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LAMPIRAN

SURVEI *CUSTOMER PURCHASE INTENTION IN A LOCAL FAST FOOD RESTAURANT : TESTING THE ROLE OF SOCIAL MEDIA MARKETING ACTIVITIES*

Responden yang terhormat,

Saat ini kami sedang melakukan penelitian tentang *Customer Purchase Intention In A Local Fast Food Restaurant*: *Testing The Role Of Social Media Marketing Activities* Solaria. Untuk itu kami membuat kuesioner tentang pendapat Anda.

Kami meminta bantuan Anda untuk mengisi kuesioner berikut ini. Untuk mengisi kuesioner ini diperlukan waktu sekitar 5 menit. Informasi mengenai diri Anda akan kami rahasiakan.

Salam hormat,

Lamhot Keegan P
Mahasiswa Magister Manajemen
FE UNJ

Bagian 1 Perilaku Konsumen dalam Pembelian

1. Apakah Anda tinggal di Jakarta ?
   a. Ya
   b. Tidak (STOP sampai di sini)

2. Apakah Anda pernah mengunjungi Solaria ?

   a. Ya

   b. Tidak

3. Jika Anda pernah mengunjungi Solaria, sudah berapa kali Anda mengunjungi Solaria ?

   a. Belum pernah

   b. 1 kali

   c. 2 kali

   d. 3 kali

   e. 4 kali

   f. > 5 kali

4. Produk apa yang biasanya Anda beli di Solaria ?

   a. Belum pernah

   b. Nasi Ayam

   c. Bihun

   d. Kwetiau

   e. Bakso

   f. Mie goreng

   g. Nasi goreng

   h. Minuman

   i. Lainnya (sebutkan…………………)

Bagian 2 Penggunaan *Social Media* Solaria

1. Pernahkah Anda membuka *social media* Solaria ?

   a. Pernah   b. Tidak pernah (STOP sampai di sini)

2. Jika Anda pernah membuka *social media* Solaria, *social media* apa yang Anda buka ?

   a. Facebook

   b. Instagram

   c. Twitter

3. Jika Anda pernah membuka *social media* Solaria, informasi apa yang paling Anda cari ?

    a. Menu makanan
    b. Menu Minuman
    c. Produk yang sedang promosi
    d. Harga
    e. Lain – lain (sebutkan ………………)

4. Seberapa sering Anda membuka *social media* Solaria ?

    a. 1 kali dalam sehari
    b. 1 kali dalam seminggu
    c. 1 kali dalam sebulan
    d. 1 kali dalam setahun
    e. Lain-lain (sebutkan ……………………)

Bagian 3 *Social Media Marketing Activities*

No	Pernyataan	Jawaban			
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
1	*Social media* Solaria memberikan informasi yang saya perlukan				
2	Isi yang ditemukan di s*ocial media* Solaria tampak menarik				
3	Sangat seru / menyenangkan menggunakan s*ocial media* Solaria				
4	Isi yang ditemukan di s*ocial media* Solaria adalah yang terbaru				

No	Pernyataan	Jawaban			
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
5	*Social media* Solaria adalah yang terdepan dibandingkan *fast food local restaurant* lainnya				

Bagian 4 *Value Equity*

No	Pernyataan	Jawaban			
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
1	Dari s*ocial media* Solaria terlihat bahwa Solaria menyajikan makanan yang lezat				
2	Dari *social media* Solaria terlihat bahwa penyajian makanan Solaria menarik				
3	Dari *social media* Solaria terlihat bahwa Solaria memiliki harga yang terjangkau				
4	Dari *social media* Solaria terlihat bahwa Solaria berada di lokasi yang nyaman				
5	Dari *social media* Solaria terlihat bahwa Solaria memiliki desain dan dekorasi yang menarik				

Bagian 5 *Brand Equity*

No	Pernyataan	Jawaban			
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
1	Dari *social media* Solaria terlihat bahwa saya dapat mengingat logo atau simbol Solaria				

No	Pernyataan	Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
2	Dari *social media* Solaria, saya dapat mengenali merek Solaria dengan mudah dibandingkan merek yang lain				
3	Dari *social media* Solaria maka saya akan menjadikan Solaria pilihan utama saya				
4	Dari *social media* Solaria terlihat bahwa merek Solaria berbeda dengan merek *fast food restaurant* lainnya				
5	Dari *social media* Solaria terlihat bahwa Solaria itu unik				

Bagian 6 *Relationship Equity*

No	Pernyataan	Jawaban			
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
1	Tampilan *social media* Solaria membuat saya percaya dengan merek Solaria				
2	Tampilan *social media* Solaria membuat saya yakin bahwa Solaria memperlakukan saya dengan adil atau sama dengan *customer* lainnya				
3	Tampilan *social media* Solaria membuat saya menjadi penggemar Solaria				
4	Tampilan *social media* Solaria membuat saya mempunyai				

	kedekatan atau keterikatan emosional dengan Solaria				
5	Tampilan social media Solaria membuat saya yakin bahwa Solaria memperlakukan saya dengan istimewa				

Bagian 7 *Purchase Intention*

No	Pernyataan	Jawaban			
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju
1	Saya berniat membeli produk yang dipromosikan pada social media Solaria				
2	Saya berniat untuk mencoba produk yang dipromosikan pada social media Solaria				
3	Saya akan merekomendasikan produk yang dipromosikan pada social media Solaria kepada orang lain				

Bagian 8 Profil Responden

1. Jenis kelamin ?
   a. Laki - laki
   b. Perempuan

2. Usia ?
   a. < 20
   b. 20 – 24
   c. 25 – 29
   d. 30 – 34

e. 34 – 39

f. 40 – 44

g. > 44

3. Status pekerjaan ?

   a. Belum / Tidak bekerja

   b. Bekerja

   c. Wiraswasta

   d. Pensiun

4. Tingkat pendidikan terakhir yang telah ditamatkan ?

   a. < SLTA

   b. SLTA

   c. Diploma

   d. S1

   e. S2

   f. Lain-lain (sebutkan ……………………)

5. Penghasilan per bulan ?

   a. < 1.000.000

   b. 1.000.000 – 2.000.000

   c. 2.000.000 – 3.000.000

   d. 3.000.000 – 4.000.000

   e. 4.000.000 – 5.000.000

   f. 5.000.000 – 6.000.000

   g. > 6.000.000

Terima kasih telah mengisi kuesioner ini !