

Appendix

Appendix A

Questionnaire

**Research Questionnaire of The Effect of Service Quality
on Customer Loyalty of Social E-commerce—A Case Study
of Pinduoduo**

Questionnaire ID: _____

Dear Sir/Madam,

Thank you for taking the time out of your busy schedule to participate in our survey. The purpose of this survey is to understand your opinion on the service quality of social e-commerce platform Pinduoduo. Please note that there are no right or wrong answers, and we value your honest opinions.

This survey is being conducted anonymously, and your answers will only be used for academic research purposes. We assure you that all personal information will be kept strictly confidential.

Part 1

1. Gender:

- Male Female

2. Age:

- | | |
|---|--|
| <input type="checkbox"/> Under 20 years old | <input type="checkbox"/> 21-29 years old |
| <input type="checkbox"/> 30-39 years old | <input type="checkbox"/> 40-49 years old |
| <input type="checkbox"/> 50 years old and above | |

3. Education:

- | | |
|--|--|
| <input type="checkbox"/> Undergraduate Degree | <input type="checkbox"/> Bachelor's Degree |
| <input type="checkbox"/> Higher than Bachelor's Degree | |

4. Occupation:

- | | |
|---|--|
| <input type="checkbox"/> Students | <input type="checkbox"/> Company Staff |
| <input type="checkbox"/> Civil Servants | <input type="checkbox"/> Institution Staff |
| <input type="checkbox"/> Individual Practitioners | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Personnel | <input type="checkbox"/> Others _____ |

5. Monthly Income before Tax (yuan):
- Less than 1000/month 1000-3000/month
 3001-5000/month 5001-7000/month
 7001-10000/month 10001-20000/month
 More than 20000/month
6. Time of usage of Pinduoduo:
- Less than 1 year 1-3 years
 4-6 years More than 6 years
7. Frequency of use of Pinduoduo:
- Occasional use Frequent use
 non-use Others
8. How did you learn about Pinduoduo:
- Media Reports Advertising
 Recommended by Friends Links to Other Websites
 Others _____
9. Reasons for using Pinduoduo:
- Buy products or services with lower prices
 Purchase products or services with better quality
 Purchase products or services more conveniently
 Improve overall life experience
 Others _____

Part 2

The following is a series of questions regarding the **service quality** of Pinduoduo. Please read carefully and select your level of satisfaction with each service quality attribute based on your feelings. The scale ranges from "1-5" which indicates strongly disagree, somewhat disagree, neutral, somewhat agree, and strongly agree, respectively.

Item	Factors Affecting Service Quality	Strongly Disagree ----- Strongly Agree				
1. Reliability						
(1)	Pinduoduo platform is trustworthy	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

(2)	The service is efficient	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(3)	The service matches the description	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(4)	The payment methods are reliable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(5)	Transaction information is easily accessible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(6)	The consulting service is reliable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
2. Responsiveness						
(1)	Customer service and after-sales support have a good attitude	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(2)	Customer issues are fully resolved	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(3)	Remedial measures are taken promptly	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(4)	Logistics information is updated in a timely manner	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(5)	The transaction process is easy to operate	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
3. Assurance						
(1)	The transaction is secure	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(2)	Privacy is ensured	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(3)	Delivery is secure	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
4. Reputation						
(1)	Personalized services are provided	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(2)	Accurate positioning is available	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(3)	Pinduoduo maintains content standards	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
5. Information Quality						
(1)	Information provided is accurate	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

(2)	Information is timely	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(3)	Information is easy to understand	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

Part 3

The following is a series of questions regarding the **customer loyalty** of Pinduoduo. Please read carefully and select your level of satisfaction with each service quality attribute based on your feelings. The scale ranges from "1-5" which indicates strongly disagree, somewhat disagree, neutral, somewhat agree, and strongly agree, respectively.

Item	Factors Affecting Customer Loyalty	Strongly Disagree ——— Strongly Agree				
1. Repeat Purchase						
(1)	Making purchases on Pinduoduo is repeatedly.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(2)	Making purchases is repeatedly if other platforms offer the same products as Pinduoduo	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(3)	Making purchases is repeatedly if the price of goods on Pinduoduo increases	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
2. Word-of-Mouth						
(1)	I will persuade other people to make purchases on Pinduoduo	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
(2)	I will follow other people's purchasing advice on Pinduoduo	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

Part 4

What do you think about the effect of service quality on customer loyalty of social e-commerce?

The survey has now ended.

Appendix B

The Result of Item Objective Congruence (IOC) Testing

The Result of Item Objective Congruence (IOC) Testing

For this research questionnaire the validity test should have the average score of each item with consistency value ($IOC \geq 0.50$). The validity of the questionnaire was as shown below.

Items	Question/Statement	Item-Objective Congruence (IOC) Score			Total Score	Average Score	Result
		Expert1	Expert2	Expert3			
1.	Pinduoduo platform is trustworthy	+1	+1	+1	3	1	Accept
2.	The service is efficient	+1	+1	+1	3	1	Accept
3.	The service matches the description	+1	+1	+1	3	1	Accept
4.	The payment methods are reliable	+1	+1	+1	3	1	Accept
5.	Transaction information is easily accessible	+1	+1	+1	3	1	Accept
6.	The consulting service is reliable	+1	+1	+1	3	1	Accept
7.	Customer service and after-sales support have a good attitude	+1	+1	+1	3	1	Accept
8.	Customer issues are fully resolved	+1	+1	+1	3	1	Accept
9.	Remedial measures are taken promptly	+1	+0	+1	2	0.67	Accept
10.	Logistics information is updated in a timely manner	+1	+1	+1	3	1	Accept
11.	The transaction process is easy to operate	+1	+1	+1	3	1	Accept
12.	The transaction is secure	+1	+1	+1	3	1	Accept
13.	Privacy is ensured	+1	+1	+1	3	1	Accept
14.	Delivery is secure	+1	+1	+1	3	1	Accept
15.	Personalized services are provided	+1	+1	+1	3	1	Accept
16.	Accurate positioning is available	+1	+1	+1	3	1	Accept
17.	Pinduoduo maintains content standards	+1	+1	+1	3	1	Accept
18.	Information provided is accurate	+1	+1	+1	3	1	Accept
19.	Information is timely	+1	+1	+1	3	1	Accept
20.	Information is easy to understand	+1	+1	+1	3	1	Accept
21.	Making purchases on Pinduoduo is repeatedly.	+1	+1	+1	3	1	Accept
22.	Making purchases is repeatedly if other platforms offer the same products as Pinduoduo	+1	+1	+1	3	1	Accept
23.	Making purchases is repeatedly if the price of goods on Pinduoduo increases	+1	+1	+1	3	1	Accept
24.	I will persuade other people to	+1	+1	+1	3	1	Accept

	make purchases on Pinduoduo						
25.	I will follow other people's purchasing advice on Pinduoduo	+1	+1	+1	3	1	Accept

The Result of Reliability Testing

For this research questionnaire the reliability test revealed that the value of α was 0.7 or above, this suggested that the reliability of this questionnaire was at an acceptable level as the following.

- 1) Reliability test output of total 25 questions equal to 0.987
- 2) Reliability test output of 6 questions pertaining to reliability equal to 1.000
- 3) Reliability test output of 5 questions pertaining to responsiveness equal to 0.934
- 4) Reliability test output of 3 questions pertaining to assurance equal to 1.000
- 5) Reliability test output of 3 questions pertaining to reputation equal to 1.000
- 6) Reliability test output of 3 questions pertaining to information quality equal to 1.000
- 7) Reliability test output of 5 questions pertaining to customer loyalty equal to 1.000

Appendix C

Letter Expert Invitation

Letter Expert Invitation

No. 0642.09 (4)/92



Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

July 20, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Dr. Tanyaporn Sridokmai

Mr. Dong Yifeng, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on his independent study entitled "The Effect of Service Quality on Customer Loyalty of Social E-commerce: A Case Study of Pinduoduo", having Dr. Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun Buakeaw

(Lect. Sirikun Buakeaw)
Director of Graduate Study Program

Graduate Study Program
Tel. 0-2890-1801 ext. 5
E-mail graduate@dru.ac.th
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

Th
(Dr. Tanyaporn Sridokmai)
Date 20 July 2023

*Remark: This letter would be failed for reference use with the absence of expert's signature.

No. 0642.09 (4)/92



Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

July 20, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Dr. Tanyaporn Sridokmai

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Best regards,

Sirikun Buakeaw

(Lect. Sirikun Buakeaw)
Director of Graduate Study Program

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I hereby approve the research instrument validity.

Th
(Dr. Tanyaporn Sridokmai)
Date 20 July 2023

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No. 0642.09 (4)/93

Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

July 20, 2023

Subject: Invitation Letter for Expert to Validate Research Instruments

Dear Lect. Phuthom Kodkaew

Mr. Dong Yifeng, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on his independent study entitled "The Effect of Service Quality on Customer Loyalty of Social E-commerce: A Case Study of Pinduoduo", having Dr.Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun Buakeaw

(Lect. Sirikun Buakeaw)
Director of Graduate Study Program

Graduate Study Program
Tel. 0-2890-1801 ext. 5
E-mail graduate@dru.ac.th
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

[Signature]
(Lect. Phuthom Kodkaew)

Date 20 July 2023

*Remark: This letter would be failed for reference use with the absence of expert's signature.



คณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
172 ถนนอิสรภาพ เขตธนบุรี กรุงเทพมหานคร 10600 เบอร์โทรศัพท์ 02 890 0001
Dhonburi Rajabhat University Institutional Review Board
172 Itsaraparb Rd., Thonburi, Bangkok 10600 Tel No. 662 890 0001

เอกสารรับรองการพิจารณาโครงการวิจัยจริยธรรมวิจัยในมนุษย์แบบยกเว้น
Certificate of Exemption from Human Research Ethics Review

หมายเลขเอกสารรับรอง (COE NO.) 044/2566

หมายเลขคณะกรรมการจริยธรรมการวิจัยในมนุษย์ (IRB NO.) DRUIRB-GOV-66-00015

ชื่อโครงการ (Research title):
(ภาษาไทย) -
(English) The Effect of Service Quality on Customer Loyalty of Social E-commerce—A Case Study of Pinduoduo

เลขที่โครงการวิจัย (Research number): 042/2566

ผู้วิจัยหลัก (Principal investigator): (ภาษาไทย) -
(English) Mr. Dong Yifeng

หน่วยงานที่สังกัด (Institutional affiliation): Master of Business Administration Program, Faculty of Management
Science, Dhonburi Rajabhat University

ผู้วิจัยร่วม (Co-investigators): (ภาษาไทย) -
(English) -

หน่วยงานที่สังกัด (Institutional affiliation): -

โครงการวิจัยนี้ ได้รับการรับรองจากคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
This research project is approved by Dhonburi Rajabhat University Institutional Review Board

วันที่รับรอง (Certified date): 4 กันยายน 2566 (September 4th, 2023)

(ดร. ผ่องศรี เวสราธิช/ Dr. Phongsri Waysarach)

ประธานคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
Chairperson of Dhonburi Rajabhat University Institutional Review Board

หมายเหตุ: 1. ไม่ต้องส่งรายงานความก้าวหน้า
2. ส่งรายงานการวิจัยฉบับสมบูรณ์ พร้อมแบบฟอร์มรายงานผลสรุปการวิจัย (DRU - IRB Form 14-01/2.0) เมื่อทวิงงานเสร็จ

Remarks: 1. No requirement for progress report.
2. When complete the research, please submit a full research report and the research report form (DRU - IRB Form14-01/2.0).

Biography

Name	Dong Yifeng
Day Month Year of Birth	28 Oct 1996
Domicile	China
Academic Background	
2017	Bachelor of Art Weifang University
2023	Master of Business Administration Dhonburi Rajabhat University
Position and Office	
2023	Weifang City, Shandong Province, China