

DIGITAL ECONOMY HOUSEHOLD SURVEY 2020

ENUMERATOR: a. NAME : _____ [] [] [] [] b. HANDPHONE : [] [] [] [] - [] [] [] [] [] [] [] [] SUPERVISOR: c. NAME : _____ [] [] [] [] d. HANDPHONE : [] [] [] [] - [] [] [] [] [] [] [] []	CONFIDENTIAL	HH ID [] [] [] [] [] [] [] []
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MODUL 9 HOUSEHOLD ENTERPRISE

Respondent modul 9 is owner of household enterprise or household member who run the enterprise

COV1. NAME OF RESPONDENT : _____ [] [] No. HHM
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JK. NUMBER OF VISIT: []

	First Visit	Second Visit	Third Visit
DATE	[] [] / [] [] / [] [] [] []	[] [] / [] [] / [] [] [] []	[] [] / [] [] / [] [] [] []
TIME START	[] [] : [] []	[] [] : [] []	[] [] : [] []
TIME END	[] [] : [] []	[] [] : [] []	[] [] : [] []

II. HOUSEHOLD ENTERPRISE

THIS SECTION IS ADDRESSED TO THE OWNER OF HOUSEHOLD ENTERPRISE (THE EMPLOYMENT STATUS IS EITHER SELF-EMPLOYED OR EMPLOYER)

Filter questions		
1	Is this enterprise doing the activity of selling goods and/or services?	1. Yes 3. No
2	1. Is this enterprise registered (e.g. with the local/central government authorities)? OR, has this enterprise received <i>Izin Usaha Mikro Kecil</i> (Micro and Small Enterprise Permit)? OR, does this enterprise have a legal status (e.g. BUMD/BUMN, PT, CV, Cooperative, Foundation, etc.)?	1. Yes 3. No
3	2. Is the financial report/statement of this enterprise separated from family/personal financial statement?	1. Yes 3. No
Employment Status: Current and History		
4	3. In your firm, are you?	1. <i>Owner with worker(s)</i> 3. <i>Self-employed i</i>
5	Before working in this enterprise that you currently own, were you....? [NOTE: IF RESPONDENT HAD MORE THAN ONE EMPLOYMENT STATUS, ASK TO REFER TO HIS/HER LAST MAIN JOB]	01. <i>A salaried worker</i> 02. <i>Owner of your own enterprise</i> 03. <i>Self-employed</i> 04. <i>Unpaid worker or apprentice</i> 05. <i>Unemployed → P.7</i> 06. <i>Inactive → P.7</i>

¹ A mobile workplace is a workplace that is not located in any one physical space.

² A virtual workplace is a network of several workplaces technologically connected (via a private network or the Internet) without regard to geographic boundaries. Telecommuting is a work arrangement in which

6	4. What was the main reason that you left your last job??	01. <i>Started your own business</i>
		02. <i>Fired</i>
		03. <i>Firm closed</i>
		04. <i>To earn higher pay</i>
		05. <i>My job contract was ended</i>
		06. <i>To change activity</i>
		07. <i>The firm moved</i>
		08. <i>Labor conflict</i>
		09. <i>Retired</i>
		10. <i>Illness or disability</i>
		11. <i>Pregnancy or family responsibilities</i>
		12. <i>Personal reasons</i>
		13. <i>I still work in the last job</i>
		14. Natural disasters
		15. Production cost
		16. Competition
		17. Lack of demand
		18. School
		19. Physical decline
		20. Damage equipment
		95. Other (specify) _____
Location of Enterprise		
7	What is the type of location of this enterprise?	
	a. <i>Fixed</i>	1. Yes 3. No
	b. <i>Mobile¹</i>	1. Yes 3. No
	c. <i>Virtual/telecommuting²</i>	1. Yes 3. No

employees do not commute or travel (e.g. by bus or car) to a central place of work, such as an office building, warehouse, or store..

Starting up A Business		
10	When was this enterprise established? (CATATAN: RESPONDEN DIBERIKAN PILIHAN UNTUK MENJAWAB SATU DARI DUA PERTANYAAN DI BAWAH INI)	<p>5. How long has this enterprise been established? <input type="text"/> / <input type="text"/> years</p> <p>2. date of establishment (month/year)? <input type="text"/> / <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> [NOTE: WRITE ``98" FOR MONTH, IF RESPONDENT DON'T REMEMBER THE MONTH]</p>

11	<p>What is the main economic activity of this enterprise? (IF MORE THAN ONE SECTOR, CHOOSE THE MAIN ONE.) [NOTE: WRITING THIS BUSINESS FIELD CAN INCLUDE DETAILED INFORMATION REGARDING THE PLACE WHERE THE RESPONDENT WORKS (IN A SHOP, MARKET, MALL, STALLS, SIDEWALKS, ETC.), COMPANY STATUS (GOVERNMENT/PRIVATE), FIELD/WHAT IS DONE BY THE COMPANY WHERE THE RESPONDENT WORKS (ASSEMBLY, MAKING FINISHED GOODS, ETC.), INFORMATION ON MATERIALS STANDARDS USED, INCLUDING THE OUTPUT PRODUCED. WRITE DOWN THE BUSINESS FIELD OF THE MAIN JOB DURING THE PAST WEEK AS DETAILED/DETAILED/AS COMPLETE AS POSSIBLE IN ORDER TO FACILITATE THE CODING OF KBLI.]</p>	<p>a. _____ _____ _____ _____</p> <p>b. <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> BASED ON THE ANSWER ABOVE, ENUMERATOR FILLS-IN THE 2 DIGIT KBLI:</p>
13.	6. What is the ownership status of this enterprise?	<ol style="list-style-type: none"> 1. <i>Sole ownership</i> 2. <i>With spouse</i> 3. <i>With other family member other than spouse</i> 4. <i>With friend(s) and/or relative(s) living outside this household</i>

14	Why did you start a household enterprise business? SHOWCARD NO. 34	
	a. <i>Could not find a job as a salaried employee</i>	1. Yes 3. No
	b. <i>Want to run my own business</i>	1. Yes 3. No
	c. <i>Give more flexibility to balance personal and professional life</i>	1. Yes 3. No
	d. <i>Need to complement main job and/or spouse's job</i>	1. Yes 3. No
	e. <i>This business provides higher income than in a wage job</i>	1. Yes 3. No
	f. <i>Give more independence, not relying on other people's income</i>	1. Yes 3. No
	g. <i>Family tradition</i>	1. Yes 3. No
15	Where did the funding to start this enterprise come from? [NOTE: LISTEN, WRITE THE RESPONSE, AND SELECT THE OPTION; IF THE RESPONDENT SAYS "THE GOVERNMENT", ASK WHICH GOVERNMENT PROGRAM?] SHOWCARD NO. 35	
	a. <i>Commercial bank</i>	1. Yes 3. No
	b. <i>Development bank</i>	1. Yes 3. No
	c. <i>Government program, (which one): _____</i>	1. Yes 3. No
	d. <i>Cooperative credit</i>	1. Yes 3. No
	e. <i>Credit from suppliers</i>	1. Yes 3. No
	f. <i>Online credit/loan for any kind of purpose (eg. AMARTHA, UANG TEMAN, AKULAKU, INVESTREE, TANIFUND, DANA LAUT, etc.)</i>	1. Yes 3. No
	g. <i>Private loans (with interest)</i>	1. Yes 3. No
	h. <i>No-interest loans from friends and relatives</i>	1. Yes 3. No
	i. <i>Sale or hock assets</i>	1. Yes 3. No
	j. <i>Severance from last job</i>	1. Yes 3. No
	k. <i>Personal savings</i>	1. Yes 3. No
	l. <i>Inheritance</i>	1. Yes 3. No
	m. <i>Did not need it</i>	1. Yes 3. No
v. <i>Other (specify): _____</i>	1. Yes 3. No	

16.	7. Did your prior work experience allow you to develop the skills that are necessary to start your own business?	1. Yes 3. No 6. DON'T HAVE WORK EXPERIENCE
16a.	What is the business field/sector of this enterprise?	1. Agriculture → P.19a 3. Non agriculture
Employees & Work Hours		
17.	In the past one week, which days and how many hours do you usually work? [NOTE: FOR EACH DAY OF THE WEEK, LIST THE HOURS AND MINUTES. FILL IN "00.00" FOR DAYS THEY DON'T USUALLY WORK]	
	a. Monday	_ _ Hour _ _ Minute
	b. Tuesday	_ _ Hour _ _ Minute
	c. Wednesday	_ _ Hour _ _ Minute
	d. Thursday	_ _ Hour _ _ Minute
	e. Friday	_ _ Hour _ _ Minute
	f. Saturday	_ _ Hour _ _ Minute
	g. Sunday	_ _ Hour _ _ Minute
18a	CAPI CHECK: P.4 = 1. OWNER WITH WORKERS	1. YES 3. NO → P.20

18.	Of the people that help you, how many are:	
	a. <i>Paid worker</i>	
	i. Male	_ _ _
	ii. Female	_ _ _
	b. <i>Unpaid worker</i>	
	i. Male	_ _ _
	ii. Female	_ _ _
	c. TOTAL EMPLOYEES [AUTOMATICALLY GENERATED FROM THE PROGRAM]	_ _ _
19.	What is the average monthly wage for paid workers in your enterprise? [NOTE: THE WAGE HERE IS IN GROSS TERM, BEFORE TAXES, INCLUDING FOOD, IN-KIND, ACCOMMODATION, ETC.]	1. Paid worker a. Male Rp. _ _ . _ _ _ . _ _ _ b. Female: Rp. _ _ . _ _ _ . _ _ _ 6. UNPAID WORKER → P.20
19a.	How many of [...] work in the enterprise in the past one year?	
	a. Seasonal workers	_ _ _ workers
	b. Permanent workers	_ _ _ workers
19b.	How much did enterprise paid for [...] i the past one year?	
	a. Seasonal workers	Rp. _ _ . _ _ _ . _ _ _
	b. Permanent workers	Rp. _ _ . _ _ _ . _ _ _

Sales, Expenses, Profit		
20.	What was the average total sales per month in the past one year (or year to date, for enterprise aged less than one year)	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/>
21.	(a) What was the average total expense per month in the past one year (or year to date, for enterprise aged less than one year) [NOTE: ASK THE TOTAL FIRST. ENUMERATOR TO ASK EXPENSE FOR ENTERPRISE AND NOT FOR HOUSEHOLD.]	1. Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> 8. DON'T KNOW/REMEMBER → P.23
	(b) What was the amount and percentage of expenses for each of the following	
	a. <i>Purchase of raw materials/ items</i>	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	b. <i>Wages and salaries for employees</i>	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	c. <i>Telephone, cellphone</i>	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	d. Electricity/water/gas	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	e. Transport	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	f. Internet	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	g. Maintenance cost	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	h. Packing cost	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	i. Tax cost	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	v. Other, _____	Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/> %
	[NOTE: CAPI CHECK CONSISTENCY TO MAKE SURE THE TOTAL 100% AND MATCH WITH AMOUNT OF TOTAL EXPENSES]	

22.	<p>[NOTE: BASED ON CALCULATION WHICH IS AUTOMATICALLY GENERATED FROM THE PROGRAM, ENUMERATOR WILL CONFIRM THE AMOUNT OF AVERAGE NET PROFIT PER MONTH]</p> <p>So, based on your total sales per month and total expense per month, the average net profit per month generated by the enterprise in the past one year (or year to date, for enterprises aged less than one year) is</p> <p>Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/></p> <p>[AUTOMATICALLY GENERATED BY THE PROGRAM].</p> <p>Do you think this calculation is right?</p>	<p>1. Yes → P.25</p> <p>3. No → ENUMERATOR WILL RE-CONFIRM BY ASKING P.20 AND P.21 AGAIN</p>
23.	What was the average amount of net profit per month in the past one year? (or year to date, for enterprise aged less than one year)	<p>1. Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/></p> <p>2. (-) Rp. <input type="text"/> . <input type="text"/> . <input type="text"/> . <input type="text"/></p>

25.	[IF P.21A>0, IF P.21B.A>0 OR PURCHASE OF RAW MATERIALS IS NOT ZERO/MISSING What purpose do you use those raw materials/items for? [NOTE: ENUMERATOR GIVES EXAMPLE FOR EACH OPTIONS: A. PURCHASE EGGS/FLOUR/SUGAR TO MAKE COOKIES; B. PURCHASE WHOLESALE CLOTHES/BAGS FOR RESALE; C. PURCHASE LOTS OF SUGAR FOR STOCK/NOT DIRECTLY USED]	
	a. <i>Capital/intermediate goods or services</i>	1. Yes 3. No
	b. <i>Final goods or services to sell</i>	1. Yes 3. No
	c. <i>Inventory</i>	1. Yes 3. No
27.	8. What is the monthly salary that you would accept to leave your business	1. Rp. <input type="text"/> . <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 3. <i>I would not leave it</i> 7. <i>NO REPLY</i>
The Use of Digital Technology		
28.	Does this enterprise use any of the following ICT equipment to help this enterprise's operation? [CAPI PROGRAM: CHECK WITH ANSWER P.40 OF MODUL 1]. MIGHT BE DIFFERENT BECAUSE ANSWERED BY DIFFERENT RESPONDENT SHOWCARD NO. 36	
	a. Computer/desktop	1. Yes 3. No
	b. Laptop/notebook	1. Yes 3. No
	c. Tablet	1. Yes 3. No
	d. Smartphone	1. Yes 3. No
	e. Handphone (2G)	1. Yes 3. No
28a.	CAPI CEK: P.28(a) – P.28(e) = 3	1. YES → P.35 3. NO

29.	Does this enterprise use the internet to help this enterprise's operation?	1. Yes → P.31 3. No
30	Why doesn't this enterprise use the internet to help with this enterprise's operation?	
	a. <i>Doesn't need it</i>	1. Yes 3. No
	b. <i>Doesn't know how to use the internet/lack of knowledge and skill</i>	1. Yes 3. No
	c. Doesn't have device that support internet	1. Yes 3. No
	v. Other (specify) _____	1. Yes 3. No → P.35
31.	Is it through [...]?	
	a. Fixed line (e.g. Speedy, Indihome, Biznet, Firstmedia,, etc.)	1. Yes 3. No
	b. Mobile broadband (e.g. Bolt, Mifi, 3G/4G access in smartphone, etc.)	1. Yes 3. No

32.	For which of the following activities does this enterprise use ICT devices and access to the internet to support the enterprise's operation, and using which device(s)? [CAPI PROGRAM: CHECK WITH ANSWER 28]				
	Activities	For [...], do you use [...]? SHOWCARD NO. 37			
		[IF 28e=1] Handphone (2G)	[IF 28d=1] Smartphone	[IF 28a OR 28b OR 28c =1] Computer/ laptop/ tablet	
a. <i>To call buyers/sellers/clients</i>	1. Yes 3. No	1. Yes 3. No			
b. <i>To send emails to buyers/sellers/client</i>		1. Yes 3. No	1. Yes 3. No		
c. <i>To get business related information online (e.g. read online news, browsing online)</i>		1. Yes 3. No	1. Yes 3. No		
d. <i>To keep my business record</i>		1. Yes 3. No	1. Yes 3. No		
e. <i>To advertise the enterprise's product/service on website, social media (e.g. Facebook, Instagram), etc.</i>		1. Yes 3. No	1. Yes 3. No		
f. <i>Mendapatkan informasi mengenai pelayanan pemerintah (misalnya, Layanan Terpadu Satu Pintu, mengurus Izin Usaha Mikro Kecil, mengurus NPWP)</i>	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No		
g. <i>To get information about government service delivery (e.g. One Stop Service, applying for Izin Usaha Mikro Kecil, applying for NPWP)</i>		1. Yes 3. No	1. Yes 3. No		
h. <i>To access internet banking (e.g. Mandiri online, BCA mobile)</i>		1. Yes 3. No	1. Yes 3. No		
i. <i>To access other financial services (e.g. e-wallet transfers, micro credit, purchases of insurance)</i>		1. Yes 3. No	1. Yes 3. No		
j. <i>To help recruit workers</i>	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No		
k. <i>To get training (e-learning), to enhance knowledge, to learn new skills</i>	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No		
l. <i>To access digital platform as a vendor/partner/merchant</i>		1. Yes 3. No	1. Yes 3. No		
v. <i>Other (specify) _____</i>	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No		

33. For which of the following activities does this enterprise use digital software to support the enterprise's operation?					
For activity [...], do you use digital software [...]? SHOWCARD NO. 38					
		You Tube/ Google.com/other website	Whats-App/ Line/ Facebook/Instagram/ Chat Messenger and other social media	Email provider (gmail. com, dsb.)	Microsoft Word/ Excel/Power-Point
(1)	(2)	(3)	(4)	(5)	(6)
a.	To communicate with buyers/sellers/clients		1. Yes 3. No	1. Yes 3. No	
b.	To get business related information	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	
c.	To advertise the enterprise's product/ service	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	
d.	To improve the enterprise's business practice, and/or to get training (e-learning)	1. Yes 3. No	1. Yes 3. No		
e.	To keep the business record				1. Yes 3. No

34. Do you agree with each of the following impact of digital technology for your business? SHOWCARD NO. 39						
a.	Digital technology allows my enterprise to engage in new business model that did not exist before	1. Very agree	2. Agree	3. Neutral	4. Disagree	5. Very disagree
b.	Digital technology reduces the costs of running my enterprises	1. Very agree	2. Agree	3. Neutral	4. Disagree	5. Very disagree
c.	Digital technology enhances my enterprise's productivity	1. Very agree	2. Agree	3. Neutral	4. Disagree	5. Very disagree

Training		
35.	9. Have you taken any (online and/or offline) training in the last two years?	1. Yes 3. No → P.37

36. No we would like to ask about the training										
	<i>Subjects of Training</i>	In what subjects did you take your training on?	Was it conducted online?	Who provided the training? [...]? Is [...]?		As a partner to a platform? [...]? SHOWCARD NO. 39A				
(1)	(2)	(3)	(4)	(5)		(6)				
				a	b	a	b	c	d	v
a.	<i>working with materials, tools, equipment, or machinery</i>	1. Yes 3. No ↓	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No
b.	<i>business administration, accounting, or finance</i>	1. Yes 3. No ↓	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No
c.	<i>computers</i>	1. Yes 3. No ↓	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No
d.	<i>occupational safety and hygiene</i>	1. Yes 3. No ↓	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No
v.	<i>Other (specify): _____</i>	1. Yes 3. No ↓	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No	1. Yes 3. No

Code Column(5):	Code column (6):
a. Government b. Private	a. GoJek (include Go-Pay, Go-Food, dsb.) b. Kudo/Grab/OVO c. Tokopedia d. Bukalapak v. Other (specify) _____

Growth Strategy		
37.	10. Do you have any future plan to expand/widen this enterprise?	1. Yes 3. No → P.39
38.	How? SHOWCARD NO. 40	
	a. Expand the enterprise premises	1. Yes 3. No
	b. Open a branch	1. Yes 3. No
	c. Upgrade skills/knowledge	1. Yes 3. No
	d. Diversify products	1. Yes 3. No
	e. Borrow more/attract more funding	1. Yes 3. No
	f. Selling online/joining a digital platform	1. Yes 3. No
	v. Other (specify) _____	1. Yes 3. No
		→ P.40

39.	Why noti? SHOWCARD NO. 41	
	a. Doesn't have enough money	1. Yes 3. No
	b. Already happy with what I have now	1. Yes 3. No
	c. Lose flexibility if the business gets larger	1. Yes 3. No
	d. Doesn't have time to manage a larger business	1. Yes 3. No
	e. Doesn't have the capability to manage a larger business (include capability to use digital technology)	1. Yes 3. No
	f. Cannot find market or clients if the business expands	1. Yes 3. No
	g. Have to register the business and or pay taxes if the business expands	1. Yes 3. No
v. Other(specify) _____	1. Yes 3. No	
		→ P.41
40.	Over the next three years, does this enterprise plan to [...]	1. Increase the number of workforce 2. Keep workforce the same 3. Reduce number of workforce

<p>41</p>	<p>In the order of importance, tell me the 3 main problems that your business faces:: [NOTE: SHOW CARDS WITH EACH OF THE PROBLEMS ON THEM, PUT THEM ON A TABLE, AND ASK THE RESPONDENTS TO PICK AND PUT IN ORDER THE TOP THREE CARDS]</p> <p>Rank 1. <input type="checkbox"/></p> <p>Rank 2. <input type="checkbox"/></p> <p>Rank 3. <input type="checkbox"/></p>	<ul style="list-style-type: none"> a. Online market and competition b. Excess offline competition c. Big businesses increasingly dominate the market d. Lack of skills/knowledge e. Current skills cannot keep up with technology f. High price of primary inputs g. High price of rent h. Lack of credit i. Problems with clients j. Not dedicate the necessary time k. Effect of nature/ weather l. Community economy m. Lack of business equipment v. Other, _____ w. NONE OF THE ABOVE, NO PROBLEMS
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III. HOUSEHOLD E-COMMERCE ENTERPRISE - OWNER

Filter Questions		
42.	<p>Does this enterprise engage in a commercial online activity including selling online (including social media and chatting messaging apps) and/or serving as an online-to-offline agent?</p> <p>[NOTE: EXPLAIN TO RESPONDENTS WHAT AN ONLINE-TO-OFFLINE AGENT IS: “AN <i>ONLINE-TO-OFFLINE</i> AGENT IS SOMEONE WHO CONNECTS ONLINE MERCHANTS AND E-COMMERCE PLAYERS WITH OFFLINE CUSTOMERS. THIS IS DONE BY ALLOWING OFFLINE CUSTOMERS WHO DO NOT HAVE ACCESS TO THE INTERNET TO PLACE ORDERS ONLINE WHILE AT A PHYSICAL STORE.]</p>	<p>1. Yes → P.44</p> <p>3. No</p>
43.	<p>Why does not engaged in commercial online activity? SHOWCARD NO. 42</p>	
	a. <i>Doesn't need it</i>	1. Yes 3. No
	b. <i>doesn't know if could sell goods/service online</i>	1. Yes 3. No
	c. <i>Doesn't know how to sell online/join a digital platform</i>	1. Yes 3. No
	d. <i>Couldn't afford to buy the ICT device</i>	1. Yes 3. No
	e. <i>Couldn't afford to pay the internet subscription</i>	1. Yes 3. No
	f. <i>Doesn't have enough production capacity</i>	1. Yes 3. No
	g. <i>Doesn't have a bank account</i>	1. Yes 3. No
	h. <i>Doesn't know how to make an online payment transaction</i>	1. Yes 3. No
	i. <i>Doesn't trust an online payment transaction (e.g. products delivered but payment not made, data is hacked or misuse)</i>	1. Yes 3. No
	j. <i>Internet service is not reliable/available in the area</i>	1. Yes 3. No
	k. <i>Delivery time/risk of getting goods/services to buyers and other logistical issues (e.g lack of storage)</i>	1. Yes 3. No
	v. <i>Other(specify) _____</i>	1. Yes 3. No
STOP → SECTION CP – ENUMERATOR NOTE		

Starting and Type of E-Commerce Business			
44.	How have you been starting e-commerce activity?	<input type="checkbox"/>	1. Day 2. Week 3. Month 4. Year
45.	Are the goods or services sold online different from what is stated in[CAPI: LOAD ANSWER P.11]?	1. Yes 3. No → P.47	
46.	What is the main economic activity of this enterprise? (If more than one sector, choose the main one.) [NOTE: WRITING THIS BUSINESS FIELD CAN INCLUDE DETAILED INFORMATION REGARDING THE PLACE WHERE THE RESPONDENT WORKS (IN A SHOP, MARKET, MALL, STALLS, SIDEWALKS, ETC.), COMPANY STATUS (GOVERNMENT/PRIVATE), FIELD/WHAT IS DONE BY THE COMPANY WHERE THE RESPONDENT WORKS (ASSEMBLY, MAKING FINISHED GOODS, ETC.), INFORMATION ON MATERIALS STANDARDS USED, INCLUDING THE OUTPUT PRODUCED. WRITE DOWN THE BUSINESS FIELD OF THE MAIN JOB DURING THE PAST WEEK AS DETAILED/DETAILED/AS COMPLETE AS POSSIBLE IN ORDER TO FACILITATE THE CODING OF KBLI.]	a. _____ _____ _____ _____ b. <input type="checkbox"/>	BASED ON THE ANSWER ABOVE, ENUMERATOR FILLS-IN THE 2 DIGIT KBLI
47.	Which one of the following does this enterprise use for online transactions, i.e. e-commerce? SHOWCARD NO. 43		
	a. Social media (e.g. Facebook, Instagram, Twitter)	1. Yes	3. No
	b. Chat messaging apps (e.g. WhatsApp, Line)	1. Yes	3. No
	c. e-Marketplace (e.g.: Tokopedia, Bukalapak, Shopee, Lazada, Amazon, etc.)	1. Yes	3. No
	d. Online (on-demand) services trade including ride-hailing and travel (e.g. GoRide, GrabFood, Sribu.com, Upwork.com, Traveloka, etc.)	1. Yes	3. No
	e. Online-to-offline (e.g. Mitra Bukalapak, etc.)	1. Yes	3. No
	f. Website owned by your enterprise	1. Yes	3. No
	v. Other (specify) _____	1. Yes	3. No
48a	CAPI CHECK: P.47(c) AND P.47(d) = 3	1. YES 3. NO → P.49a	
48.	Why doesn't this enterprise join the e-marketplace/online service trade platform? SHOWCARD NO. 44		
	a. Will have to install/download the e-marketplace/online service trade application	1. Yes	3. No
	b. Too much competition	1. Yes	3. No
	c. Will have to undercut (a competitor) in prices	1. Yes	3. No
	d. Doesn't understand digital marketing strategy	1. Yes	3. No
	e. Will have to pay tax	1. Yes	3. No
	f. Will have to comply with some regulations	1. Yes	3. No
	g. Not yet/ do not need to joint them	1. Yes	3. No
	v. Other (specify) _____	1. Yes	3. No

49a	CAPI CHECK: P.47(a) = 1 [SOCIAL MEDIA]	1. YES 3. NO → P.50a
49.	Why does this enterprise join the social media platform? SHOWCARD NO. 45	
	a. <i>More personal</i>	1. Yes 3. No
	b. <i>Instant/doesn't need to install e-marketplace/online service trade application</i>	1. Yes 3. No
	c. <i>Free registration</i>	1. Yes 3. No
	d. <i>Easier to use</i>	1. Yes 3. No
	e. <i>Minimal cost</i>	1. Yes 3. No
	f. <i>Already on it/know it due to personal use</i>	1. Yes 3. No
v. <i>Other (specify): _____</i>	1. Yes 3. No	
50a	CAPI CHECK: [P.47(a) OR P.47(b) = 1] AND [P.47(c) OR P.47(d)= 1]	1. YA 3. TIDAK → P.51a
50.	What is the advantage of selling through e-marketplace/online service trade platform vis-à-vis social media? SHOWCARD NO. 46	
	a. <i>Free advertising cost</i>	1. Yes 3. No
	b. <i>Reach bigger and more targeted market</i>	1. Yes 3. No
	c. <i>Integrated with online gateway payment</i>	1. Yes 3. No
	d. <i>Integrated with logistic company</i>	1. Yes 3. No
	e. <i>Integrated with insurance company</i>	1. Yes 3. No
	f. <i>Security</i>	1. Yes 3. No
	g. <i>Recorded transaction</i>	1. Yes 3. No
	h. <i>Getting reviewed from consumers</i>	1. Yes 3. No
v. <i>Other (specify) _____</i>		

51a	CAPI CHECK: [P.47(a) AND OR P.47(b) = 1]	1. YES 3. NO → P.52a
51.	Which socia media/chat messaging apps is your enterprise listed in? SHOWCARD NO. 47	
	a. Facebook	1. Yes 3. No
	b. Instagram	1. Yes 3. No
	c. Twitter	1. Yes 3. No
	d. WhatsApp	1. Yes 3. No
	e. LINE	1. Yes 3. No
v. Other (specify) _____	1. Yes 3. No	
52a	CAPI CHECK: P.47(c) = 1 [E-MARKETPLACE]	1. YA 3. TIDAK → P.53a
52.	Which e-marketplace(s) is your enterprise listed in? SHOWCARD NO. 48	
	a. Tokopedia	1. Yes 3. No
	b. Bukalapak	1. Yes 3. No
	c. Lazada	1. Yes 3. No
	d. Shopee	1. Yes 3. No
	e. OLX	1. Yes 3. No
	f. Bliibli	1. Yes 3. No
v. Other, _____	1. Yes 3. No	

53a	CAPI CHECK: P.47(d) = 1 [LAYANAN ONLINE]	1. YES 3. NO → P.54
53.	Which online (on-demand) service trade platform is this enterprise listed in?? SHOWCARD NO. 49	
	a. Gojek	1. Yes 3. No
	b. Grab	1. Yes 3. No
	c. Traveloka	1. Yes 3. No
	d. AirBnB	1. Yes 3. No
	e. Tiket.com	1. Yes 3. No
	v. Other, _____	1. Yes 3. No

Online Sales, Transactions, and Raw Materials		
54.	11. Do you also sell offline?	1. Yes 3. No
54a.	CAPI CEK: P.42 = 1.YA	1. YES 3. NO → SECTION CP
55.	a. What is the average value per online transaction (or online-to-offline transaction for online-to-offline agents) in the past one year or year to date?	Rp. _____ . _____ . _____
	b. [NOTE: CAPI WILL AUTOMATICALLY CALCULATE THE PERCENTAGE OF ONLINE SALES TO TOTAL SALES], So, the share of your online sales out of total sales is _____ % Is the figure correct? NOTE: THIS FIGURE IS BASED ON CAPI CALCULATION [P55A/P20]	1. Yes 3. No → ENUMERATOR WILL RE-CONFIRM BY ASKING P.20 AND P55A AGAIN

57.	What is the average number of online transactions (or online-to-offline transactions for online-to-offline agents) in a month in the past one year or year to date?	_____ times
58.	What is the average value per online transaction (or online-to-offline transaction for online-to-offline agents) in the past one year or year to date?	Rp. _____ . _____ . _____
60.	Does this enterprise have online sales coming from abroad	1. Yes 3. No → P.62
61.	What are the three markets (countries) generating the most online sales abroad (starting with the largest)? (Or, online-to-offline sales for online-to-offline agents [NOTE: WRITE "W" IF NOT ALL THREE ARE FILLED-IN])	1. _____ 2. _____ 3. _____
62.	Does this enterprise buy online any of its raw materials domestically?	1. Yes 3. No
64.	Does this enterprise buy online any of its raw materials/items from abroad (import)?	1. Yes 3. No → P.66a
65.	What are the three markets (countries) where this enterprise buys the most raw materials/items online abroad from? (starting with the largest) [NOTE: WRITE "W" F NOT ALL THREE ARE FILLED-IN]	1. _____ 2. _____ 3. _____

66a	CAPI CHECK: P.64 = 1	1. YES 3. NO → P.67	
66.	What purpose do you use those raw materials/items bought online for? [NOTE: ENUMERATOR GIVES EXAMPLE FOR EACH OPTIONS: A. PURCHASE EGGS/FLOUR/SUGAR TO MAKE COOKIES; B. PURCHASE WHOLESALE CLOTHES/BAGS FOR RESALE; C. PURCHASE LOTS OF SUGAR FOR STOCK/NOT DIRECTLY USED.]		
	a. <i>Capital/intermediate goods or services</i>	_ _ _ %	
	b. <i>Final goods or services to sell</i>	_ _ _ %	
	c. <i>Inventory</i>	_ _ _ %	
	TOTAL [NOTE: MAKE SURE THE TOTAL 100%]		100%
Payment Method			
67.	Which payment methods does your enterprise accept? SHOWCARD NO. 50		
	a. <i>Cash on delivery</i>	1. Yes 3 No	
	b. <i>Credit card</i>	1. Yes 3 No	
	c. <i>Direct debit</i>	1. Yes 3 No	
	d. <i>Transfer and ATM</i>	1. Yes 3 No	
	e. <i>Electronic money or e-wallet (e.g. Go-Pay, OVO, etc.)</i>	1. Yes 3 No	
	v. <i>Other (specify) _____</i>	1. Yes 3 No	

Expectation and Challenges

68.	<p>In your opinion, how important is each of the following aspect of e-commerce for your business? SHOWCARD NO. 51</p> <p>[Fill in 1= Very important; 2=Important; 3=Indifferent; 4=Unimportant; 5=Very unimportant]</p>	
	a. <i>E-commerce boosts brand awareness of enterprise's product/services and/or attract new customers including tailoring advertising/marketing to specific customers</i>	1 2 3 4 5
	b. <i>E-commerce allows the enterprise to collect information on somebody's business performance more widely and at lower cost</i>	1 2 3 4 5
	c. <i>E-commerce allows the enterprise to buy/sell 24/7 and 365 days a year</i>	1 2 3 4 5
	d. <i>E-commerce potentially increases the profit of the enterprise</i>	1 2 3 4 5
	e. <i>E-commerce allows the enterprise to expand/grow</i>	1 2 3 4 5
69.	<p>In your opinion, what have been the main challenges for your e-commerce business? [SHOWCRD]</p> <p>[NOTE: SHOW CARDS WITH EACH OF THE PROBLEMS ON THEM, PUT THEM ON A TABLE, AND ASK THE RESPONDENTS TO PICK AND PUT IN ORDER THE TOP THREE CARDS.]</p> <p>Rank 1. <input type="checkbox"/></p> <p>Rank 2. <input type="checkbox"/></p> <p>Rank 3. <input type="checkbox"/></p>	<p>a. <i>Market competition</i></p> <p>b. <i>Financing</i></p> <p>c. <i>Main logistics</i></p> <p>d. <i>ICT infrastructure</i></p> <p>e. <i>Payment methods</i></p> <p>f. <i>Human capital constraints</i></p> <p>g. <i>Local content requirements</i></p> <p>h. <i>Custom</i></p> <p>i. <i>Societal trust in e-commerce</i></p> <p>v. <i>Other (specify) _____</i></p>

SECTION CP. ENUMERATOR NOTE

CP01 WHAT WAS THE LANGUAGE USED IN THE ENTIRE/MOST OF THE INTERVIEW?	00. INDONESIA 01. BETAWI 02. SUNDANESE 03. JAVANESE	04. MADURANESE 05. SASAK 06. MANDARIN 07. MANADO	08. GORONTALO 09. BUGIS 10. MAKASAR 95. OTHERS, _____
CP02 WERE THERE ANY OTHER LANGUAGE USED (IF ANY)?	1. YES, <input type="checkbox"/> , _____ (CODE SAME WITH CP01) 3. NO		
CP03 WHO ELSE (ANOTHER PERSON) OTHER THAN THE RESPONDENT WAS PRESENT DURING THE INTERVIEW?	A. NONE B. HUSBAND/WIFE C. CHILD ≥ 5 YEARS	D. CHILD < 5 YEARS E. ADULT, HOUSEHOLD MEMBER F. ADULT, NOT HOUSEHOLD MEMBER	
CP04 HOW WOULD THE ENUMERATOR ASSES THE APPROPRIATENESS OF THE RESPONDENT'S ANSWERS?	1. VERY GOOD 2. GOOD 3. ADEQUATE	4. NOT GOOD 5. VERY POOR	
CP05 HOW WOULD THE ENUMERATOR ASSESS THE SERIOUSNESS OF THE RESPONDENT'S ANSWERS	1. VERY GOOD 2. GOOD 3. ADEQUATE	4. NOT GOOD 5. VERY POOR	

NOTES

CP06. INTERVIEW RESULT		CP07. MONITORING BY SUPERVISOR	
1. Completed	6. Not interviewed, reason _____	Yes	No
2. Completed partially, reason _____	07. Respondent uncontacted	a. Observed	1 3
3. Refused	08. Not eligible household	b. Checked	1 3
4. Moved	09. Sick/old	c. Verified	1 3
5. Died	10. Busy		