GLOSSARY

Brand	:	Identity, logo, name of a company to differentiate them from other products.
Online Tutoring Service	:	An online platform in the form of an application or website that offers learning materials that can be accessed anywhere and anytime.
Euclidean Distance	:	The distance of the two coordinates resulting from the results of mathematical calculations.
Goodness of Fit	:	Statistical hypothesis testing that determines how well the observed data matches the expected data.
Badness of Fit	:	The variance fraction of the ideally scaled data that is not considered by the MDS model is measured.
Non-Probability Sampling	:	A data or sampling technique in which not every individual in the population has a chance of being selected.
Purposive Sampling	:	Data collection when a researcher wants to target an individual with characteristics of interest in a study.
Screening	:	The process of checking and filtering data from the questionnaire.
Skala Likert	:	The research scale used to measure the attitudes and opinions of respondents.
R-square (RSQ)	:	The variance of the optimally scaled data that can be calculated by the MDS procedure.
Stress Value	:	A lack of fit measurement between the data and the MDS measurement.