

**THE EFFECT OF PRODUCT QUALITY, E-SERVICE QUALITY,
PRODUCT PRICE, CUSTOMER PERCEIVED VALUE ON**

CUSTOMER SATISFACTION

(AN EMPIRICAL STUDY ON SHOPEE E-COMMERCE USERS)

***PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN
ELEKTRONIK, HARGA PRODUK, NILAI PERSEPSI PELANGGAN
TERHADAP KEPUASAN PELANGGAN***

(STUDI EMPIRIS PADA PENGGUNA E-COMMERCE SHOPEE)



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2024

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Submitted to Influence the Requirements for Obtaining a Bachelor's Degree in the

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STATEMENT OF AUTHENTICITY OF THESIS

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Declaring truthfully that the thesis I am submitting is truly my own work, except for quotations from the summary, all of which I have explained the source of. If in the future it is proven or can be proven that this thesis is plagiarized, then I will cancel the degree and diploma awarded by Yogyakarta Muhammadiyah University.

Yogyakarta, 16 August 2024



CITRA ZAL FRISKY

PREFACE

All praise be to Allah SWT who has provided ease, smoothness, grace and His guidance so that the author can complete the thesis entitled "THE EFFECT OF PRODUCT QUALITY, E-SERVICE QUALITY, PRODUCT PRICE, CUSTOMER PERCEIVED VALUE ON CUSTOMER SATISFACTION (AN EMPIRICAL STUDY ON SHOPEE E-COMMERCE USERS)".

This thesis is compiled as one of the requirements to complete the Bachelor's program (S1) at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

The author is aware that in compiling this thesis cannot be separated from the help and support of various parties. Therefore, on this occasion, the author would like to thank:

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