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APENDIKS

APENDIKS I KUESIONER

Kuesioner Penelitian Skripsi

Yth. Bapak/Ibu/Saudara Responden Selamat Pagi/Siang/Malam, Perkenalkan nama peneliti adalah Abirama Parardhya Mardjikoeno, mahasiswa program studi S1 Manajemen, Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada, Yogyakarta. Saat ini peneliti sedang melakukan penelitian skripsi dengan judul “Pengaruh Elemen Pemasaran Sosial media yang Dirasakan pada pelibatan Konsumen Merek (*Consumer-Brand Engagement*), Citra, dan kesadaran merek GrabFood”.

Kriteria responden dalam penelitian adalah sebagai berikut :

- a. Berusia 18-34 tahun
- b. Berdomisili di Pulau Jawa
- c. Memiliki pengalaman menggunakan Jasa transportasi hantaran daring (ecommerce) yaitu GrabFood selama satu tahun terakhir.
- d. Pengguna aktif sosial media Instagram dan mengikuti sosial media dari @GrabFood.id dalam kurun waktu satu tahun terakhir.

Oleh karena itu, peneliti memohon bantuan Anda yang memenuhi kriteria tersebut untuk mengisi kuesioner ini secara jujur. Jawaban yang Anda berikan pada