

**STATEMENT OF ORIGINALITY**  
**Submitted to the**  
**INTERNATIONAL UNDERGRADUATE PROGRAM**  
**UNIVERSITAS MERCU BUANA**

The undersigned below:

Name : Nurul Usna  
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Program Study : Management Program

Do herewith declare that the material contained in my thesis entitled:

“The Effect of Perceived Ease of Use, Perceived Usefulness and Perceived Risk on Purchase Decision (A Case Study of Fashion Product to Purchase on Twitter)” is original work performed by me and it’s under the guidance and advice of my faculty supervisor Dr. Janfry Sihite, SE., MSM. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person expect where due references are made based on applicable provision. By this statement I made with real and I am writing to accept any action taken if later proved my promise is not really true.

Thus I convey this statement letter was made with sincerity.

Jakarta, July 1<sup>st</sup> 2020



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