

THESIS

THE INFLUENCE OF TRUST, SECURITY AND SERVICE QUALITY

TOWARD PURCHASE DECISION AT LAZADA.CO.ID

(Study on Consumer of Lazada Online Store at Purwokerto)



BY:

KURNIANTO AJI P

C1K014047

MINISTRY OF RESEARCH, TECHNOLOGY, AND HIGHER EDUCATION

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

PURWOKERTO

2018

