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Wakil Dekan Bidang Akademik,

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PENGARUH ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER
RATING, DAN LAYANAN CASH ON DELIVERY (COD) TERHADAP
KEPUTUSAN PEMBELIAN PADA PENGGUNA PRODUK SOMETHINC
DI APLIKASI TIKTOK SHOP

SKRIPSI

Diajukan Guna Memenuhi Persyaratan Memperoleh Gelar Sarjana Strata I

Oleh

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PROGRAM STUDI ADMINISTRASI BISNIS FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS MULAWARMAN SAMARINDA 2023