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APPENDIX

Interview Question

Participant No. -

Name -

Major -

Year -

Age -

Gender -

1. What do you know about Jamu?
2. What are the three words that come to your mind when you think of Jamu?
3. Why do you use Jamu? What do you get out of using it?
4. What do you like best about Jamu? What are its positive aspects? What do you dislike? What are its disadvantages?
5. What do you find unique about Jamu? How is it different from other products? In what ways is it the same?
6. Do you know what kind of person uses Jamu?
7. How do you perceive about Jamu? (approach, feeling, impression, opinion, thought)?
8. Looking at the image of Jamu, what do you feel?
9. What are your thoughts of the quality of Jamu based on price, appearance, characteristics, and features ?
10. If you want to buy or use Jamu what factors are important for you to choose Jamu?
11. What do you associate Jamu with?
12. If you would recommend Jamu, what would you say to convince others?

Questionnaire

Perception and behaviour of Gen Z about Jamu

Demographic Information

1. Are you?

Male	Female
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2. Cohort?

2014	2017
2015	2018
2016	

3. How old are you?

Less than 16	20
16	21
17	22
18	23
19	More than 23

4. How often do you use Jamu?

Once	Several times a week
More than once	About once a week
Everyday	Never

5. How often do you purchase Jamu?

Once	Several times a week
More than once	About once a week
Everyday	Never

What are your opinions on the following statements? (Please tick on one of the answers)

6. Jamu is a traditional herbal drink

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

7. Jamu is daily beverage for Indonesians

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree **8.**

Jamu is very traditional to Indonesians

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

9. Jamu is part of Indonesian culture

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

10. Jamu is deep rooted in Indonesian society

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

11. When I think of healthcare, Jamu is one that comes to mind

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

12. Jamu is herbal medicine I am very familiar with

Not at all familiar Not so familiar Somewhat familiar Very familiar Extremely familiar

13. Jamu is herbal medicine which has health benefit

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

14. I think of Jamu as a healthy beverage because it has been told for years

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

15. I prefer Jamu compared to other conventional medicines

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

16. Jamu is all natural

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

17. Jamu doesn't have any side effects

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

18. Jamu is safe to use

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

19. It is likely that Jamu is very reliable

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

20. Jamu has a unique taste

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

21. Jamu has bitter and pungent taste

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

22. Jamu has a warm and nice taste

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

23. Most authentic quality of Jamu is sold by women selling on the streets

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

24. Jamu is in better quality when the ingredients are fresh

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

25. Jamu does not have consistent quality

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

26. Traditional Jamu is cheap

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

27. The quality of Jamu seems logical with their price

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

28. How satisfied were you with the image of Jamu

Very dissatisfied Dissatisfied Neither satisfied nor dissatisfied Satisfied Very satisfied

29. How satisfied were you with Jamu's perceived quality compared with that of the alternatives available on the market

Very dissatisfied Dissatisfied Neither satisfied nor dissatisfied Satisfied Very satisfied

30. How satisfied were you with Jamu's price-quality ratio

Very dissatisfied Dissatisfied Neither satisfied nor dissatisfied Satisfied Very satisfied

31. Overall, to what extent were you satisfied that you got what you wanted

Very dissatisfied Dissatisfied Neither satisfied nor dissatisfied Satisfied Very satisfied

32. To what extent would you prefer another, more ideal, final outcome of Jamu

Strongly not prefer Not prefer Neutral Prefer Strongly prefer

33. Compared to other conventional medicines that have similar features, I am willing to pay a premium (higher) price for Jamu

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

34. I will not buy other healthcare products if Jamu is available at the store.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

35. I enjoy purchasing Jamu products

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

36. I consider myself to be loyal to Jamu

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

37. Jamu would be my first choice of healthcare medicines

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

38. I will strongly recommend others to purchase Jamu

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

39. I find purchasing Jamu worthwhile

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

40. I will frequently purchase Jamu in the future

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

41. If there is another alternative as good as Jamu, I prefer to buy Jamu

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

42. If I have to buy among healthcare products, Jamu is definitely my choice

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree