

**THE IMPACT OF CUSTOMER REVIEWS, PRODUCT PRICING, AND  
APPLICATION DESIGN ON PURCHASE DECISIONS WITHIN THE  
SHOPEE APPLICATION (Study on Shopee Users in Semarang City)**



Submitted as one of the requirements to

Complete the Bachelor Program (S1)

In the Bachelor Program of the Faculty of Economics & Business

Diponegoro University

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**INTERNATIONAL UNDERGRADUATE PROGRAM**

**FACULTY OF ECONOMICS & BUSINESS**

**DIPONEGORO UNIVERSITY**

**SEMARANG**

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