

**EXAMINING THE IMPACT OF SOCIAL MEDIA
MARKETING ACTIVITIES ON CUSTOMER LOYALTY
THROUGH PERCEIVED RISK, BRAND TRUST, BRAND
IMAGE, AND CUSTOMER ENGAGEMENT: A STUDY
OF WULING INDONESIA CUSTOMERS**

Undergraduate Thesis



**Written by:
SIGIT PRAYOGA YUDA MUKTI
20200410487**

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
MARCH 2024**

DECLARATION

Name : Sigit Prayoga Yuda Mukti
Student Number : 20200410487

I hereby declare that this thesis entitled: "EXAMINING THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER LOYALTY THROUGH PERCEIVED RISK, BRAND TRUST, BRAND IMAGE, AND CUSTOMER ENGAGEMENT: A Study of Wuling Indonesia customers" contains no work that has ever been submitted for a degree at a university, and to the best of my knowledge there are no works or opinions that have been written or published by other people, except those that are written in this manuscript and mentioned in the bibliography. If, in the future, any violation of intellectual rights is found in this manuscript, I am willing to accept the applicable academic consequences.

Yogyakarta, 25 February 2024



Handwritten signature of Sigit Prayoga Yuda Mukti.

Sigit Prayoga Yuda Mukti

MOTTO

وَلِلْآخِرَةِ خَيْرٌ لَّكَ مِنَ الْأُولَىٰ

“The Future will be better for you than the past”

- Qs. Adh-Dhuha: 4

“Life moves pretty fast. If you don't stop and look around once in a while, you could miss it.”

- Ferris Bueller

“Maybe not today, maybe not tomorrow, and maybe not the next month, but only one thing is true: I will be champion one day. I promise, I promise.”

- Brandon Moreno

“If you focus on problems, you will have more problems. If you focus on solutions, then you will see opportunities.”

- Science of Psychology

“A negative mind will never give you a positive life.”

- Science of Psychology

“If I put my mind to it, I achieve it.”

-Yuda

“What if the step you're afraid of becomes a success?”

-Yuda

DEDICATION

Praise and gratitude are due to God Almighty, Allah SWT, for His grace and mercy so the author could complete this thesis on time. With respect and deepest gratitude, the author dedicates this thesis to:

1. Allah SWT is the most gracious and merciful who always pours out His favors, grace, and guidance to the author.
2. To my heroes, my father Raharja and my mother Rita Andriani AMK., who have contributed to fighting for my education to this point, I would be nothing without the two of them. They have succeeded in bringing me to be the first baccalaureate in my family.
3. My two younger brothers, Muhammad Ridho Ramadhan and Muhammad Satrio Nugroho Ramadhon, have always been part of my life.
4. For my best people who accompanied me from the beginning of this education until whenever it was, thanks to Mutiara, Arif, Eka, and Altef, who have supported and always accompanied me during this college. I hope we will be successful together and maintain a relationship until whenever it is.
5. My supervisor, Dr. Indah Fatmawati S.E., M. Si. Thank you for providing instructions and guidance so that I could complete this thesis on time. I hope you will always be healthy and blessed.

PREFACE

Praise be to Allah SWT who has given ease, grace, and His gifts to the author in writing a thesis entitled "EXAMINING THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER LOYALTY THROUGH PERCEIVED RISK, BRAND TRUST, BRAND IMAGE, AND CUSTOMER ENGAGEMENT: A STUDY OF WULING INDONESIA CUSTOMERS." This thesis was prepared to fulfill one of the requirements to obtain a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The completion of this thesis is inseparable from the guidance and support of various parties; therefore, on this occasion, the author would like to express his deepest gratitude to the following:

1. Prof Rizal Yaya, S. E, M.Sc, Ph.D., Ak, CA CRP, Dean of the Faculty of Economics, Universitas Muhammadiyah Yogyakarta.
2. Dr. Rr. Sri Handari Wahyuningsih, SE., MSi. Head of Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.
3. Dr. Indah Fatmawati, S.E., M. Si. As my supervisor, who has provided a lot of advice, direction, and knowledge during the thesis completion process. Thank you for guiding me in working on this thesis.
4. My father, mother, and brothers always give me encouragement and attention until I can finish my studies.

Yogyakarta, 25 February 2024

Author,



Sigit Prayoga Yuda Mukti

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