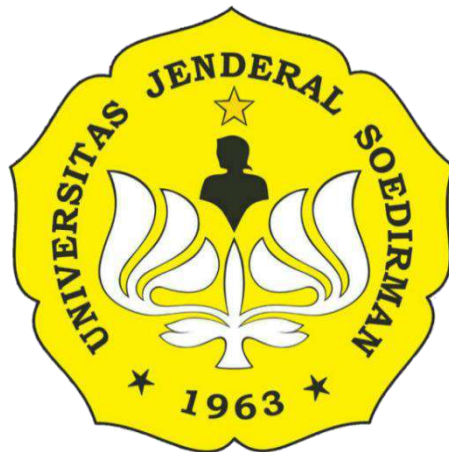


**THESIS**

**THE INFLUENCE OF WEBSITE QUALITY AND SALES PROMOTION  
ON IMPULSE BUYING BEHAVIOR AT SHOPEE WITH PERCEIVED  
ENJOYMENT AS MEDIATING VARIABLE**



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