

THE INFLUENCE OF OVERALL E-SERVICE QUALITY TOWARDS CUSTOMER  
SATISFACTION AND CUSTOMER TRUST OF TOKOPEDIA USERS IN  
INDONESIA

MINI THESIS PROPOSAL

Submitted as part of the requirement to complete the Bachelor's Degree from the  
International ICT Business Study Program

Arranged by:

Annaya Sabila Putri

1401192561



INTERNATIONAL ICT BUSINESS FACULTY  
OF ECONOMICS AND BUSINESS TELKOM  
UNIVERSITY  
BANDUNG

2023