**Appendix. Research Questionnaire**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Statements** | **Responses** | | | | |
|  | **Firm Performance** | **strongly disagree** | **disagree** | **moderate** | **agree** | **strongly agree** |
|  | 1. **Financial** |  |  |  |  |  |
|  | My business has experienced an increase in profit over the last 2 years |  |  |  |  |  |
|  | My business has experienced an increase in sales over the last 2 years |  |  |  |  |  |
|  | 1. **Nonfinancial** |  |  |  |  |  |
|  | The number of customers has increased over the last 2 years |  |  |  |  |  |
|  | My product marketing area has increased over the last 2 years |  |  |  |  |  |
|  | My products are high quality |  |  |  |  |  |
|  | 1. **Entrepreneurial** |  |  |  |  |  |
|  | I am satisfied with the current operating profit achievement |  |  |  |  |  |
|  | The welfare of my employees has improved compared to 2 years ago |  |  |  |  |  |
|  | I am proud of the success of my business so far |  |  |  |  |  |

**Competitive Advantage**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Statements** | **Responses** | | | | |
| **strongly disagree** | **disagree** | **moderate** | **agree** | **strongly agree** |
| **Rare** | |  |  |  |  |  |
| 1. | Lasem hand-drawn batik has its own characteristics |  |  |  |  |  |
| 2. | Batik requires special skills |  |  |  |  |  |
| 3. | Designing batik motifs requires high artistic skills |  |  |  |  |  |
| 4. | Batik Lasem is a cultural heritage, a blend of Chinese and Natives |  |  |  |  |  |
| **Immitable** | |  |  |  |  |  |
| 5. | The red color of Batik Lasem is different from other regions |  |  |  |  |  |
| 6. | The Lasem hand-drawn batik pattern has its own characteristics, so it is difficult to imitate |  |  |  |  |  |
| **Durable** | |  |  |  |  |  |
| 7. | Written batik requires special care to last long |  |  |  |  |  |
| 8. | The color of Lasem Batik is not easy to fade |  |  |  |  |  |
| 9. | The fabric used is of high quality |  |  |  |  |  |
| **Difficult to transfer** | |  |  |  |  |  |
| 10. | The characteristics of Lasem Batik are difficult to transfer to other areas |  |  |  |  |  |
| 11. | The cultural value of Lasem's handwritten batik cannot be transferred to other areas |  |  |  |  |  |
| **Transparant** | |  |  |  |  |  |
| 12. | The production process of written batik can be seen by outsiders |  |  |  |  |  |
| 13. | Lasem's hand-drawn batik is clearly priced according to the style and quality |  |  |  |  |  |
| 14. | We respond well to customer complaints |  |  |  |  |  |
| 15. | We respond well to all constructive input for future business development |  |  |  |  |  |
| **Mobility** | |  |  |  |  |  |
| 16. | Marketing our products using conventional promotions (exhibitions, brochures, banners, business cards) and online (blogs and social media) |  |  |  |  |  |
| 17. | We often participate in exhibitions on a local, regional and national scale |  |  |  |  |  |
| 18. | We have participated in exhibitions on an international scale |  |  |  |  |  |
| 19. | We actively carry out word of mouth (getok tular) marketing activities. |  |  |  |  |  |
| 20. | Our marketing is done inside and outside the city, especially big cities in Java and outside Java |  |  |  |  |  |

**Debt Financing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Statements** | **Responses** | | | | |
| **strongly disagree** | **disagree** | **moderate** | **agree** | **strongly agree** |
| **Formal Debt** | |  |  |  |  |  |
| 1. | During the last 2 years, I got credit from the bank |  |  |  |  |  |
| 2. | For the past 2 years, I got credit from the cooperative |  |  |  |  |  |
| 3. | The amount of credit from the bank can meet the business capital needs |  |  |  |  |  |
| 4 | The amount of credit from cooperatives can meet business capital needs |  |  |  |  |  |
| **Informal Debt** | |  |  |  |  |  |
| 5. | I once got a loan from a relative for business capital |  |  |  |  |  |
| 6. | I once got a loan from my family for business capital |  |  |  |  |  |
| 7. | I once got a loan from the MSME association for business capital |  |  |  |  |  |
| 8. | I once got a loan from a customer for business capital |  |  |  |  |  |