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# APPENDIX

**APPENDIX 1  
QUESTIONNAIRE**

**RESEARCH QUESTIONNAIRE**

Dear :

Responder On-Site

Yours Faithfully,

In connection with the preparation of the thesis at the Department of Management, Faculty of Economics and Business, Hasanuddin University, entitled "The Effect of Social Media Marketing on Consumer Purchase Decisions at Aehara.id Online Shop Makassar"

Laras Shinta Jayendra Dewi requests your willingness to fill out the questionnaire that I submitted according to your experience with the Aehara.id Makassar Online Shop. Confidentiality of respondent data is the responsibility of the researcher and is confidential.

Thank you for your participation in filling out this list of questions or questionnaires.

Researcher,

**Laras Shinta Jayendra Dewi**

**Identitas Responden**

1. Email :

2. Instagram User :

3. Gender :

4. Age :

5. Social Media that you use the most :

Facebook       Instagram       Twitter       Lainnya

6. Do you often shop online?

Yes       No

7. Do you know Makassar *Online Shop Aehara.id*?

Yes       No

8. Do you *follow* instagram account @Aehara.id?

Yes.       No

**INSTRUCTION:**

Choose one of the answers from the statements below according to your experience at Online Shop Aehara.id Makassar by giving a check mark (√) in the column provided with alternative answer:

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju TS : Tidak Setuju

STS : Sangat Tidak Setuju

## Social media marketing

### 1. Interaction

No.	Questions	SS	S	KS	TS	STS
1.	Instagram makes it easy to share information with customers					
2.	Instagram as a place for transactions					
3.	Instagram makes it easy for potential buyers to get information					

### 2. Credibility

No	Questions	SS	S	KS	TS	STS
1.	I can clearly understand the information conveyed through Aehara.id's official Instagram account.					
2.	I am more confident with the product promotions offered through the official Instagram Aehara.id account					
3.	Aehara.id provides a detailed explanation through the official Instagram Aehara.id account					

### 3. Share Conten

No.	Questions	SS	S	KS	TS	STS
1.	Posting videos and product photos on Instagram makes us interested in buying					
2.	Videos and photos are shared according to the state of the product					
3.	the videos and photos that are shared are very easy to understand and attract attention					

#### 4. Trend

No.	Questions	SS	S	KS	TS	STS
1.	The products offered by aehara.id follow the times					
2.	Aehara.id has products that are comfortable to use					
3.	Aehara.id provides prices according to the products provided					

#### 5. Questions

No.	Questions	SS	S	KS	TS	STS
1.	The advertisement provided is very interesting					
2.	Instagram makes it easy for us to see the latest product advertisements					
3.	The advertisements provided make it easier for us to see product details					

According to Kotler and Keller (2009) purchasing decisions have the following indicators:

1. Purpose of Buying Products. The choice of products or services is the reason why consumers choose products or services to meet their needs. Products or services that can be implanting their image well in the minds of consumers will be the main consideration when consumers make purchase choices.

No.	Questions	SS	S	KS	TS	STS
1.	I made purchases at Aehara.id because it suits my needs.					
2.	I decided to buy products at Aehara.id because they match the brand that I use.					
3.	I decided to buy a product at Aehara.id because it matched the model I was using.					

2. Information Processing to Obtain Mark Selection. Brand selection is how a brand positions itself in the minds of consumers which includes the unique brand image of a product or service.

No.	Questions	SS	S	KS	TS	STS
1.	I chose Aehara.id because it has its own design					
2.	I chose Aehara.id because the product is different from the others					
3.	I chose Aehara.id because of the satisfying service.					

3. The timing is right. Time is one of the most important elements for consumers to buy a product or service. Manufacturers must know well the right time for consumers to make purchases in order to increase sales.

No.	Questions	SS	S	KS	TS	STS
1.	Aehara.id provides promos on certain days					
2.	Aehara.id provides operational hours for transactions					
3.	Aehara.id releases the latest new models every season					

4. Selection of payment methods. Consumers must make choices about the method or method of payment for the product purchased. Producers must know how to make payments by consumers to decide to increase sales through a pricing strategy.

No.	Questions	SS	S	KS	TS	STS
1.	Prices are in accordance with the quality that Aehara.id has					
2.	Aehara.id makes transactions easy by transfer or ovo					
3.	Aehara.id also serves cod to facilitate transactions					



**APPENDIX 2**  
**SPSS DATA PROCESSING RESULTS**

**Results of Data Processing Using SPSS Software**

**Appendix 1: Descriptive Statistical Test Results**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing	393	1,000	5,000	4,29092	,611447
Purchase Decision	393	1,000	5,000	4,21417	,680815
Valid N (listwise)	393				

**Appendix 2: Social Media Marketing Variable Validity Test Output**

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	59,00	97,931	,822	,964
X2	59,20	98,579	,728	,966
X3	59,27	98,961	,729	,966
X4	59,07	99,375	,787	,964
X5	59,13	99,085	,783	,965
X6	59,10	99,266	,852	,963
X7	59,17	99,109	,793	,964
X8	59,20	97,407	,871	,963
X9	59,03	98,861	,859	,963
X10	59,23	98,185	,797	,964
X11	59,13	99,913	,773	,965
X12	59,23	98,116	,801	,964
X13	59,17	99,799	,793	,964
X14	59,00	101,310	,735	,965
X15	59,20	96,855	,864	,963