

**THE EFFECT OF USABILITY, WEBSITE DESIGN, INFORMATION QUALITY,  
TRUST, PERCEIVED RISK AND EMPATHY TOWARDS CONSUMER ONLINE  
PURCHASE INTENTION OF SOCIAL COMMERCE SITES IN INDONESIA  
(CASE STUDY: LAZADA)**

In Partial Fulfillment of the requirements for the Degree of Bachelor  
International ICT Business

By

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BANDUNG  
2015