**DETERMINANT OF UTILITARIAN VALUE AND CUSTOMER PERCEIVED VALUE IN USING MCDONALD'S APPLICATION**

**FAKTOR – FAKTOR PENENTU NILAI UTILITARIAN DAN NILAI YANG DIRASAKAN PELANGGAN DALAM MENGGUNAKAN APLIKASI MCDONALD**

**UNDERGRADUATE THESIS**

Submitted to Fulfill the Requirements to obtain a Bachelor's Degree at the Faculty of Economics and Business Management Study Program, University of Muhammadiyah Yogyakarta


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**2023**

## DECLARATION

I, Intan Mellani, declare that this thesis, entitled "Determinant of Utilitarian Value and Customer Perceived Value in Using Mcdonald's Application," contains no work that has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge, there are also no works or opinions that have been written or published by other people, except for those referred to in writing in this manuscript and mentioned in the Bibliography. If it turns out that in this thesis there are works or opinions that have been written or published by other people, I am willing to cancel the work.

Yogyakarta, 7 Maret 2023

Intan Mellani

## DEDICATION

I dedicate this thesis to Papi, Ibu and Mba.

Thank you for all the prayers, support and everything.

## ACKNOWLEGMENT

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## MOTTO

كُتِبَ عَلَيْكُمُ ٱلْقِتَالُ وَهُوَ كُرْهٌ لَّكُمْ ۖ وَعَسَىٰٓ أَن تَكْرَهُوا۟ شَيْـًٔا وَهُوَ خَيْرٌ لَّكُمْ ۖ وَعَسَىٰٓ أَن تُحِبُّوا۟ شَيْـًٔا وَهُوَ شَرٌّ لَّكُمْ ۗ وَٱللَّهُ يَعْلَمُ وَأَنتُمْ لَا تَعْلَمُونَ

Meaning: "It is obligatory for you to fight, even though it is not pleasant for you. But maybe you don't like something, even though it's good for you, and maybe you like something, even though it's not good for you. Allah knows, while you do not know." (Q.S. Al-Baqarah: 216)

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا , إِنَّ مَعَ الْعُسْرِ يُسْرًا

"So, indeed, with hardship, there is ease. Verily, with difficulty, there is ease" (QS. Al-Insyirah: 5-6)

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