

**THE INFLUENCE OF TRUST, CONVENIENCE, QUALITY OF
INFORMATION, AND PRODUCT VIEW ON PURCHASE DECISIONS
THROUGH THE SHOPEE FOOD APPLICATION**



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**ANALYSIS OF THE INFLUENCE OF TRUST, CONVENIENCE,
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DECISIONS THROUGH THE SHOPEE FOOD APPLICATION**



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STATEMENT PAGE

I hereby declare that this undergraduate thesis entitled “**ANALYSIS OF THE INFLUENCE OF TRUST, CONVENIENCE, INFORMATION QUALITY, AND PRODUCT VIEW ON PURCHASE DECISIONS THROUGH THE SHOPEE FOOD APPLICATION**” does not consist of any content that ever being proposed for any degree in other university, and ideas of any research and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references, and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences.

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MOTTO AND OFFICIAL

Tidak ada ujian yang tidak bisa diselesaikan. Tidak ada kesulitan yang melebihi batas kesanggupan. Karena “*Allah tidak akan membebani seseorang melainkan sesuai dengan kadar kesanggupannya.*” QS Al-Baqarah: 286

Today is wonderful and tomorrow will be even better. ~Floryn

FOREWORD

Bismillahirrahmanirrahim.

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This undergraduate thesis entitled "ANALYSIS OF THE INFLUENCE OF TRUST, CONVENIENCE, INFORMATION QUALITY, AND PRODUCT VIEW ON PURCHASE DECISIONS THROUGH THE SHOPEE FOOD APPLICATION" is submitted as partial fulfillment to achieve bachelor degree of economics, focusing on digital economics. The process of writing this undergraduate thesis has involved directly and indirectly many people and parties that the author would like to express gratitude to all people and parties below:

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Finally, the author believes that this undergraduate thesis is not perfect yet, hence, the constructive corrections from outer parties are hoped and expected to enrich and lead this undergraduate thesis into a better one. Hopefully, this undergraduate thesis would be useful in enriching the knowledge of all reader. Amen,

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