

**THESIS**

**THE EFFECT OF PERCEIVED RISK, PERCEIVED PRICE, PERCEIVED  
PRODUCT QUALITY AND MARKETPLACE REPUTATION TOWARDS  
CUSTOMER PURCHASE DECISION AT MARKETPLACE IN INDONESIA  
WITH E-TRUST AS MEDIATING VARIABLE**



**By:**

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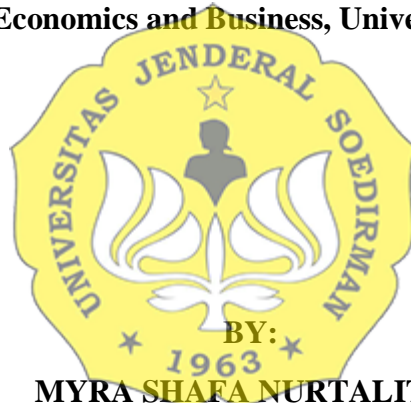
**MINISTRY OF EDUCATION AND CULTURE  
JENDERAL SOEDIRMAN UNIVERSITY  
FACULTY OF ECONOMICS AND BUSINESS  
PURWOKERTO**

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TOWARDS CUSTOMER PURCHASE DECISION  
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**In order to fulfill some of the requirements needed to get a Bachelor Degree  
from the Faculty of Economics and Business, Universitas Jenderal Soedirman**



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