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ATTACHMENT

Attachment 1

A. Questionnaire Completion Instructions

Respondents can provide answers by giving a sign (✓) on one of the available answer options. Only one answer is possible for each question. In each question, five alternative answers refer to the Likert scale technique, namely:

- a. Strongly Agree (SS) = 5
- b. Agree (S) = 4
- c. Neutral (N) = 3
- d. Disagree (TS) = 2
- e. Strongly Disagree (STS) = 1

The confidentiality of the respondent's data and all information provided will be guaranteed. Therefore, please fill out the questionnaire as truthfully and objectively as possible.

B. Respondent Identity

1. Name:
2. Gender : ☐ Women. ☐ Men.
3. Age : ☐ 15-20 years ☐ 20-25 years ☐ > 25 years
4. Last education: ☐ Elementary ☐ Junior High ☐ High school ☐ S1
☐ S2 ☐ S3 ☐ Others
5. Profession. : ☐ Private ☐ Country ☐ Labor ☐ Other

6. How long does it take you on average to access the internet a week?

☐ <5 hours ☐ 5-10 hours ☐ 11-15 Hours ☐ > 16 Hours

7. Have you ever visited, used, and purchased health service products from the BKIA Rakyat Primary Clinic at least once?

☐ YES ☐ NO

If YES, then continue answering the following questionnaire statement:

C. Research Questionnaire

Social Media Marketing Variable (X1)

No.		Question	Alternative Answers				
			RD	D	N	A	RA
			1	2	3	4	5
Content Creation (X2.a)							
1	Does the instagram contents of BKIA Rakyat Pratama Clinic are interesting?						
2	Does the instagram contents of BKIA Rakyat Pratama Clinic represent the company profile?						
3	Does the Instagram contents of BKIA Rakyat Pratama Clinic is trusted and the credibility can be guaranteed?						
Content Sharing (X2.b)							
4	Does the Instagram contents of BKIA Rakat Pratama Clinic are expanding the business network?						
5	Does the instagram contents of BKIA Rakyat Pratama Clinic expanding online customers?						

6	Does the Instagram contents of BKIA Rakyat Pratama Clinic leading the costumer to direct and indirect sell?					
<i>Connecting (X2.c)</i>						
7	Does the instagram contents of BKIA Rakyat Pratama Clinic build a business network?					
8	Does the instagram contents of BKIA Rakyat Pratama Clinic are an accurate means of information? And build good communication with the costumer and the company?					
9	Does the Instagram contents of BKIA Rakyat Pratama Clinic create a connection between costumers and the company?					
<i>Community Building (X2.d)</i>						
10	Do you follow the social media Instagram of BKIA Rakyat Pratama Clinic (@klinikBKIArakyat)?					
11	Does the Instagram content of BKIA Rakyat Pratama Clinic (@klinikBKIArakyat) create interaction services between fellow consumers (patients)?					
12	Does the Instagram caption of BKIA Rakyat Pratama Clinic (@klinikBKIArakyat) build a community for people who have the same interests and/or make purchases of health services at the BKIA Rakyat Pratama Clinic?					

Purchase Decision Variable (Y)

No.	Question	Alternative Answers				
		RD	D	N	A	RA
		1	2	3	4	5
1	I checked the service products available from the BKIA Rakyat Primary Clinic before deciding to buy a service product.					
2	Service products from the BKIA Rakyat Primary clinic offered an offer that attracted me to use the service products of the BKIA Rakyat Primary Clinic.					
3	It is effortless for me to get information on service products from the BKIA Rakyat Primary Clinic.					
4	Information about a service product at the BKIA Rakyat Primary Clinic influenced me to buy a product according to my needs.					
5	I bought service products from the BKIA Rakyat Primary Clinic because, in my opinion, the service products from the BKIA Rakyat Primary Clinic were according to the needs I was looking for.					
6	I feel that it fits perfectly with the service products of the BKIA Rakyat Primary Clinic after buying it.					
7	BKIA Rakyat Primary Clinic always tries to make					

	customers satisfied with its products.					
8	I feel satisfied after using the service products of the BKIA Rakyat Primary Clinic.					