

**APPROVAL SHEET**  
**ANALYSIS PERCEIVE VALUE, PRODUCT PACKAGING,**  
**AND BRAND TRUST OF PURCHASE INTENTION**  
**IN SHOPEE MARKETPLACE,**  
**MODERATED BY GENDER DIFFERENCES**

**UNDERGRADUATE THESIS PROPOSAL**

Submitted as Requirement to Obtain a Bachelor's Degree  
in International Business Administration Study Program

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**Supervisor:**

A handwritten signature in black ink, appearing to be 'Marheni Eka Saputri'.

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**FACULTY OF COMMUNICATION AND BUSINESS**  
**TELKOM UNIVERSITY**

**2020**