

This research was aimed to those who frequently using TikTok Platforms and following Defria Septasha's TikTok Account with the minimal age of the respondent is 17 years old. This survey consist of 9 sections such as 1. The followers of defira septasha, 2. Domicile, 3. Gender, 4. Age, 5. Purchase Decision, 6. Frequency of Visiting Defira Septasha's TikTok account and continue by AISAS Model questions.

This survey is really important for my research, for my future journey. By filling out this questionnaire, you really helped me to get my degree. I hope you will be voluntary joining the questionnaire online by spending your 5-10 minutes time for me.

If you have any questions about this questionnaire, please kindly contact me through my e-mail, Cyaraliga@gmail.com. I hope I could answer your questions as soon as possible. Thank you for participating.

Celine Yara Liga

Table 9. Questionnaire Design

Questionnaire Section	Items / Descriptions
Demographics	<ol style="list-style-type: none">1. Domicile<ul style="list-style-type: none">• Jabodetabek Area• Outside of Jabodetabek Area 2. Age<ul style="list-style-type: none">• 17 - 20 years old• 21 - 25 years old• 26 - 30 years old• 31 - 35 years old

	<ul style="list-style-type: none">• 36 years old or older <p>3. Gender</p> <ul style="list-style-type: none">• Male• Female
Frequency of Visiting Defira Septasha's TikTok Account	<ol style="list-style-type: none">1. I consider myself a frequent visitor of Defira Septasha's TikTok account.2. I regularly watch Defira Septasha's skincare / makeup reviews.3. Everyday I spend some time watching Defira Septasha's daily activities on TikTok.4. I often watch Defira Septasha's dance on TikTok.5. I frequently watch Defira Septasha's TikTok challenges.6. I often duet on Defira Septasha's TikTok content (dances, games, challenges, etc)7. I consider visiting Defira Septasha's TikTok account a regular part of my daily activities.

<p>Purchase Decision</p>	<ol style="list-style-type: none">1. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy Noera Collagen Drink2. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy Noera Lip Serum3. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy a Noera Skincare product4. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy a Noera Makeup product5. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy Noera Skin Lightening Cream6. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy Noera Slimming Tea7. Ever since I visited Defira Septasha's TikTok Account, I have decided to buy Noera Watermelon Lip Series
<p>Attention</p>	<ol style="list-style-type: none">1. Defira Septasha's endorsement of Noera Beauty make up products on her TikTok account grabbed my attention.2. Defira Septasha's endorsement of Noera Beauty Collagen Drink on her TikTok account intrigued me.3. Defira Septasha's endorsement of Noera Watermelon lip Product series on her TikTok account has caught my attention.

	<ol style="list-style-type: none">4. I have noticed Defira Septasha's weight loss after claiming she consumed Noera Slimming Tea.5. I have noticed the difference in Defira Septasha's skin on her TikTok account after claiming she uses Noera Skin Lightening Cream products.6. I have noticed that Noera Beauty Lip Serum has made Defira Septasha's lips look healthier.
Interest	<ol style="list-style-type: none">1. Ever since I visited Defira Septasha's TikTok account, I was interested to research more about the company, Noera by Reisha.2. Ever since I visited Defira Septasha's TikTok account, I was interested to find out where to buy Noera Beauty products.3. Ever since I visited Defira Septasha's TikTok account, I was curious to know about the prices of the Noera Beauty products.4. Ever since I visited Defira Septasha's TikTok account, I was interested to try the Noera Collagen Drink that is endorsed by her.5. Ever since I visited Defira Septasha's TikTok account, I was interested in using Noera Skincare / Makeup products that are endorsed by her.6. Ever since I saw the positive effects of using Noera Slimming Tea on Defira Septasha's TikTok account, I became curious to find out about the benefits for me.7. Ever since I visited Defira Septasha's TikTok account, I was interested to find out more about the Noera Skin Lightening Cream.

<p>Search</p>	<ol style="list-style-type: none">1. Ever since I visited Defira Septasha's TikTok account, I have visited Noera Beauty's web site to find out more about its products.2. After visiting Defira Septasha's TikTok account, I have visited Noera Beauty's social media to find out more about its products.3. After visiting Defira Septasha's TikTok account, I have searched online for testimonies of people who have used Noera Beauty products.4. After visiting Defira Septasha's TikTok account, I have tried to find information about Noera Beauty products from my acquaintances.5. After visiting Defira Septasha's TikTok account, I have searched for information on where to buy Noera Beauty products.6. After visiting Defira Septasha's TikTok account, I have searched for information about Noera Beauty promotions.7. After visiting Defira Septasha's TikTok account, I have searched for Noera Beauty products on online shops (Tokopedia, Shopee, Lazada, Sociolla, etc)
<p>Action</p>	<ol style="list-style-type: none">1. Ever since I visited Defira Septasha's TikTok account, I have bought Noera Collagen Drink.2. Ever since I visited Defira Septasha's TikTok account, I have bought Noera Skin Lightening Cream.3. Ever since I visited Defira Septasha's TikTok account, I have bought Noera Watermelon Lip Series.4. Ever since I visited Defira Septasha's TikTok account, I have bought Noera Slimming Tea

	<ol style="list-style-type: none">5. Ever since I visited Defira Septasha's TikTok account, I have bought Noera Vita Lip Serum.6. Ever since I visited Defira Septasha's TikTok account, I have continued to re-purchase Noera Beauty products.7. Ever since I visited Defira Septasha's TikTok account, I have been using Noera Slimming Tea products.
Share	<ol style="list-style-type: none">1. After watching Defira Septasha endorse a Noera Beauty product on her TikTok account, I posted the video(s) on my social media account(s).2. After watching Defira Septasha endorse a Noera Beauty product on her TikTok account, I shared the video(s) link with my WhatsApp group(s).3. After watching Defira Septasha endorse a Noera Beauty product on her TikTok account, I shared the video(s) with my TikTok friends.4. After watching Defira Septasha endorse a Noera Beauty product on her TikTok account, I showed the video(s) with my acquaintances.5. After watching Defira Septasha endorse a Noera Beauty product on her TikTok account, I inform my acquaintances about Noera Beauty promotional deals.6. After watching Defira Septasha endorse a Noera Beauty product on her TikTok account, I have shared an online testimony about Noera Beauty products.



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CURRICULUM VITAE

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