

**THE ROLE OF CONSUMER SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE  
AND ONLINE REVIEW IN SHAPING CONSUMER PURCHASE INTENTION IN  
SHOPEE AMONG STUDENTS**

**UNDERGRADUATE THESIS**



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FACULTY OF PSYCHOLOGY  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA**

**2025**



**The Role of Consumer Susceptibility to Interpersonal Influence and Online Review in Shaping Consumer**

**Purchase Intention in Shopee Among Students**

Najikha Itsnaini, Dr. Sumaryono, M.Si., Psikolog

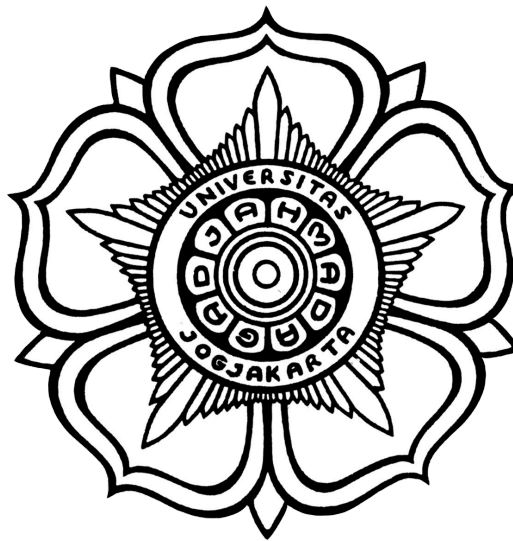
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AND ONLINE REVIEW IN SHAPING CONSUMER PURCHASE INTENTION IN  
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**UNDERGRADUATE THESIS**

Submitted to Faculty of Psychology Universitas Gadjah Mada

in Partial Fulfillment of the Requirements for the Degree of Bachelor in Psychology



**NAJIKHA ITSNAINI**

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## ENDORSEMENT PAGE

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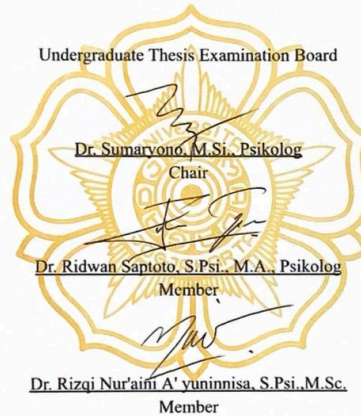
The Role of Consumer Susceptibility to Interpersonal Influence and Online Review in  
Shaping Consumer Purchase Intention in *Shopee* Among Students

By:  
Najikha Itsnaini  
21/475124/PS/22770

An undergraduate thesis submitted in partial fulfillment of the requirements for the degree of  
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Examination Board of Faculty of Psychology Universitas Gadjah Mada

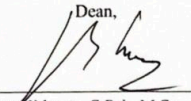
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Dean,  
  
Rahmat Hidayat, S.Psi., M.Sc., Ph.D.