

**"CONSUMER-CENTERED DYNAMICS: THE INFLUENCE
OF CONSUMER RIGHTS AWARENESS AND TRUST ON
SATISFACTION THROUGH ATTITUDE AND PURCHASE
DECISION"**

(Study on JNE consumers)

**"DINAMIKA YANG BERPUSAT PADA KONSUMEN:
PENGARUH KESADARAN HAK-HAK KONSUMEN DAN
KEPERCAYAAN TERHADAP KEPUASAN MELALUI SIKAP
DAN KEPUTUSAN PEMBELIAN"**

(Studi pada konsumen JNE)

Undergraduate Thesis Proposal



Written by :

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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2024

TITLE PAGE

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(Studi pada konsumen JNE)

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Submitted to Fulfill the Requirements to Obtain a bachelor's degree in the
Management Study Program, Faculty of Economics and Business, Universitas
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2024**

STATEMENT PAGE

The result of this study,

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The author of this study declared this thesis with the title: "Consumer-Centered Dynamics: The Influence of Consumer Rights Awareness and Trust on Satisfaction through Attitude and Purchase Decision" (Study on JNE Consumers)" has no work has been submitted to achieve a bachelor's degree in other institutions. Regarding the author's knowledge, no words are written or published by others unless the written document has been referred to in this text and mentioned in the Bibliography. The author is willing to cancel this thesis, whether research or works written and published by anyone else.

Yogyakarta, 24 January 2024



Luq Yanatul Jannah

MOTTO

“Maka sesungguhnya bersama kesulitan ada kemudahan. Maka apabila engkau telah selesai (dari sesuatu urusan), tetaplah bekerja keras (untuk urusan yang lain).

Dan hanya kepada Tuhanmulah engkau berharap.”

(QS. Al-Insyirah: 6-8)

“Semangatlah dalam hal yang bermanfaat untukmu, minta tolonglah pada Allah,
dan jangan malas (patah semangat).”

-(HR. Muslim no.2664)-

DEDICATION PAGE

Bismillahirrahmanirahim, all praise is due to Allah SWT, who has given all His gifts and blessings. Finally, the author can complete this thesis titled "Consumer-Centered Dynamics: The Influence of Consumer Rights Awareness and Trust on Satisfaction through Attitude and Purchase Decision." I dedicate this paper to those who are influential in my life journey, namely:

1. For Mama and Papa: As a sign of devotion, respect, and infinite gratitude, I dedicate this small work to Mama and Papa, who have given affection, support, and infinite love that always keeps me motivated and always showers affection, always praying for me, always advising me to be better. Thank you, Mama. Thank you, Papa, for everything you have given. May you be given health and longevity to accompany me on steps towards success with my beloved sister Dhila.
2. To Ibu Indah Fatmawati, S.E., M.Si., as the supervisor, who always guided the author in completing this thesis patiently and thoroughly. The author expresses thousands of thanks for all the knowledge that has been given. May he always be healthy and all his affairs be smooth.

PREFACE

Alhamdulillah, all praise to Allah the Almighty and the Most Merciful that because of His blessings, the author could finally finish this undergraduate thesis to attain a bachelor's degree in economics with the title "Consumer-Centered Dynamics: The Influence of Consumer Rights Awareness and Trust on Satisfaction through Attitude and Purchase Decision" This undergraduate thesis is structured to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Finally, the authors get various parties' guidance, help, and support to complete this thesis. Therefore, in this opportunity, the authors would like to say thanks as much as possible for:

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The author realizes that there are still shortcomings and limitations in this thesis. Criticism and suggestions in any form the author will accept for future learning. The author hopes that this paper can be a helpful work.

Yogyakarta, 24 January 2024



Luq Yanatul Jannah

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