

**THE IMPACT OF SOCIAL COMMERCE TOWARD TRUST  
PERFORMANCE**

(Case Study on Customer Online Shopping in Tokopedia)

**DAMPAK PERDAGANGAN SOSIAL TERHADAP KINERJA  
KEPERCAYAAN**

(Studi Kasus pada Pelanggan Belanja Online di Tokopedia)

**UNDERGRADUATE THESIS**

Submitted to Fulfill the Requirements to Get a Bachelor's  
Degree at the Faculty of Economics, Management Department,  
Universitas Muhammadiyah Yogyakarta



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**2022**

**UNDERGRADUATE THESIS**

## DECLARATION

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I hereby declare that this thesis entitled: "THE IMPACT OF SOCIAL COMMERCE TOWARD TRUST PERFORMANCE (Case Study on Consumer Online Shop in Tokopedia)" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge there are also no works or opinions that have been written or published by other people, except for those that are referred to in manuscript and written in bibliography. If any violation of intellectual right is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 20 December 2022



Rahma Fakhrunnisa

## MOTTO

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

“Allah does not burden any soul beyond its capacity”.

QS. Al-Baqarah: 286

“Move forward with the lessons, carry them inside of yourself”.

Bianca Sparacino

“There is nothing that you can do to win someone or something that is not meant to be yours”.

Brianna Weist

“If we never try, how will we know”.

Stacey Ryan – Fall in Love Alone

“There is no such thing as bad people. We are all just people who sometimes do bad things”.

Collen Hoover

## DEDICATION

All praise to Allah SWT for making it possible for me to complete this thesis. Without His assistance, I would not be able to complete this thesis properly. This undergraduate thesis is presented to:

1. My Father, Mr. Siswanto, who never stop giving encouragement with the sincerity of his hopes and prayers. Thank you for always support me and never pressured me to do my thesis.
2. My beloved Mother, Mrs. Suharyanti, thank you for always teaching to think positively and always be optimistic. Always take care of my health during my thesis progress. I hope this undergraduate thesis can make you proud of me.
3. My beloved sister, Ms. Alifta and Ms. Zahrina, thank you for always supporting me and motivating me all the time.
4. For all my friends, Aldi, Iffi, Rira. Thank you for all the support. I wish that everyone finds success on their own ways.
5. My supervisor, Radyan Dananjoyo MM., M.Sc., Ph.D. Thank you for guiding me to work on this thesis and providing your knowledge. I hope you are always healthy.
6. Last but not least, I wanna thank me, for always believing in me, for doing all this hard work, for having no days off, for never quitting, for trying to do more right than wrong, and for just being me all time.

## PREFACE

Praise Allah SWT for giving me convenience, grace, and mercy in writing my thesis entitled "THE IMPACT OF SOCIAL COMMERCE TOWARD TRUST PERFORMANCE (Case Study on Customer Online Shop in Tokopedia)."

This undergraduate thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in using influencing tactics in organizational decision-making and providing development ideas for further research.

The completion of this thesis is inseparable from the guidance and support of various parties, therefore on this occasion, the authors would like to express our deepest gratitude to:

1. Prof Rizal Yaya, S. E, M.Sc, Ph.D., Ak, CA CRP, Dean of the Faculty of Economics, Universitas Muhammadiyah Yogyakarta, who has provided instructions, guidance, and convenience for the author to complete the study.
2. Mrs. Sri Handari Wahyuningsih, SE., MSi. Head of Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, who has patiently provided input and guidance while completing this thesis.
3. My father, mother, and sisters always give me encouragement and attention until I can finish my study.
4. All parties have provided support, assistance, ease, and enthusiasm in completing this final project (thesis).

Yogyakarta, 20 December 2022



Rahma Fakhrunnisa

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