## FACTORS THAT INFLUENCE GACHA GAME USERS' DECISION-MAKING IN USING GACHA GAMES



## **UNDERGRADUATE THESIS**

Submitted as one of the requirements for completing the Undergraduate Program (S1) in Diponegoro University Faculty of Economics and Business Undergraduate Program

Arranged By:

**Bunga Puspa Indah NIM. 12030120190111** 

Supervisor:

Dr. Rr. Sri Handayani, SE, Msi, Akt

ACCOUNTING DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2024