

**EFFECT OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, AND
PERCEIVED RISK ON PURCHASE DECISION
(A CASE STUDY OF FASHION PRODUCT TO PURCHASE ON TWITTER)**

THESIS

Proposed to Fulfill One of the Requirements to Achieve Undergraduate Degree



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**MANAGEMENT PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
INTERNATIONAL UNDERGRADUATE PROGRAM
UNIVERSITAS MERCU BUANA
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