

**1st APENDIX
RESEARCH QUESTIONNAIRE**

**Questionnaire
THE COMPARISON OF EFFECTIVENESS SOCIAL MEDIA
ON PURCHASE DECISION
(Case study in Garuda Indonesia Airlines (印尼鷹航))**

This questionnaire is used for academic/research needs, therefore the author applied the willingness of Mr/Mrs to fill out this questionnaire truthfully and correctly which are consist 10 questions. Thank you for the participation.

Personal Information

Gender: Age: Nationality: Occupation:

Please mark to the most appropriate alphabet!

1. What is correspondence of categories?
 - A. Have flown through Garuda Indonesia airlines (印尼鷹航)
 - B. Have been booking for a fly through Garuda Indonesia airlines (印尼鷹航)

1.1 (If the answer is A);

When did you take the last trip with Garuda Indonesia Airlines (印尼鷹航) ?

- A. Less than 1 month C. 2 months ago
- B. 1 month ago D. More than 2 months

1.2 (If the answer is B);

Please fill your flight date with Garuda Indonesia Airlines (印尼鷹航) ?

Answer:

2. Which class did you travel in the Garuda Indonesia Airlines (印尼鷹航) ?
 - A. First Class B. Business Class C. Economy Class
3. Which route have you taken?

4. How did you know Garuda Indonesia Airlines (印尼鷹航)?(**You may choose more than one.**)
- A. TV
 - B. Newspaper
 - C. Magazine
 - D. Radio
 - E. Garuda's website
 - F. Social Media, (mention it!)
 - G. Friends/Family/Someone
 - H. Read article/review
 - I. Other.....
5. What kind of information did you discover? (promo, price, date, route etc.)
Answer:
6. Do you know that Garuda Indonesia Airlines (印尼鷹航) is doing promotion on social media (Facebook, Twitter, Instagram, Weibo, Youku, Youtube etc.)?
A. YES, I know B. NO, I don't know
If yes, what social media ?
Answer:
7. Besides Garuda Indonesia Airlines (印尼鷹航) , do you fly in any other airlines?
A. YES B. NO
If YES, do you know the airline also does promotion on social media? Please mention it.
8. Do you think promoting on social media by Garuda Indonesia Airlines (印尼鷹航) give you impact to make purchase decision? From range score 1-10, how much would you like to score for the impact of promoting on social media by Garuda Indonesia Airlines (印尼鷹航) on you.

9. Which is preferable for you to search information when making Purchase decision? TV, Website, Social Media, Printed Media or Hotline Service? (If your answer is more than one, please rank according to your preference.)

10. Which types of social media (Facebook, Twitter, Instagram, Weibo, Youku, Youtube etc.) do you use most frequently? Please name and rank them below according to the frequency of use.

**2nd APENDIX
DATA TABULATION PRE-TEST 30
RESPONDENTS**

NO	GENDER	OCCUPATION	QUESTIONNAIRE											
			1	1.1	1.2	2	3	4	5	6	7	8	9	10
1	M	PNS	A	C	2015/Apr/3	C	CGK-DPS	E,F,G	Promo,Price	A	B	8	Web, socmed	Facebook
2	M	Student	A	B	2015/May/4	C	CGK-PVG	F,G	Price,route,date	A	B	7	Socmed	Twitter
3	F	Doctor	A	D	2014/Nov/22	B	CGK-DPS	E,F,C	Promo,Price	A	A	8	Web, socmed	Facebook
4	F	Entrepreneur	A	D	2014/Jun/13	B	CGK-SUB	F,G	Promo	A	A	9	Web	Twitter
5	M	Student	A	D	2014/Jan/14	C	CGK-BDJ	G,F	Price,route	A	A	6	Socmed	Facebook
6	F	PNS	A	C	2015/Jun/16	C	CGK-DPS	G,F,I	Promo,date	A	B	8	Socmed, Hs	Facebook
7	M	Employee	A	B	2015/May/14	B	CGK-KNO	E,F	Promo	A	A	8	Web	Facebook
8	M	Employee	A	A	2015/Jun/13	B	CGK-SIN	E,F	Promo,Price	A	A	8	Socmed,web	Twitter
9	F	Entrepreneur	A	C	2015/May/15	B	JOG-CGK	F,G	Price,route	A	A	8	Socmed	Instagram
10	F	Student	A	A	2015/Jun/1	C	CGK-SUB	F,G,H	Price,route,date	A	B	7	Socmed	Facebook
11	M	PNS	A	D	2014/Dec/22	C	CGK-DPS	F,G	Price,route	A	A	8	Web, socmed	Facebook
12	F	Employee	A	D	2014/Oct/19	B	CGK-	E,F	Promo,Price	A	A	6	Web, socmed	Twitter

						DPS								
13	M	Employee	A	D	2015/Jan/17	B	CGK-SUB	E,F	Promo	A	A	9	Socmed, Hs	Facebook
14	M	PNS	A	B	2015/May/18	C	JOG-CGK	E,F	Price,route	A	A	10	Socmed	Twitter
15	F	Student	A	D	2015/Feb/23	C	CGK-BPN	E,F	Promo	A	B	9	Socmed	Twitter
16	F	PNS	A	C	2015/Apr/25	C	DPS-CGK	E,F,G	Promo,Price	A	B	8	Web, socmed	Instagram
17	F	PNS	A	C	2015/Apr/1	C	BPN-CGK	E,F	Price,route,date	A	A	7	Socmed, Hs	Facebook
18	F	Student	A	D	2014/Feb/22	C	CGK-DPS	E	Price,route	A	A	6	Web, socmed	Instagram
19	M	Entrepreneur	A	D	2014/May/14	B	DPS-CGK	E,F	Promo,date	A	B	8	Web, socmed	Instagram
20	M	Student	A	D	2014/Jun/13	C	JOG-CGK	G,H	Promo,Price	A	B	8	Socmed	Twitter
21	F	PNS	A	B	2015/May/3	C	DPS-MEL	F,G	Promo	A	B	8	Web, socmed	Facebook
22	M	PNS	A	D	2015/Feb/24	C	JOG-CGK	F,G,H	Promo,Price	A	A	7	Web, socmed	Facebook
23	F	Employee	A	D	2015/Jan/16	B	CGK-BPN	E,F	Promo,date	A	B	6	Socmed, Hs	Facebook
24	F	Doctor	A	D	2014/Dec/19	B	CGK-DPS	E,F,G	Price,route,date	A	A	8	Socmed	Facebook
25	F	Employee	A	B	2015/May/22	C	BTH-KNO	F,G,H	Promo,Price	A	A	8	Web, socmed	Facebook
26	F	Entrepreneur	A	B	2015/May/4	C	CGK-DPS	E,F	Promo	A	A	8	Socmed	Facebook
27	M	PNS	A	B	2015/May/24	B	CGK-SUB	E,F	Promo,date	A	A	9	Web, socmed	Twitter

28	M	Police	A	C	2015/Apr/17	C	CGK-SIN	F,G	Price,route,date	A	A	9	Web, socmed	Instagram
29	F	Doctor	A	C	2015/Apr/24	B	CGK-DPS	E,F,G,H	Promo,date	A	A	8	Socmed	Facebook
30	M	Student	A	B	2015/May/15	C	DPS-PER	F,G	Promo	A	B	8	Socmed	Facebook

3rd APENDIX
RESULT OF DATA ANALYSIS

1. Social Media Based on Gender

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
M	4	72	18	279.3333
F	4	53	13.25	167.5833
Facebook	2	72	36	50
Twitter	2	26	13	2
Youtube	2	26	13	18
Instagram	2	1	0.5	0.5

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	45.125	1	45.125	5.334975	0.104054	10.12796
Columns	1315.375	3	438.4583	51.83744	0.004395	9.276628
Error	25.375	3	8.458333			
Total	1385.875	7				

2. Gender Based on Occupation

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Male	7	48	6.857143	35.14286
Female	7	52	7.428571	45.95238
PNS	2	22	11	8
Student	2	25	12.5	24.5
Police	2	3	1.5	4.5
Doctor	2	5	2.5	0.5
Housewife	2	4	2	8
Entrepreneur	2	8	4	0
Employee	2	33	16.5	0.5

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	1.142857	1	1.142857	0.152866	0.709317	5.987378
Columns	441.7143	6	73.61905	9.847134	0.006792	4.283866
Error	44.85714	6	7.47619			
Total	487.7143	13				