

**THE EFFECT OF TRUST, REPURCHASE INTENTION ON
BEHAVIORAL LOYALTY: MODERATING EFFECT OF COUPON
PRONENESS AND VALUE CONSCIOUSNESS IN ONLINE SHOPPING
CONTEXT**

***PENGARUH KEPERCAYAAN DAN NIATAN MEMBELI ULANG
TERHADAP PERILAKU LOYAL: PENGARUH MODERASI DARI
KECENDERUNGAN MENGGUNAKAN KUPON DAN KESADARAN NILAI
DALAM KONTEKS BELANJA ONLINE***

UNDERGRADUATE THESIS

The Requirements of Bachelor's Degree in Faculty of Economics and Business.
International Program of Management and Business Universitas Muhammadiyah
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DECLARATION PAGE

I hereby,

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Stating that this paper with the title: "THE EFFECT OF TRUST, REPURCHASE INTENTION ON BEHAVIORAL LOYALTY: MODERATING EFFECT OF COUPON PRONENESS AND VALUE CONSCIOUSNESS IN ONLINE SHOPPING CONTEXT" no work has ever been submitted to obtain a degree in a university, and as long as my knowledge or opinions is not available that have been written or published by other people, except those written in reference to this text and mentioned in the References. If it turns out that in this thesis it is known that there are works or opinions that have been written or published by other people, then I am willing to cancel the work.

Yogyakarta, March 24th, 2020

Muhammad Aufandi Wahyu Isnanta

MOTTO

يُسْرًا أَلْتَسِرَ مَعَ فَانَّ

يُسْرًا أَلْتَسِرَ مَعَ إِنَّ

QS Al-Insyirah 94:5-6

"Indeed, after difficulties there are conveniences, actually after difficulties there is ease."

اللَّهُ وَيُعَلِّمُكُمْ ۖ اللَّهُ وَانْفُوا

QS Al-Baqarah 2:282

“Believe in Allah, then He will guide you. Indeed, Allah knows everything.”

"Time is like a sword. If you do not use it well, then it will use you."

— HR.Muslim

"How hard we try, we can never 'buy' time. All we can do is use time wisely"

— Napoleon Hiell

DEDICATION

الرَّحِيمِ الرَّحْمَنِ اللَّهُ بِسْمِ

Thank you, I pray to Allah SWT for all the endless graces given that me able to complete this thesis well and smoothly. I believe that everything is based on your will and I hope this thesis will benefit us all. I offer this simple work you.

* My Beloved Parents and Brothers *

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