## THE ANALYSIS OF REPURCHASE INTENTION IN ONLINE TRANSACTION OF A MARKETPLACE SHOPEE (A CASE STUDY: CUSTOMERS OF FASHION PRODUCTS IN INDONESIA)

## **THESIS**

Submitted in Fullfilment of the Requirements for Bachelor Degree from Tanjungpura University Pontianak



## NI KOMANG AMANDA KARTIKA PUTRI NIM. B1024191045

STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMIC AND BUSINESS
TANJUNGPURA UNIVERSITY
PONTIANAK

2023