

THESIS

ANTECEDENTS OF SATISFACTION AND LOYALTY TOWARDS PURCHASE INTENTION OF IN-APP PURCHASES OF GENSHIN IMPACT MOBILE GAME AMONG INDONESIAN STUDENTS IN PERSPECTIVE OF PERCEIVED VALUE

Written to meet a partial academic requirement to obtain
the degree of Magister Manajemen

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