

PREFACE

Assalamu'alaikum Wr. Wb.

Praise and gratitude for the blessing and presence of Allah SWT who has deigned to bestow His mercy and grace. Thanks to prayer, effort, hard work and guidance from many parties, the author may complete this Mini Thesis titled “Factors Influencing Gen-Z Consumer Loyalty Towards Mobile Service Provider (MSP) in Indonesia”, as the fulfilment of the requirements for the degree of Bachelor International ICT Business, Telkom University, Bandung. The author is aware that this Mini Thesis is very far from perfect and there are still many problems and shortcomings. For this reason, the author expects criticism and suggestions from readers. Then if there are many mistakes the author apologizes. In finishing this Mini Thesis, author get many guidance, assistance, and advice from various parties. On this occasion author want to say thank you to:

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