

**THE ROLE OF STRUCTURAL ASSURANCE TOWARDS CUSTOMER  
SATISFACTION, TRUST, AND CONTINUANCE INTENTION OF  
SHOPEE CUSTOMER DURING COVID-19 PANDEMICS**



**BACHELOR THESIS**

Proposed as one of the requirements to complete the  
Bachelor degree program in the Faculty of Economics and Business  
Diponegoro University

Submitted by:

DIUI NAJIYAH  
12010118190184

**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
2022**