

**THE INFLUENCE OF SOCIAL MEDIA MARKETING CONTENT ON  
CUSTOMER EXPERIENCE AND PURCHASING BEHAVIOR**

**(Study on Kopi Ampirano)**

**PENGARUH KONTEN PEMASARAN MEDIA SOSIAL TERHADAP  
PENGALAMAN PELANGGAN DAN PERILAKU PEMBELIAN**

**(Studi pada Kopi Ampirano)**

**UNDERGRADUATE THESIS**

Submitted to Fulfill the Requirements to Get a Bachelor's Degree  
at the Faculty of Economics, Management Department,  
Universitas Muhammadiyah Yogyakarta



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**2024**

## DECLARATION

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I hereby declare that this thesis entitled: "**THE INFLUENCE OF SOCIAL MEDIA MARKETING CONTENT ON CUSTOMER EXPERIENCE AND PURCHASING BEHAVIOR**" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge, there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 6 September 2024



Wahyu Leme

## MOTTO

إِنَّ مَعَ الْعُسْرِ يُسْرًا

“Indeed, with hardship comes ease.”

QS. Ash-Sharh: 6

“The best among you are those who have the best manners and character.”

(Bukhari)

## **PREFACE**

Praise Allah SWT for providing convenience, grace and mercy in writing the thesis entitled "The Influence Of Social Media Marketing Content On Customer Experience And Purchasing Behavior." This thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in using influencing tactics in organizational decision-making and providing development ideas for further research.

The completion of this thesis is inseparable from the guidance and support of various parties therefore, on this occasion, the authors would like to express our 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. Mrs. 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. Thank you for guiding me in working on this thesis and providing your knowledge. I hope you are always healthy.
4. My father and mother always give encouragement and attention until I can finish my studies.

The author realizes that this thesis still has many shortcomings. Therefore, criticism, suggestions, and further research development are indispensable for the depth of this topic.

Yogyakarta, 6 September 2024

Author

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