

## GLOSSARY

**Brand** : a name, slogan, sign, symbol, design, or a combination of these that identifies the product or services of sellers and that of a corporation used to distinguish their products or services from competitors

**Brand Equity** : a collection of assets and liabilities associated with a brand, its name, and its symbol that add to or remove from the value supplied by a product or service to a company and/or its customers

**Brand Loyalty** : A consumer's inclination to buy a product from a specific brand

**Consumer Brand Engagement:** the process by which a firm establishes a relationship with its customers in order to foster brand loyalty and awareness

**Cognitive Dimension of CBE** : a consumer's level of brand-related thought processing and elaboration

**Affective Dimension of CBE** : a consumer's degree of positive brand-related affect

**Behavioral Dimension of CBE** : a consumer's level of energy, effort and time spent on a brand

**Social Media** : a type of internet application that allows users to create content and share it with others

**Marketing** : a social and managerial method between individuals and groups to get hold of their needs and wants through creating, developing and exchanging the products and value with others

**Social Media Marketing** : a type of internet marketing that makes use of social networking sites as a marketing strategy

**Millennials** : a generation made up of those who are born after 1979 and 2001

**The Korean Wave** : a term used to describe the global appeal of South Korea's cultural economy, which includes pop culture, amusement, music, television dramatizations, and films



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## APPENDIX

### Questionnaire

Identifying the Effect of Consumer Brand Engagement Towards Brand Loyalty  
Through TikTok: Case Study of IDOUDOKSTORE

Dear respected respondents,

My name is Hana, student of Business Administration Study Program, Swiss German University, majoring in Marketing. I am currently conducting research that is required in order to fulfill my thesis.

This pre-test survey will take around 5-10 minutes to be completed. I hope that you are willing to answer all the questions based on your honest experiences. Your data will be confidential and the information will be maintained.

By any chance, if you have questions or comments on this pre-test survey of the questionnaire. Please don't hesitate to contact me through email [hanahelmard97@gmail.com](mailto:hanahelmard97@gmail.com).

### Screening Question

1. Have you ever heard about the TikTok app? (pernahkah Anda mendengar tentang aplikasi TikTok)
  - Yes
  - No

2. Are you a TikTok app user? (apakah Anda pengguna aplikasi TikTok)

- Yes
- No

3. What is your age? (berapakah umur Anda)

- Less than 17 years old
- 17 - 22 years old
- 23 - 27 years old
- 28 - 33 years old
- 34 - 39 years old
- above 39 years old

4. Where did you first know about Idoudokstore? (Dari mana pertama kali Anda mengetahui tentang Idoudokstore)

- Instagram
- TikTok
- Twitter
- From friends/family
- Shopee
- Other

5. Have you ever purchased products from Idoudokstore? (Apakah Anda pernah membeli produk dari Idoudokstore?)

- Yes
- No

### Respondent Profile Questions

6. Gender? (Jenis Kelamin?)

- Male
- Female

7. Residence/Domicile? (Tempat tinggal/Domisili?)

- Jabodetabek
- Surabaya
- Medan
- Bandung
- Makassar
- Semarang
- Palembang
- Batam
- Pekanbaru
- Malang
- Other

8. Your last education? (Pendidikan terakhir Anda?)

- Junior High School
- High School or equivalent
- Diploma
- Bachelor Degree
- Master Degree

- Doctorate Degree

9. Occupation? (Pekerjaan?)

- Student
- College / University Student
- Entrepreneur
- Housewife
- Government Worker
- Private Sector Worker
- Professional

10. Monthly Expenditure?

- < Rp. 3.000.000
- Rp. 3.000.001 - Rp. 5.000.000
- Rp. 5.000.001 - Rp. 7.000.000
- Rp. 7.000.001 - Rp. 9.000.000
- > Rp. 9.000.000

Cognitive CBE

11. I think a lot about idoudokstore TikTok account (Saya sering berpikir tentang akun TikTok Idoudokstore)

- Strongly Disagree
- Disagree
- Neutral
- Agree

- Strongly Agree

12. Time flies when I interact with idoudokstore on TikTok (Waktu berlalu ketika saya berinteraksi dengan idoudokstore di TikTok)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13. Idoudokstore TikTok account stimulates my interest (Akun TikTok idoudokstore menarik perhatian saya)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

14. When I watch idoudokstore content on TikTok I forget everything (Ketika saya menonton konten idoudokstore di TikTok saya lupa semuanya)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Affective CBE

15. Idoudokstore TikTok account inspire me (idoudokstore menginspirasi saya)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16. I am proud of using idoudokstore (Saya bangga menggunakan idoudokstore)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17. Using idoudokstore service makes me happy (Menggunakan layanan idoudokstore membuat saya senang)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18. I feel enthusiastic about idoudokstore TikTok account (Saya merasa antusias dengan akun TikTok idoudokstore)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Behavioral CBE

19. Idoudokstore is one I often use in purchasing K-Pop merch (idoudokstore adalah salah satu shop yang sering saya gunakan untuk membeli merchandise K-Pop)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20. Within purchasing K-POP merch I always buy from idoudokstore (Dalam pembelian merchandise K-Pop saya selalu membeli dari idoudokstore)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree



21. I spend a lot of time watch idoudokstore TikTok contents (Saya menghabiskan banyak waktu menonton konten TikTok idoudokstore)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

22. I refer to idoudokstore TikTok account to get latest update of K-pop merchandise (Saya merujuk ke akun TikTok idoudokstore untuk mendapatkan informasi terbaru tentang merchandise K-Pop)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### Brand Loyalty

23. I would recommend idoudokstore to family and friends (Saya akan merekomendasikan idoudokstore kepada keluarga dan teman)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24. I will buy product from idoudokstore again (Saya akan membeli produk dari idoudokstore lagi)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

25. I will not buy product from another store if idoudokstore is selling the same product (Saya tidak akan membeli produk dari toko lain jika idoudokstore menjual produk yang sama)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

26. After the first purchase I will buy products from idoudokstore again in a later time (Setelah pembelian pertama saya akan membeli produk dari idoudokstore lagi di lain waktu)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

27. If thinking about K-Pop store, idoudokstore is the first brand that comes to my mind (Jika berpikir tentang toko K-Pop, idoudokstore adalah brand pertama yang terlintas di benak saya)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree



# CURRICULUM VITAE

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## Personal Information

Name	Hana Helmard
Place and Date of Birth	Jakarta, 20 November 1997
Nationality	Indonesian
Marriage Status	Single
Sex	Female

## Academic Qualification

### Education

2016 - Now	Swiss German University, Tangerang	Fachhochschule Südwestfalen Degree Program: International Business Administration Concentration: Marketing
2012 - 2015	High School SMA Plus Pembangunan Jaya Bintaro, Tangerang Selatan	Concentration: Science
2009 - 2012	Junior High School SMP Pembangunan Jaya	

Hana Helmard

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	Bintaro, Tangerang Selatan
2003 - 2009	Primary School SD Pembangunan Jaya Bintaro, Tangerang Selatan

### Further Education

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2015 - 2016	English Course ILP Bintaro
2003 - 2015	Kumon Mathematics Bintaro, Tangerang Selatan
2009 - 2011	English Course English First Bintaro
2003 - 2008	English Course LIA Bintaro

### Language Proficiency

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Bahasa Indonesia	Mother Tongue
English	Fluent (Writing, Reading and Speaking)
Korean	Basic (Writing and Reading) (self-learned)

### Working Experience

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#### **Sugartrends Deutschland GmbH, Köln, Germany** (April 2019 - July 2019)

I worked as an intern in the Marketing division for 4 months, I met a lot of people from various countries and I got a lot of work experience from them. It was such a valuable and memorable experience.

#### **Bursa Efek Indonesia** (Oktober 2017 - December 2017)

I worked as an intern in the administration management team and it was very helpful to improve my skill in team building. I also got a memorable experience to work at a stock company and learn new skills.

### Organization Experience

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2015 - 2018	REMISYA (Spiritual Organization)
2012 - 2015	Secretary of MPK SMA Plus Pembangunan Jaya (School Organization)
2015	Liaison Officer for TOSCA 2015
2012	Liaison Officer for GALAXEE 2012

### Computer Skills

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Microsoft Word	Advanced
Microsoft Powerpoint	Advanced
Microsoft Excel	Basic
SPSS	Basic

### Hobby and Interest

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Interest	Brand Development and Marketing
Hobby(s)	Travelling, Baking, Watch Movies/Dramas