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APPENDIX

1. Questionnaire

A. Screening Question

- i. Class of : \leq 2019 2020 2021 2022
 2023
- ii. Gender: Male (Female)
- iii. Income: \leq Rp.500.000 Rp.1.000.000 Rp.1.500.000
 \geq Rp.2.000.000
- iv. The frequency of product purchases at Shopee in a month after the pandemic: 1 Kali 2 Kali 3 Kali 4 Kali \geq 4 Kali

B. Hints

- a. Read every question clearly.
- b. Please check the box that best describe your opinion.
- c. Please answer with honesty.
- d. Measurement using Likert Scale with the formats as follow:

Scale	Score
Strongly Agree (SD)	1
Disagree (D)	2

Neutral (N)	3
Agree (A)	4
Strongly Agree (SA)	5

C. List of Questionnaires

a. Technological Factor

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5
1.	I shop in Shopee to know more knowledge about the product I want to purchase.					
2.	I feel confident in online shopping as it makes me an advanced user in technology.					
3.	Using Shopee in Online shopping, enable me to access a rich product information for my comparison.					
4.	It was easy to navigate the website.					
5.	I shop online to keep up with the trends.					

b. Operational Factor

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5
1.	I save a lot of time and enhanced my effectiveness in shopping online.					
2.	I find that payment process is convenient.					
3.	I feel secure about the electronic payment system of Shopee					
4.	I am able to find relevant information about items I want to purchase without much effort compared to other sites.					
5.	When online shopping, the store's reputation concerns me.					
6.	I am concerned with the privacy of my information provided when online shopping					
7.	I'm satisfied with the delivery time.					

8.	Shopee provides sufficient information when I try to make transaction.					
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c. Consumer Factor

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5
1.	I find the opinions and reviews of other users helpful in my purchase decision making.					
2.	Shopee responded to my questions more quickly than I anticipated.					
3.	My experience for navigating e-stores is better than what I expected.					
4.	I shop online because a family member/friend/colleague recommended it.					
5.	I find enjoyment in browsing of products.					

d. Product/Services Factor

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5
1.	I like e-commerce sites for the useful information they provide about items in their stock.					
2.	I can easily find and buy various products that suits my specifications.					
3.	I am concerned with the quality of the products delivered when ordering.					
4.	The specified delivery time is impressive					
5.	The product is delivered in a way that is appropriate.					
6.	The shipping is reasonable when it is included in the product delivery fee.					

e. Pricing Factor

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5

1.	I prefer to buy online as price is lower than traditional shop.					
2.	It helps me to keep up with deal notifications (e.g., sales) is better than expected.					
3.	Most of the time, when there are discount, I purchase online through social commerce.					
4.	I like the promotions and discounts offer online rather than traditional shop.					
5.	I can receive more relevant advertising material from online merchants that are targeted to my choices or individual interests.					

f. Buying Decision

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5
1.	The site helps me to make purchase decisions better than I expected.					
2.	Instead of stopping my usage of this site, I want to keep using it.					

3.	Whenever possible, I intend to use this site for Online Shopping.					
4.	I'm willing to purchase because the store responds fast to any issues I have with my purchases.					
5.	I will continue to shop online at this site.					

g. Customer Satisfaction

NO	Description	Answer				
		SD	D	NA	A	SA
		1	2	3	4	5
1.	I am satisfied with my previous online shopping experience.					
2.	I will use this retailer website more often for online purchases.					
3.	As long as I am satisfied with the website, I will keep purchasing.					
4.	I recommended this company.					
5.	I am satisfied to browse interesting products and compare them.					

6.	Overall, most of my experiences from using this site were better than expected.					
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2. Cross-Loading Validity

	Buying Decision	Consumer Factor	Customer Satisfaction	Operational	Pricing	Product/Service Factor	Technology Factor
BD1	0.866	0.585	0.630	0.519	0.530	0.544	0.637
BD2	0.949	0.686	0.731	0.628	0.612	0.617	0.588
BD3	0.920	0.628	0.683	0.565	0.518	0.539	0.538
BD4	0.517	0.335	0.289	0.249	0.242	0.273	0.237
BD5	0.944	0.669	0.648	0.597	0.570	0.566	0.529
C1	0.633	0.853	0.506	0.703	0.684	0.640	0.523
C2	0.311	0.525	0.294	0.304	0.257	0.372	0.350
C3	0.594	0.861	0.584	0.788	0.719	0.688	0.683
C4	0.269	0.507	0.400	0.359	0.306	0.471	0.363
C5	0.600	0.819	0.483	0.785	0.730	0.660	0.429
CS1	0.516	0.427	0.802	0.398	0.456	0.449	0.580
CS2	0.683	0.524	0.878	0.482	0.541	0.601	0.732
CS3	0.644	0.628	0.937	0.535	0.619	0.580	0.670
CS4	0.670	0.587	0.938	0.493	0.593	0.597	0.724
CS5	0.646	0.562	0.895	0.475	0.595	0.541	0.659
CS6	0.695	0.619	0.913	0.489	0.605	0.586	0.747
O1	0.509	0.664	0.469	0.837	0.703	0.667	0.511
O2	0.640	0.764	0.494	0.880	0.704	0.716	0.553
O3	0.590	0.676	0.447	0.878	0.704	0.711	0.535
O4	0.552	0.752	0.500	0.832	0.719	0.727	0.534
O5	0.453	0.733	0.349	0.868	0.651	0.635	0.371
O6	0.214	0.511	0.308	0.548	0.399	0.447	0.319
O7	0.294	0.546	0.320	0.565	0.392	0.515	0.329
O8	0.487	0.767	0.470	0.854	0.695	0.692	0.461
P1	0.509	0.731	0.566	0.707	0.906	0.700	0.541
P2	0.590	0.736	0.598	0.668	0.929	0.792	0.617
P3	0.519	0.674	0.547	0.763	0.889	0.765	0.562
P4	0.538	0.692	0.532	0.738	0.910	0.717	0.498
P5	0.558	0.768	0.651	0.778	0.911	0.832	0.656
PS1	0.594	0.741	0.500	0.710	0.764	0.860	0.659
PS2	0.571	0.670	0.555	0.799	0.797	0.868	0.608
PS3	0.188	0.378	0.317	0.292	0.304	0.517	0.342
PS4	0.185	0.387	0.331	0.358	0.338	0.557	0.423
PS5	0.405	0.575	0.482	0.536	0.470	0.708	0.453
PS6	0.497	0.597	0.526	0.661	0.748	0.813	0.500
T1	0.589	0.685	0.708	0.571	0.637	0.593	0.869
T2	0.461	0.450	0.593	0.377	0.399	0.610	0.829

	Buying Decision	Consumer Factor	Customer Satisfaction	Operational	Pricing	Product/Service Factor	Technology Factor
T3	0.563	0.605	0.629	0.474	0.563	0.562	0.840
T4	0.484	0.502	0.640	0.620	0.578	0.624	0.795
T5	0.377	0.368	0.587	0.306	0.378	0.447	0.785