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APPENDIX

Appendix 1

BIOGRAPHY

Personal Identity

Full Name	: Nur Zhabyla Ifthytah Maharanie Putri Fahd
Place, Date of Birth	: Makassar, April 6th 2002
Gender	: Female
Address	: Skarda N. 9 Residence No. 9 Makassar
E-mail:	: nrzblhii@gmail.com

Educational Background

- 2008-2014 : SDN MANGKURA II
- 2014-2017 : SMP Negeri 3 Makassar
- 2017-2020 : SMK Telkom Makassar

Training and Courses

- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- Humber Global Summer School : Social Entrepreneurship: People, Profit and The Planet (2023)

Appendix 2

RESEARCH QUESTIONAIRE

"THE INFLUENCE OF MARKETING 5.0 ON HOTEL ROOM PURCHASE DECISIONS THROUGH TRAVELOKA"

Respectfully,

Introducing me Nur Zhabyla Ifthytah M.P.F Student of FEB Hasanuddin University. Requesting your willingness to fill out the questionnaire that I submitted. Completing this questionnaire aims to develop science and is only used for the purposes of this thesis research. The researcher guarantees the confidentiality of your personal identity and the answers you have given. For that I hope that all questions are answered honestly. I as a researcher would like to thank you for your willingness and cooperation in taking the time to fill out this questionnaire.

Respondent Identity

Name :

Give a check mark (√) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

1. Gender

   a. Female ☐

   b. Male ☐

II. LIst of Question

Give a check mark (√) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

Information:

SA = Strongly Agree

A = Agree

N = Neutral

D = Disagree

SD = Strongly Disagree

1. Convenience (X1**)**

Num.	**List of Question**	SA	S	N	D	SD
1.	Consumers can easily navigate and use Traveloka's digital platform features without experiencing difficulty.					
2.	The purchasing process is easy, from selecting the type of room to completing the payment, without any significant obstacles.					
3.	Consumers can easily access the information they need regarding the room types offered, such as room type descriptions, prices, and customer reviews.					

4	Traveloka's digital platform responds quickly to actions or requests made by consumers, such as filling out forms or contacting customer service.					

2. Trust (X2)

Num.	List of Question	SA	S	N	D	SD
1.	Brand reputation in the eyes of consumers can be measured through reviews, testimonials, or online ratings.					
2.	The transaction process conducted by consumers, including their personal and financial data, is safe and secure.					
3.	Traveloka upholds integrity and ethics in its business practices, which can be reflected in its privacy policy, honesty in promotions, and consistency in fulfilling promises to consumers.					
4.	Traveloka responds to issues or complaints raised by consumers and takes action to resolve the situation quickly and effectively.					

3. Security (X3)

Num.	List of Question	SA	S	N	D	SD
1.	There is a clear and transparent privacy policy that explains how user data is collected, used and protected by the company.					
	here is security code technology to rotect users sensitive information when it					

	is stored or sent through the digital platform.					
3.	The high availability and performance level of the platform, as well as its reliability in conducting online transactions without significant interruptions or failures.					

4. Purchasing Decision (Y)

Num.	**List of Question**	SA	S	N	D	SD
1.	There is a percentage of visitors to the Traveloka digital platform who make purchases.					
2.	The duration of time required for consumers to make a purchase decision is quite short.					
3.	Consumers often return to make repeat purchases or purchase additional services.					
4.	I feel that the average value of purchases made by consumers in each transaction can indicate the level of customer satisfaction and loyalty.					

Appendix 3

DATA TABULATION

Respondents Answers Regarding Convenience

Respondent	X1.1	X1.2	X1.3	X1.4	Total X1
1	4	4	4	4	16
2	4	4	4	4	16
3	4	4	4	4	16
4	4	4	5	2	15
5	5	5	5	5	20
6	3	3	3	3	12
7	3	3	3	3	12
8	5	5	5	5	20
9	3	3	3	3	12
10	5	5	5	5	20
11	4	4	4	4	16
12	5	5	5	4	19
13	3	3	4	3	13
14	4	5	4	5	18
15	4	4	4	4	16
16	4	4	2	2	12
17	3	3	3	3	12
18	3	3	3	3	12
19	3	3	3	3	12
20	5	5	5	5	20
21	4	4	4	4	16
22	4	4	4	4	16
23	5	5	5	5	20
[illegible]	3	3	3	3	12

25	3	3	3	3	12
26	4	4	4	4	16
27	3	3	3	5	14
28	4	4	4	4	16
29	5	5	5	5	20
30	3	3	3	3	12
31	5	5	5	5	20
32	2	5	3	2	12
33	5	5	5	2	17
34	4	4	4	4	16
35	2	2	4	2	10
36	5	2	5	5	17
37	4	4	4	4	16
38	4	4	4	4	16
39	4	4	4	4	16
40	4	3	2	5	14
41	4	4	4	4	16
42	3	3	3	3	12
43	4	4	4	4	16
44	4	5	5	3	17
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	4	4	16
48	3	3	3	3	12
49	4	4	4	4	16
50	3	3	3	3	12
51	4	4	4	4	16
[illegible]	5	5	5	5	20
[illegible]	3	3	3	3	12

54	4	4	4	4	16
55	5	5	5	5	20
56	5	5	5	5	20
57	3	3	3	3	12
58	2	2	3	5	12
59	5	5	5	5	20
60	3	3	3	3	12
61	3	3	3	3	12
62	4	4	4	4	16
63	4	4	4	4	16
64	5	5	5	5	20
65	4	4	4	4	16
66	3	3	3	3	12
67	4	3	5	5	17
68	4	4	4	4	16
69	5	5	5	5	20
70	2	3	2	3	10
71	5	5	3	4	17
72	3	4	2	2	11
73	2	5	2	4	13
74	5	5	5	5	20
75	4	4	4	4	16
76	3	3	3	3	12
77	3	3	3	3	12
78	5	3	5	4	17
79	5	5	5	5	20
80	4	4	4	4	16
	5	5	5	5	20
	3	3	4	4	14

83	5	5	2	2	14
84	5	5	5	5	20
85	5	5	5	5	20
86	4	5	4	3	16
87	4	4	4	4	16
88	5	5	5	5	20
89	2	5	5	4	16
90	4	4	4	4	16
91	3	3	3	3	12
92	4	4	3	3	14
93	4	4	5	5	18
94	3	3	3	3	12
95	5	5	5	5	20
96	5	3	5	2	15
97	2	5	4	4	15
98	4	4	4	4	16
99	5	5	4	5	19
100	5	3	5	2	15
101	5	5	5	5	20
102	5	5	5	5	20
103	5	5	5	5	20
104	4	4	4	4	16
105	3	3	3	3	12
106	3	3	3	3	12
107	5	5	5	5	20
108	3	3	3	3	12
109	5	5	5	5	20
[illegible]	5	5	4	4	18
[illegible]	5	5	5	5	20

112	5	5	5	5	20
113	4	3	3	3	13
114	3	3	2	4	12
115	4	4	4	4	16
116	3	3	3	3	12
117	3	3	3	3	12
118	2	5	2	5	14
119	4	5	4	5	18
120	5	5	5	5	20

Respondents Answers Regarding Trust

Respondent	X2.1	X2.2	X2.3	X2.4	Total X2
1	5	3	2	3	13
2	2	2	2	2	8
3	4	4	4	4	16
4	2	3	2	4	11
5	4	5	2	5	16
6	2	2	2	2	8
7	4	4	4	4	16
8	4	4	4	4	16
9	4	4	4	4	16
10	3	3	3	3	12
11	5	4	3	4	16
12	3	4	4	3	14
13	3	3	3	3	12
14	2	2	2	2	8

15	5	4	2	3	14
16	4	3	4	3	14
17	2	5	2	5	14
18	3	4	2	5	14
19	2	2	2	2	8
20	3	3	3	3	12
21	4	4	4	4	16
22	3	3	3	3	12
23	4	4	4	4	16
24	2	2	2	2	8
25	2	3	3	3	11
26	3	3	3	3	12
27	4	4	4	4	16
28	5	2	2	5	14
29	2	5	5	5	17
30	2	4	5	3	14
31	2	5	5	3	15
32	4	4	4	5	17
33	3	3	3	3	12
34	5	3	3	4	15
35	2	2	2	2	8
36	2	2	2	2	8
37	3	3	3	3	12
38	4	4	4	4	16
39	3	3	3	3	12
40	2	4	3	5	14
1	3	3	5	2	13

42	5	2	2	2	11
43	5	2	4	5	16
44	4	2	3	2	11
45	4	4	5	3	16
46	5	4	2	3	14
47	4	4	4	4	16
48	3	3	3	3	12
49	3	3	3	3	12
50	3	3	3	3	12
51	5	2	4	5	16
52	2	2	2	2	8
53	3	3	3	3	12
54	2	2	2	2	8
55	3	3	3	3	12
56	3	3	3	3	12
57	2	2	5	5	14
58	3	3	3	3	12
59	2	2	2	2	8
60	5	5	5	5	20
61	2	2	2	2	8
62	2	2	2	2	8
63	2	2	2	2	8
64	2	2	2	2	8
65	3	3	3	3	12
66	3	3	3	3	12
67	4	4	4	4	16
8	3	3	3	3	12

69	3	3	3	3	12
70	2	2	2	2	8
71	3	3	3	3	12
72	2	2	2	2	8
73	2	2	2	2	8
74	2	2	2	2	8
75	4	4	4	4	16
76	4	4	4	4	16
77	3	3	3	3	12
78	5	5	5	5	20
79	2	2	2	2	8
80	2	2	2	2	8
81	3	3	3	3	12
82	3	3	3	3	12
83	3	3	3	3	12
84	2	5	5	2	14
85	2	2	2	2	8
86	4	4	4	4	16
87	3	3	3	3	12
88	4	4	4	4	16
89	2	2	2	2	8
90	2	2	2	2	8
91	4	4	4	4	16
92	2	2	2	2	8
93	3	3	3	3	12
94	2	2	2	2	8
5	4	4	4	4	16

96	3	3	3	3	12
97	3	3	3	3	12
98	4	4	4	4	16
99	3	3	3	3	12
100	3	3	3	3	12
101	2	2	2	2	8
102	3	3	3	3	12
103	4	4	4	4	16
104	2	2	2	2	8
105	3	3	3	3	12
106	2	2	2	2	8
107	3	3	3	3	12
108	3	3	3	3	12
109	3	3	3	3	12
110	3	3	3	3	12
111	4	4	4	4	16
112	5	5	5	5	20
113	3	3	3	3	12
114	2	2	2	2	8
115	3	3	3	3	12
116	5	5	5	5	20
117	2	2	2	2	8
118	3	3	3	3	12
119	2	2	2	2	8
120	4	4	4	4	16

Respondents Answers Regarding Security

Respondent	X3.1	X3.2	X3.3	Total X3
1	2	2	2	6
2	4	4	4	12
3	3	3	3	9
4	4	5	4	13
5	2	4	5	11
6	3	3	3	9
7	5	3	5	13
8	2	2	2	6
9	5	5	5	15
10	5	5	5	15
11	3	5	3	11
12	2	2	2	6
13	5	5	5	15
14	4	4	4	12
15	2	2	2	6
16	2	5	2	9
17	5	5	2	12
18	2	3	3	8
19	2	3	3	8
20	4	5	2	11
21	4	2	3	9
22	3	5	3	11
23	3	4	2	9
24	2	4	5	11
25	3	3	3	9

26	3	3	3	9
27	3	3	3	9
28	3	4	2	9
29	3	4	4	11
30	2	2	2	6
31	3	3	3	9
32	4	4	4	12
33	5	4	3	12
34	4	4	4	12
35	4	4	4	12
36	4	4	4	12
37	2	2	2	6
38	3	3	3	9
39	2	2	2	6
40	3	3	3	9
41	2	2	2	6
42	3	3	3	9
43	2	5	5	12
44	4	4	4	12
45	3	3	3	9
46	3	3	3	9
47	3	3	3	9
48	3	3	3	9
49	3	3	3	9
50	3	3	4	10
51	5	5	5	15
2	4	4	4	12

53	2	2	2	6
54	3	3	3	9
55	4	4	3	11
56	3	3	3	9
57	3	3	3	9
58	3	3	3	9
59	4	4	4	12
60	3	3	3	9
61	3	3	3	9
62	4	5	3	12
63	4	4	4	12
64	2	2	2	6
65	5	5	5	15
66	3	3	3	9
67	5	5	5	15
68	3	3	3	9
69	3	3	3	9
70	4	4	4	12
71	5	4	4	13
72	3	3	3	9
73	4	4	4	12
74	4	3	3	10
75	5	5	5	15
76	5	5	5	15
77	4	4	4	12
78	3	3	3	9
9	3	3	3	9

80	4	4	4	12
81	3	3	3	9
82	3	2	3	8
83	2	3	2	7
84	2	2	2	6
85	3	3	3	9
86	3	3	3	9
87	3	3	3	9
88	4	4	4	12
89	3	3	3	9
90	4	4	4	12
91	4	5	2	11
92	3	3	3	9
93	2	2	2	6
94	4	4	4	12
95	4	4	4	12
96	3	3	3	9
97	4	4	4	12
98	3	3	3	9
99	3	3	3	9
100	4	5	4	13
101	4	4	4	12
102	3	3	3	9
103	4	5	2	11
104	3	3	3	9
105	4	4	4	12
106	5	2	4	11

107	3	3	3	9
108	2	2	2	6
109	3	3	3	9
110	3	3	3	9
111	2	2	2	6
112	3	3	3	9
113	4	4	4	12
114	3	3	3	9
115	4	3	3	10
116	4	5	5	14
117	2	2	2	6
118	3	3	3	9
119	3	3	3	9
120	3	3	3	9

Respondents Answers Regarding Purchase Decision

Respondent	Y.1	Y.2	Y.3	Y.4	Total Y
1	4	4	4	4	16
2	2	2	2	2	8
3	3	3	3	3	12
4	4	5	5	3	17
5	4	3	3	3	13
6	3	3	3	3	12
7	3	3	3	3	12
8	5	5	5	5	20
9	3	3	3	3	12
0	5	5	5	5	20
1	4	4	4	4	16

12	3	3	4	3	13
13	2	3	4	4	13
14	5	5	5	5	20
15	4	4	4	4	16
16	3	5	4	5	17
17	3	3	3	3	12
18	4	2	3	3	12
19	3	3	3	3	12
20	4	4	5	2	15
21	4	4	4	4	16
22	4	4	4	4	16
23	5	5	5	5	20
24	3	3	3	3	12
25	2	4	2	2	10
26	4	4	4	4	16
27	3	3	4	4	14
28	4	4	4	4	16
29	5	5	5	5	20
30	3	3	3	3	12
31	5	5	5	5	20
32	4	2	5	5	16
33	3	3	3	3	12
34	4	4	4	4	16
35	3	5	3	4	15
36	5	5	5	5	20
37	4	4	4	4	16
8	4	4	4	4	16

39	4	4	4	4	16
40	4	5	3	5	17
41	4	4	4	4	16
42	3	3	3	3	12
43	2	2	2	4	10
44	4	3	3	2	12
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	5	3	16
48	3	3	3	3	12
49	4	4	4	4	16
50	3	3	3	3	12
51	4	4	4	4	16
52	2	4	4	2	12
53	3	3	3	3	12
54	4	4	4	4	16
55	5	5	5	5	20
56	5	5	5	5	20
57	3	3	3	3	12
58	2	5	2	2	11
59	4	5	5	2	16
60	3	3	3	3	12
61	4	5	5	3	17
62	4	4	4	4	16
63	4	4	4	4	16
64	5	5	5	5	20
5	4	4	4	4	16

66	3	3	3	3	12
67	3	3	2	2	10
68	4	4	4	4	16
69	5	5	5	5	20
70	5	2	5	2	14
71	5	4	3	2	14
72	5	4	3	2	14
73	3	4	2	3	12
74	5	5	5	5	20
75	4	2	3	2	11
76	3	3	3	3	12
77	3	3	3	3	12
78	3	3	3	3	12
79	4	4	4	4	16
80	4	4	4	4	16
81	5	2	2	3	12
82	2	4	4	5	15
83	2	3	4	3	12
84	3	4	3	4	14
85	5	5	5	5	20
86	4	4	5	4	17
87	4	4	4	4	16
88	4	5	3	2	14
89	5	2	2	2	11
90	4	4	3	3	14
91	5	3	2	2	12
2	4	2	5	2	13

93	2	5	3	3	13
94	3	3	3	3	12
95	5	5	5	5	20
96	4	4	4	4	16
97	4	5	4	3	16
98	4	4	4	4	16
99	2	2	3	5	12
100	5	4	3	2	14
101	3	4	4	3	14
102	3	3	5	2	13
103	5	5	5	5	20
104	4	4	4	4	16
105	3	3	3	3	12
106	3	3	3	3	12
107	5	5	5	5	20
108	4	4	5	5	18
109	3	4	2	5	14
110	2	2	4	4	12
111	5	4	4	4	17
112	5	5	5	5	20
113	4	2	4	4	14
114	2	5	4	5	16
115	4	4	4	4	16
116	3	3	3	3	12
117	3	3	3	3	12
118	2	3	2	3	10
119	4	4	5	3	16

120	4	3	4	2	13

Appendix 4

Validity Test Convenience (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL.X1
X1.1	Pearson Correlation	1	.614**	.743**	.537**	.867**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000
	N	120	120	120	120	120
X1.2	Pearson Correlation	.614**	1	.557**	.550**	.810**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000
	N	120	120	120	120	120
X1.3	Pearson Correlation	.743**	.557**	1	.571**	.862**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000
	N	120	120	120	120	120
X1.4	Pearson Correlation	.537**	.550**	.571**	1	.800**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000
	N	120	120	120	120	120
TOTAL.X1	Pearson Correlation	.867**	.810**	.862**	.800**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	120	120	120	120	120

elation is significant at the 0.01 level (2-tailed).

Validity Test Trust (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTAL.X2
X2.1	Pearson Correlation	1	.536**	.493**	.654**	.797**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000
	N	120	120	120	120	120
X2.2	Pearson Correlation	.536**	1	.720**	.721**	.874**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000
	N	120	120	120	120	120
X2.3	Pearson Correlation	.493**	.720**	1	.618**	.833**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000
	N	120	120	120	120	120
X2.4	Pearson Correlation	.654**	.721**	.618**	1	.884**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000
	N	120	120	120	120	120
TOTAL.X2	Pearson Correlation	.797**	.874**	.833**	.884**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	120	120	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Validity Test Security (X3)

Correlations

		X3.1	X3.2	X3.3	TOTAL.X3
X3.1	Pearson Correlation	1	.667**	.655**	.885**
	Sig. (2-tailed)		0,000	0,000	0,000
	N	120	120	120	120
X3.2	Pearson Correlation	.667**	1	.605**	.873**
	Sig. (2-tailed)	0,000		0,000	0,000
	N	120	120	120	120
X3.3	Pearson Correlation	.655**	.605**	1	.860**
	Sig. (2-tailed)	0,000	0,000		0,000
	N	120	120	120	120
TOTAL.X3	Pearson Correlation	.885**	.873**	.860**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	120	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Validity Test Digital Purchase Decision (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	TOTAL.Y
Y.1	Pearson Correlation	1	.422**	.539**	.311**	.726**
	Sig. (2-tailed)		0,000	0,000	0,001	0,000
	N	120	120	120	120	120
Y.2	Pearson Correlation	.422**	1	.515**	.496**	.783**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000
	N	120	120	120	120	120
Y.3	Pearson Correlation	.539**	.515**	1	.523**	.829**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000
	N	120	120	120	120	120
Y.4	Pearson Correlation	.311**	.496**	.523**	1	.762**
	Sig. (2-tailed)	0,001	0,000	0,000		0,000
	N	120	120	120	120	120
TOTAL.Y	Pearson Correlation	.726**	.783**	.829**	.762**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	120	120	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Test Convenience (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
0,855	4

Reliability Test Trust (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
0,868	4

Reliability Test Security (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
0,843	3

Reliability Test Purchase Decision (Y)

Cronbach's Alpha	N of Items
0,778	4

Appendix 5

Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Coefficients[a]						
1	(Constant)	8,500	0,894		9,506	0,000
	TOTAL.X1	0,483	0,038	0,752	12,586	0,000
	TOTAL.X2	0,025	0,036	0,041	0,687	0,000
	TOTAL.X3	0,104	0,049	0,126	2,125	0,001

ANOVA[a]

Model		df	Mean Square	F	Sig.	
1	Regression	271,968	3	90,656	56,385	<.001[b]
	Residual	186,506	116	1,608		
	Total	458,474	119			

a. Dependent Variable: Total.Y

b. Predictors: (Constant),Total.X1, Total.X2, Total.X3

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770[a]	0,593	0,583	1,268

a. Predictors: (Constant), Total.X1, Total.X2, Total.X3