

**FACTORS THAT INFLUENCE ONLINE RETAIL BRAND TRUST
(CASE STUDY LAZADA INDONESIA)**

UNDERGRADUATE THESIS

Proposed as One Term to Acquire a Bachelor Degree on Business Management of
Telecommunication and Informatics Program

Proposed by:

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acc for defense,
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30.11.15

(Dr. Maya Ariyanti, M.M.)

SCHOOL OF ECONOMICS AND BUSINESS

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