

PREFACE

All praises to Allah Subhanahu Wata'ala who has given His grace to the author, so the author can finish this research proposal entitled "Effect of Perceived Ease of Use, Perceived Usefulness, and Perceived Risk on Purchase Decision (A Case Study of Fashion Product to Purchase on Twitter)". This thesis is a requirement to obtain a degree in Management Department Faculty of Economics and Business of Mercu Buana University.

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Nurul Usna