

**Customer Trust as a Mediating role in Service Quality and
Information Quality towards Customer Perceived Value
(Empirical Study on J&T Delivery)**

**Kepercayaan Pelanggan sebagai Peran Mediasi dalam Kualitas layanan dan
Kualitas Informasi terhadap Nilai yang Dirasakan pelanggan
(Studi Empiris Pengiriman J&T)**

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Get a Bachelor's
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DECLARATION

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I hereby declare that this thesis entitled: “**Customer Trust as a Mediating role in Service Quality and Information Quality towards Customer Perceived Value (Empirical Study on J&T Delivery)**” does not contain any work submitted to obtain a bachelor’s degree at a university, and to my knowledge there are also no works opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation intellectual right is later found in this manuscript, I agree to accept any relevant academis consequences.

Yogyakarta, 10 Februari 2023



Iffi Hudzaiffah

MOTTO

فَتَعَلَى اللَّهِ الْمَلِكُ الْحَقُّ ۚ وَلَا تَعْجَلْ بِالْقُرْآنِ مِنْ قَبْلِ أَنْ يُقْضَىٰ إِلَيْكَ وَحْيُهُ ۚ وَقُلْ رَبِّ زِدْنِي عِلْمًا

High above all is Allah, the King, the Truth! Be not in haste with the Qur'an before its revelation to thee is completed, but say, "O my Lord! advance me in knowledge."

(QS. Ta-Ha 20: Ayat 114)

Whoever learns something because of Allah, seeking knowledge that is with Allah, then he will win. And whoever learns something for other than Allah, he will not reach his goal, nor will the knowledge he acquires bring him closer to Allah.

(Hasan al-Basri)

The purpose of education is to teach someone to think intensively and critically. Intelligence and character are the true purpose of education.

(Martin Luther King Jr)

DEDICATION

I always give thanks to Allah SWT, thanks to His Grace and Grace, researchers can complete the preparation of this thesis. Shalawat and greetings may always be bestowed on the Prophet Muhammad SAW, his family, his companions and his people until the end of time, aamiin.

Writing this thesis is submitted to fulfill one of the requirements to obtain a bachelor's degree at the Faculty of Economics, University of Muhammadiyah Yogyakarta. The title that the researcher proposes is "Customer Trust as a Mediating role in Service Quality and Information Quality towards Customer Perceived Value on J&T Delivery". Researchers took this topic with the hope of providing input for organizations in the use of influencing tactics in organizational decision making and providing development ideas for future researchers.

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As a final word, there is no ivory that is not cracked, the writer realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions and further research development are needed.

Yogyakarta, 10 January 2023

Penulis

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