

PREFACE

In the name of Allah SWT the most merciful and gracious, I would like to say thank you because he has given an opportunity for the author to finish the thesis properly. I also want to convey shalawat and salam to the last messenger of God, Muhammad Prophet.

The thesis entitled “**The Role of Multichannel Integration, Trust, Offline and Online Customer Loyalty towards Sociolla’s Customer Repurchase Intention**” is structured to meet the requirements of the undergraduate in the department of Business Administration, faculty of Communication and Business, Telkom University, Bandung.

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that must be corrected. Therefore, any constructive criticism and suggestion will be gladly accepted. Finally, it is expected that this thesis will be beneficial for the readers especially for Telkom University student.

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Riza Raisani Alyasa

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