Is it price saving to order thru Gojek apps?					

HABIT	1	2	3	4	5
Ordering order thru Gojek apps is something I do frequent.					
Ordering order thru Gojek apps is nature to me.					
Ordering order thru Gojek apps is something I do without thinking.					

ALTRUISM	1	2	3	4	5
It feels good to help driver by ordering thru Gojek apps.					
Ordering thru Gojek apps and give the driver a job gives me pleasure.					
I enjoy helping driver to get a job by ordering thru Gojek apps.					

TIME SAVING	1	2	3	4	5
Save time to order thru Gojek apps.					
No time and space limitation while order thru Gojek apps.					

<i>SOCIAL</i>	1	2	3	4	5
I order Gojek to relieve boredom by calling people.					
I order Gojek to gossip or chat.					
I order Gojek to enjoy the pleasure of talking to people.					
I order Gojek to pass time.					
I order Gojek to relax me.					

<i>SATISFACTION</i>	1	2	3	4	5
I feel good regarding my decision to using services from Gojek.					
I think using services from Gojek is a good idea.					
I am satisfied with the experience of using services from Gojek.					
I am happy with the service I receive from the Gojek.					
I am delighted with the service I receive from the Gojek.					

<i>TRUST</i>	1	2	3	4	5
Gojek is trustworthy.					
Gojek is known as an application that keeps promises and is committed to customers.					
Gojek always remembers the interests of members.					

<i>REPURCHASE INTENTION</i>	1	2	3	4	5
I will participate to using Gojek services again in the near future.					
I will Likely to using Gojek services again in the near future.					
I will Expect to using Gojek services again in the near future.					

ATTACHMENT



2.7% PLAGIARISM
APPROXIMATELY

Report #11751044

INVESTIGATION OF THE INFLUENCING FACTORS ON REPURCHASE ACTIVITIES
IN AN OMNICHANNEL SERVICE. THE CASE OF GOJEK IN INDONESIA. BAB I.

PENDAHULUAN 1.1 Latar Belakang Perkembangan teknologi saat ini telah banyak memberi pengaruh terhadap cara perilaku manusia. Salah satu teknologi yang sangat berpengaruh adalah adanya internet. Internet telah memberikan banyak kemudahan untuk manusia, hampir semua kegiatan yang dulunya hanya dapat dilakukan secara konvensional saat ini dapat dilakukan secara online dengan mudah. Salah satu kegiatan yang sering dilakukan dengan menggunakan internet adalah kegiatan jual beli online yang dapat dilakukan di beberapa marketplace yang ada. Kegiatan jual beli online bukan hanya mengenai suatu produk, tetapi juga bisa berkaitan dengan jasa. Saat ini para penyedia aplikasi berlomba-lomba untuk menciptakan suatu perusahaan atau perangkat aplikasi sebaik mungkin dikarenakan banyaknya perusahaan yang bergerak di bidang digital ini, banyak pula perusahaan yang gulung tikar karena kurang bisa bersaing dengan perusahaan lain. Beberapa perusahaan saat ini mulai menggunakan konsep omnichannel dalam membangun bisnis mereka. Omnichannel adalah sebuah konsep bisnis dimana menggabungkan online channel dengan offline channel dan memiliki sistem yang saling berkaitan atau

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AUTHOR
STUDIO PEMBELAJARAN DIGITA

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