

**E-SERVICE QUALITY EFFECT TO CUSTOMER  
PERCEIVED VALUE AS MEDIATION RELATIONSHIP TO  
SOCIAL MEDIA SHARING INTENTION IN E-RETAIL  
(Study On Shopee From University Student Perception)**

**PENGARUH E-SERVICE QUALITY TERHADAP CUSTOMER  
PERCEIVED VALUE SEBAGAI HUBUNGAN MEDIASI  
TERHADAP MEDIA SOSIAL SHARING INTENTION PADA E-  
RETAIL**

**(Studi pada Shopee Dari Persepsi Mahasiswa)**



**Arranged By:**

**HASNA SHAFI KHAIRUNNISA**

**(20190410334)**

**INTERNATIONAL PROGRAM OF  
MANAGEMENT AND BUSINESS FACULTY  
OF ECONOMICS AND  
BUSINESS UNIVERSITAS  
MUHAMMADIYAH YOGYAKARTA**

**2023**

## STATEMENT OF AUTHENTICITY

I, the undersigned below

Name : Hasna Shafa Khairunnisa

NIM : 20910410334

Declaring truthfully that this thesis with title “ E-SERVICE QUALITY EFFECT TO CUSTOMER PERCEIVED VALUE AS MEDIATION RELATIONSHIP TO SOCIAL MEDIA SHARING INTENTION IN E-RETAIL (Study On Shopee From University Student Perception)” is true is my own work and has not been submitted in any form to any university. The source of the information from which it originates or is quoted from the published and unpublished works of other authors have mentioned in the text and included in the Bibliography at the end of this thesis. If in the future it is proven or can be proven that this thesis is plagiarized, I am willing to accept sanctions for these actions.

Yogyakarta, 20 September 2023



Hasna Shafa Khairunnisa

## FOREWORD

Praise be to Allah SWT who has made it easy, the gift and grace in writing this thesis with the title “E-Service Quality Effect to Customer Perceived Value and Social Media Sharing Intention in E-Retail”

This Thesis is one of the requirements in obtained a Bachelor's degree a the Faculty of Economics, University of Muhammadiyah Yogyakarta. The author takes this topic with hope that it can provide input for the organization in the use of organizational decision making and provide development ideas for further researchers.

The writing of this thesis could not be separated out of the guidance and support from various parties. Therefore, on this occasion the author would like to say many thanks to:

1. Dean of the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta Prof. Rizal Yahya, S.E., M.Sc., Ph.D.,Ak., CRP.
2. Head of the Management Study Program, Faculty of Economics and Business University of Muhammadiyah Yogyakarta Dr. Rr. Sri Handari W, SE., M.Si.
3. Dr. Ika Nurul Qamari, S.E.,M.Si as Thesis Supervisor who has patiently provided input and guidance during the process of completing this thesis.
4. My father, mother, and my brother who always give encouragement and attention to the author so that she can finish this thesis
5. All parties who have provided support, assistance, convenience and enthusiasm in the process of completing this thesis.

As a final word, there is no ivory that is not cracked, the author realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions and further development of this report is needed.

Yogyakarta, 21 July 2023

Writer

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