

GLOSSARY

Purchasing Decisions:	When a consumer has set their mindset on acquiring a product or service which was sold with an exchange of payment.
Safety Needs:	The need to stay safe from chaotic situations
Esteem:	The need of respect and respectability
Mental Health Problems:	Mental illness or Mental disorder which is a behavioural and mental problems causing distress impairment of personal functioning. Such as: Anxiety, Panic attacks, Depression, Paranoia etc.
Lack of Resources:	An absence or short supplied of something which was desired or required.
Price:	The amount of what a product is worth.
Quality:	A standard or an attribute and characteristics which is measured based on the degree of excellence compared to something else.
E-Commerce:	(Electronic commerce) a platform where products are being bought and sold electronically.
COVID-19:	The Pandemic also known as coronavirus, which is still ongoing, caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).

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APPENDIX



Analyzing Safety Needs and Esteem Towards Purchasing Decisions during the COVID-19 pandemic (Case Study: Traveloka)

Greetings respected participants,

My name is Isaura Flora and I am a student of Swiss German University studying Hotel and Tourism Management. As a requirement of my programme, I am currently doing a survey to collect data for my Thesis. As mentioned in the title, the topic of my thesis is Analysing Safety Needs and Esteem towards Purchasing Decisions during the COVID-19 Pandemic using "Traveloka" as a purchasing platform among individuals whose age ranges from 18-40 living in the Bandung Area.

This survey consists of 25 questions and is estimated to take around 14 minutes to complete. Please note that your response within this survey will be disclosed, confidential and used only strictly for academic purposes.

This survey is a vital part of my research which is why your voluntary and response will be much appreciated. With this, I hope you would be so kind as to spare your time and participate in this survey with honesty.

If you have any questions regarding this questionnaire, please do not hesitate to contact me at i floraisaura56@gmail.com. Thank you in advance for the kind attention, participation and contribution to my research.

Best Regards,

Isaura Flora

* Required

Appendix 1. List of Questions

No.	Questions
1.	Are you currently living/ Residing in the Bandung Area?
2.	I have travelled domestically during the COVID-19 Pandemic
3.	I am well aware of the Health and Safety Protocol when I make a purchasing decision to Travel
4.	During the Pandemic, my Body and Health has been of my utmost importance
5.	The COVID-19 Pandemic has caused me to develop or increased my mental health problems such as anxiety, depression or loneliness
6.	I have experienced Employment problems during the Pandemic such as termination, furloughed without pay, reduced shift time or made to work from home
7.	The Pandemic has caused me to experience stress and anxiety over my job security
8.	Self Isolation such as Working from home (WFH) or staying home makes me feel uncontrolled and unorganized
9.	The Pandemic has caused me to experience lack of resources when I purchase in a shop
10.	I feel more confident to purchase a travel package online due to the COVID-19 pandemic
11.	I feel more confident purchasing a travel package if the level of sanitation is high
12.	Survival has been my biggest achievement during the COVID-19 pandemic
13.	Respect is very important factor during the COVID-19 pandemic
14.	I respect people's social distancing throughout the COVID-19 pandemic
15.	Wearing a Mask, Performing Personal Hygiene and Safe distancing during the pandemic is a sign of mutual respect
16.	I have always shown Respect and Kindness throughout the COVID-19 pandemic

17.	I have made an uncertain (morale) Purchase throughout the COVID-19 Pandemic
18.	I am well aware of my needs when I make a decision to purchase a product
19.	Before I purchase a product, i prefer to purchase a product through feedbacks from Personal Sources such as my Family, Friends or Neighbour.
20.	Before I purchase a product, i prefer to purchase a product through feedbacks through Public Sources, such as Consumer Ratings, Reviews and Social Media
21.	I always evaluate the product I want to purchase with similar ones before making a purchase decision
22.	Price and Quality is one of the most important components when making a Purchase Evaluation
23.	I have purchased a travel product during the COVID-19 pandemic due to devastation, stress or the need for a holiday
24.	After Purchasing a product, I often give feedback such as reviews and ratings regarding the product

Analyzing Safety Needs and Esteem Towards Purchasing Decisions during the COVID-19 pandemic (Case Study: Traveloka)

Dear Respondents,

Thank you for the kind participation, your response has been recorded. If you have any further questions regarding this questionnaire, please do not hesitate to reach me through my email: floraisaura56@gmail.com.

Best Regards,
Isaura Flora

[Edit your response](#)

Appendix 2, Post-Test Result Variable X- Safety Needs

1	5	5	2	1	5	5	1
4	5	5	1	5	2	5	3
5	5	5	3	3	3	1	3
2	5	5	2	3	3	1	1
4	5	5	3	5	5	3	1
2	4	5	4	4	2	2	4
3	5	5	4	3	4	5	5
1	5	5	4	2	2	3	2
5	5	5	5	5	1	5	1
3	5	5	2	4	4	4	4
5	5	5	2	3	2	1	1
5	5	5	4	4	5	3	5
5	5	5	3	2	3	4	2
5	5	5	5	3	2	5	5
1	3	5	5	5	5	3	3
5	5	5	4	4	3	3	3
1	5	5	3	2	1	4	3
4	5	4	4	4	5	5	4
1	4	5	3	4	4	3	2
4	5	3	5	1	5	5	2
3	5	5	5	3	4	5	5
2	5	5	4	5	4	5	4
2	5	5	5	5	5	3	5
5	5	5	3	5	3	3	3
3	5	5	2	4	3	3	2
4	5	5	2	5	4	3	3
3	5	5	5	3	5	5	5
2	5	5	4	1	4	5	5
3	5	5	4	5	3	1	4
1	4	5	5	3	5	2	2
1	4	5	4	1	3	4	4
2	4	3	3	1	1	2	2
3	5	5	5	3	5	5	5
2	5	5	3	1	2	2	3
1	4	5	3	4	5	4	3
5	5	4	3	3	3	2	3
2	5	5	4	2	5	4	3
4	4	5	5	4	3	4	3
1	5	5	3	1	1	2	5
3	5	5	4	1	4	3	3
2	5	5	3	1	1	3	1
3	5	5	1	2	4	1	2
3	5	5	2	4	5	2	3
4	5	5	1	1	1	3	1
2	5	5	4	4	3	5	4
4	5	5	1	1	1	3	1
3	4	5	4	4	4	4	3
5	5	5	5	5	5	5	4

Source: Questionnaire Results

Appendix 3, Post-Test Result Variable X2- Esteem

1	5	5	5	5	5	5	5	5
2	5	4	3	5	5	5	5	3
3	5	5	5	5	5	5	5	4
3	4	2	4	5	5	5	5	5
3	5	5	5	5	5	5	5	2
1	4	4	5	5	5	5	4	3
5	5	5	5	5	5	5	5	4
1	2	3	3	5	5	5	4	4
5	5	5	5	5	5	5	5	5
3	5	4	4	4	4	4	4	3
4	4	3	5	5	5	5	4	2
3	5	5	5	4	4	4	4	4
3	5	4	5	5	5	5	5	3
5	5	5	5	5	5	5	5	3
1	3	5	5	5	5	5	1	1
4	4	4	4	4	4	4	4	4
1	4	5	5	5	5	5	5	3
4	4	4	5	5	5	5	4	3
1	1	5	5	4	5	5	5	3
3	5	4	5	5	5	5	4	5
2	5	5	5	5	5	5	5	4
4	5	5	5	5	5	5	5	4
5	5	5	5	5	5	5	5	5
3	5	3	3	3	5	5	5	3
4	4	2	4	4	5	5	5	3
3	4	5	5	5	5	5	5	3
2	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	3
1	4	5	4	5	5	5	4	3
3	3	5	5	5	5	5	5	4
3	4	2	5	5	5	5	5	4
2	5	5	5	5	5	5	5	5
2	2	3	4	5	5	5	5	4
3	4	4	5	5	5	5	4	3
3	5	5	5	5	5	5	5	4
2	2	3	5	5	5	5	5	4
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5
2	4	5	5	4	5	5	4	4
1	3	5	5	4	5	5	4	4
3	4	3	5	5	5	5	5	3
2	3	5	3	5	5	5	4	3
1	5	2	5	5	5	5	5	4
2	5	4	5	5	5	5	5	3
2	5	2	5	5	5	5	5	4
2	4	4	4	5	4	4	4	4
4	5	5	5	5	5	5	5	4

Source: Questionnaire Results

Appendix 4, Post-Test Result Variable Y- Purchasing Decisions

5	5	5	5
3	5	5	3
5	5	5	5
5	4	3	3
5	5	5	2
5	5	5	1
5	5	4	4
4	4	4	2
5	5	3	5
4	4	4	3
5	5	4	2
4	4	5	4
5	5	5	4
4	5	4	5
4	4	4	3
4	4	4	4
5	5	4	1
5	4	5	3
3	4	5	1
4	4	5	4
5	4	4	2
5	4	5	4
5	5	5	2
5	3	5	1
4	4	4	4
3	5	3	2
5	5	5	3
5	4	5	3
4	5	2	3
5	5	5	4
5	5	5	3
4	4	4	1
5	5	5	3
4	4	5	2
4	4	3	1
5	4	4	4
3	5	5	4
4	4	4	4
5	5	5	2
4	4	4	2
5	5	5	2
5	4	5	4
3	4	5	3
4	5	4	1
5	4	5	2
4	5	4	1
5	4	4	5
5	5	5	5

Source: Questionnaire Results

Appendix 5, Thesis Time Frame

No.	Date	Work Progress
1	Tuesday, 9 Feb 2021	Thesis Proposal Approval
2	Monday, 15 Feb 2021	Revised Thesis Proposal Submission
3	Friday, 19 Feb 2021	Revised Thesis Proposal Approval
4	Monday, 22 Feb 2021	Start Thesis
5	Friday, 12 March 2021	Chapter 1 Submission and feedback from English Department
6	Friday, 26 March 2021	Chapter 2 Submission
7	Friday, 9 April 2021	Chapter 3 Submission
8	Thursday, 22 April 2021	2 Chapters Submission to English Department
9	Thursday, 22 April 2021	Thesis Colloquium
10	Friday, 21 May 2021	Chapter 4 Submission
11	Friday, 4 June 2021	Chapter 5 Submission
12	Monday, 14 June 2021	Thesis Submission

Source: Swiss German University

CURRICULUM VITAE



PERSONAL

1.	FULL NAME	Isaura flora
2.	ADDRESS	Jln. Buah Batu No. 219, (Bandung, Indonesia)
3.	TELP/MOBILE/SKYPE	+62 878 4707 0606
4.	EMAIL	Floraisaura56@gmail.com Isaura.flora@student.sgu.ac.id
5.	PLACE/DATE OF BIRTH	15 March 2002 (Bandung, Indonesia)
6.	SEX	Female
7.	NATIONALITY	Indonesian
8.	INTEREST	Drawing, Singing, Swimming, Travelling, Cooking, Music, Fashion

EDUCATION

UNIVERSITY	Swiss German University (Tangerang, Indonesia)
JUNIOR HIGH SCHOOL TO HIGH SCHOOL AND GRADUATES YEAR	Nehru Memorial School - The Cambridge International Centre (Bandung, Indonesia from 2013-2017)

WORKING EXPERIENCE

NO.	NAME OF COMPANY	DETAIL OF WORKING
1.	InterContinental Bandung Dago Pakar (Internship)	FO (Front Office Administrator, GRO, kids club, Operator, Club lounge, Lobby Ambassador)
2.	Grand Hotel Binz	Preparing food and buffet for both warm kitchen and cold kitchen, Serving on Rujani Restaurant.

ACTIVITIES

NO.	NAME OF ORGANIZATION	DETAIL OF ACTIVITY
1.	Hotel and Arts Festival (Harfest; Event of SGU)	Latte Art Competition National Front Desk Competition (Member of Design and Fundraising Committee)
2.	International Business Entrepreneurship Festival (IBEF; Event of SGU)	SGU (Member of Design Committee)
3.	Gala Dinner (City of Stars; Event of SGU)	Appreciation Night (Member of Fundraising Committee)
4.	British American Tobacco (Event in SGU)	Recruitment Seminar (Participant)

PERSONAL DEVELOPMENT

NO.	TYPE OF ACTIVITY	DETAIL OF ACTIVITY
1.	Drawing Course	Graphite drawing, Animation, Architecture (2014-2017)
2.	Computer Course	3d's max, Photoshop, AutoCAD, Autodesk (2016-2017)
3.	Tasting Sensory (Various Beverages)	Tangerang, Swiss German University (- 2018)
4.	Karate	Bandung (2015-2017)
5.	Swimming	Atlantic Swimming Club, Bandung (2015-2017)
6.	German Language	Bandung, Goethe Institute (-2019)
7.	Microsoft Office	Very Good

SKILL

NO	SKILL	LEVEL OF SKILL (Very Good, Good, Fair)
1.	Bahasa Indonesia	Mother Language
2.	English	Very good
3.	German	Basic knowledge (A1)
4.	Chinese	Basic Knowledge

SGU'S LATEST ACADEMIC RECORD

SEMESTER	GPA/IP PER SEMESTER
1	2.22
2	3.31
3	3.54
4	3.45
5	3.67
6	3.35
7	3.40
8	3.40