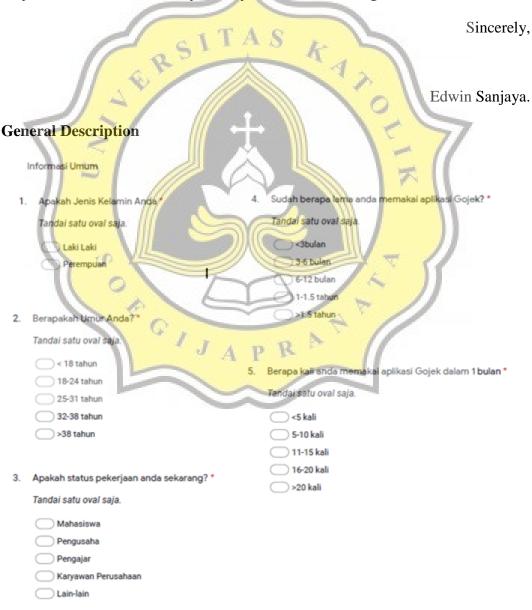
QUESTIONNAIRE

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 OMNICHANNEL 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.



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

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I order Gojek to relieve boredom		
1 order dojek to refleve 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.		
		,
SATISFACTION 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.	1	
I am happy with the service I	M	
receive from the Gojek.	11	
I am delighted with the service I		
receive from the Gojek.	7/	
TRUST 2 3	4	5
Gojek is trustworthy.	11	
Gojek is known as an application	11	
that keeps promises and is	11	
committed to customers.		
Gojek always remembers the	11	
interests of members.	11	
	//	
REPURCHASE INTENTION 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





Report #11751044

INVESTIGATION OF THE INFLUENCING FACTORS ON REPURCHASE ACTIVITIES. IN AN OMNICHANNEL SERVICE, THE CASE OF GOJEK IN INDONESIA. BABIL PENDAHULUAN1.1 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 saatini 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. Saatini 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

20% 17% 相似度指数 網際網絡未源	10%	13% 學生文稱	
主要來源			
eudl.eu 網際網絡來源		9	1%
2 Submitted to School of Management ITB	Business and		1%
3. Submitted to Segi Unix	versity College	127	1%
4 Submitted to President	University) × ((1%
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