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APPENDIX

Appendix 1

BIOGRAPHY

Personal Identity

Full Name : Kania Ramadhani
Place, Date of Birth : Poso, November 11, 2002
Gender : Female
Address : Perumahan Griya Bakti Utama Blok B3/1
E-mail: : kaniaramadhaniamir@gmail.com

Educational Background

- 2006-2008 : TK Tjokroaminoto Poso
- 2008-2014 : SDN 17 Poso
- 2014-2017 : Bosowa School Makassar
- 2017-2020 : SMA Islam Athirah 1 Makassar

Training and Courses

- Cambridge Language Studies International (2016)
- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- International Model United Nations Conference (2021)
- International Business Management Institute (IBMI): Marketing and Communications (2022)
- Metropolitan School of Business & Management (UK): Buyer Behaviour and Target Marketing (2022)
- Humber Global Summer School : Social Entrepreneurship: People, Profit and The Planet (2023)

Appendix 2**RESEARCH QUESTIONNAIRE****(THE IMPACT OF HABITUAL BEHAVIOR, BRAND LOYALTY, OFFLINE
INFLUENCES, AND COGNITIVE BIASES ON BUYERS' INTEREST (CASE
STUDY OF FEB STUDENTS HASANUDDIN UNIVERSITY))**

I am Kania Ramadhani (A021201140), student of Management Undergraduate Study Program, Faculty of Economics and Business, Hasanuddin University. I am currently doing research in order to compile a thesis entitled "The Impact of Habitual Behavior, Brand Loyalty, Offline Influences, and Cognitive Biases on Buyers' Interest (Case Study of FEB Students at Hasanuddin University)".

In this regard, I look forward to your assistance in participating as a respondent by filling out the questionnaire below. All data and information that you provide will be kept confidential and will only be used for research purpose.

Thank you for your time and participation.

Best Regards,

Kania Ramadhani

RESPONDENT IDENTITY

Name or Initial:

Gender:

- Male
- Female

Which e-commerce platform(s) do you use for online fashion shopping? (Select all that apply)

- Tokopedia
- Lazada
- TiktokShop
- Shopee

Please answer the statements below by choosing the answer that suits you best.

Guideline

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

RESEARCH QUESTIONNAIRE

Habitual Behavior:

1. How often do you make online purchases for fashion products in a month?

- (1) Rarely
- (2) Occasionally
- (3) About once a month
- (4) A few times a month
- (5) Very frequently

2. How consistent are your online shopping patterns for fashion products?

- (1) Highly inconsistent
- (2) Somewhat inconsistent
- (3) Moderately consistent
- (4) Consistent
- (5) Very consistent

3. How many times you checked-out fashion products in a month?

- (1) 0 - 1
- (2) 2 - 3
- (3) 4 - 5
- (4) 6 - 7
- (5) > 8 times

Brand Loyalty:

4. How often do you stick to a particular fashion brand when making online purchases?

- (1) Rarely

- (2) Occasionally
- (3) About half the time
- (4) Most of the time
- (5) Always

5. How consistent are your brand choices when shopping for fashion products online over the past six months?

- (1) Highly inconsistent
- (2) Somewhat inconsistent
- (3) Moderately consistent
- (4) Consistent
- (5) Very consistent

Offline Influences:

6. To what extent do offline recommendations from friends influence your online fashion shopping decisions?

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Quite a bit
- (5) A lot

7. To what extent do offline recommendations from family influence your online fashion shopping decisions?

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Quite a bit

- (5) A lot

Cognitive Biases:

8. How much do you rely on recent or easily recalled information when making online fashion purchasing decisions?

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Quite a bit
- (5) A lot

9. How often do you seek or interpret information that confirms your existing beliefs or preferences regarding online fashion products?

- (1) Rarely or never
- (2) Occasionally
- (3) About half the time
- (4) Most of the time
- (5) Always

10. To what extent does the initial information you receive influence your choices during online fashion shopping?

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Quite a bit
- (5) A lot

11. How confident are you in your online fashion choices compared to your actual accuracy?

- (1) Not at all confident
- (2) Slightly confident
- (3) Moderately confident
- (4) Quite confident
- (5) Very confident

Buyers' Interest:

12. How interested are you in online shopping for fashion products?

- (1) Not interested at all
- (2) Slightly interested
- (3) Moderately interested
- (4) Quite interested
- (5) Very interested

13. How willing are you to try new styles or brands when shopping for fashion products online?

- (1) Not willing at all
- (2) Slightly willing
- (3) Moderately willing
- (4) Quite willing
- (5) Very willing

Appendix 3

DATA TABULATION

Respondents Answers Regarding Habitual Behaviour

Respondent	X1.1	X1.2	X1.3	Total X1
1	2	3	4	9
2	3	4	5	12
3	3	4	5	12
4	5	6	7	18
5	3	4	5	12
6	3	4	5	12
7	5	6	7	18
8	5	6	7	18
9	5	6	7	18
10	5	6	7	18
11	3	4	5	12
12	3	4	5	12
13	5	6	7	18
14	2	3	4	9
15	3	4	5	12
16	5	6	7	18
17	3	4	5	12
18	4	5	6	15
19	5	6	7	18
20	4	5	6	15
21	4	5	6	15
22	4	5	6	15
23	4	5	6	15
24	5	6	7	18
25	4	5	6	15
26	4	5	6	15
27	5	6	7	18
28	4	5	6	15
29	4	5	6	15
30	4	5	6	15
31	4	5	6	15
32	4	5	6	15
33	3	4	5	12
34	2	3	4	9
35	3	4	5	12
36	3	4	5	12

37	1	2	3	6
38	2	3	4	9
39	4	5	6	15
40	3	4	5	12
41	3	4	5	12
42	4	5	6	15
43	5	6	7	18
44	3	4	5	12
45	4	5	6	15
46	5	6	7	18
47	3	4	5	12
48	2	3	4	9
49	4	5	6	15
50	2	3	4	9
51	2	3	4	9
52	4	5	6	15
53	5	6	7	18
54	1	2	3	6
55	4	5	6	15
56	5	6	7	18
57	5	6	7	18
58	5	6	7	18
59	3	4	5	12
60	1	2	3	6
61	4	5	6	15
62	4	5	6	15
63	4	5	6	15
64	3	4	5	12
65	5	6	7	18
66	4	5	6	15
67	5	6	7	18
68	3	4	5	12
69	4	5	6	15
70	4	5	6	15
71	3	4	5	12
72	5	6	7	18
73	4	5	6	15
74	2	3	4	9
75	1	2	3	6
76	5	6	7	18
77	4	5	6	15
78	3	4	5	12
79	2	3	4	9

80	3	4	5	12
81	4	5	6	15
82	4	5	6	15
83	5	6	7	18
84	5	6	7	18
85	5	6	7	18
86	2	3	4	9
87	1	2	3	6
88	2	3	4	9
89	5	6	7	18
90	4	5	6	15
91	5	6	7	18
92	1	2	3	6
93	5	6	7	18
94	1	2	3	6
95	4	5	6	15
96	4	5	6	15

Respondents Answers Regarding Brand Loyalty

Respondent	X2.1	X2.2	Total X2
1	4	4	8
2	5	5	10
3	4	4	8
4	4	4	8
5	5	5	10
6	5	5	10
7	1	1	2
8	1	1	2
9	5	5	10
10	4	4	8
11	5	5	10
12	5	4	9
13	1	1	2
14	5	4	9
15	4	3	7
16	5	4	9
17	1	1	2
18	4	3	7
19	4	3	7
20	4	3	7
21	5	4	9
22	5	4	9

23	4	3	7
24	4	3	7
25	5	4	9
26	4	3	7
27	4	3	7
28	5	4	9
29	4	3	7
30	4	3	7
31	5	4	9
32	4	3	7
33	5	4	9
34	4	3	7
35	4	3	7
36	4	3	7
37	4	3	7
38	4	3	7
39	5	4	9
40	4	3	7
41	4	3	7
42	4	3	7
43	4	3	7
44	5	4	9
45	4	3	7
46	5	4	9
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48	5	4	9
49	3	3	6
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51	5	4	9
52	3	3	6
53	5	4	9
54	4	3	7
55	4	3	7
56	5	4	9
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58	5	4	9
59	5	5	10
60	5	5	10
61	4	3	7
62	4	3	7
63	5	5	10
64	4	3	7
65	5	5	10

66	5	5	10
67	5	5	10
68	4	3	7
69	4	3	7
70	4	3	7
71	4	3	7
72	4	3	7
73	4	3	7
74	2	2	4
75	5	5	10
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79	4	3	7
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81	2	2	4
82	2	2	4
83	5	5	10
84	3	3	6
85	3	3	6
86	4	3	7
87	5	5	10
88	3	3	6
89	4	3	7
90	5	5	10
91	4	3	7
92	4	3	7
93	4	3	7
94	2	2	4
95	4	4	8
96	4	4	8

Respondents Answers Regarding Offline Influence

Respondent	X3.1	X3.2	Total X3
1	4	5	9
2	4	4	8
3	5	5	10
4	5	5	10
5	5	5	10
6	5	5	10
7	4	4	8

8	5	5	10
9	4	4	8
10	5	5	10
11	4	4	8
12	4	5	9
13	4	5	9
14	4	5	9
15	4	5	9
16	4	5	9
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18	4	5	9
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22	4	5	9
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24	4	5	9
25	5	5	10
26	4	5	9
27	4	4	8
28	4	4	8
29	4	5	9
30	4	5	9
31	4	5	9
32	5	5	10
33	4	5	9
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35	4	5	9
36	5	5	10
37	4	5	9
38	4	5	9
39	5	5	10
40	4	5	9
41	4	5	9
42	4	5	9
43	5	5	10
44	4	5	9
45	5	5	10
46	4	5	9
47	4	5	9
48	5	5	10
49	4	5	9
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53	4	4	8
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86	5	5	10
87	5	5	10
88	5	5	10
89	5	5	10
90	5	5	10
91	5	5	10
92	5	5	10
93	5	5	10

94	4	4	8
95	4	4	8
96	5	5	10

Respondents Answers Regarding Cognitive Biases

Respondent	X4.1	X4.2	X4.3	X4.4	Total X4
1	5	5	5	4	19
2	4	4	4	4	16
3	4	4	4	4	16
4	3	4	4	5	16
5	4	5	5	4	18
6	5	5	5	4	19
7	5	5	4	5	19
8	5	4	4	4	17
9	3	3	3	3	12
10	4	4	5	5	18
11	4	4	4	4	16
12	5	5	5	4	19
13	4	4	4	5	17
14	4	4	4	5	17
15	5	5	4	4	18
16	4	4	4	4	16
17	4	4	4	5	17
18	4	4	4	4	16
19	4	5	4	5	18
20	5	5	4	4	18
21	4	3	3	4	14
22	4	4	4	4	16
23	4	5	4	4	17
24	5	4	5	4	18
25	5	5	5	4	19
26	4	5	4	5	18
27	4	4	5	4	17
28	5	4	4	4	17
29	5	4	5	4	18
30	3	3	5	4	15
31	5	4	5	4	18
32	4	4	4	4	16
33	5	5	5	4	19
34	3	3	3	3	12
35	4	4	4	4	16

36	4	4	4	4	16
37	4	3	3	4	14
38	4	4	4	5	17
39	3	3	3	4	13
40	4	5	5	4	18
41	4	4	5	4	17
42	4	5	5	5	19
43	5	5	4	4	18
44	4	4	5	4	17
45	4	4	5	4	17
46	4	5	5	3	17
47	4	4	5	4	17
48	4	3	4	3	14
49	4	4	5	5	18
50	4	4	5	5	18
51	4	4	5	4	17
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53	3	3	3	3	12
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57	4	4	5	3	16
58	4	4	5	3	16
59	4	4	5	4	17
60	5	5	5	4	19
61	5	4	5	4	18
62	5	4	4	4	17
63	5	4	4	4	17
64	4	5	4	4	17
65	4	5	5	4	18
66	4	4	5	4	17
67	4	5	5	5	19
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73	4	4	4	4	16
74	4	4	4	4	16
75	4	4	4	4	16
76	4	4	4	4	16
77	3	4	4	4	15
78	5	4	5	4	18

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80	5	5	4	5	19
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85	4	4	5	4	17
86	5	5	5	5	20
87	3	3	3	3	12
88	4	4	4	5	17
89	4	4	5	4	17
90	4	4	5	4	17
91	5	5	5	5	20
92	5	4	4	5	18
93	4	4	5	4	17
94	3	3	3	3	12
95	5	5	5	5	20
96	5	4	5	5	19

Respondents Answers Regarding Buyer's Interest

Respondent	Y1	Y2	Total Y
1	5	5	10
2	4	4	8
3	4	4	8
4	4	4	8
5	4	4	8
6	4	4	8
7	4	4	8
8	4	4	8
9	4	4	8
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20	4	4	8

21	5	4	9
22	5	5	10
23	4	4	8
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26	5	5	10
27	5	5	10
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36	4	4	8
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75	4	4	8
76	5	5	10
77	4	5	9
78	5	5	10
79	5	5	10
80	5	5	10
81	5	4	9
82	5	5	10
83	5	5	10
84	5	5	10
85	5	5	10
86	5	5	10
87	4	5	9
88	4	4	8
89	4	4	8
90	5	4	9
91	4	4	8
92	4	4	8
93	4	4	8
94	5	5	10
95	5	5	10
96	5	5	10

Appendix 4

Validity Test Habitual Behaviour (X1)

		Correlations			
		X1.1	X1.2	X1.3	Total
X1.1	Pearson Correlation	1	.830**	.658**	.912**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	96	96	96	96
X1.2	Pearson Correlation	.830**	1	.714**	.936**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	96	96	96	96
X1.3	Pearson Correlation	.658**	.714**	1	.873**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	96	96	96	96
Total	Pearson Correlation	.912**	.936**	.873**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	96	96	96	96

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

Validity Test Brand Loyalty (X2)

		Correlations		
		X2.1	X2.2	Total
X2.1	Pearson Correlation	1	.879**	.971**
	Sig. (2-tailed)		<.001	<.001
	N	96	96	96
X2.2	Pearson Correlation	.879**	1	.968**
	Sig. (2-tailed)	<.001		<.001
	N	96	96	96
Total	Pearson Correlation	.971**	.968**	1
	Sig. (2-tailed)	<.001	<.001	
	N	96	96	96

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

Validity Test Offline Influences (X3)

Correlations

		X3.1	X3.2	Total
X3.1	Pearson Correlation	1	.575**	.899**
	Sig. (2-tailed)		<.001	<.001
	N	96	96	96
X3.2	Pearson Correlation	.575**	1	.875**
	Sig. (2-tailed)	<.001		<.001
	N	96	96	96
Total	Pearson Correlation	.899**	.875**	1
	Sig. (2-tailed)	<.001	<.001	
	N	96	96	96

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

Validity Test Cognitive Biases (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	Total
X4.1	Pearson Correlation	1	.556**	.414**	.265**	.754**
	Sig. (2-tailed)		<.001	<.001	.009	<.001
	N	96	96	96	96	96
X4.2	Pearson Correlation	.556**	1	.443**	.406**	.816**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	96	96	96	96	96
X4.3	Pearson Correlation	.414**	.443**	1	.278**	.734**
	Sig. (2-tailed)	<.001	<.001		.006	<.001
	N	96	96	96	96	96
X4.4	Pearson Correlation	.265**	.406**	.278**	1	.649**
	Sig. (2-tailed)	.009	<.001	.006		<.001
	N	96	96	96	96	96
Total	Pearson Correlation	.754**	.816**	.734**	.649**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96

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

Validity Test Buyer's Interest (Y)

Correlations

		y1	y2	Total
y1	Pearson Correlation	1	.593**	.894**
	Sig. (2-tailed)		<.001	<.001
	N	96	96	96
y2	Pearson Correlation	.593**	1	.891**
	Sig. (2-tailed)	<.001		<.001
	N	96	96	96
Total	Pearson Correlation	.894**	.891**	1
	Sig. (2-tailed)	<.001	<.001	
	N	96	96	96

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

Reliability Test Habitual Behaviour (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.892	3

Reliability Test Brand Loyalty (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.935	2

Reliability Test Offline Influences (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.728	2

Reliability Test Cognitive Biases (X4)**Reliability Statistics**

Cronbach's Alpha	N of Items
.723	4

Reliability Test Buyer's Interest (Y)**Reliability Statistics**

Cronbach's Alpha	N of Items
.744	2

Appendix 5

Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.140	0.156		58.521	0.000
	X2	0.024	0.006	0.334	4.140	0.000
	X3	0.083	0.013	0.515	6.396	0.000
	X4	0.020	0.006	0.268	3.333	0.001
	X1	0.007	0.003	0.172	2.142	0.035

a. Dependent Variable: Y1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.738	4	0.185	16.492	.000 ^b
	Residual	1.018	91	0.011		
	Total	1.757	95			

a. Dependent Variable: Y1

b. Predictors: (Constant), X1, X3, X4, X2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	0.420	0.395	0.10579

a. Predictors: (Constant), X1, X3, X4, X2