

**FACTORS INFLUENCING ONLINE PURCHASE DECISION  
OF SHOPEE CUSTOMERS IN YOGYAKARTA  
(Case Study: College Students in Yogyakarta)**

**FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN  
PEMBELIAN ONLINE PELANGGAN SHOPEE DI YOGYAKARTA  
(Studi Kasus: Mahasiswa di Yogyakarta)**



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## DECLARATION

I, the undersigned, Dwita Fahmi Mardiyah, hereby declare that I am the sole author of this thesis entitled “Factors Influencing Online Purchase Decision of Shopee Customers in Yogyakarta (Case Study: College Students in Yogyakarta)” and that it has not been submitted, in whole or in part, in any previous thesis or any other institution for a degree, diploma or other qualifications. The work presented herein is entirely my own except for those stated by references and written in the bibliography. I am aware that the violation of this regulation will lead to the failure of the thesis.

Yogyakarta, 15<sup>th</sup> December 2022



Dwita Fahmi Mardiyah

## **DEDICATION**

*This thesis is wholeheartedly dedicated to my beloved parents and sister,*

*Bapak, Ibu and Mba Dini.*

*For their endless prayers, love, support, and encouragement.*

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Yogyakarta, December 20<sup>th</sup> 2022



Dwita Fahmi Mardiyah

## MOTTO

رَبِّ ابْنِ لِي عِنْدَكَ بَيْتًا فِي الْجَنَّةِ

*“Oh Allah, build for me near You a house in Paradise.”*

— Qur’an [66:11]

وَعَسَى أَنْ تَكْرَهُوا شَيْئًا وَهُوَ خَيْرٌ لَكُمْ وَعَسَى أَنْ تُحِبُّوا شَيْئًا وَهُوَ شَرٌّ لَكُمْ وَاللَّهُ يَعْلَمُ  
وَأَنْتُمْ لَا تَعْلَمُونَ

*“It may be that you dislike a thing which is good for you and that you like a thing which is bad for you. And Allah Knows, while you know not.”*

— Qur’an [2:216]

*“That it will never come again is what makes life so sweet.”*

— Emily Dickinson

*“Expecting Jannah while neglecting Salah, is like waiting for a train to arrive at the airport.” — Unknown*

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