

PREFACE

Praise and deep gratitude to Allah SWT for the abundance of grace and guidance that has been given to the author that did this thesis with a title “The Effects of Service Quality and Brand Image on Lazada Repurchase Decision in Bandung.” This study aims to fulfill the requirements of an undergraduate degree in the Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung. Sherawat and greetings may always be devoted to the Prophet Muhammad SAW, who has guided us from the darkness to the clear light.

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May Allah SWT always bless those mentioned above. May all their sacrifices be counted to help them succeed in their future life. This thesis is still far from perfection, both in writing techniques and grammar. Therefore, the author looks forward to any suggestions and criticisms for further improvements. The author also hopes that this report can be helpful, especially for the author and the readers.

Bandung, December 31st, 2021

A handwritten signature in black ink that reads "Husny". The signature is written in a cursive style with a long horizontal stroke extending to the left and a small flourish at the end.

Husny Gibreel Musa Saleh