

**THE INFLUENCES OF MUSIC SOUNDSCAPE, SERVICESCAPE,
AMBIENCE, AND ICONIC CAFÉ IMAGE ON CUSTOMER
ENGAGEMENT AND REVISIT DECISION TO EWOM THROUGH
CUSTOMER EXPERIENCE ON COFFEE SHOPS IN YOGYAKARTA**

UNDERGRADUATE THESIS PROGRAM



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DECLARATION

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I hereby declare that this thesis entitled: " THE INFLUENCES OF MUSIC SOUNDSCAPE, SERVICESCAPE, AMBIENCE, AND ICONIC CAFÉ IMAGE ON CUSTOMER ENGAGEMENT AND REVISIT DECISION TO EWOM THROUGH CUSTOMER EXPERIENCE ON COFFEE SHOPS IN YOGYAKARTA" 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, 8 July 2024



Bagus Maulino Hilyawan

MOTTO

ترخّلو ريخ كل نم بلولاً

“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

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 parents, my father and my mother Rita 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.

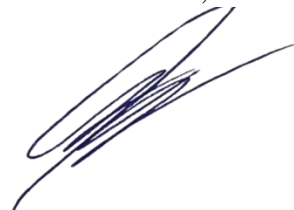
PREFACE

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:

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Author,



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