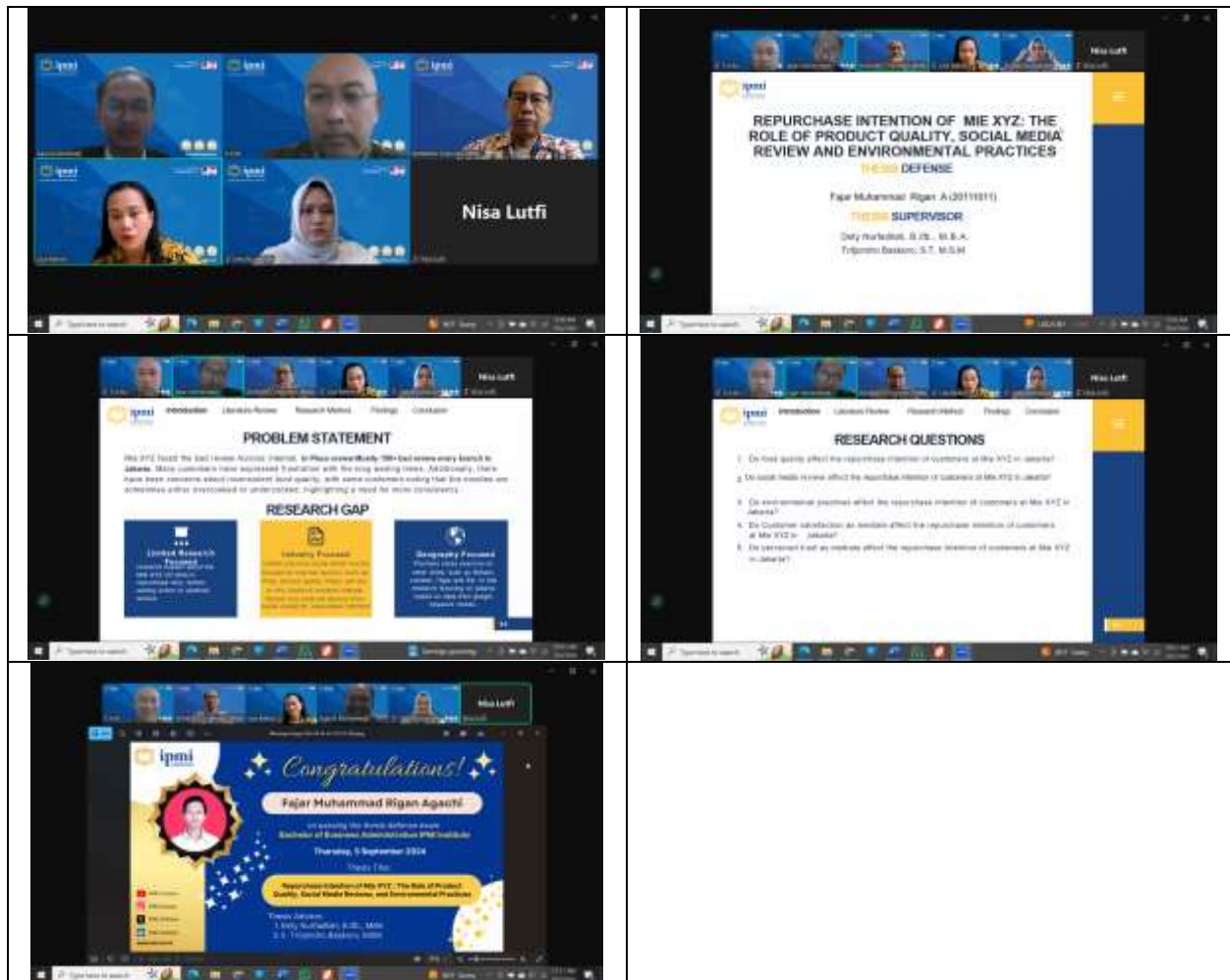




Dr. Samuel PD Anantadjaya  
+62-859-21-938-800

Event	:	<b>Thesis Defense - BBA</b>
Date	:	<b>Thursday, September 5, 2024 at 10 AM</b>
Student	:	<b>Fajar Muhammad Rigan Agachi (NIM # 20111020)</b>
Title	:	<b>Repurchase Intention of Mie XYZ: The Role of Product Quality, Social Media Review and Environmental Practices</b>
Thesis Advisor(s)	:	<b>Dety Nurfadillah, MBA &amp; Tjitjondro Baskoro, MSM</b>
Examiners	:	<b>Liza AM Nelloh, MM, CDM &amp; Dr. Samuel PD Anantadjaya</b>

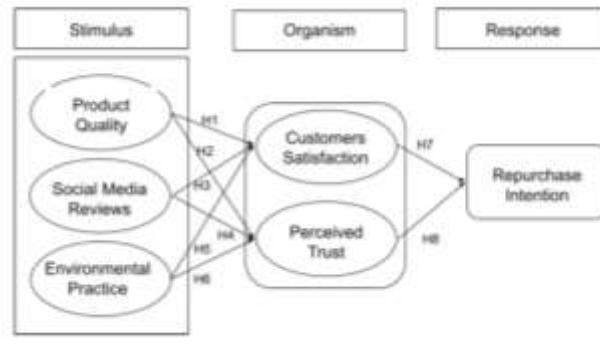


Comments;

1. In your research framework, it says that stimulus brings about organism and responses.
  - a. What do you mean by **stimulus** that is called **product quality, social media reviews and environmental practices**?



Dr. Samuel PD Anantadjaya  
+62-859-21-938-800



b. What do you mean by organism that is called **customer satisfaction** and **perceived trust**?

2. Are you talking about Mie Gacoan or other types of noodles?
3. In your population and sample, it is stated that this **mie gacoan** then you said that this noodle is Mie XYZ on page 30

#### 3.4. Population and Sample

This study employs a purposive sampling technique with the following requirements: the respondents should be categorized as Generation Z with the age range between 16 and 25, Millennials with age range between 25-40, and Generation X with the age range between 41-56 they should be have bought **Mie gacoan** noodles dine in at least 1 times, and they have using a social media either facebook, Instagram, Tiktok, Twitter, or Youtube. Social media is a primary source of information for many people, especially Generation Z and Millennials. They tend to look for reviews, recommendations, and experiences of others on platforms such as Instagram, TikTok, and YouTube before making purchasing decisions.

4. In your **data analysis on page 36**,
  - a. Are you not gearing toward **age for 26-34 years of age since they are all the major portion** of 57% (89 respondents)?

Table 4.2 Respondent Profile – Age

Age	Number of Respondents	Percentage
18-25 years old	33	21,3%
26-34 years old	89	57,4%
35-49 years old	33	21,3%

Source: Data Processing (2024)

- b. The occupation appears to be misleading that the private employee is noted by 59% (91 respondents). **How much would you NOT rely on the private employees?**



Dr. Samuel PD Anantadjaya  
+62-859-21-938-800

Occupation	Number of Percentage	Percentage
Students	29	18,7%
Private Employees	91	56,7%

5. Look into the descriptive statistics on page 41, you stated again that this is about **Mie Gacoan**, then I fully puzzled that you are talking about Mie XYZ instead of this noodle

deviation of 0.749. This suggests that most respondents agree with this statement. The second indicator, "PQ 2: Overall, I am satisfied with the quality of the product of restaurant Mie Gacoan," has a mean score of 4.367 and a standard deviation of 0.825, indicating that the majority of respondents agree with this statement as well.

6. What is the difference of **R<sup>2</sup>** and **R<sup>2</sup> adjusted**?
7. Which one do you have to refer to in this research, is it **R<sup>2</sup>** or **R<sup>2</sup> adjusted**?
8. What is the **VIF** (variance inflator factor) for and what is the meaning of VIF?
9. Your sample is **155 respondents** (on page 71) or **140 respondents** in research methodology

#### 5.3.1 Limitations

This study acknowledges several limitations, including those related to the industry, respondent demographics, and methodological constraints. The focus of this research on Mie XYZ and its specific variables means that the findings may not be generalizable to other fast-food sectors or different types of food establishments. The study's sample consists of respondents from Jakarta, totaling 155 individuals, and therefore may not accurately represent the views of customers from

71

According to Hair et al. (2014), the minimum sample size for the analysis is 140. This study collects data from a minimum of 140 respondents from the Jakarta area. At first, the respondents were given several screening questions to make sure that they fulfilled the criteria. Then, the questionnaires were distributed through an online platform, and were requested to fill in personal information before answering questions or structured statements in the survey. Then, the respondents filled in each of the questions or statements that are already available.

#### 3.5. Measurement and Scaling

10. What is **price** tags have to do with the noodle? How importance is the price for the noodle? Why don't you do the **4Ps** (product, place, promotion, price) or **7Ps** (process, physical evidence, people) altogether?

11. The Turn It In is 7%



Dr. Samuel PD Anantadjaya  
+62-859-21-938-800

### THESIS fajar CH 1-5 (3) - Fajar Muhammad Rigan Agachi.pdf

#### ORIGINALITY REPORT

<b>7</b> %	<b>6</b> %	<b>6</b> %	<b>2</b> %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

#### PRIMARY SOURCES

<b>1</b>	<b>jimf-bi.org</b> Internet Source	<b>2</b> %
<b>2</b>	<b>stmportal.net</b> Internet Source	<b>1</b> %
<b>3</b>	<b>download.atlantis-press.com</b>	<b>1</b> %