

**THE EFFECT OF PERCEIVED PRIVACY, SECURITY, AND TRUST ON
THE CONTINUANCE INTENTION TO USE SOCIAL NETWORKING
SERVICES**

(A STUDY ON META'S SOCIAL NETWORKS)

UNDERGRADUATE FINAL PROJECT

Submitted as One of the Requirements to Obtain a Business Administration
Bachelor's Degree

Compiled by:

Hicham Riache

1501193401



BUSINESS ADMINISTRATION INTERNATIONAL PROGRAM

SCHOOL OF COMMUNICATIONS AND BUSINESS

TELKOM UNIVERSITY

BANDUNG

2022