SKRIPSI

PURCHASE DECISION IN E-COMMERCE BUKALAPAK: CELEBRITY ENDORSEMENT, ADVERTISING APPEAL, AND ELECTRONIC WORD OF MOUTH AS DETERMINANTS

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

By:

NAME : METTA ANGELINA

ID NUMBER : 03011190033



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