

PREFACE

ise and deep gratitude to Allah SWT for the abundance of grace and guidance that has been given to the author that made this thesis with a title “The Influence Of Customer Experience Towards Flip’s Customer Satisfaction”. The purpose of this study is to fulfill the requirements of undergraduate degree in Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung. Shalawat and greetings may always be devoted to the Prophet Muhammad SAW who has guided us from the darkness to the clear light.

During the completion of this thesis, the author received a lot of guidance, direction, and advice that helped directly or indirectly to finish this thesis. Therefore, the author would like to thanks to:

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

Bekasi, January 12, 2023

A handwritten signature in black ink, appearing to read 'Muhammad Aulia Yahya', written in a cursive style.

Muhammad Aulia Yahya

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