

**The Influence of Website Characteristics on Online Impulse Buying  
toward Fashion Product**

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### DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement proven to be false, Iam willing to accept any sanction complying with the determination regulation or its consequence.

Yogyakarta, April 28, 2017

Researcher



Alma Nuriski

## ACKNOWLEDGEMENT

*Assalamualaikum Wr.Wb*

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The researchers hope that through this research will enrich the previous research and also add the literature for further research in the Department of Management and later will give benefit for marketing practitioner.

Finally the researchers hope that Allah SWT will give many other turns for those who have helped the researchers had been given. Aamiin.

*Wassalamualaikum Wr.Wb.*

Yogyakarta, April 28, 2017

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