## **ACKNOWLEDGEMENT**

Alhamdulillah, praise to Allah Subhanahu Wa Ta'ala who gave me great chances to finish this mini thesis entitled "Perceptual Mapping Analysis of Ecommerce Based on Custome Perception (Case Study on Tokopedia, Bukalapak, Shopee, Lazada, Blibli and Jd.id) " in Partial Fulfillment of the Requirements for the Degree of Bachelor International ICT Business, Telkom University, Bandung.

In completing this mini thesis, the author earned guidance, suggestions, and big motivations from many parties. Therefore, the author would like to deliver the appreciation to:

- 1. My parents Mr. Nur Aziz and Mrs. Sukinah, my brother and my sister for the continuous support and affections.
- 2. Refi Rifaldi Windy Giri, ST. MBA as my supervisors who always help, support and give guidance to conduct the research. Thank you for all the knowledge, experiences, times, and patience.
- 3. Ir. Soeparwoto Dharmoputra, M.B.T. as my academic supervisor who give guidance during the college study.
- 4. International ICT Business Batch 7 friends, also Safira Al Sakinah, Putri Ayu Nidya, Winda Aulia, Belva Damario, Safira Kurnia, Rhaudia Maghfira, Andrey Mulyana and other ICT Business seniors who continuously help and give me support by sharing knowledge.
- 5. All my hometown friends Mutiara Pramashella Citra, Anis Mareta, Nadya, Fitria Ayu, and Muhammad Farizky that always support me and give me spirit to finish this reserach.
- 6. All people in my college life whom I cannot mention here one by one.

The author apologizes if there are deficiencies found in this research. The author hopes the research findings can be used as learning materials for better research in the future.

Bandung, December 2018 Shelvy Taurusiana Aziz