



**PENGARUH PERILAKU BELANJA ONLINE DI LAZADA DILIHAT  
DARI PERSPEKTIF KEPERCAYAAN, KUALITAS PELAYANAN  
DAN ELECTRONIC WORD OF MOUTH DI KOTA JAKARTA**



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**PROGRAM STUDI MAGISTER MANAJEMEN**

**PROGRAM PASCA SARJANA**

**UNIVERSITAS MERCUBUANA**



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**TESIS**

Diajukan Sebagai Salah Satu Syarat untuk Menyelesaikan Program Pascasarjana  
Program Studi Magister Manajemen

UNIVERSITAS  
MARCA VIOLA  
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The logo of Universitas Mercu Buana (Mercubuana) is shown again, identical to the one at the top of the page. It features a central blue flame or water droplet shape composed of numerous small dots. Above this, the word "UNIVERSITAS" is written in a small, green, sans-serif font. Below "UNIVERSITAS", the words "MARCA VIOLA" are written in a smaller, dark green, sans-serif font. Underneath "MARCA VIOLA", the words "MERCU BUANA" are written in a large, bold, light blue, sans-serif font. Below "MERCU BUANA", the student ID "55116110208" is written in a smaller, dark blue, sans-serif font.

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