**QUESTIONNAIRE DRAFT**

My name is Ika Aprilia, a student from Universitas Kristen Satya Wacana, majoring in Management Program. I am currently doing research for my thesis on the influence of brand loyalty towards customers’ repurchase decision of green beauty product. In this case, the research is conduct on one of the well-known green beauty product which is The Body Shop. I would like to ask for your willingness to help me in this research by volunteering to fill out this questionnaire. I do appreciate your honesty in filling out this questionnaire. The results of this survey will be used solely for research purposes and not for commercial purposes.

In the end, I would like to say thank you for your willingness to spend time in filling out this questionnaire

**Sincerely,**

Ika Aprilia Saputri

Student of International Managament FEB UKSW

**Questionnaire’s Topic**

This questionnaire will be discuss about the effect of green product towards customers’ repurchase decision with brand loyalty as the intervening variable. As an opening, green beauty product is products on cosmetic sector that are not only safe for the body but also for the planet and society, and uses ingredients from plants both on land and sea. Because there are a lot of the environmental issues, customers also consider buying a beauty products that can help them to reduce those environmental issues, named green beauty products. Since customer already builds trust towards green beauty products in a certain brand, the brand loyalty arises. Once customers are loyal to a certain brand, they will continue to do a repurchase activity from a same brand.

**Filling Instructions**

1. Fill in your personal data in the respondent's identity section
2. There will be a 5 section in this questionnaire
3. In the 1st section, Yes or No question will be provided and you can answer according to you.
4. In the 2nd section, if you already answer the number 6 on the 1st section with “Yes”, you can continue to fill more answer in this section.
5. In the 3rd- 5th section, you can fill by choosing 1-5 scale of answer. A description of the alternative answer options are available:

* 1 = Strongly Disagree
* 2 = Disagree
* 3 = Neutral
* 4 = Agree
* 5 = Strongly Agree

3. Choose one of the answers that you think is the most appropriate and / or according to how you feel. Please select the answer by placing a dot ( ) in the alternative answer column

**Respondent’s Identity**

Name :

Gender :

* Men
* Woman

Age :

Occupation :

* Entrepreneur
* Civil Servant
* Private Employee
* BUMN
* Student

Education :

* SMP
* SMA
* Undergraduate
* Graduate
* Postgraduate

Domicile :

* East Java
* Central Java
* West Java and Jakarta
* Outside Java

**Section 1 – Yes or No Question**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Questions** | **Yes** | **No** |
| **1** | Do you know about the concept of green beauty product? |  |  |
| **2** | Do you know that the body shop is a green beauty product? |  |  |
| **3** | Do you think that green beauty products have environmental benefits? |  |  |
| **4** | Do you think that green beauty products have more benefits for you rather than the chemical one? |  |  |
| **5** | Do you always interested in using green beauty products from The Body Shop? |  |  |
| **6** | Have you ever made a purchase more than once at The Body Shop? |  |  |

**Section 2**

1. What products have you bought at The Body Shop?

* Cosmetics
* Skin Care
* Body Care

1. What products do you buy frequently or more than once at The Body Shop?

* Cosmetics
* Skin Care
* Body Care

1. How often do you buy The Body Shop products?

* 2x a month
* 3x a month
* more than 3x a month

**Section 3 - Green Beauty Product**

Mark the answer that you think is most appropriate with the statement in each number with a dot mark ( ).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Questions** | **1** | **2** | **3** | **4** | **5** |
| 1 | I believe that green beauty product use natural ingredients (from plants) |  |  |  |  |  |
| 2 | I aware towards green beauty products |  |  |  |  |  |
| 3 | I ever heard about green beauty products |  |  |  |  |  |
| 4 | I believe that green beauty product has environmental benefits |  |  |  |  |  |
| 5 | I believe that green beauty product has a good value for the customers |  |  |  |  |  |
| 6 | I recognizes the meaning of the green beauty product |  |  |  |  |  |
| 7 | I believe that green beauty product keep their commitment to environmental protection |  |  |  |  |  |

**Section 4 - Customers’ Repurchase Decision**

Mark the answer that you think is most appropriate with the statement in each number with a dot mark ( ).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Questions** | **1** | **2** | **3** | **4** | **5** |
| 1 | I always need The Body Shop’s product for my body care routine |  |  |  |  |  |
| 2 | I always need The Body Shop’s product for my skin care routine |  |  |  |  |  |
| 3 | I always need The Body Shop’s product for my makeup routine |  |  |  |  |  |
| 4 | I would intend to buy The Body Shop’s products in the near future |  |  |  |  |  |
| 5 | My willingness to buy The Body Shop’s product is high |  |  |  |  |  |
| 6 | I has a high intention to buy all The Body Shop’s product |  |  |  |  |  |
| 7 | I do a consistent buying from The Body Shop |  |  |  |  |  |
| 8 | Information from others affect me to buy The Body Shop’s product again |  |  |  |  |  |
| 9 | I definitely will recommend The Body Shop’s product to others |  |  |  |  |  |

**Section 5 - Brand Loyalty**

Mark the answer that you think is most appropriate with the statement in each number with a dot mark ( ).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Questions** | **1** | **2** | **3** | **4** | **5** |
| 1 | The Body Shop’s product always be my choice in cosmetic sector (both makeup or skincare and body care) |  |  |  |  |  |
| 2 | I have a loyalty towards The Body Shop |  |  |  |  |  |
| 3 | I believe that The Body Shop’s product has a good quality that make me willing to pay more |  |  |  |  |  |
| 4 | I will always recommend The Body Shop’s product to the other customers |  |  |  |  |  |
| 5 | I always satisfied with The Body Shop’s products |  |  |  |  |  |