

ACKNOWLEDGEMENT

Praise and terms to The Almighty God for His mercy and guidance, so that the author can finish and complete my final mini thesis entitled **“ANALYSIS OF CUSTOMER SWITCHING BEHAVIOR FACTORS FROM CONVENTIONAL FOOD INDUSTRY TO THE USE OF ONLINE FOOD DELIVERY PLATFORM IN INDONESIA”**. This mini thesis was done by the help of Allah Subhanahu Wa Ta’ala who giving strength in every step I took and also with many supports for all people around me. Thus I would like to say thank you to:

1. Mr. Achmad Manshur Ali Suyanto, M.BA., D.BA., as my supervisor who is always support, helps, guidance and give advice for me in accomplishing this research,
2. Mrs. Ratih Hendayani S.T., M.M. as my academic advisor who provided assistance, guidance, and advise for me since the first semester at Telkom University,
3. My beloved parents, The late Mr. Hardoyo and Mrs. Sri Kamiyati, who always give me motivation, support, endless love, and all of the prayers for every step of my life.
4. My friends who also accompanying me to work on this research, and special thanks to Gilang Rhamadhan, Angga Qodri, Yusmia Nurastya, Nyoman Trisna, Made Shania, Ika Nur Afifah, and Rizqa Qorry.

The author apologizes if there is still weaknesses in this final project. Therefore, The Author hopes any suggestion can be used as learning materials for better research in the future. Hopefully, this research is useful and can be used as additional information for others.

Bandung, 28 January 2021

Meta Septyowati

1401164629