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## LAMPIRAN PENELITIAN

### A. Kuesioner Penelitian

Kuesioner penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* (E-WOM) terhadap intensitas penggunaan ulang aplikasi Gojek yang dimediasi oleh kepuasan pelanggan di kota Salatiga. Berikut terdapat beberapa pernyataan yang harus dibaca serta dipahami. Responden diminta untuk memilih salah satu pernyataan yang paling sesuai dengan pendapat responden dengan pilihan alternatif jawaban sebagai berikut :

- Sangat tidak setuju (1)
- Tidak setuju (2)