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Lampiran 1

Kuesioner Penelitian :

KUESIONER PENELITIAN

Yth.

Ibu/Saudari

Di Tempat

Assalamu'alaikum Wr.Wb.

Perkenalkan nama saya Mauritika Rizky Putri Mahasiswa Jurusan Manajemen Universitas Islam Indonesia yang sedang melakukan penelitian tugas akhir dengan judul :

"Pengaruh Kecocokan Nilai, Citra Merek, dan Kecintaan Merek Terhadap Komitmen Merek serta Pengaruh Terhadap Word of Mouth Pada Produk Kosmetik Maybelline di Yogyakarta"

Saya memohon kesediaan Ibu/Saudari yang menggunakan kosmetik merek Maybelline untuk dapat meluangkan waktu dengan mengisi kuesioner. Kesediaan Ibu/Saudari mengisi kuesioner ini akan sangat membantu saya dalam menyelesaikan tugas akhir. Segala data yang Ibu/Saudari isikan dijamin kerahasiaannya, dan hanya akan digunakan untuk kepentingan akademis semata.