

# **SKRIPSI**

## **THE EFFECT OF WEBSITE CONTENT, ITS PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE TOWARDS CUSTOMER PURCHASE INTENTION IN LOVE, BONITO**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of *Sarjana Manajemen*

**By:**

**NAME : MIRA SARI**

**ID NUMBER : 03011180080**



**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2022**