

**SKRIPSI**

**THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND  
PERCEIVED QUALITY TOWARD CUSTOMER PURCHASE  
DECISION AT LAZADA ONLINE RETAIL COMPANY**

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

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**MANAGEMENT PROGRAM  
FACULTY OF ECONOMY AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2023**