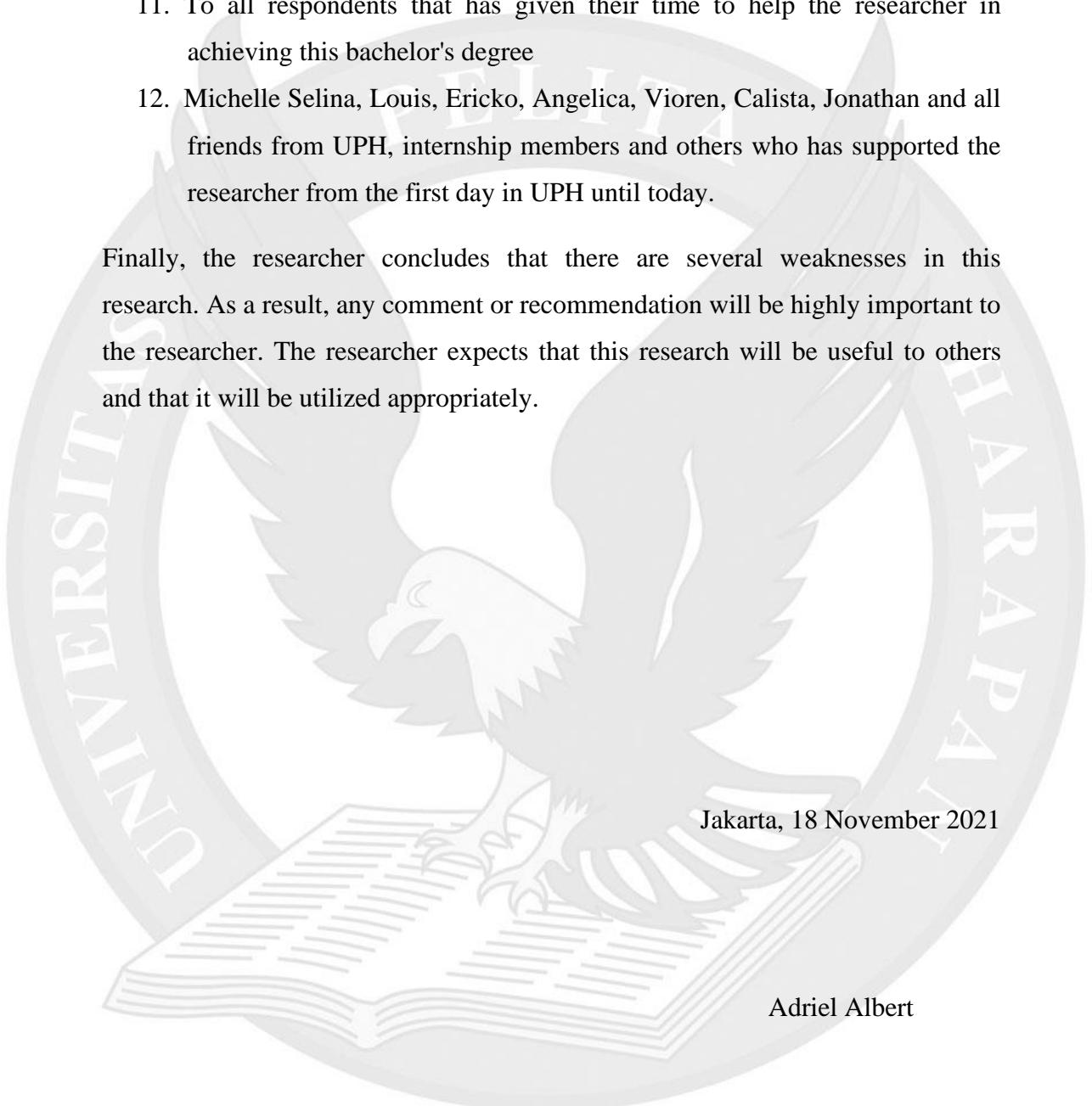# ACKNOWLEDGEMENTS

The researcher wants to give thanks to Jesus Christ for everything He gave. His goodness and grace throughout the process of writing this thesis, titled "The Effects of Social Support toward Social Commerce Intention in Instagram: Mediating Role of Perceived Usefulness, Trust and Subjective Norm". This thesis is being written to obtain a bachelor's degree from the Faculty of Economic and Business at Universitas Pelita Harapan in Karawaci. The researcher feels that without the moral support and cooperation of a certain individual, this bachelor study and final paper would not be completed. As a result of this chance, the researcher would like to convey his deep gratitude to:

1. Dra. Gracia Shinta S. Ugut, M.B.A., Ph.D., as Dean of Faculty of Economic

2. and Business, Universitas Pelita Harapan, Karawaci

3. Vina Christina Nugroho, S.E., M.M., as Head of Management Study Program

4. Prof. Dr. Sabrina Oktaria Sihombing, S.E., M.Bus., as the thesis supervisor, who has full of patience in guiding and supporting the researcher in completing this thesis

5. Liza Handoko, S.E., M.M., as the academic supervisor, who has full of patience and guiding from the first semester until today

6. All lecturers who already given their time and dedication to educate the researcher during the University's learning process

7. All Faculty Economic and Business staff who assisted with the administrative and registration process

8. To the researcher's father and mother, who have always supplied spiritual support, love and compassion

9. To the researcher's sister, who has always been there to help and support the researcher with guidance

10. To all the researcher's family members, including grandmother and cousins who have always been supportive and guiding researcher with a lot of motivations.

11. To all respondents that has given their time to help the researcher in achieving this bachelor's degree

12. Michelle Selina, Louis, Ericko, Angelica, Vioren, Calista, Jonathan and all friends from UPH, internship members and others who has supported the researcher from the first day in UPH until today.

Finally, the researcher concludes that there are several weaknesses in this research. As a result, any comment or recommendation will be highly important to the researcher. The researcher expects that this research will be useful to others and that it will be utilized appropriately.

Jakarta, 18 November 2021

Adriel Albert

# TABLE OF CONTENT

# LIST OF FIGURES

# LIST OF TABLES