

**THE INFLUENCE OF CUSTOMER EXPERIENCE
ON SHOPEE'S CUSTOMER SATISFACTION IN
BANDUNG**

UNDERGRADUATE THESIS

Submitted as One of Requirement for
Obtain a Bachelor of Business Administration Degree
Business Administration Study Program

Compiled by:

Ulfi Nur Aisyah

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**BUSINESS ADMINISTRATION INTERNATIONAL CLASS
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2020**

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