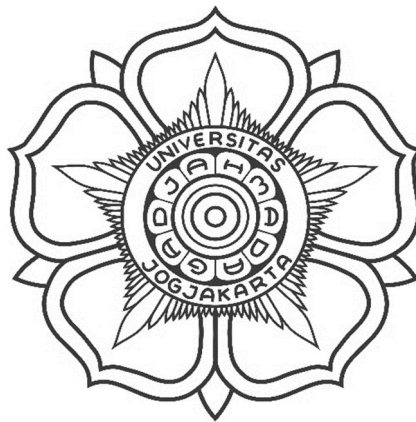


**THE EFFECTS OF WEBSITE CHARACTERISTICS ON ONLINE
IMPULSE BUYING BEHAVIOR (OIBB)
(A STUDY ON E-MARKETPLACES IN INDONESIA)**

Thesis

To Partially Fulfil the Requirements for a Bachelor's Degree in the Undergraduate
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The revised version of the thesis
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