



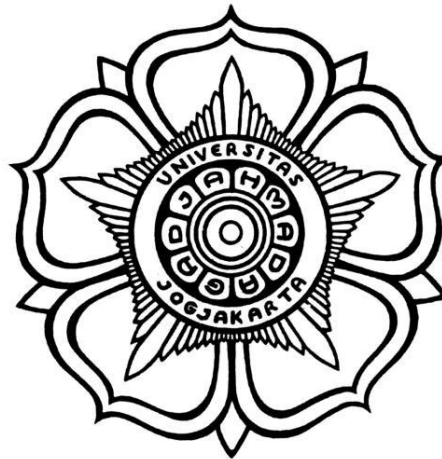
UNIVERSITAS  
GADJAH MADA

**Enjoyment and Attitudes as Predictors to Purchase Intention of Users in Karya Karsa Platform**  
Syarifah Nadia Azahra, Faturochman, Prof. Dr., M.A.  
Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

**ENJOYMENT AND ATTITUDES AS PREDICTORS TO PURCHASE INTENTION  
OF USERS IN KARYA KARSA PLATFORM**

**UNDERGRADUATE THESIS**

Submitted to the Faculty of Psychology  
Universitas Gadjah Mada  
in Partial Fulfillment of the Requirement  
for Bachelor's Degree in Psychology



**SYARIFAH NADIA AZAHRA**

**19/444323/PS/07994**

**INTERNATIONAL UNDERGRADUATE PROGRAM  
FACULTY OF PSYCHOLOGY  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA  
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By:

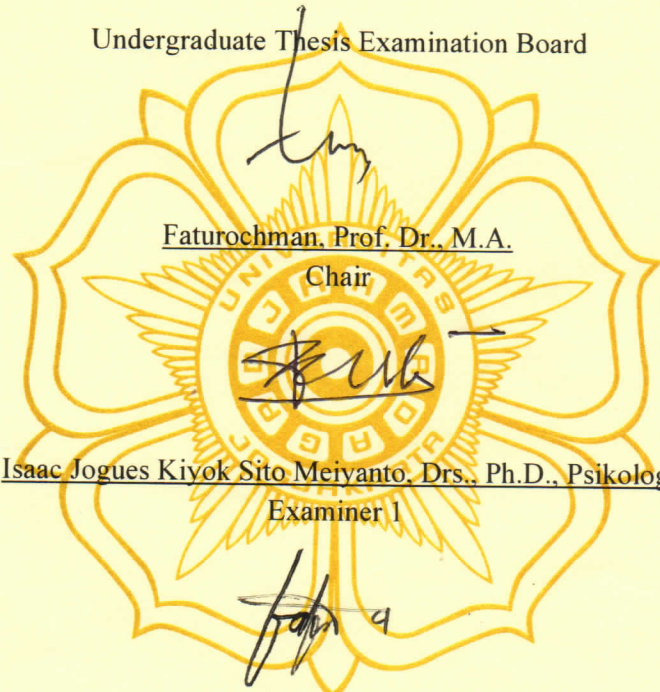
Syarifah Nadia Azahra

19/444323/PS/07994

An undergraduate thesis submitted in partial fulfillment of the requirements  
for the degree of Bachelor in Psychology, and it has  
been defended in front of Undergraduate Thesis Examination  
Board of Faculty of Psychology Universitas Gadjah Mada

Date: 05<sup>th</sup> July 2023

Undergraduate Thesis Examination Board



Faturochman, Prof. Dr., M.A.

Chair

Isaac Jogues Kiyok Sito Meiyanto, Drs., Ph.D., Psikolog

Examiner 1

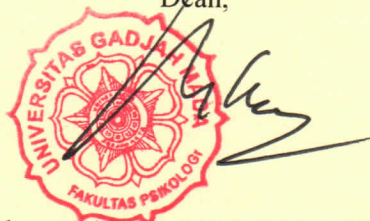
Lavenda Geshica, S.Psi., M.A.

Examiner 2

This undergraduate thesis has been accepted in partial fulfillment of the requirements for the  
degree of Bachelor in Psychology

Yogyakarta, 05<sup>th</sup> July 2023

Dean,



Rahmat Hidayat, S.Psi., M.Sc., Ph.D.