

## **PREFACE**

First of all, the Author would like to thank Allah SWT because above abundance of His Grace and Guidance Author can do and finish the mini thesis with the title of “FACTORS INFLUENCING CONSUMERS TRUST AND LOYALTY IN E-COMMERCE (STUDY CASE: STEAM)”. The purpose of writing this mini thesis is to meet one of the graduation requirements for the S-1 level of the ICT Business Study Program, School of Economics and Business, Telkom University Bandung.

In preparing this paper research alone, Author realizes that there are a lot of problems and obstacles but on the other hand, it also comes with guidance, criticism, suggestions, and motivation from various parties from all of the aspects whether it's physically or even mentally. Therefore, the author would like to thank to:

1. Tri Widarmanti, S.MB., MM. as the Academic Advisor
2. M Yudha Febrianta, ST, MM. as the Guardian Lecturer
3. Fahrul Hamid, SE, M.si. and Erin Fatinia Riyansie as Author's Parents and also for the other family who always supports by providing advice and motivate Author in working on this mini thesis.
4. Colleagues and friends who helped, motivate, accompanied, and provided advice for Author in working on this mini thesis.
5. All other Parties that can't be fully mentioned who contribute directly and indirectly for Author to work on this mini thesis.