## **SKRIPSI**

## THE EFFECT OF PERCEIVED HERD BEHAVIOR, SUBJECTIVE NORM, PEER COMMUNICATION, EMOTIONAL SUPPORT, AND PARASOCIAL INTERACTION ON CUSTOMERS' INTENTION TO PURCHASE IN BUKALAPAK DURING COVID-19 PANDEMIC SITUATION

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

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