

**FACTORS INFLUENCING STUDENT INTEREST IN E-COMMERCE  
SITES (CASE STUDY OF TRAVELOKA USER STUDENTS IN SPECIAL  
REGION OF YOGYAKARTA)**

**FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BELI  
MAHASISWA PADA SITUS E-COMMERCE(STUDI KASUS PADA  
MAHASISWA PENGGUNA TRAVELOKA DI DAERAH ISTIMEWAH  
YOGYAKARTA)**



By:

**SITI NURAHMAH  
20160430213**

**INTERNATIONAL PROGRAM FOR ISLAMIC ECONOMIC  
AND FINANCE  
DEPARTMENT OF ECONOMICS  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA  
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**FACTORS INFLUENCING STUDENT INTEREST IN E-COMMERCE  
SITES (CASE STUDY OF TRAVELOKA USER STUDENTS IN SPECIAL  
REGION OF YOGYAKARTA)  
UNDERGRADUATE THESIS**

In partial fulfilment for the requirement for the degree of Bachelor of Economics  
at International Program for Islamic Economics and Finance (IPIEF), Department  
of Economics, Faculty of Economics and Business.

Universitas Muhammadiyah Yogyakarta



By:

**SITI NURAHMAH**

**20160430213**

**INTERNATIONAL PROGRAM FOR ISLAMIC ECONOMIC  
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**DEPARTMENT OF ECONOMICS**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2020**

## DECLARATION

I hereby,

Name : Siti Nurahmah

Student Number : 20160430213

I hereby declare that this undergraduate thesis entitled "**FACTORS INFLUENCING STUDENT INTEREST IN E-COMMERCE SITES (CASE STUDY OF TRAVELOKA USER STUDENTS IN SPECIAL REGION OF YOGYAKARTA)**" does not contain any content that has been used to obtain a bachelor's degree at any universities. However, in exception for all the quotations and ideas used as references are listed in the bibliography or references. Therefore, if there is an intellectual violation in this undergraduate thesis, then I am willing to bear the consequences.

Yogyakarta, February 20<sup>th</sup>, 2020

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SITI NURAHMAH

## MOTTO

“Whoever is serious, really, that sincerity is for his own good”. (QS. Al-Ankabut verse 6).

“So with hardship there is ease. Indeed with difficulty there is ease. So when you are done (of some business), keep working hard (for other matters). And only in God do you hope”. (QS. Al-Insyirah, 6-8).

“O believers, be patient and strengthen your patience”. (QS. Al-Imran verse 200).

“Don’t chase people. Be yourself, do your own thing and work hard. The right people – the ones who really belong in your life – will come to you. And stay.” –

Will Smith

“If you can’t fly, then run. If you can’t run, then walk. If you can’t walk, then crawl. But whatever you do, you have to keep moving forward.” – Martin Luther

King Jr.

“Life is like a bicycle. To stay balanced, you must keep moving” – Albert

Einstein

“One Of The Lessons That I Grew Up With Was To Always Stay True To Yourself And Never Let What Somebody Else Says Distract You From Your

Goals.” – Michelle Obama

“Setinggi ikhlas sesempurna sabar” – Rahmaa

## **DEDICATION**

I present this undergraduate thesis to ...

My beloved parents, Mamak (Rumiati) and Ayah (Supomo) who always support  
and offer all the best prayers for me.

My younger Brother, Ahmad Ali Mustofa who always support me.

For all families who always pray for me.

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my support system.

For my beloved sister without blood Sutra Yustica, Reivista ivana, Adhya  
Pramita, Dwika Amini, Galis Paramita, Alfath shifa, Anggun Hiola, Anggun  
Vittaloka, Dessy ramadha.. Thankyou enough for sincerely being with me through  
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