## **PREFACE**

The author extends sincere praise and heartfelt gratitude to Allah SWT for bestowing abundant blessings and guidance throughout the process of crafting this final project titled "The Effect Of Customer Experience On Lazada's Customer Loyalty Through Trust As Intervening Variable". This final project has been undertaken to fulfil the requirements for the attainment of an undergraduate degree within the Department of Business Administration, housed within the Faculty of Communication and Business at Telkom University, Bandung. Special prayers and blessings are also offered to the Prophet Muhammad SAW, whose guidance has illuminated our path from obscurity to clarity.

Throughout the journey of completing this thesis, the author has been fortunate to receive valuable guidance, direction, and advice, both directly and indirectly, which have significantly contributed to its successful culmination. In light of this, the author wishes to express gratitude to:

- 1. Ms. Ade Irma Susanti Ph.D. as Dean of School of Business and Communication.
- 2. Mr. Syahputra S.Sos., M.Sc., Ph.D. as my guardian and kind-hearted supervisor for the contribution, support, guidance, and provided advice to the author during the completion of this thesis.
- 3. My beloved father, Risman and my beloved mother, Aas Asnatuti for the abundant pray and having my backbone as well as providing all my needs without hesitation.
- 4. My best friend, Irsyan Khalik Prabowo for the endless support, infinite pray, advice and always by my side through obstacles.
- 5. My friend, Syifa Farida Thifal for always there through thick and thin, always listens to every story that I share with him, giving advice and my support system.
- 6. Fahriza Sofyan for the endless support and always there through ups and downs.
- 7. My fellow classmates AB-41 INT for all the friendship, support amemories during these past 4 years.
- 8. All the seniors who provide a direction and give examples regarding the final project.