

**THESIS**

**THE INFLUENCE FACTORS OF STUDENT PREFERENCES IN  
THE FACULTY OF ECONOMICS AND BUSINESS AT  
JENDERAL SOEDIRMAN UNIVERSITY TOWARDS CLOTHING PRODUCT  
PURCHASING IN THE ONLINE MARKET**



By :  
REYKA WILONA  
SIN C1G015031

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION  
JENDERAL SOEDIRMAN UNIVERSITY  
FACULTY OF ECONOMICS AND BUSINESS  
ECONOMICS DEVELOPMENT STUDY PROGRAM  
2019**