THE IMPACT OF SOCIAL MEDIA MARKETING FEATURES ON CONSUMER PURCHASE DECISIONS OF FASHION PRODUCTS

DAMPAK FITUR PEMASARAN SOSIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK FASHION

Written by :

Elina Laili Indah Puri

20200410077

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMIC AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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Submitted to Fulfill the Requirements to Obtain a bachelor's degree in the Management

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Yogyakarta

Written by:

ELINA LAILI INDAH PURI

20200410077

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

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STATEMENT PAGE

The result of this study,

Name   : Elina Laili Indah Puri

Student Number   : 20200410077

The author of this study declared this thesis with the title: "THE IMPACT OF SOCIAL MEDIA MARKETING FEATURES ON CONSUMER PURCHASE DECISIONS OF FASHION PRODUCTS" 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, 20 June 2024

Elina Laili Indah Puri

MOTTO

"Kerjakanlah urusan duniamu seakan-akan kamu hidup selamanya, dan kerjakanlah

urusan akhiratmu seakan-akan kamu akan mati besok."

-(HR. Ibnu Asakir)-

DEDICATION PAGE

Bismillahirahmanirahim, all praise is due to Allah SWT, who has given all His gifts and blessings. Finally, the author can complete this thesis titled "The Impact of Social Media Marketing Features on Consumers Purchase Decisions of Fashion Products." I dedicate this paper to those who are influential in my life journey, namely:

1. For Mama and Daddy: As a token of my unwavering dedication, profound respect, and boundless gratitude, I dedicate this small work to Mama and Daddy, who have consistently showered me with affection, unwavering support, and an endless supply of love. Their encouragement and guidance have driven my motivation, guiding me to strive for excellence. They have been my constant source of comfort, offering a warm embrace and words of wisdom whenever I needed them. Their prayers for me have been a constant reminder of their love and concern, and their advice has been invaluable in helping me navigate life's challenges. I hope that they are blessed with good health and longevity so that they can continue to be with me and my handsome brother Willy Elsando as we take steps towards achieving our goals and realizing our dreams.

2. I would like to express my deepest gratitude to Ibu Indah Fatmawati, S.E., M.Sc., my supervisor, who has guided me patiently and thoroughly throughout the completion of this thesis. Her unwavering support and expertise have been invaluable in helping me navigate the complexities of this research. I hope that Ibu Indah remains in good health and that all her endeavors continue to be successful. Her dedication to her

students and her work is truly inspiring, and I am honored to have had the opportunity to learn from her.

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 "The Impact of Social Media Marketing Features on Consumers Purchase Decisions of Fashion Products." This undergraduate thesis is structured to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

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The author also acknowledges the limitations and shortcomings of their thesis, recognizing that there is always room for improvement. For this reason, the author expects any criticism or suggestions, whether in the form of feedback or constructive criticism. The author hopes that this research can be helpful for others, and they are open to any insights that can enhance its value and impact.

Yogyakarta, 20 June 2024

Elina Laili Indah Puri

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